



**ILMA**  
UNIVERSITY  
FORMERLY IBT

**ANNUAL**

**RE** **20**  
**21**  
**PORT**







# CONTENT

MESSAGE OF THE CHANCELLOR  
MESSAGE OF THE VICE-CHANCELLOR  
QUICK FACTS

01  
02  
03

## ACHIEVEMENTS, AWARDS AND HONORS

08

- ILMA UNIVERSITY RANKED NO1 IN SDG1 IN SINDH
- REGISTRAR APPOINTED AS JUDGE AND MENTOR IN MERGE 2021
- REGISTRAR APPOINTED MENTOR AT HARVARD UNIVERSITY
- ILMA'S REGISTRAR INVITED AS A KEY SPEAKER
- (IJTSM) REACHED HIGH TO ENTER THE Y CATEGORY IN HJRS 2021
- (JICT) RECOGNIZED IN HEC'S PRESTIGIOUS "Y" CATEGORY

## RESEARCH & DEVELOPMENT PUBLICATIONS

16

- RESEARCH IN PROFESSIONAL ETHICS
- PROBLEM IDENTIFICATION FOR THESIS
- RESEARCH ARTICLES IN ACADEMIC JOURNALS
- RESEARCH WEBINAR AIMED AT THE GLOBAL SDG Q.E
- RESEARCH ON SOLID WASTE RECYCLING WITH THE UNITED NATIONS
- RESEARCH ON SUSTAINABILITY & GREEN ENERGY
- EMPHASIS ON CSR UNDER THE U.N

## MEMORANDUM OF UNDERSTANDING & MEETINGS

43

- A CLIMBS HIGHER AS IT SIGNS AN MOU WITH PIA
- MOU WITH THE ASF AIRPORT SECURITY FORCE
- MOU WITH SIR SYED UNIVERSITY
- MOU WITH UNIVERSITY MALAYSIA
- STRATEGICALLY PLANNED MEETING WITH DEPUTY DG ASF
- HOTD MEDIA AT K21 CHANNEL
- VICE CHANCELLORS MEET UP AT ITS MAIN CAMPUS
- MOU WITH DHA SUFFA UNIVERSITY
- INVITED BY BRIGADIER KASHIF SARWAR ALAM
- A COLLABORATES WITH HASHMANI'S GROUP OF HOSPITALS
- MOU WITH SHED FOUNDATION
- ASF PUBLIC SCHOOL & COLLEGE

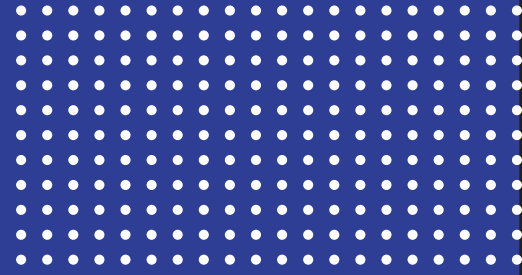
## CONFERENCES AND WEBINARS

54

- MEDIA CONFERENCE IN FOCUS WITH UN SDG INDUSTRY,
- PLATFORM TO PROMOTE YOUTH AND WOMEN EMPOWERMENT
- SEMINAR ON NEW INDUSTRIES & MARKETS DEVELOPMENT
- WEBINAR ON ENERGY EFFICIENCY
- A CV WRITING WORKSHOP
- WEBINAR TO ADDRESS THE QUALITY EDUCATION
- THE COVID-19 IMPACT ON THE EDUCATION SECTOR:
- MEDIA-CENTRED WORKSHOP
- THE SECOND ICQAA IN PAKISTAN
- INVITES AN AWARD-WINNING FILMMAKER MS HAYA FATIMA



- WEBINAR ON LINKEDIN STRATEGIES
- ILMA PAYS TRIBUTE TO ARFA KARIM
- WEBINAR ON ROLE OF HIGHER EDUCATION
- WEBINAR TO DEVELOP ENTREPRENEURIAL SKILLS
- LIVING THE DISRUPTIVE 21ST CENTURY
- VIRTUAL INTERNATIONAL ORIC CONFERENCE
- A CONFERENCE TO BOOST THE UN SDG QUALITY
- WEBINAR ON LEADERSHIP DEVELOPMENT
- WEBINAR ON SOCIAL MEDIA ENTREPRENEURSHIP
- VIRTUAL CONFERENCE ON TRENDS IN TECHNOLOGY & COMPUTING
- HOW TO PREPARE FOR A JOB INTERVIEW
- TARGET THE GLOBAL SDG QUALITY EDUCATION
- OPPORTUNITIES IN THE AVIATION INDUSTRY
- FREELANCING & WEB DEVELOPMENT
- DECENT WORK, SUSTAINABLE CITIES & INDUSTRY
- TARGET SDG INNOVATION, INDUSTRY & INFRASTRUCTURE
- TARGETED AT THE GLOBAL SUSTAINABLE DEVELOPMENT GOAL
- WORKSHOP ON MOBILE JOURNALISM
- FASHION DESIGNER AMIR ADNAN AT ILMA



#### **SPORTS AND EXTRA CURRICULAR**

**80**

- SEMINAR ON ROAD SAFETY
- FUTSAL TOURNAMENT
- TABLE TENNIS TOURNAMENT
- ILMA TECH GALA 2021
- ILMA PICNIC 2021
- ILMA TALENT HUNT

#### **CORPORATE SOCIAL RESPONSIBILITY**

**88**

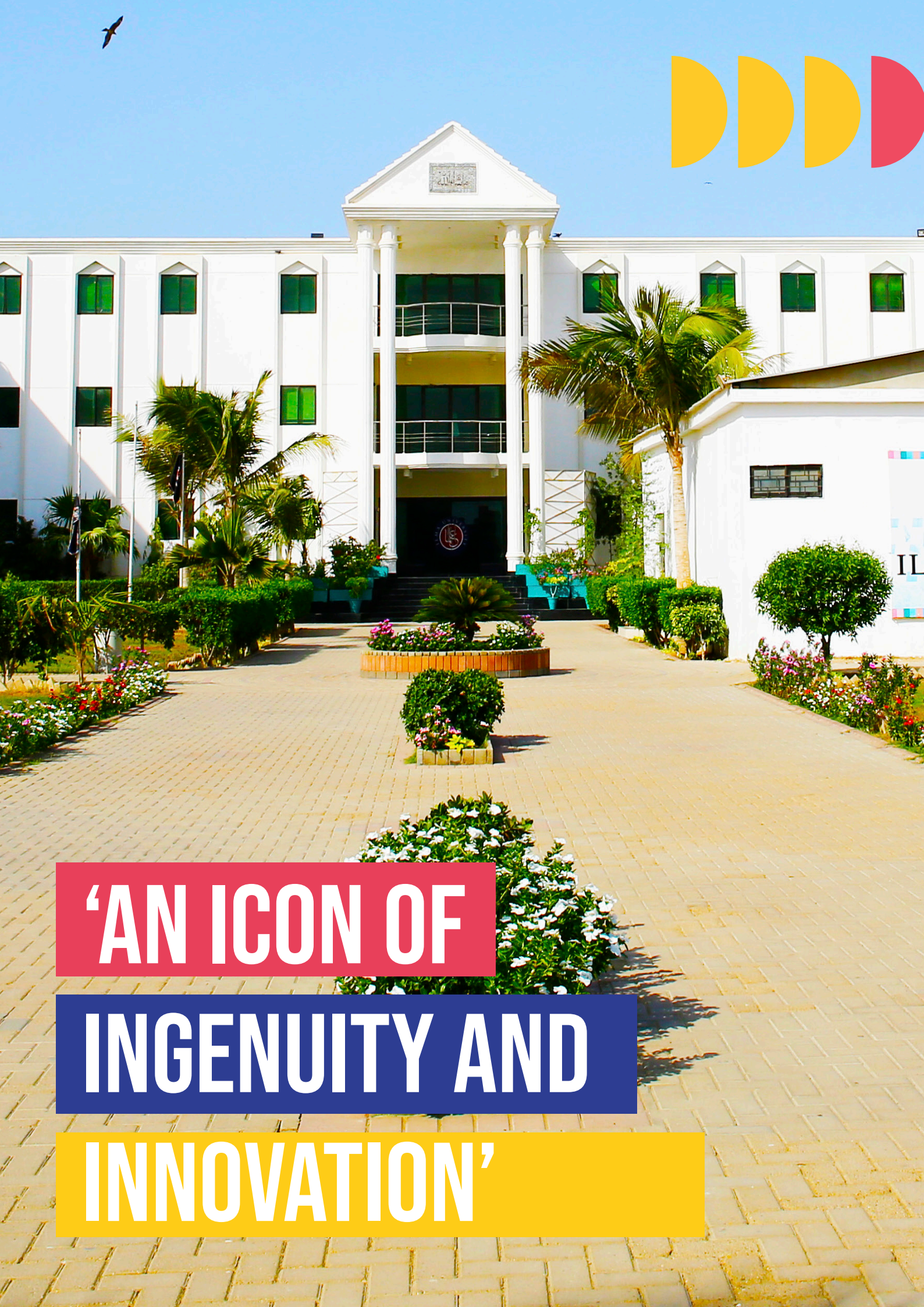
- JOINED HANDS WITH INDUS HOSPITAL FOR A BLOOD DRIVE
- IFTAR DRIVE
- VISIT TO SAHARA VILLAGE

#### **ALUMN AND PLACEMENT**

**93**

- 16TH CONVOCATION 2021
- ALUMNI MEET
- RECRUITMENT DRIVE BY ZAMEEN.COM
- WORKSHOP ON REAL ESTATE (CHALLENGE & OPPORTUNITIES)





**‘AN ICON OF**

**INGENUITY AND**

**INNOVATION’**

Ilma University is the supremacy of higher education recognized by HEC as a Chartered university. It has diverse and accredited undergraduate, graduate and postgraduate programs. The interdisciplinary and integrative Management Sciences, Computer Science, Science & Technology and Media & Design Faculties stratified for value addition inspire the ingenuity in the students it instructs.

Ilma University is strategically situated in the educational hub of Karachi city. Its purpose built main campus is a sprawling structure architecturally designed. It houses various departments, spacious classrooms, state of the art auditorium, media, computer & hardware labs, digital library, girls common, room, separate faculty offices, mosque, book shop, admission & counseling offices, cafeteria, rest rooms on every floor and sports clubs under its roof.

Formerly Institute of Business Technology, it was elevated to the monumental university status in May, 2017 by the revolutionary bill passed by the Provincial Sindh Assembly as a judicial Act of Sindh vide Sindh Act # XIX of 2017.

Ilma University's Chancellor Mr. Noman Abid Lakhani (Tamgha-e-Imtiaz) spearheads this prestigious educational establishment. The university Board of Governors comprises renowned personalities who have made an indelible mark in the field of education, social uplift and corporate sector. University has also included representation from the Alumni Student Body.

Highly qualified, experienced and distinguished faculty including distinguished PhDs on its roster of academics form the framework of substantial curriculum agendas and rigorous study patterns. An alignment of the dual approaches of pedagogy and andragogy enhance the educational experience in learning. The levitation of literary devices lead to cognizance of reasoning and amassing of analytical acumen. Concurrently, the leading faculty provides the insight and foresight required for origination of divergent directions to heighten the intellectual growth among students.

Ilma University constitutes a large student body enrolled in its accredited programs. The students have access to the latest research, online resources and real world learning contexts. Technologically centered environment with high speed internet service results in enriched borderless learning.

The ad rem instructional strategy in linkage with avenues of actual workplace functionality via short term and long term associations with organizations results in on job development. Commence forthwith, Ilma University's professional and enterprising graduates harness the prospective career positions through the university's placement portal and witness peak performance. Till date, 3500 + graduates have secured key leadership positions in corporate, industrial and government sectors - an Ilmian legacy of success.

Ilma University has established strong connections and networking in the private and public sector which have opened ample job opportunities for its graduates. Key organizations include Evo Pak Qatar, Abacus Consulting, SBT Japan Caliber, Aman Foundation, State Life, Toyota Motors, British Council, Turkish Airlines, Dreamworld, Al-Meezan, Daraz.pk, Gul Ahmad, Wi Tribe, Burj Bank, PTCL, Novartis, Tapal, Abbott, HR International, Tameer Bank and Maple Pharma.

Ilma University has articulated strategic collaborative, affiliated, partnership arrangements with prominent international institutions, universities of higher learning, professional bodies, multinationals, regulatory agencies and skill development councils. This has unlocked unlimited opportunities of diversification for it in the field of higher education.

Ilma University continues to charter new territories with quality enhancement and technological expansion to transcend transnational borders.



# KARACHI - METRO-POLITAN BLISS

Karachi is the metropolis hub and most populous city of Pakistan. It is the centre for business and trade which provides lucrative employment opportunities. It is well developed with commercial and residential enterprises spread along its length and breadth. Malls, markets, major companies and multinational organizations span across its expanse.

Federal and Provincial government offices, courts and foreign embassies find it an ideal loca-

tion for national as well as international official operations. The best hotels situated here with a myriad of facilities and recreational spots make it a major tourist destination.

Many throng here seeking avenues of higher education and it also boasts to have international students studying in its colleges and universities. The world's best universities are located in this multifaceted city. Hence, a diverse student body from different countries makes it a melt-

ing pot of cultures.

Ilma University reflects and resonates the very vibrance and vitality of the city of lights. It aims to enliven the city with the eternal light of knowledge and welcomes students from across the globe with similar warmth. Each student at Ilma feels at home with a strong sense of belongingness.





## MESSAGE OF THE CHANCELLOR

It gives me great pleasure to launch ILMA University's Annual Report 2020. Indeed, this past year has been quite an unpredictable one with a series of unprecedented happenings across the globe. This has presented immense challenges for the education sector which changed the entire landscape and led to innovations in the educational strategies across the departments.

As the COVID-19 scenario escalated, the University took the inevitable decision of going virtual. This was a monumental step in the technological direction which precipitated an online transition. It is commendable that the University was able to uplift and upscale itself in an online way of teaching and learning in a speedy as well as seamless manner. With multiple tools and technologically advanced facilities, the staff plus students were facilitated smoothly.

I am proud to reiterate that, ILMA University is among the few top universities which were able to deal and decisively succeed in running online platforms with an unparalleled global outreach through its frontline virtual conferences and webinars with distinguished panellists from all over the world.

The year 2020 has been amazing for the University despite its highs and lows but the overall performance remained above par and achievements note-worthy.

**Noman A. Lakhani**  
**(Sitar-e-Imtiaz)**



## MESSAGE OF THE VICE CHANCELLOR

The time has arrived to unfold the pages of the Annual Report 2020. This progressive report is certainly reflective of a remarkable year gone by in which the University accomplished milestones for the establishment of a better world through quality education.

Though, the year was fraught with much hardships faced by all the sectors worldwide created due to the pandemic yet the University stood its ground and achieved the unachievable on all fronts of working. It was able to establish the SDGs throughout its course of programs which showed internationalism embedded in their curricular as well as co-curricular agendas.

It is commendable for the University to be able to face and overcome the challenges presented whether in education deliverance during COVID-19, online functionality or digital facilitation of staff, students and alumni. ILMA University was able to impart sound, technologically advanced and knowledge aligned with the latest trends.

The University also managed to work well under these uncertain circumstances with stringent precautionary measures in place. And eventually emerged infrastructurally sound, digitally enhanced and globally connected.

**Prof. Dr. Mansoor uz Zafar Dawood**

## QUICK FACTS

**216**

PUBLICATIONS

**6K**

VOLUNTEER HOURS

**700**

FAMILIES  
IMPACTED

**5 MILLION**

RESEARCH FUNDING

**600+**

JOBS & INTERNSHIPS

**8.5 MILLION**

PROJECT FUNDING

**800+**

SCHOLARSHIP

**8**

INTERNATIONAL  
CONFERENCES

**150**

LAPTOPS REWARD

**12**

REWARDS  
PROGRAMS

Since 2001, Ilma University has been a respected HEC degree-awarding institution in the higher education industry. Previously known as the Institute of Business Technology, it was raised to the status of a full-fledged university in 2017, which was an extremely big achievement.

Ilma University believes that its well-designed programs with complete curricula, coursework, projects, research, and testing patterns will help it realize its fundamental goal of providing quality education. These are specifically framed to satisfy worldwide educational standards, with a constant and severe reviewing mechanism in place by the HEC and CIEC, who conduct regular visits to assure this.

A QAL department also exists, which specifies and assures total compliance with high-quality parameters in all aspects of University operations. This quality assurance department keeps the documentation, planning, and training up to date in order to raise the bar. It ensures that teaching and research standards are met in all courses taught, develops qualification frameworks and program structures to determine what knowledge, understanding, and skills are developed, quality assurance processes and evaluation methods to ensure that standards are met, and develops curriculum and staff development alongside research and other scholarly activities.

With quality education at the nucleus of the University functionality, students are equipped with the knowledge and skills to become competitive citizens in a multidimensional society. They are automatically lifted out to lead better lives so the element of SDG 1 - No Poverty is wiped out. They can gain an education that enables them to become contributing members of society and enter the workforce to sustain themselves as well as their families. Therefore, they have a solid professional prowess to bank on. Ilma University granted scholarships to support the Airport Security Force (AFS) personnel, facilitated students through waivers, and distributed 1,000 laptops, tablets & internet devices under the Youth Support Program.

After leaving the University, these capable graduates hold an internationally accredited degree that allows them to find work easily.

So, there will be SDG 2 - No Hunger rest assured. They are also taught through a pragmatic approach which gives them plenty of hands-on experience. There are different project fairs held sent to internships in all types of organizations where they gain valuable experience. The University launches community service programs to help the deserving of society. The students are sent on food distribution sprees in different shelters to overcome this dire need.

Ilma hosted a trending workshop for the faculty on the impact of Corona Virus disease on the education sector, conducted online sessions, and recorded & uploaded video lectures on ensuring social distancing targeting SDG 3 - Good Health and Well-being. Furthermore, the varsity held a live webinar on Mental Health during the Pandemic, organized a blood donation drive, and signed impactful MOUs with the SHED foundation and Hashmani's groups of hospitals.

Since its inception, Ilma University vision upholds imparting SDG 4 - Quality Education through its distinguished and diverse study programs. These comprise undergraduate, graduate and postgraduate degree streams in the widely acclaimed faculties. There are four instituted faculties, namely; Management Sciences, Software Engineering, Science & Technology and Media & Design.

SDG 5 - Gender Equality and SDG 10 - Reduced Inequalities are beautifully met by the University's Global Educational Consultants Society (GEC). GEC Society plays a pivotal part to provide access to low-cost and inclusive education that encircles all irrespective of caste, color, or creed and stands united in the imparting quality education serving the less privileged and underserved areas. GEC Society has awarded millions of rupees in scholarships to 8000+ students with academic excellence who could not afford it. They also targeted special students and the differently abled in their admissions. Ilma organized a variety of seminars and highlighted women as leaders in its international webinar focused on UN SDG gender equality, promoting equal opportunities to build and develop their distinct identity in society.

There are plans and systems put into place by the University for SDG 7 - Affordable and



Clean Energy. The various departments work relentlessly to invent ways of creating better energy options and incubation center TORCH is a step ahead in providing that platform. Both software engineering and science & technology students delve into experiments and test projects to produce mechanisms that are efficient, reliable, and modern. Moreover, Ilma hosted a webinar on the latest energy efficiency & methods to attain the global SDGs affordable & clean energy that encouraged the use of the described methods for saving fuel and inculcated a sense of green energy.

The University also provides plentiful opportunities for acquiring SDG 8 - Decent Work and Economic Growth. It has a placement portal and an official Facebook page that also continuously advertises various vacant positions. Ilma has conducted various workshops and webinars to widen the scope of learning in emerging fields provided students with new challenges and pushed them to become new industry leaders. Moreover, Ilma organized a talent hunt and multiple recruitment drives. Through these various initiatives, about 200 students successfully secured respectable jobs.

There is much emphasis on SDG 9 - Industry, Innovation, and Infrastructure. The University is well aware of the frequently changing needs of the global society so it promotes adaptability and flexibility as its core values. The varsity virtually hosted a spectacular conference, international seminars, and various guest speaker sessions providing students the essence of new trends of industry besides quality education. In this entrepreneurial spirit, Ilma Project Gala 2021 exhibited innovative ideas presented by 160 students. The University has well laid out industry linkages as many prominent industrialists are on its board of governors.

Ilma University moves on to chart territories of SDG 11 - Sustainable Cities & Communities. The University has equipped the students with updated knowledge and the latest research with a wider view of the world to attain optimum results. Ilma hosted a hybrid seminar for awareness about road safety, promoting awareness about the road safety measures, multiplying the outcome manifolds in the society.

Ilma synergized for community outreach, recycling drives, and organized a tree plantation drive to endorse environmental wellbeing and spread awareness about controlling environmental pollution & global warming promoting SDG 13 - Climate Action & SDG - 15 Life on Land. Ilma conducted a beach cleanup activity as a part of CSR to promote SDG 14 - Life Below Water & SDG - 15 Life on Land. Awareness programs are also held to combat the effects of global warming and other indicators for a better place to live.

An array of visionary liaisons meet the SDG 17 - Partnerships for the Goals where the University has articulated both national and international linkages for the very purpose of mutual uplift. Ilma has signed impactful MOUs pact with DHA Suffa University, Sir Syed University, PIA, and Universiti Malaysia Perlis. These mutually beneficial relationships within the industry are ensuring more credibility to Ilma graduates. These steps have given us an incredibly positive response; our alumni network is growing wide and strong by securing managerial positions at reputable organizations nationally and internationally.

As a result, Ilma University is well ahead of the curve in justifying and implementing the Sustainable Development Goals in all aspects of its internal and external operations.





**ACHIEVEMENTS**

**AWARDS AND**

**HONORS**



# THE IMPACT RANKING: ILMA UNIVERSITY RANKED NO 1 IN SDG1 IN SINDH

These international standard rankings have been awarded by THE World University Rankings and is known for their unsurpassed assessment criteria.

The Times Higher Education Impact Rankings are the only global performance tables that assess universities against the United Nations' Sustainable Development Goals (SDGs).

They use carefully calibrated indicators to provide comprehensive and balanced comparison across four broad areas: research, stewardship, outreach and teaching. ILMA stands 1st in SDG1.

This table on SDG 1 – no poverty measures universities' research on poverty and their support for poor students and citizens in the local community. ILMA was able to conquer this domain with its CSR activities and outreach.

The University's staff and students conducted effective campaigns and drives which targeted the underserved and marginalized sectors of the community.

The university claimed 5th

position in SDG4 for quality education measures universities' contribution to early years and lifelong learning, their pedagogy research and their commitment to inclusive education.

ILMA recognized and supported endeavors in research and development through the TORCH platform in collaboration with Noman Group and Global Educational Consultants (GEC) with national as well as international organizations.

These research grants were offered to researchers, students, alumni and faculty globally.

Through quality research aimed at the SDGs and publication of 5 in house journals i.e. IBT Journal of Business Studies, Journal of Media & Communication and Journal of Information & Communication Technology duly recognized by HEC in the Y category and list in HJRS.

These international standard rankings have been awarded by THE World University Rankings and is known for their unsurpassed assessment criteria.

The Times Higher Education Impact Rankings are the only global performance tables that assess universities against the United Nations' Sustainable Development Goals (SDGs).

They use carefully calibrated indicators to provide comprehensive and balanced comparison across four broad areas: research, stewardship, outreach and teaching. ILMA stands 1st in SDG1.

This table on SDG 1 – no poverty measures universities' research on poverty and their support for poor students and citizens in the local community. ILMA was able to conquer this domain with its CSR activities and outreach.

The University's staff and students conducted effective campaigns and drives which targeted the underserved and marginalized sectors of the community.

The university claimed 5th position in SDG4 for quality education measures universities' contribution to early years and lifelong learning, their pedagogy research and their commitment to inclusive education.

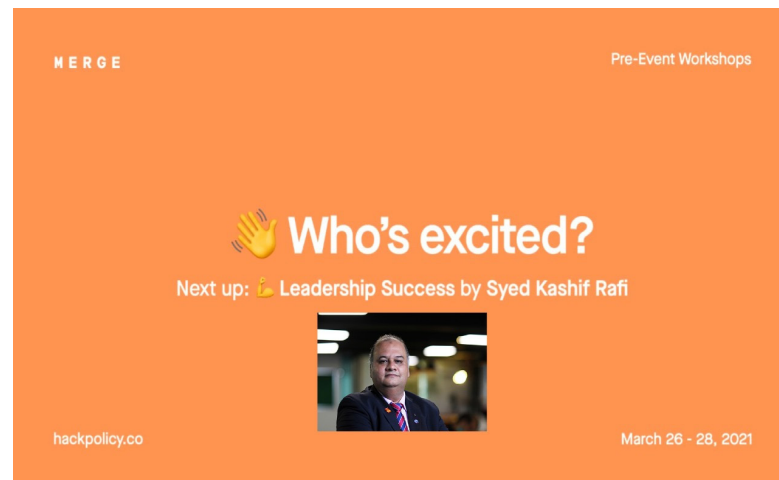


# ILMA UNIVERSITY'S REGISTRAR APPOINTED AS JUDGE AND MENTOR IN MERGE 2021

It is another feather in the cap and quite an honor indeed that ILMA University's Registrar, Syed Kashif Rafi, has been appointed at the highly prestigious post of a Judge and Mentor at the global conference Merge 2021 from March 26 -28, 2021, being organized in partnership with Policy for the People, Harvard University, Hack+, Make School and Grammarly. This is the first-ever hack+policython which has gained popularity and participation among students and professionals from all over the world. Merge 2021 has become a burgeoning platform where society's most pressing challenges using technology and policy are addressed.

It is commendable that Mr. Kashif is the only Pakistani conducting a workshop during the event on "Leader Bridging

People & Success at MERGE 2021 event. He has been once again been selected among the very best to represent in this high-end event which has a deep impact worldwide. A proud moment for ILMA University which showcases its global footprints and speaks volumes of its international standards.



# REGISTRAR ILMA APPOINTED EDUCATION POLICYTHON MENTOR AT HARVARD UNIVERSITY

A prestigious appointment indeed as ILMA University's Registrar & Director of International Linkages & Opportunities Syed Kashif Rafi became the Mentor at The Education Policython in collaboration with Policy for the People, Harvard University, USA co-hosted with Partners of Patents. Great honor to be bestowed upon this eminent title at the top IVY League of the world which is a testimony of the high standards upheld by the ILMA University internationally.

A prominent policy-making platform for the people, Education Policython converged the experts and speakers on education on February, 20th – 21st, 2021. Syed Kashif Rafi was counted among the

panel of brilliant figures excelling in the field of education globally.

The Education Policython aimed to engage with policy, learn about decision-making processes, synthesize policy-driven ideas and receive mentorship /peer mentorship. It was an annual event that turned into a vibrant platform for students to avail mentoring and networking with amazing opportunities to connect with seasoned speakers worldwide. The notable selection of Syed Kashif Rafi as a mentor in this event of global proportions was indeed praise-worthy.

Recording You are viewing Mohamed Nashnoosh's screen View Options

Researchathon

#7: Online Education

**SYED KASHIF RAFI**

A professional par excellence, Syed showcases a celebrated trail of prestigious positions during his two-decade versatile journey. Always instituted at top posts throughout his coveted career, Mr. Rafi exhibited diversity in the reputable roles as an academician, educationist, entrepreneur, registrar and business strategist.

researchathon.co Opening Ceremony

Researchathon

Mohamed Nashnoosh

Mute Start Video Participants 6 Chat Share Screen Record Reactions Leave

Researchathon

**CERTIFICATE**  
OF APPRECIATION



This certificate is presented to

**SYED KASHIF RAFI**

for speaking on the topic of online education at the  
Researchathon, 2021

  
MOHAMED NASHNOUSH

July 4th, 2021  
DATE

**Policy for the People**

**Certificate of Contribution**

*This certificate is awarded to*

**Syed Kashif Rafi**

*for providing mentorship and/or judging insight  
for Policy for the People's Education Policython, 2021*

  
Lucas Chu, Founder of  
Policy for the People  
at Erevna



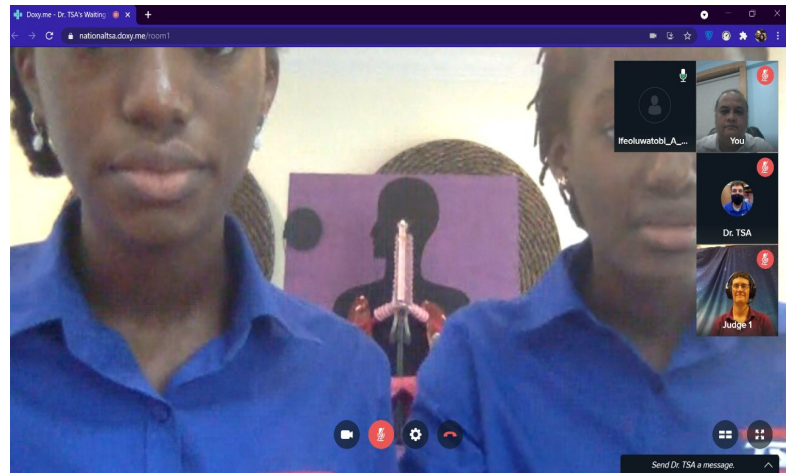
February 22, 2021  
Date

# ILMA REGISTRAR SYED KASHIF RAFI INVITED AS JUDGE AT THE US NATIONAL TSA CONFERENCE

ILMA University's Registrar Syed Kashif Rafi was auspiciously invited to be the Judge at the 2021 National TSA Conference, USA for STEM Program for the session on Animatronics held on 2nd June. This next-level Conference with the reigning slogan Together Towards Tomorrow aimed at boosting innovation in Animatronics among the youth. This mega event was organized by the Technology of Student of Association (TSA), a rising tech-spurred forum.

The 2021 National TSA Conference keynote speaker was Mr Gus White, a former TSA state officer, national TSA officer and 7-year member of TSA.

There were different competitive events organized which fell in the categories of Master, Middle and High School.



# ILMA'S REGISTRAR INVITED AS A KEY SPEAKER AT US RESEARCHATHON 2021 TARGETED AT SDG QUALITY EDUCATION



Ilma University's Registrar Syed Kashif Rafi was selected as a key speaker at the world-renowned event Researchathon 2021. It was an honour to be chosen for this prestigious online event hosted in partnership with Harvard Kennedy School, Google, Amazon, IBM, Policy for People, United Nations, Streamyard, Wolfram and other international organizations. The series of sessions of global proportions were well organized to focus on the current topics that are making waves worldwide.

Syed Kashif Rafi has already had the honour of being chosen as the mentor in the Policy for the People event which led to huge recognition and strengthening of

bilateral relations between the countries. Now, Mr Kashif was again invited to be part of the Researchathon to speak on the pressing topic of Online Education. No doubt, this is a much trending topic which all the schools, colleges and universities are faced with worldwide.

This is a proud moment for the University that its very own Registrar has achieved this remarkable status of speaking in an international event of high repute. He has been counted among the best in the field of education and formed an even stronger foundation for the University with a formidable global influence and outreach.



**SYEDA AYESHA BAGGED 1ST POSITION FOR ILMA UNIVERSITY IN PAKISTAN WOMEN'S FOUNDATION FOR PEACE (PWFP) INTERUNIVERSITY ELOCUTION COMPETITION ON "IQBAL DAY" 9TH NOVEMBER 2021.**

**JUSTICE HAZIQ UL KHAIR, DR. YASMEEN SULTANA, ALIYA IMAM & NARGIS RAHMAN PRESENTED TROPHY AND CASH PRIZE OF RS 7000 TO OUR PROUD STUDENT SYED AYESHA.**

\*SDG1



**OUR ALUMNI **ENG. SYED KASHIF MOIN** AWARDED WITH PROCUREMENT & SUPPLY CHAIN LEADER AWARD IN INTERNATIONAL PROCUREMENT & SUPPLY CHAIN AWARDS 2021 (UNDER THE HONORABLE PATRONAGE SHEIKH HAMDAN BIN MOHAMMED BIN AHMED AL MAKTOUM - THE CROWN PRINCE OF DUBAI)**

# IBT JOURNAL OF BUSINESS STUDIES RECOGNIZED IN 'Y' CATEGORY LISTED IN HJRS 2021

Indeed an honour for ILMA as its Journal of Business Studies (IBTBS) entered the Y category in the HRJS 2021 Listing. This status is conferred upon by the Higher Education Commission (HEC) which assesses the journals on a wide range of parameters. This is a matter of pride for the Faculty of Business Management as it showcases the work of its academicians and scholars through its reputed research journal.

IBTBS recognizes the growing involvement of regional issues in management sciences within the larger context of globalization and international business in scholarly communications.

The journal, therefore, aims to provide an opportunity and a forum to communicate relevant and current issues in the area of business management and its allied sciences. The vast scope of the journal includes but is not limited to all the enterprising issues of management in the varied paradigms.

ILMA moves ahead to chart the globalized contexts of business with IBTBS leading the way. The superb research and findings shed light upon the evolving work settings all over the world which help in understanding the perspectives of expanding the economies on an enormous scale.



# ILMA'S JOURNAL OF TECHNOLOGY & SOFTWARE MANAGEMENT (IJTSM) REACHED HIGH TO ENTER THE Y CATEGORY IN HJRS 2021 LISTING BY HEC

ILMA Journal of Technology & Software Management (IJTSM) attained the prestigious Y category in the latest HJRS 2021 listing conferred by the Higher Education Commission (HEC). This is no less than a great honour for the University which has made notable strides in the targeted fields of study.

The comprehensive and well-cited journal aims to provide an opportunity and a forum to communicate relevant and current trends in the evolving areas of Technology & Software Engineering and its related dimensions. IJTSM offers a widely acclaimed platform for research articles based on empirical research, conceptual frameworks and critical

reviews. The well-researched articles are screened by the IJTSM editorial team and sent to peer reviewers who ensure authenticity through a transparent yet tenacious process of double-blind peer reviews.

Remarkably, IJTSM has been able to break the barriers in the research and development domain to enter into the coveted Y category recognized by HEC. ILMA continues to make sure fitted progress and arrive at standard solutions which are enormously beneficial in the global contexts.


# ILMA'S JOURNAL OF MEDIA & COMMUNICATION (JMC) ACHIEVES Y CATEGORY RANK IN HJRS 2021 LISTING BY HEC

Exceptional to note that ILMA's research Journal of Media & Communication (JMC) was selected in the Y category in the HJRS 2021 Listing. This was indeed an honour as this title was conferred upon by the Higher Education Commission (HEC).

The objective of this reputed research journal is to publish prolific novel scientific works while making them freely available for the scholarly world. Journal of Media Communication (JMC) features original articles from the domain of media science within the larger context of globalization and international business. Broad areas include Electronic Media with local &

global media, films, television, radio. Print Media comprises newspapers, magazines and books. Social Media centres around Facebook, YouTube, Whatsapp, Twitter, Instagram, etc.

As the JMC maps the highly popular research domains in the world today, it has bagged the Y category title with its powered and widely proclaimed articles which is praise-worthy. ILMA has become the seat of quality research and connects scholars as well as researchers on this impactful published platform.



## ILMA JOURNAL OF INFORMATION & COMMUNICATION TECHNOLOGY (JICT) RECOGNIZED IN HEC'S PRESTIGIOUS "Y" CATEGORY

This is yet another glorious accomplishment for ILMA University as its Journal of Information & Communication Technology (JICT) attains inclusion in HEC's prestigious "Y" category and enlisted in HEC Journal Recognition System (HJRS). This well-researched journal is published by the Faculty of Computer Science.

This proves that Ilma University invests in in-depth research and development practices with a rigorous peer-review process which places its distinguished journals in the coveted HEC categories. The University outlines and implements quality parameters to publish authentic,

valid and reliable research with the emerging trends in the vital fields.

JICT holds a high impact and has successfully attained the much sought after category position bestowed upon it by HEC. Ilma University continues to establish its faculties to meet international standards and create a noteworthy influence globally.

**RESEARCH AND**

**DEVELOPMENT**

**PUBLICATIONS**





# RESEARCH QUICK FACTS



**216** PUBLICATIONS

**8** INTERNATIONAL  
CONFERENCES

**5** REWARDS  
PROGRAM

**5** MILLION RESEARCH  
FUNDING

# GUEST SPEAKER SESSION ON THE TOPIC “PROFESSIONAL ETHICS IN RESEARCH”

The Faculty of Computer Sciences of ILMA University organized Guest Speaker Session on the topic “Professional Ethics in Research” for students of course Professional Ethics on December 9, 2021. Ms. Sajida Qureshi, Lecturer Department of Computer Science invited our proud Alumna Ms. Fizza Mushtaq from the class of 2016 as Guest Speaker who is currently working as Assistant General Manager in Cirrus International (Pvt.) Ltd and bears with her a rich industry experience of more than 11 years. The Guest Speaker highlighted importance of ethics in Research by presenting Case Studies followed by interactive Questions & Answers session. The Guest speaker sessions are part of every course from undergraduate to graduate and post-graduate levels and are focused towards bringing about industry experts to students for their experiential learning



# PROBLEM IDENTIFICATION FOR THESIS



ILMA University organized Workshop / Training for Problem Identification for Thesis/ Research by Dr. Imtiaz Subhani, Director ORIC & Graduate Studies, ILMA University Karachi.

**Resource Person,**  
MI Subhani, PhD., FMSU., FWSU.  
ORCID: 0000-0003-1127-1853  
Thomson Reuters Award Winning Editor (2015).  
<http://interest.ip.thomsonreuters.com/scholartonevisionaward>

Education Committee Member, Society for Scholarly Publishing, USA.  
Member, Creative Commons, USA.  
Research Audit Committee Member, Higher Education Commission, Govt. of Pakistan.  
Technical Committee Member for HEC Journal Recognition System, Govt. of Pakistan.  
Consultant Scholarly Publishing, Higher Education Commission, Govt. of Pakistan.  
Director Post Graduate Studies & ORIC, ILMA University, Pakistan.

**Point of Contact,**  
ILMA University,  
Karachi, Pakistan.

# ILMA ARRANGED A QUALITY-CENTRIC SESSION ON WRITING AND PUBLISHING RESEARCH ARTICLES IN ACADEMIC JOURNALS



ILMA arranged a quality-centric session on Writing and Publishing Research Articles in Academic Journals. This research relevant webinar was led by Dr. Jalal Rajeh Mohammad, Assistant Professor Skyline University, UAE, Senior Lecturer at DRB-HICOM University of Automotive, Malaysia.

Dr. Jalal provided a deep insight into the research article elements that needed to be critically analysed for the best results. He spoke about the introduction, title, abstract, findings, references, citations, content, conclusion and contribution to the field of study. According to him, each component needed to be adequately addressed, in perspective and purposefully, for the review to be on point for publication.

He commented, 'The researchers need to keep in view the topic and scope of

the publication as this tends to be the most significant, making it relevant to the target field.'

With this research-oriented webinar, ILMA continues to place such topics at the forefront in higher education so that quality is enhanced and improved results are visible. Nowadays, research and surveys are empirical in the entire enrichment process, which needs to be emphasised. The University realises that robust solutions can only be arrived at if inquiries are made and findings are revealed through research articles in the varied domains globally.

**About the Speaker**

**Current Position:** Assistant Professor

**Teaching Experience:** More than 7 years.

**Research Publications:** Published more than 70 articles in international Journals and conference proceedings.

**Educational Background**

- Bachelor of Science (Marketing), Arab American University, Palestine (2004-2008)
- Master of Science (Management), Universiti Utara Malaysia.

# ILMA EXAMINES THE PROSPECTS OF BUSINESS RESEARCH IN ITS TRENDING WEBINAR AIMED AT THE GLOBAL SDG QUALITY EDUCATION

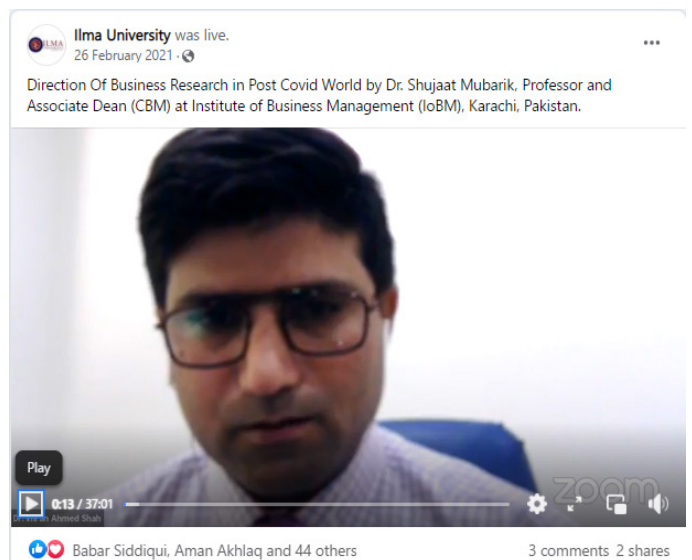


ILMA stands firm in addressing the pertinent issues in the post COVID world through its latest webinar on Direction of Business Research held on February 26th. The quality Assurance & Liaison (QAL) department brought this research centred topic into the limelight with the special guest speaker Dr Shujaat Mubarik, Professor & Associate Dean (CBM) at the Institute of Business Management (IoBM).

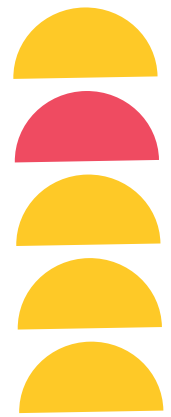
This insightful webinar covered a range of areas that hit upon business research with its scope in the post-pandemic period. The challenges faced and how those were overcome made up an important part of the webinar. As the past year and even the current one presented a changing business landscape that needed to be analysed in the varied research domains.

Dr Shujaat commented, 'We tend to underestimate the power of research – though it is the most critical tool in determining the turn the future will take and how to be best prepared for it.'

ILMA always highlights the important issues that affect education and enhance it in every way possible. QAL department worked to accomplish just that through this enlightening webinar and made some amazing discoveries pertaining to the research spurred avenues globally.



# ILMA UNIVERSITY'S RESEARCH ON SOLID WASTE RECYCLING WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOAL – CLIMATE ACTION



It was another tremendous milestone accomplished as Ilma University's scholarly article got published in the world-recognized journal. Department of Business Administration is applauded for its efforts in producing contribution from its high calibre scholar Arshian Sharif. The article titled, Dynamic and casualty interrelationships from municipal solid waste recycling to economic growth, carbon emissions and energy efficiency using a novel bootstrapping autoregressive distributed lag which targeted the SDG # 13 – Climate Action was recently included as top research in ELSEVIER journal.

This well-researched article revolved around the devising of sustainable and practical solutions on a war footing basis. It addressed waste management

becoming a global issue and the importance of circular economy practices to curb this rising menace. This circular design was based on the 9R principles where different production chains are categorized.

The comprehensive study estimated the effect of MSW recycling on economic growth and environmental quality. It analysed the data from 1990 to 2017. Arshian Sharif conceptualized and conducted original data writing curation, software and formal analysis which went to the Department's credit. This is indeed an incredible research article contribution from Ilma University to be duly praised for its worth in highlighting and providing solutions for the environmental uplift globally.



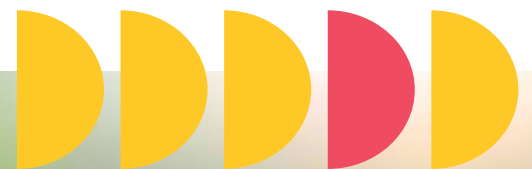
# ILMA UNIVERSITY FOCUSED RESEARCH ON SUSTAINABILITY & GREEN ENERGY

Ilma University steps into the green zone to publish an article on Analyzing the Relationship between Green Innovation and Environmental Performance in Large Manufacturing Firms in the international research journal Technological Forecasting & Social Change. This significant article indeed emphasizes the Earth's environment and the regenerative environmental strategies that would help restore it to the original shape through the industries' action. SDGs Sustainable Cities & Communities (11), Climate Action (13) & Life on Land (15) are brought into focus in this active research article.

There are three main highlights of this global article: Green innovation strategies lead to higher environmental performance. Environmental processes mediate the relationship between green innovation and environmental performance and Green intellectual capital and green HRM are not directly related to environmental performance. Interestingly, the major turn points of ecological preservation and

understanding were given a research bent and discussed with credible evidence.

Ilma proudly applauds its Assistant Professor Shafique Ur Rehman's commendable work as the celebrated author of this article. It was undoubtedly an outstanding achievement to see the University sharing equally high-level findings, analytical research and viewpoints with other renowned universities across the world which drove it to accomplish the common goal to save the environment. It is quite commendable for Ilma to have achieved the academia-industry linkage and this superior status globally.



# WIN CITATION REWARDS FROM ILMA UNIVERSITY PLATFORM

Ilma University offers an amazing opportunity to win citation rewards through its widely acclaimed Citation Reward Program (CRP) 2020-2021. This unparalleled program launched from the varsity's platform propels the authors to accomplish their research aims with the step-up cash incentive of up to \$1000.

These citation rewards aim to impact the quality of research through Citation Count & Index, reward the author for having a large volume of citations and promotion of research plus development. Undoubtedly, these are a huge encouragement to all the authors out there who are striving relentlessly to make in the production of their vast and vital research works.

One researcher remarked, "These citation rewards have boosted my motivation level so I can now work more dedicatedly in my field of speciality."

Citation Reward Program is open to any author with a published research paper(s)

in HEC recognized/Scopus/Web of Science Indexed Journal(s) affiliated with ILMA University or the authors whose publication(s) have been published in the Ilma University's Research Journals. The grants are sponsored by the prestigious and well known national and international donors including Al Karam Towel industries, Fecto Group, Afeef packages, Zafa Pharma, Crown Group, Gerry's international, Falaknaz Group, Country Group, Evergreen Developers, Hilton Pharma, Noman Group of Companies and GEC Society. Ilma University is always a step ahead in the expansion of research parameters globally.



# ILMA UNIVERSITY EMPHASIS ON CSR UNDER THE UNITED NATION'S SDGS FOR WORK & ECONOMIC PROGRESS

Ilma University does it once again as one of its scholar Muhammad Farrukh's research gets published in an internationally reputed journal WILEY. This is a commendable contribution from the Faculty of Management Sciences, Department of Business Administration, Ilma University. The research titled, Corporate social responsibility and employees' voluntary pro-environmental behaviour: The role of organisational pride and employee engagement. This targeted SDG # 8 – Decent Work & Economic Growth was met exceptionally

well in this research.

This research revolves around the growing significance of pro-environmental behaviour in the hospitality industry whose predictors and outcomes remain unexplored. It investigated the theoretical framework through an extensive survey selected from luxury hotels in Pakistan. The findings were well derived, indicating the direct effects of CSR & VPEB (voluntary pro-environmental behaviour).

# ILMA UNIVERSITY FOCUSES ON UNITED NATIONS SDGS CLIMATE ACTION & LIFE ON LAND

Ilma University steps into the spotlight with its research article being published in an internationally reputed journal Springer. This well-researched article was authored by the University's top scholar Salman Sarwat from the Faculty of Management Sciences, Department of Business Administration. He contributed largely to the successful inclusion of this impactful article along with other researchers from across the globe. The research article titled, The step towards environmental mitigation in Pakistan: do transportation services, urbanization and financial development matter? which targeted the SDGs # 13 & 15 Climate Action & Life on Land.

This scholarly research portrayed the impact of transportation services, urbanization, and financial development

on ecological footprints in Pakistan. The extensive data collected showcased 39 years from 1980 to 2018. It adopted the QARDL model with the findings which indicated the negative association of transportation services and financial development with ecological footprints.

This was indeed commendable to have such a research article produced from the University's distinguished department which is evident in the quality research being done. Salman Sarwat contributed highly in writing, methodology and data analysis. This is truly a praiseworthy endeavour that has been equally recognized on an international level.





# ILMA RESEARCH PUBLICATIONS RECOGNIZED IN REPUTED JOURNALS FOCUSED ON UN SDGS AFFORDABLE & CLEAN ENERGY + CLIMATE ACTION

It is commendable to note that ILMA University's faculty has succeeded in publishing worthy research publications. This significant research work is focused on renewable energy which is the most important aspect of global eco change. These notable publications have been framed by Mr Arshian Sharif, Lecturer and Foreign Faculty, Mr Fawaz Mahiub Muhammad Mokbal. The title of their prestigious publication being, The Role of Technology, Innovation, Renewable Energy and Globalization in Reducing Environmental Degradation in Pakistan: A Step Towards Sustainable Environment.

Mr Arshian's publication was published in the renowned Journal of Renewable Energy whereas Mr Fawaz's research was part of the Journal of IEEE Access. Indeed the matter of renewable energy

has become significantly centred with the rapid depletion of world resources. Hence, studying and analyze how to overcome this dilemma has become the top priority. Much research and survey are required for the findings to move towards sustainable solutions.

ILMA always supports research and scholarly activities which are targeted towards the achievement of sustainable development goals. As of now, these have become the nucleus around which the world rotates. The faculty of the University deserves recognition as they have gone far out and framed fantastic piece of in-depth study which would help to understand as well as resolve the crisis globally.

## ILMA TO FOCUS ON DECENT WORK, INDUSTRY, INNOVATION & SUSTAINABLE COMMUNITIES

ILMA went full speed ahead to organize a webinar on Becoming an Entrepreneur to open up vast and varied vistas for everyone. This in-demand session was held by the expert on the subject Mr Muhammad Nawaz Tunio, Associate Professor from Greenwich University. This trending topic has taken the world by storm as more innovative individuals with a knack for the project and earn from their experience come forward.

It was simply amazing to have Mr Nawaz put forth his ideas backed by knowledge and experience about earning the entrepreneurial title.

ILMA wanted to give more opportunities to youth for work so they could go further and achieve higher. This superb session taught the attendees not to be afraid of failure but to cherish the lifelong lessons learnt which would help them to gain victory eventually. This was an important step taken to broaden the spectrum through the enterprising endeavours by taking up the role of an entrepreneur.

# WIN CITATION REWARDS FROM ILMA UNIVERSITY PLATFORM

Ilma University offers an amazing opportunity to win citation rewards through its widely acclaimed Citation Reward Program (CRP) 2020-2021. This unparalleled program launched from the varsity's platform propels the authors to accomplish their research aims with the step-up cash incentive of up to \$1000.

These citation rewards aim to impact the quality of research through Citation Count & Index, reward the author for having a large volume of citations and promotion of research plus development. Undoubtedly, these are a huge encouragement to all the authors out there who are striving relentlessly to make in the production of their vast and vital research works.

One researcher remarked, "These citation rewards have boosted my motivation level so I can now work more dedicatedly in my field of speciality."

Citation Reward Program is open to any author with a published research paper(s)

in HEC recognized/Scopus/Web of Science Indexed Journal(s) affiliated with ILMA University or the authors whose publication(s) have been published in the Ilma University's Research Journals. The grants are sponsored by the prestigious and well known national and international donors including Al Karam Towel industries, Fecto Group, Afeef packages, Zafa Pharma, Crown Group, Gerry's international, Falaknaz Group, Country Group, Evergreen Developers, Hilton Pharma, Noman Group of Companies and GEC Society. Ilma University is always a step ahead in the expansion of research parameters globally.



# ILMA HELD A RESEARCH CENTERED WEBINAR FOCUSED ON THE SDG QUALITY EDUCATION

ILMA made a spectacular effort in organizing a research-oriented webinar on Writing & Publishing Research Articles in Academic Journals. This international webinar was led by Prof. Dr Jalal Rajeh Mohammad, Assistant Professor Skyline University, UAE, Senior Lecturer at DRB-HICOM University of Automotive Malaysia who is well versed in this field and authored notable papers too.

The foremost objective of this virtual session was to make the attendees aware of the written and publishing strategies which they need to use to get their papers in print in the academic journals. It was important to be fully enlightened about the different styles and formats of the papers. Dr Jalal outlined the requirements of the academic journals that needed to be fulfilled. In short, the criteria met so the research paper could see the light of the day.

The veteran academician remarked, 'The author needs to be apprised with the

research paper guidelines and styles with a keen focus on the abstract, literature review, surveys, findings, evidence, pictorial representations, etc.'

ILMA realized the importance of such research and development webinars which aim to inject quality into the education system. The crux of the matter is that the base of any university is strengthened with its research initiatives which play a vital part in resolving the issues faced by the economies worldwide.



# RESEARCH AND DEVELOPMENT FOR THE YEAR OF 2021

SR. NO	TITLE	ILMA AUTHOR	JOURNAL NAME	HJRS CATEGORY
1	Government spending and economic growth: a trivariate causality testing	"Olumide Olaoye "	African Journal of Economic and Management Studies	X
2	Influence of high-performance work systems on intrapreneurial behavior	Dr. Muhammad Farrukh	Journal of Science and Technology Policy Management	X
3	Dynamic and causality interrelationships from municipal solid waste recycling to economic growth, carbon emissions and energy efficiency using a novel bootstrapping autoregressive distributed lag	Arshian Sharif	Resources, Conservation and Recycling	W
4	The role of logistics performance for sustainable development in top Asian countries: Evidence from advance panel estimations	Arshian Sharif	Sustainable Development	W
5	The step towards environmental mitigation in Pakistan: do transportation services, urbanization, and financial development matter?	Arshian Sharif	Environmental Science and Pollution Research	NA
6	On the nonlinear effects of energy consumption, economic growth, and tourism on carbon footprints in the USA	Arshian Sharif	Environmental Science and Pollution Research	NA
7	"Corporate social responsibility and employees' voluntary pro-environmental behavior: The role of organizational pride and employee engagement"	Dr. Muhammad Farrukh	Corporate Social Responsibility and Environmental Management	W
8	Auxiliary Bounding Box Regression for Object Detection in Optical Remote Sensing Imagery	Shahid Karim	Sensing and Imaging	X
9	Novel Coronavirus and Emerging Mental Health Issues—A Timely Analysis of Potential Consequences and Legal Policies Perspective	Mehran Idris Khan	Fudan Journal of the Humanities and Social Sciences	X
10	Review and State of Art of Fog Computing	Awais Khan Jumani	Archives of Computational Methods in Engineering	W
11	"Institutional quality and social cost of intermediation in Africa: Does the level of financial market development matter?"	Baah Aye Kusi & Muhammad Ahad Hayat Khan	International Journal of Finance and Economics	X
12	Sector-by-sector non-renewable energy consumption shocks and manufacturing performance in the U.S.: Analysis of the asymmetric issue with nonlinear ARDL and the role of structural breaks	Oluwasegun B. Adekoya	Energy	W
13	Long-run co-variability between oil prices and economic policy uncertainty	Arshian Sharif	International Journal of Finance and Economics	X

14	Investigate the role of technology innovation and renewable energy in reducing transport sector CO2 emission in China: A path toward sustainable development		Sustainable Development	W
15	"Role of solar energy in reducing ecological footprints: An empirical analysis"	Arshian Sharif	Journal of Cleaner Production	W
16	"The role of financial development, R&D expenditure, globalization and institutional quality in energy consumption in India: New evidence from the QARDL approach"	Arshian Sharif	Journal of Environmental Management	W
17	IMPACT OF MOBILE ADVERTISING ON CONSUMERS ATTITUDE	Dr. Anum Bhatti	Elementary Education Online	X
18	"Spillover and Drivers of Uncertainty among Oil and Commodity Markets"	Dr. Muhammad Abubakr Naeem	Mathematics	X
19	Believe they can succeed, and they will: intrapreneurial behavior and leadership	Dr. Muhammad Farrukh	European Journal of Innovation Management	W
20	"Framing the evolution of the Corporate Social Responsibility and Environmental Management Journal"	Dr. Muhammad Farrukh	Corporate Social Responsibility and Environmental Management	W
21	Mapping the research on knowledge transfer: A Scientometrics approach	Dr. Muhammad Farrukh	IEEE Access	W
22	"The Impact of Equity Financing on the Performance of Capital-Constrained Supply Chain under Consumers' Low-Carbon Preference"	"Fakhar Shahzad "	"International Journal of Environmental Research and Public Health "	W
23	"Effect of psychological capital on customer value cocreation behavior: the mediating role of employees' innovative behavior "	Dr. Muhammad Farrukh	Benchmarking	X
24	Oil price shocks and inflation rate persistence: A Fractional Cointegration VAR approach	Tirimisiyu F. Oloko & Noman Abid	Economic Analysis and Policy	W
25	Life expectancy in West African countries: Evidence of convergence and catching up with the north	Dr. OlaOluwa S. Yaya	Statistics in Transition	Y
26	Employment generation in net oil-importing and net oil-exporting countries: the role of energy consumption	Oluwasegun B. Adekoya & Mahwish Faraz	OPEC ENERGY REVIEW	Y
27	E-learning Resources and Task Engagement of Students at University Level	Dr. Fazli Hussain	Elementary Education Online	X
28	Capital Asset Pricing Model and Shariah-Compliant Capital Asset Pricing Model: Evidence from Pakistan Stock Exchange	Raja Rehan	Journal of Contemporary Issues in Business and Government	Y
29	"تجزیاتی مطالعاتی کے ذریعے اردو صحافتی قات'ات میں روزانہ جگہ کی تحقیق"	Dr. Yasmeen Sultana Farooqi	Urdu	Y
30	Re-Strategising Government Palliative Support Systems in Tackling the Challenges of COVID-19 Lockdown in Lagos State, Nigeria	"Daniel E. Ufua & Adnan Lakhani "	Global Journal of Flexible Systems Management	X

31	"Foreign capital inflows: a panacea to slow economic growth and infrastructure decay in Africa?"	Olumide Olusegun Olaoye & Faraz Lakhani	JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES	Y
32	XGBXSS: An Extreme Gradient Boosting Detection Framework for Cross-Site Scripting Attacks Based on Hybrid Feature Selection Approach and Parameters Optimization	Fawaz Mahiub Mohammed Mokbal	Journal of Information Security and Applications	X
33	Nexus among cyberloafing behavior, job demands and job resources: A mediated-moderated model	Dr. Shafique ur Rahman	Education and Information Technologies	W
34	"WHO THREATENS JOURNALISTS IN PAKISTAN AND WHY? : AN ANALYSIS OF CONFESSIONS AND PERCEPTIONS OF WORKING JOURNALISTS"	Dr. Fazli Hussain	ILMA Journal of Social Sciences & Economics	NA
35	Have electric vehicles effectively addressed CO2 emissions? Analysis of eight leading countries using quantile-on-quantile regression approach	Arshian Sharif	"Sustainable Production and Consumption "	X
36	No Silver Bullet for De-carbonization: Preparing for Tomorrow, Today	Arshian Sharif	Resources Policy	W
37	The linkage between clean energy stocks and the fluctuations in oil price and financial stress in the US and Europe? Evidence from QARDL approach	Arshian Sharif	Resources Policy	W
38	CMS at 13: a retrospective of the journey	Muhammad Farrukh	Chinese Management Studies	X
39	High-performance work practices do much, but H.E.R.O does more: an empirical investigation of employees' innovative behavior from the hospitality industry	Muhammad Farrukh	European Journal of Innovation Management	W
40	"LEISURE INVOLVEMENT AND PLACE ATTACHMENT ON SHOPPING MALL REVISIT INTENTION: THE MEDIATING ROLE OF QUALITY OF LIFE"	Dr. Leonardo Aureliano-Silva	"International Journal of Management Research and Emerging Sciences"	NA
41	Syed Masood Ijaz Bukhari: An Analysis on his Life, Works and Mission	Abdul Majeed Rana	Elementary Education Online	X
42	Twenty years of green innovation research: trends and way forward	Muhammad Farrukh	World Journal of Entrepreneurship, Management and Sustainable Development	Y
43	A PHENOMENOLOGICAL STUDY: UNDERSTANDING IN-SERVICE STUDENTS EXPERIENCE OF ACQUIRING MS/M. PHIL. OR PH.D. DEGREE	Raja Rehan	"PalArch's Journal of Archaeology of Egypt/ Egyptology "	Y
44	Political Affiliations of Journalists in Pakistan: A Potent Source of Threats to Professionalism	Fazli Hussain	The Dialogue	Y
45	Transformational leadership and employee voice for product and process innovation in SMEs	Sajid Ali	INNOVATION & MANAGEMENT REVIEW	Y
46	Do Good, Have Good: A Mechanism of Fostering Customer Pro-Environmental Behaviors	Temoor Anjum & Muhammad Farrukh	Sustainability	W

47	Are the non-stationarities in global market shares of top automotive nations of the world same?	Muhammad Imtiaz Subhani	XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020)	NA
48	Nexus between Financial Fundamentals and Automotive (Car) Industry. ARDL approach	Muhammad Imtiaz Subhani	XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020)	NA
49	Institutional role in oil revenue-economic growth nexus in Nigeria	Isiaka Akande Raifu	OPEC ENERGY REVIEW	Y
50	Disruption in food supply chain and undernourishment challenges: An empirical study in the context of Asian countries	Arshian Sharif	Socio-Economic Planning Sciences	W
51	Temperature-aware routing protocol for Intrabody Nanonetworks	Shumaila Javaid & Hamza Fahim	Journal of Network and Computer Applications	W
52	Effect of Mobile Social Apps on Consumer's Purchase Attitude: Role of Trust and Technological Factors in Developing Nations	Muhammad Farrukh	SAGE Open	W
53	The Impact of Foreign Direct Investment on Financial Development: New Evidence from Panel Cointegration and Causality Analysis	Dr. Abdul Majeed	Journal of Competitiveness	Y
54	Efficiency Measurement of Universities in Sindh through Total Quality Management Practices	Dr. Imran Ahmed Shah	Elementary Education Online	X
55	Pandemic crisis versus global financial crisis: Are Islamic stocks a safe-haven for G7 markets?	Dr. Muhammad Abubakr Naeem	Economic Research- Ekonomiska Istrazivanja	W
56	Sustainable tourism development and globalization: Recent insights from the United States	Arshian Sharif	Sustainable Development	W
57	The role of information and communication technology in encountering environmental degradation: Proposing an SDG framework for the BRICS countries	Arshian Sharif	Technology in Society	W
58	Asymmetric dynamics and quantile dependency of the resource curse in the USA	Arshian Sharif	Resources Policy	W
59	ROLE OF MASS MEDIA IN DISSEMINATION OF AGRICULTURAL INFORMATION AMONG FARMERS OF HYDERABAD SINDH PAKISTAN	Dr. Yasmeen Sultana	Global Economics Review	Y
60	IMPACT OF FM RADIO ON THE AUDIENCE IN SMALL CITY	Dr. Yasmeen Sultana	ILMA Journal of Social Sciences & Economics	Y
61	IMPACTS OF WORK FORCE DIVERSITY ON EMPLOYEE PERFORMANCES IN EDUCATION AND LITERACY DEPARTMENT GOVT: OF SINDH ON COLLEGE LEVEL	Imran Ahmed Shah	Elementary Education Online	X
62	CRITICAL ANALYSIS OF MEDIA EMPLOYEE PERFORMANCE AFTER COVID- 19 SCENARIO	Dr. Yasmeen Sultana	International Journal of Innovations in Engineering Research and Technology	NA



63	The Impact of Entrepreneurial Passion on the Entrepreneurial Intention; Moderating Impact of Perception of University Support	" Temoor Anjum"	ADMINISTRATIVE SCIENCES	Y
64	What do we know about the inflation-hedging property of precious metals in Africa? The case of leading producers of the commodities	Oluwasegun B. Adekoya and Hammad Tahir	Resources Policy	W
65	Environmental governance in Asia - Transboundary Environmental Governance in Asia: Practice and Prospects with the UNECE Agreements By Simon Marsden & Elizabeth Brandon Cheltenham: Edward Elgar Publishing, 2015. 384 pp. Hardcover \$212.00	Mehran Idris KHAN	Asian Journal of Law and Society	X
66	Intellectual capital and innovative performance: a mediation-moderation perspective	Dr. Shafique ur Rahman	Journal of Intellectual Capital	W
67	'Open Data' Technology and Fifth Generation Warfare (A Pakistan Perspective)	Dr. Yasmeen Sultana Farooqu	Elementary Education Online	X
68	Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities	Fakhar Shahzad	PLoS ONE	W
69	"Factors Influencing Salespeople's Consistency to Enhance Sale Performance: A Moderating Role of Self-Efficacy"	Temoor Anjum	Annals of the Romanian Society for Cell Biology	Y
70	An environmental impact assessment of economic complexity and energy consumption: Does institutional quality make a difference?	Dr. Abdul Majeed	Environmental Impact Assessment Review	W
71	Understanding the dynamics of the resource curse and financial development in China? A novel evidence based on QARDL model	Sahar Afshan	Resources Policy	W
72	Do energy prices interact with global Islamic stocks? Fresh insights from quantile ARDL approach	Arshian Sharif	Resources Policy	W
73	Differences in colonial experience and the institution-economic growth nexus in west africa	Isiaka Akande Raifu	Institutions and Economies	Y
74	Can religiosity foster intrapreneurial behaviors? The mediating role of perceived organizational support	Muhammad Farrukh	World Journal of Entrepreneurship, Management and Sustainable Development	Y
75	Natural resources abundance, economic globalization, and carbon emissions: Advancing sustainable development agenda	Dr. Abdul Majeed	Sustainable Development	W
76	"Predicting Impulse Buying Beyond the Traditional Motivation in Mobile Social Commerce"	Syed Waqar Haider	International Journal of Innovation, Creativity and Change	W
77	Open Knowledge'Accessfor Embedded Journalism in Pakistan	Yasmeen Sultana Farooqui	Multicultural Education	X
78	The Social Media Engagement and its Consequences in Academic Excellence of School Going Students in Karachi (Pakistan)	Dr. Sobia Usman	Elementary Education Online	X
79	"Compassionate Leadership is Key to Success: Role of Servant Leadership Style in Predicting Employees Trust in Leadership, Psychological Safety, and Turnover Intention"	Dr. Imran Ahmed Shah	Elementary Education Online	X

80	I am of value to the organization: The Role of Servant Leadership in Predicting Psychological Capital and Turnover Intention among School Teachers in Pakistan	Dr. Imran Ahmed Shah	Elementary Education Online	X
81	Internet of things-assisted intelligent monitoring model to analyse the physical health condition	Awais Khan Jumani	Technology and Health Care	X
82	Multimedia Educational System and Its Improvement Using AI Model for a Higher Education Platform	Awais Khan Jumani	Journal of Multiple-Valued Logic and Soft Computing	Y
83	Does green financing help to improve environmental & social responsibility? Designing SDG framework through advanced quantile modelling	Arshain Sharif	Journal of Environmental Management	W
84	Trends and future research in electronic marketing: A bibliometric analysis of twenty years	Dr. Muhammad Farrukh	Journal of Theoretical and Applied Electronic Commerce Research	X
85	Market Premium and Macroeconomic Factors as Determinants of Industry Premium: Evidence from Emerging Economies	Muhammad Imran	Complexity	W
86	ML-LGBM: A Machine Learning Model Based on Light Gradient Boosting Machine for the Detection of Version Number Attacks in RPL-Based Networks	" Fawaz Mahiuob Mohammed Mokbal"	IEEE Access	W
87	An association between change in types of roads and cultivated farm area at Agriculture Sector	Dr. Muhammad Imtiaz Subhani	Ural Environmental Science Forum "Sustainable Development of Industrial Region" (UESF-2021)	NA
88	Are male to female employment ratio and salary compensations in agricultural sector co-integrated?	Muhammad Imtiaz Subhani	E3S Web of Conferences	NA
89	Disaggregated renewable energy sources in mitigating CO2 emissions: new evidence from the USA using quantile regressions	Arshian Sharif	Environmental Science and Pollution Research	W
90	Much- needed business digital transformation through big data, internet of things and blockchain capabilities: implications for strategic performance in telecommunication sector	Anam Bhatti	Business Process Management Journal	W
91	Does Financial Development Really Matter for Poverty Reduction in Africa?	Bolarinwa, Segun Thompson, Wajahat	Forum for Social Economics, The	Y
92	Tackling post-pandemic challenges with digital technologies: an empirical study	Syed Abdul Rehman Khan	Journal of Enterprise Information Management	X
93	The role of technology innovation, renewable energy and globalization in reducing environmental degradation in Pakistan: A step towards sustainable environment	Arshian Sharif	Renewable Energy	W
94	Moving towards sustainability: how do natural resources, financial development, and economic growth interact with the ecological footprint in Malaysia? A dynamic ARDL approach	Arshian Sharif	Environmental Science and Pollution Research	W
95	Asymmetric impact of fiscal decentralization and environmental innovation on carbon emissions: Evidence from highly decentralized countries	Asif Razzaq	Energy and Environment	X

96	Customer Knowledge Enabled Innovation: Analyzing Pricing-Promotion Coordination Mechanism	Muhammad Imran	Complexity	W
97	Digital technology and circular economy practices: An strategy to improve organizational performance	Syed Abdul Rehman Khan	BUSINESS STRATEGY AND DEVELOPMENT	Y
98	EXPLORING SELF THROUGH GHAZALIAN THEORY OF SOUL AND FREUDIAN PSYCHOANALYSIS: THE STUDY OF PROFESSOR SOHAIL IN RAJA GIDH	Dr. Fazli Husain	Humanities and Social Sciences Reviews	W
99	A Survey on Internet of Things and Databases	Aftab Ul Nabi	Journal of Information & Communication Technology	Y
100	"Model for Maintaining Stability in Budget Allocation in Metropolitan Infrastructure Development Projects Using Cost-Risk Contingency"	Dr. Imran Ahmed Shah	Multicultural Education	NA
101	Agricultural trade, foreign direct investment and inclusive growth in developing countries: evidence from West Africa	Romanus Osabohien & Muhammad Kaleem Khan	Transnational Corporations Review	Y
102	Legal Issues Regarding Arctic Cruise Shipping in the Russian Federation	Mehran Idris Khan	Sustainability	W
103	Industry 4.0 and circular economy practices: A new era business strategies for environmental sustainability	Asif Razzaq	Business Strategy and the Environment	W
104	"Energy-Efficient Packet Forwarding Scheme Based on Fuzzy Decision-Making in Underwater Sensor Networks"	Waheeduddin Hyder	Sensors	W
105	"TWENTY-FIVE YEARS OF THE ASIAN ACADEMY OF MANAGEMENT JOURNAL (AAMJ): INTELLECTUAL STRUCTURE MAPPING AND BIBLIOMETRIC REVIEW"	Muhammad Farrukh	Asian Academy of Management Journal	X
106	Mapping and Clustering Analysis on Environmental, Social and Governance Field a Bibliometric Analysis Using Scopus	Muhammad Farrukh	Sustainability	W
107	Outbreak of epidemic diseases and stock returns: an event study of emerging economy	Asif Razzaq	Economic Research- Ekonomiska Istrazivanja	W
108	Modeling the dynamic links among natural resources, economic globalization, disaggregated energy consumption, and environmental quality: Fresh evidence from GCC economies	Dr. Abdul Majeed	Resources Policy	W
109	Did COVID-19 Impact the Connectedness Between Green Bonds and Other Financial Markets? Evidence From Time-Frequency Domain With Portfolio Implications	Muhammad Abubakr Naeem	Frontiers in Environmental Science	X
110	High Order Dual Polarization Modulation Formats for Coherent Optical Systems	Saleemullah Memon	IEEE Xplore	NA
111	Impact of Social Entrepreneurial Factors on Sustainable Enterprise Development: Mediating Role of Social Network and Moderating Effect of Government Regulations	Fakhar Shahzad	SAGE Open	W

112	Asymmetric inter-linkages between green technology innovation and consumption-based carbon emissions in BRICS countries using quantile-on-quantile framework	Asif Razzaq	Technology in Society	W
113	Stimulation of Employees' Green Creativity through Green Transformational Leadership and Management Initiatives	Adil Mansoor	Sustainability	W
114	Government responses to COVID-19 and industry stock returns	Muhammad Abubakr Naeem	Economic Research-Ekonomska Istrazivanja	W
115	"Sectarian Conflict in Elite Newspapers of Pakistan: A Peace Journalism Perspective"	Dr. Yaseen Sultana	Journal of Peace Development and Communication	Y
116	Does College Education Promote Entrepreneurship Education in China?	Fakhar Shahzad	SAGE Open	W
117	The Influence of Despotic Leadership on Counterproductive Work Behavior Among Police Personnel: Role of Emotional Exhaustion and Organizational Cynicism	Fakhar Shahzad	Journal of Police and Criminal Psychology	X
118	Debt-Servicing Capacity and Economic Development: A Study of Pakistan	Asif Kamran	International Conference on Management Science and Engineering Management	NA
119	Economic policy uncertainty and the volatility connectedness between oil shocks and metal market: An extension	Oluwasegun B. Adekoya & Muhammad A. Khan	International Economics	X
120	Contribution of corporate social responsibility on SMEs' performance in an emerging market – the mediating roles of brand trust and brand loyalty	Leonardo Aureliano-Silva	International Journal of Emerging Markets	X
121	Economic complexity, tourism, energy prices, and environmental degradation in the top economic complexity countries: fresh panel evidence	Kashif Raza Abbasi	Environmental Science and Pollution Research	W
122	Coupling Coordination Analysis of Technological Innovation, Standards, and Quality: Evidence From China	Ijaz Younis	SAGE Open	W
123	Effect of competitive psychological climate on unethical pro-team behavior: The role of perceived insider status and transformational leadership	Nilesh Kumar	MANAGEMENT-POLAND	Y
124	JOB EMBEDDEDNESS AT THE MILLENNIUM: A CRITICAL ASSESSMENT OF 10 YEARS APPROACH FOR TURNOVER WITHIN EDUCATIONAL SECTOR	Dr. Imran Ahmed Shah	Bahria University Journal of Humanities and Social Sciences (BUJHSS)	No
125	NATO's Violation of International Law in Afghanistan: A Critical Analysis	Imran Ahmed Shah	INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY	No
126	"Impact Of Transformational Leadership Style On Job Performance, Job Satisfaction And Organizational Learning"	Imran Ahmed Shah	Multicultural Education	No

127	The volatility connectedness of the EU carbon market with commodity and financial markets in time- and frequency-domain: The role of the U.S. economic policy uncertainty	Oluwasegun B. Adekoya & Ambreen Noman	Resources Policy	W
128	Capital Structure Theories: A Comprehensive Review	Raja Rehan	REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS	Y
129	Renewable energy consumption, carbon emissions and human development: Empirical comparison of the trajectories of world regions	Oluwasegun B. Adekoya & Syed K. Rafi	Renewable Energy	W
130	An empirical analysis of government interventions in ECOWAS: evidence from dynamic panel threshold	Olumide Olusegun Olaoye & Ambreen Noman	International Journal of Emerging Markets	X
131	Islamic stock markets and COVID-19-induced shocks: simulations with global VAR approach	Idris A. Adediran, Syed Nasir Ashraf Sabzwari	"International Journal of Islamic and Middle Eastern Finance and Management"	X
132	Late-Night Use of Social Media and Cognitive Engagement of Female Entrepreneurs: A Stressor–Strain–Outcome Perspective	Fakhar Shahzad	SAGE Open	W
133	Exploring Effective Reading Comprehension Strategies Taught in a Madarasa-cum-School in Karachi	Dr. Yasmeen Sultana Farooqui	Ihya al-ulm	Y
134	Your network is your net worth: political ties and innovation performance	Muhammad Farrukh	European Journal of Innovation Management	W
135	LINKING PROTECTIVE STRATEGIES EFFECTS TO MANAGE THE COVID-19 RISK ON GLOBAL ENVIRONMENT: FRESH EVIDENCE FROM THE BEST RESPONSIVE APPROACH	Kashif Raza Abbasi	International Journal of Energy Economics and Policy	X
136	The effect of online reviews on restaurant visit intentions: applying signaling and involvement theories	Leonardo Aureliano-Silva	Journal of Hospitality and Tourism Technology	W
137	Investigating the asymmetric linkages between infrastructure development, green innovation, and consumption-based material footprint: Novel empirical estimations from highly resource-consuming economies	Asif Razzaq	Resources Policy	W
138	Asymmetric and time-varying linkages between carbon emissions, globalization, natural resources and financial development in China	Asif Razzaq	Environment, Development and Sustainability	W
139	Abusive Supervision Effect on Job Performance among Female Bankers in Pakistan	Nasreen Ali Nawaz & Imran Ahmed Shah	INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY	Y
140	Procedural Justice Impacts on Study of Employees Working In Banks	Muhammed Nadeem & Imran Ahmed Shah & Fawwad M. Butt	INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY	Y
141	An efficient adaptive modulation technique over realistic wireless communication channels based on distance and SINR	Sohaib Bin Altaf Khattak	Frequenz	X

142	Workplace Spirituality and Knowledge Hiding Behavior: A PLS-SEM Analysis	Shafique Ur Rehman	International Journal of Business Information Systems	Y
143	Technological Innovation and Circular Economy Practices: Business Strategies to Mitigate the Effects of COVID-19	Syed Abdul Rehman Khan	Sustainability	W
144	Industry 4.0 and green supply chain practices: an empirical study	Syed Abdul Rehman Khan	International Journal of Productivity and Performance Management	X
145	"THE PERCEIVED LEVELS OF INTOLERANCE FOR PRESS CRITICISM IN PAKISTANI SOCIETY "	Dr. Fazli Hussain	Journal of Social Sciences and Humanities	Y
146	The asymmetric effect eco-innovation and tourism towards carbon neutrality target in Turkey	Asif Razzaq	Journal of Environmental Management	W
147	The role of forest and agriculture towards environmental fortification: designing a sustainable policy framework for top forested countries	Kashif Raza Abbasi	Environment, Development and Sustainability	W
148	The impact of energy depletion and renewable energy on CO2 emissions in Thailand: Fresh evidence from the novel dynamic ARDL simulation	Kashif Abbasi	Renewable Energy	W
149	"STIMULATION OF INNOVATIVE BEHAVIOR THROUGH THE INCLUSIVE LEADERS AND ENGAGED WORKERS"	Adil MANSOOR	Business: Theory and Practice	X
150	"CONTEXT-AWARE WEARABLE SYSTEM FOR ANIMALS – AN EXPLORATION AND CLASSIFICATION"	Dr. Sarwat Iqbal	INTERNATIONAL JOURNAL ON INFORMATION TECHNOLOGIES AND SECURITY	Y
151	"Untying the Influence of Green Brand Authenticity on Electronic Word-of-Mouth Intention: A Moderation–Mediation Model "	Fakhar Shahzad	Frontiers in Psychology	W
152	Tail dependence between bitcoin and green financial assets	Dr. Sitara Karim	"Economics Letters "	W
153	Nexus Between Financial Development, FDI, Globalization, Energy Consumption and Environment: Evidence From BRI Countries	Muhammad Imran	Frontiers in Energy Research	W
154	Shaping social marketing research: a retrospective of the journal of social marketing	Muhammad Farrukh	Journal of Social Marketing	X
155	Intellectual capital, knowledge management and competitive advantage: a resource orchestration perspective	Shafique Ur Rehman	"Journal of Knowledge Management "	W
156	MCS package and entrepreneurial competency influence on business performance: the moderating role of business strategy	Shafique Ur Rehman	European Journal of Management and Business Economics	X
157	Digital transformation: a conceptual framing for attaining Sustainable Development Goals 4 and 9 in Nigeria	"Daniel E. Ufua, Faraz Lakhani "	Journal of Management and Organization	W
158	"Why Does Organizational Justice Matters Into The Perception Of Burnout? Evidence From Heis In Pakistan "	Imran Ahmed Shah & Iram Shabir	Linguistica Antverpiensia	W

159	Fractional cointegration between gold price and inflation rate: Implication for inflation rate persistence	Tirimisiyu F. Oloko & Noman Abid	"Resources Policy "	W
160	Joint optimal power splitting and relay selection strategy under SWIPT	Saleemullah Memon	Wireless Networks	W
161	A bibliometric reflection on the history of green human resource management research	Muhammad Farrukh	Management Research Review	X
162	Financial development and environmental degradation: Do human capital and institutional quality make a difference?	Zahoor Ahmed	Gondwana Research	W
163	Entrepreneurial intentions: the relevance of nature and nurture	Muhammad Farrukh	Education and Training	W
164	Time-Series Forecasting of Deaths due to COVID-19: A Case of European Union	Dr. Imran Ahmed Shah	Linguistica Antverpiensia	W
165	Determining the Key Factors of Corporate Leverage in Malaysian Service Sector Firms Using Dynamic Modeling	Dr. Sitara Karim	"Journal of Economic Cooperation and Development "	Y
166	"Asymmetric impact of temperature on COVID-19 spread in India: Evidence from quantile-on-quantile regression approach "	Asif Razzaq & Arshian Sharif	Journal of Thermal Biology	W
167	A Bagging Strategy-Based Kernel Extreme Learning Machine for Complex Network Intrusion Detection	Shahid Karim	"EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS "	Y
168	Economic growth, renewable energy consumption, and ecological footprint: Exploring the role of environmental regulations and democracy in sustainable development	Dr. Zahoor Ahmed	"Sustainable Development "	W
169	Does natural resources depletion and economic growth achieve the carbon neutrality target of the UK? A way forward towards sustainable development	Kashif Raza Abbasi	"Resources Policy "	W
170	Linking Green Human Resource Practices and Environmental Economics Performance: The Role of Green Economic Organizational Culture and Green Psychological Climate	Dr. Zahoor Ahmed	International Journal of Environmental Research and Public Health	W
171	A Novel Eye-Tracking Device Designed with a Head Gesture Control Module	Dr. Shahid Karim & Vishal Kumar1	EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS	Y
172	Sustainable banking regulations pre and during coronavirus outbreak: the moderating role of financial stability	Sitara Karim	Economic Research- Ekonomiska Istrazivanja	W
173	"Adoption of renewable energy sources, low-carbon initiatives, and advanced logistical infrastructure—an step toward integrated global progress "	Zhang Yu	Sustainable Development	W
174	Mobile Phone Buying Decisions among Young Adults: An Empirical Study of Influencing Factors	Zhang Yu	Sustainability	W
175	Circular economy practices and industry 4.0 technologies: A strategic move of automobile industry	Zhang Yu	Business Strategy and the Environment	W

176	"Renewable energy and advanced logistical infrastructure: Carbon-free economic development"	Zhang Yu	Sustainable Development	W
177	The Decision-Making Analysis on End-of-Life Vehicle Recycling and Remanufacturing under Extended Producer Responsibility Policy	Syed Abdul Rehman Khan	Sustainability	W
178	Manufacturer EOQ with Considering Customer Stochastic Demand, Different Inspective Strategies and Raw Material Quality Defect	Syed Abdul Rehman Khan	Journal of Advanced Manufacturing Systems	Y
179	Global food security post COVID-19: dearth or dwell in the developing world?	Syed Abdul Rehman Khan	Agronomy Journal	W
180	Toward environmental sustainability: how do urbanization, economic growth, and industrialization affect biocapacity in Brazil?	Dr. Zahoor Ahmed	"Environment, Development and Sustainability"	W
181	Time varying interdependency between COVID-19, tourism market, oil prices, and sustainable climate in United States: evidence from advance wavelet coherence approach	Asif Razzaq	"Economic Research-Ekonomiska Istrazivanja"	W
182	Environmental impact of infrastructure-led Chinese outward FDI, tourism development and technology innovation: a regional country analysis	Asif Razzaq	"Journal of Environmental Planning and Management"	W
183	"Promoting green performance through green human resource practices and green servant leadership"	Adil Mansoor & Muhammad Farrukh	"Asia Pacific Journal of Human Resources"	W
184	The Influence Mechanism of Knowledge-Based Professionals' Core Value Identity on Creativity From the Perspective of the Knowledge Economy	Fakhar Shahzad	Frontiers in Physiology	W
185	"Smart Mirror Based Home Automation Using Voice Command and Mobile Application"	Shahid Karim & Vishal Kumar	"EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS"	Y
186	"Social protection policy and agricultural labour outcome in West Africa"	Romanus Osabohien & Hajra Maqsood	Agrekon	X
187	"Corrigendum to "Does air pollution upsurge in megacities after Covid-19 lockdown? A spatial approach" [J. Environ. Res. 197 (2021) 111052]"	Dr. Abdul Majeed	"Environmental Research"	W
188	Does freight and passenger transportation industries are sustainable in BRICS countries? Evidence from advance panel estimations	Asif Razzaq	Economic Research-Ekonomiska Istrazivanja	W
189	Tourist's satisfaction with local food effect behavioral intention in COVID-19 pandemic: a moderated-mediated perspective	Shafique Ur Rehman	"British Food Journal"	W
190	Hydrogen production potential from agricultural biomass in Punjab province of Pakistan	"Asif Razzaq"	International Journal of Hydrogen Energy	W
191	Revisiting the EKC hypothesis by assessing the complementarities between fiscal, monetary, and environmental development policies in China	Zahoor Ahmed	"Environmental Science and Pollution Research"	W



192	"The Design and simulation of low side lobe micro-strip array antenna at different frequencies"	"Mr. Junaid Jamshid Aftab Ul Nab Kashif Iqbal"	"Journal of Engineering Research"	Y
193	"Detect Cross-Site Scripting Attacks Using Average Word Embedding and Support Vector Machine"	Fawaz Mahiuob Mohammed Mokbal	International Journal of Network Security	NA
194	"The long-run relationship between energy consumption, oil prices, and carbon dioxide emissions in European countries"	Zahoor Ahmed	"Environmental Science and Pollution Research"	W
195	"Examining the role of gender diversity on ownership structure-sustainable performance nexus: fresh evidence from emerging markets"	Dr. Sitara Karim	"Environmental Science and Pollution Research"	W
196	Effects of economic complexity, economic growth, and renewable energy technology budgets on ecological footprint: the role of democratic accountability	Zahoor Ahmed	"Environmental Science and Pollution Research"	W
197	"Does Globalization Moderate the Effect of Economic Complexity on CO2 Emissions? Evidence From the Top 10 Energy Transition Economies"	Dr. Zahoor Ahmed	"Frontiers in Environmental Science"	W
198	"DISSECTING THE ASSET GROWTH ANOMALY: A CASE OF PAKISTAN STOCK EXCHANGE (PSX)"	Raja Rehan	"Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/Journal of Tianjin University Science and Technology"	X
199	A sequential relationship between entrepreneurial orientation, human resource management practices, collective organisational engagement and innovation performance of small and medium enterprises	Muhammad Athar Rasheed	"International Small Business Journal"	W
200	"Driving Factors of the Health and Wellness Tourism Industry: A Sharing Economy Perspective Evidence from KPK Pakistan"	Shagufta Zada	"Sustainability"	W
201	"Social protection and food security nexus in the Global South: empirical evidence from West Africa"	Ambreen Noman & Romanus Osabohien	Contemporary Social Science	W
202	Asymmetric role of renewable energy, green innovation, and globalization in deriving environmental sustainability: Evidence from top-10 polluted countries	Asif Razzaq	Renewable Energy	W
203	"Effect of Mental Health Problems on Academic Performance among University Students in Pakistan"	Shagufta Zada	"International Journal of Mental Health Promotion"	Y
204	A Preliminary Study on Quality of Experience Assessment of Compressed Audio File Format	Awais Khan Jumani & Jawwad Ali Baloch	IEEE Xplore	NA
205	Religion vs ethics: hedge and safe haven properties of Sukuk and green bonds for stock markets pre- and during COVID-19	Sitara Karim	"International Journal of Islamic and Middle Eastern Finance and Management"	Yes

206	Digital Technologies, Circular Economy Practices and Environmental Policies in the Era of COVID-19	Zhang Yu	"Sustainability "	W
207	"Investigating the effects of the outbreak of COVID-19 on perishable food supply chains: an empirical study using PLS-SEM "	Syed Abdul Rehman Khan	"International Journal of Logistics Management "	W
208	Investigating the Impact of Financial Inflows and Logistics Performance on Economic Growth Under the Shadow of Pandemic Crises: Empirical Analysis Using Dynamic Panel Estimation	Syed Abdul Rehman Khan	Proceedings of the 7th International Conference on Social Science and Higher Education (ICSSHE 2021)	NA
209	The role of emerging technologies in implementing green practices to achieve sustainable operations	Syed Abdul Rehman Khan	TQM Journal	X
210	Asymmetric effects of tourism development and green innovation on economic growth and carbon emissions in top 10 GDP countries	Asif Razzaq	Journal of Environmental Planning and Management	W
211	Asymmetric effects of eco-innovation and human capital development in realizing environmental sustainability in China: evidence from quantile ARDL framework	Asif Razzaq	"Economic Research- Ekonomiska Istrazivanja "	W
212	Understanding the Role of Humanistic Factors in Trade Network Evolution across the Belt and Road Initiative Countries Using the Exponential Random Graph Model	Asif Razzaq	Complexity	W
213	Factors influencing stakeholder's judgment on internal audit function's effectiveness and reliance	Shafique Ur Rehman	"Journal of Financial Reporting and Accounting "	W
214	Nexus among intellectual capital, interorganizational learning, industrial Internet of things technology and innovation performance: a resource-based perspective	Shafique Ur Rehman	"Journal of Intellectual Capital "	W
215	Named Entity Recognition (NER) in NLP Techniques, Tools Accuracy and Performance.	Shafique Ur Rehman	"Pakistan Journal of Multidisciplinary Research "	Y
216	Dynamic and causality linkages from transportation services and tourism development to economic growth and carbon emissions: New insights from Quantile ARDL approach	Asif Razzaq	Integrated Environmental Assessment and Management	W

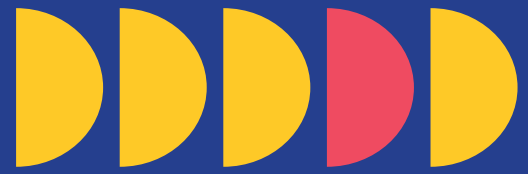


**MEMORANDUM OF**

**UNDERSTANDING &**

**MEETINGS**

# ILMA CLIMBS HIGHER AS IT SIGNS AN MOU WITH PIA



ILMA University accomplishes yet another winning milestone as it signs a significant MoU with PIA. This is indeed an impressive feat that the University has achieved as it steps into the aviation industry to diversify higher education prospects under the wings of one of the giants, PIA.

It is truly an honour for ILMA to ink a monumental pact with this mega airline in the best interests of promoting education and training programs to expand the territories worldwide. It is a fact that the MoU with such a star will enable the University to reach the goal-oriented summit it is destined for.

This notable MoU was signed by the honourable Chancellor Mr Noman Abid Lakhani (Tamgh e Imtiaz) and CEO PIA, Air Vice Marshal Arshad Malik in the presence of the prestigious heads of the University, namely; VC, Prof. Dr Mansoor uz Zafar Dawood, Registrar Syed Kashif Rafi, Director ORIC Imtiaz Subhani, Director QAL Dr Fawwad M. Butt, Deputy Director QAL (Sajida Qureshi), Manager International, Linkages & Opportunities Ramsha Anvar, Controller Examination Major Nasim, HoD Business Administration Dr Imran Shah and Assistant Professor Dr Farhan Shahzad. PIA key representatives comprised the distinguished General Manager Brand Management M. Anwar Memon, District Manager Karachi Faisal Khara, Passenger Sales Manager, Ayaz Mehmood, Assistant Brand Manager M. Yasir Sheikh and Brand Manager Changez Khan.

Undoubtedly, this was a significant step into the flying field, aiming to give wings to the youth who aspire high. PIA is a well-renowned name in the aviation field which enjoys decades of undisputed reign. It is proud to be the official airline that has represented the nation and flown delegates and government officials, including eminent Presidents and prime ministers worldwide.



# MOU WITH THE ASF AIRPORT SECURITY FORCE

Noman Group took the CSR Initiative to grant scholarships to support the airport security force personnel, their children and their Shuhadas children to attain higher education through Ilma University. The ILMA University signed a significant MOU with the ASF to recognise their services and the sacrifices for the nation.

Under this MOU ASF Shuhada shall avail 80% tuition fee waiver to study at ILMA University.

Ilma University, with the due support of Noman Group, displayed its unwavering support for the scholarships to the ASF personnel under its CSR banner in keen anticipation of their prosperity. This scholarship MOU has opened the doors wide for the better future of ASF. To take

care of the forces is the best way forward as their success spells the nation's security and success.



# MOU WITH SIR SYED UNIVERSITY

Sir Syed University of Engineering and Technology (SSUET) and ILMA University signed a Memorandum of Understanding (MoU) for joint research activities and developing projects. Faculty and students will exchange programs as well as the publications, reports and other academic/ research materials and information.

The purpose of the MoU is to share expertise and experience for conducting joint capacity building and training sessions, workshops, seminars and conferences. The subject experts will be nominated bilaterally for the purpose of assessment of academic programs.

Vice Chancellor Prof Dr Vali Uddin and Vice Chancellor Prof Dr Mansoor uz Zafar Dawood signed the MoU on behalf of the Sir Syed University of Engineering and Technology and ILMA University respectively, while the assigned focal

persons from both the universities included Registrar Syed Sarfraz Ali (SSUET) and Director Major (R) Nasir A. Subzwari (ILMA).

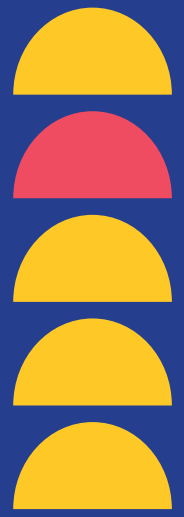


# ILMA INKED A MONUMENTAL MOU WITH UNIVERSITY MALAYSIA

In a prestigious Online Signing Ceremony, ILMA inked a monumental MOU with Universiti Malaysia Perlis (UniMAP). It was truly a groundbreaking event as both the universities collaborated to promote and project programmes in the higher education sector. This one of its kind ceremony took place on Thursday, 8th July on the popular online platform Google Meet.

After an official introduction and

welcoming, the UniMAP presentation and video were shown to apprise the esteemed attendees about its outlook and objectives. Similarly, ILMA was showcased through a marvellous multimedia presentation. This was followed by the signing of the MOU by the two universities' authorities Acting Vice-Chancellor Professor Ir. Ts. Dr Mohd Rizal Arshad and Vice-Chancellor Professor Dr Mansoor uz Zafar Dawood.



# STRATEGICALLY PLANNED MEETING WITH DEPUTY DG ASF



A strategically planned meeting was held between the Deputy DG ASF and Ilma University's Director QAL, Mr. Fawwad Butt, Head of Administration & Protocol Mr. Raoun Farid Asha, Director ORIC Dr. Imtiaz Subhani and Controller of Examinations, Major Retd. Nasir Subzwari. This critical meetup discussed the future projects to be prioritized in mutual collaboration for the promotion of education for the ultimate benefit of the nation



# HOTD MEDIA AT K21 CHANNEL



Ilma University's Head of Teaching Department, Media Science, Dr Yasmeen Sultana was invited to be part of K21 channel's New Year Morning Show. She presented her views on online teaching as a veteran educationalist and spoke about this revolutionary virtual impact on education. This is definitely a pertinent topic that is making waves across the globe. It is indeed an honour for Ilma University to have its eminent faculty become a central part of such media talk shows to promote education at a national level.



# ILMA UNIVERSITY HOSTED VICE CHANCELLORS MEET UP AT ITS MAIN CAMPUS

Ali Sheikh-Dean Faculty of Science & Technology, Syed Kashif Rafi-Registrar, Dr. Imran Shah-Head of Department of Business Administration, Mr. Fawwad Mahmood Butt-Director Quality Assurance & Liaison, Ms. Sajida Qureshi-Deputy Director Quality Assurance & Liaison under the leadership of Prof. Dr. Mansoor uz Zafar Dawood-Vice Chancellor.



ILMA University hosted Vice Chancellors Meet up at its main campus on December 2, 2021 to discuss further collaboration between the Universities and institutes to promote research and development, academic & extra-curricular activities and discussed the ongoing academic challenges post Covid-19 situation.

The meet up was attended by Dr. A.R. Memon-Vice Chancellor Newport University, Dr. Afzal Haq-Vice Chancellor DHA Suffa University, Dr. Faiz ullah Abbasi-Vice Chancellor Dawood University of Engineering & Technology, Dr. Valiuddin-Vice Chancellor Sir Syed University, AVM (R) Asif Tubraiz-President PAF KIET, Dr. Altaf Mukati-Vice President SZABIST, Dr. Irfan Hyder-Vice Chancellor-Zia uddin University, Dr. Seema Mughal-Vice Chancellor Greenwich University, Dr. Nasir Khan-Vice Chancellor Emaan University, Mr. Humayun Zafar-President Textile Institute of Pakistan while ILMA University representatives included Prof. Dr. Asad

The meetup was also attended by Mr. Rabistan Khan, alumni of ILMA University and Member Provincial Assembly, Mr. Raja Azhar Khan Member Provincial Assembly and Mr. Aftab of Anti-Narcotics Force as Special Invitees.

The Vice Chancellor, ILMA University paid vote of thanks to the all the guests followed by presenting souvenirs which was appreciated by all the participants.





# VC AT SINDH TV

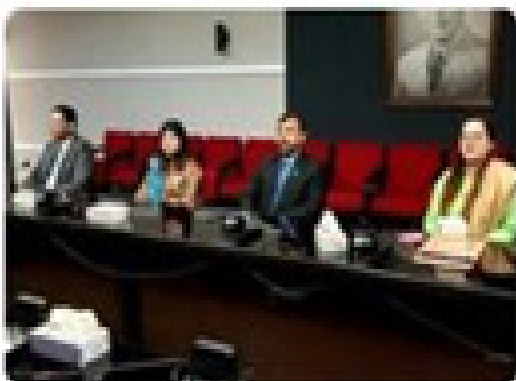
Our honorable Vice Chancellor Prof. Dr. Mansoor Uz Zafar Dawood was invited as guest of honor at the Salam Sindh morning show at Sindh Tv.



# ILMA INKED AN IMPACTFUL MOU WITH DHA SUFFA UNIVERSITY

ILMA University moved ahead to strengthen the academic unity and community as it signed a strategic MoU with DHA Suffa University. This was a progressive stride in the expansion of reach, relations and research in the education sector above anything else. Both the universities enjoy a premier standing in the private sector which offer a suite of programs in the undergraduate, graduate and post-graduate streams.

This MoU pact is aimed at fostering better relations among universities in the region. This would be beneficial in accomplishing curricular and co-curricular agendas on a joint platform. It would also boost the exchange of students and faculty as well as promote research in the different fields by and large. ILMA University welcomes this mutual agreement and hopes to achieve the nation-wide goal of educational prosperity through this significant association.



# ILMA DELEGATION WAS INVITED BY BRIGADIER KASHIF SARWAR ALAM

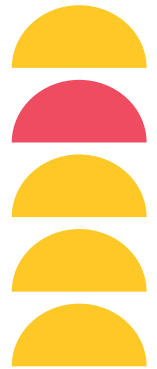
Commandant Army Air Defense Centre on December 3, 2021 to attend passing out parade of ADRC-53. The delegation of ILMA University comprised of Prof. Dr. Mansoor uz Zafar Dawood-Vice Chancellor, Major (Retired) Nasir Subzwari-Controller of Examinations & Director Gulshan Campus, Mr. Fawwad Mahmood Butt-Director Quality Assurance & Liaison, Ms. Sajida Qureshi-Deputy Director Quality Assurance & Liaison.

Later, ILMA University Delegation called on Brigadier Syed Muhammad Kashif Sarwar Alam, Commandant Army Air Defense Centre where educational challenges post Covid-19, importance of industry-academia linkages and further academic collaborations were discussed at length to improve quality of higher education in Pakistan.

The meeting ended with exchange of souvenirs between ILMA University delegation and Commandant Army Air Defense Centre as a token of appreciation and good gesture.



# ILMA COLLABORATES WITH HASHMANI'S GROUP OF HOSPITALS WITH AN MOU



This vital MoU was successfully inked by the CEO, Arsalan Hashmani, Senior Corporate Manager Sajjad Ahmed, Director Corporate Sales, Muhammad Danish. From ILMA the Vice Chancellor, Dr Mansoor uz Zafar Dawood, Director QAL, Fawwad Butt, Major Nasir Sabzwari,

Sajida Qureshi and Mustafa Razzak played instrumental roles in bringing this agreement to life with the health sector. This was strategically aimed towards the promotion of health education and the provision of essential health services to faculty, staff and students.



# ILMA SIGNS MOU WITH SHED FOUNDATION TO UPLIFT ITS HEALTH SERVICES AND ACADEMIC FACILITIES



ILMA University takes a huge leap by its significant association with SHED FOUNDATION to uplift its Health Services and Academic facilities. This monumental MOU with SHED foundation is truly a breakthrough agreement that enables the University to enhance its facilitation to the student and staff members by giving quality medical facilities at SHED hospital and taking advantage of training students under experienced medical professionals of the country.

As the University moves to diversify its range of study programs, an MOU with SHED FOUNDATION aids to accomplish that to a large extent. This strategic alliance will help form the foundation of the health-related programs for the staff and students to attain the maximum benefit. SHED Hospital is a primary health care facility that was established in 2019 with state of the art facilities serving all those seeking medical care.

It is commendable to note that ILMA University remains in the front line to sign forward-looking MOUs with organizations such as SHED for providing the essential amenities to fulfil the needs of the nation by and large. The University knows this too well that progress is only possible to work in close contact with the health sector which strives towards the eradication of diseases while fostering good health for the overall well being of society.



# ASF PUBLIC SCHOOL & COLLEGE VISIT



ILMA University invited students and faculty of Airport Security Forces (ASF) School and college for its Campus Tour on December 08, 2021 with prime focus towards ILMA University's undergraduate programs! During the tour, the students of ASF School & College met with ilmians (current students and alumni) and not only visited the facilities but also experienced the endless opportunities available at ILMA University.

ASF School & College was led by Principal Ms. Bushra Adnan who was welcomed by honorable Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood along with Director Quality Assurance & Liaison Mr. Fawwad M. Butt, Dean Faculty of Management Sciences Prof. Dr. M. Imtiaz Subhani, Dean Faculty of Media & Design Dr. Yasmin Sultana, Head of the Teaching Department (Business Administration) Dr. Imran Ahmed Shah, Head of the Teaching Department (Computer Science) Dr. Waheed Uddin, Deputy Director Ms. Sajida Qureshi, Assistant Manager Alumni & Placement Mr. Syed Inamullah, Officer Alumni & Placement Ms. Sumra Nadeem, along with other faculty members.

During the tour, the ASF School & College students, faculty and Principal were briefed in the auditorium about the purpose of campus tour and Vice Chancellor, Deans, Head of Teaching Departments and faculty members advised about the higher education roadmap and fields available for new university students. The Vice Chancellor presented souvenir to Principal ASF School & College and appreciated her efforts for producing quality students through her institution. The students of ASF School & College were then diverted towards detailed campus tour that included visit to state of the art Library, Computer labs, Café, class rooms and Sports Block.

The students were also given lectures in the class room by the senior faculty members of ILMA University to provide them real environment of education in university which was highly appreciated by the students. Besides, the students were engaged in different activities to make them realize their strengths and opportunities and were briefed as how to pursue their careers in the chosen fields.





**CONFERENCES**

**AND**

**WEBINARS**

# ILMA ORGANIZED A SPECTACULAR MEDIA CONFERENCE IN FOCUS WITH UN SDG INDUSTRY, INNOVATION & STRUCTURE

ILMA accomplished a remarkable feat as it hosted a one of its kind 2nd International Conference on Emerging Trends in Media, Films & Journalism. This star-studded event was organized by the Faculty of Media & Design spearheaded by Dr Yasmeen Sultana. The aim was to bring to the surface, discuss and propound on topics related to the impact and influences of media-related domains.

There were rich contributions from the keynote speakers which charted out the media landscape. Mr. Faran Tahir spoke about adding value through media and translating Pakistan's rich literary heritage onto the big screen. Mr. Sarmad discussed how story telling was essential for movie making. Dr. Rauf Arif enlightened about the digital transformation and tech-based tools available in media. Mr. Shafi Naqi commented on the essential aspect in order to move forward that news should be weighed properly. Hence, it was truly incredible to have these insights from the gurus in this field who could actually uplift the role and status of media globally.

This widely acclaimed conference was an amazing amalgamation of 18 paper presenters, 10 keynote speakers and almost one dozen chairs and co-chairs. The keynote speakers included Mr Javed Jabbar, Ex-Senator/Minister, Mr. Shafi Naqi Jamaee, BBC Broad Caster/ Media Practioner, Ms. Zeba Bakhtiar, Actress & Humanitarian, Mr. Faran Tahir, Pakistani-Hollywood Actor/Film Maker, Sarmad Sultan Khoosat, Actor, Writer & Director, Mr. Mazhar Abbas, Sr. Analyst & Columnist at Jang & The News, Prof.

Dr Shafey Kidwai, Chairperson, Dept. of Mass Communication, Aligarh University, Dr Najam Abbas Coordinator Outreach/ Chief Editor Encyclopedia Islamica, Dr Kaushik Ray Associate Professor and Head, Dept. of Journalism and Communication, Dum Dum Motijheel College, Dr Sudhamshu Dahl Professor & Coordinator at Department of Languages and Mass Compunction, School of Arts, Kathmandu University, and Dr. Rauf Arif, an assistant professor of Journalism & Creative Media Industries at the College of Media & Communication, Texas Tech University among the notable others who graced this conference with their esteemed presence and contributed much to its success.

All the media related academicians, researchers, actors, writers, directors converged on this international platform and inspired the attendees with their inspirational speeches plus presentations. ILMA was able to reach out in an influential way through this mega-conference to guide and mentor youth towards limitless options in these fields of study and work worldwide.



# ILMA PROVIDES A PLATFORM TO PROMOTE YOUTH AND WOMEN EMPOWERMENT

ILMA gave a platform to promote Youth and Women Empowerment through its amazing webinar on Self-Investment. Gull Zeba Jawad – the Chief Executive Officer Red Marker Systems, Serial Entrepreneur, Chairperson Education RCCI, Board Member PHA was brought on board to narrate her success story of her couture brand which became quite famous.

Gull Zeba revealed her secret recipe of success which she acquired through her interesting journey as an entrepreneur and even as a woman who made her identity in the field. She was able to prove herself in the consumer market and made it through with her brand Pernia Couture which she established. She was able to bring quality, design, innovation and affordability all in one package which was much loved by the customers. Her premier services were racks, inventory management, security, confidentiality, digital marketing and training.

She as a successful entrepreneur remarked, 'It was not overnight that it all happened but much hard work and commitment behind the scenes to bring this multi-brand into the limelight.'

Gull Zeba launched the Edtech startup, Red Marker System with the meaningful assessment strategy. She was driven to visualize the solutions through the 360-degree learning cycle which made an impact. ILMA always supports such inspirational nation-builders who are doing wonders in making a difference in vital fields and creating opportunities for the youth to harness.





# ILMA AMONG THE KEY ORGANIZERS OF AN INTERNATIONAL SEMINAR ON NEW INDUSTRIES & MARKETS DEVELOPMENT

ILMA moved past the pandemic to chart the progress of the industries and markets in the new normal. This was indeed a forward-looking seminar that was forthrightly arranged in collaboration with reputable universities across the world. Associate Professor M. Imtiaz Subhani, lead member from the University who stood at the helm of affairs to bring this strategic seminar to the centre stage of development.

With a splendrous virtual presence, this global seminar was held on with Associate Professor Dr Tatiana Podolskaya, Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia, Associate Professor Dr Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand and Dr Parimal Chandra Biswas, Adamas University, Kolkata, India among the key organizers.

There were several notable presentations delivered by the Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia, College of Hospitality Industry Management, Nakhon Pathom education centre of Suan Sunandha Rajabhat University, Thailand, ILMA University, Pakistan and Adamas University, Kolkata, India.

Welcome speeches added prestige to the spectacular event which entailed the well-spoken words by Associate Professor Dr Tatiana Podolskaya, Head

of International Economic Relationships Department, Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia Associate Professor Dr Denis Ushakov, International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand, Associate Professor M. Imtiaz Subhani, Director of Graduate Studies and Office of Research, Innovation & Commercialization, ILMA University, Karachi, Pakistan and Parimal Chandra Biswas, Adamas University, Kolkata, India. These were followed by the keynote addresses on Covid – 19 as a factor of socio-economical transformations in Lebanon and how to turn challenges into new opportunities? by MBA, Khodor Shatila, Sagesse University, I-Pro-Cares Research Center, Beirut, Lebanon. These formed the essence of the seminar which focused on the most critical aspects – the very roadmap towards the development and ultimate prosperity in the post COVID era globally.



# ILMA HOSTED A SPECTACULAR MANAGEMENT SCIENCES & ENTREPRENEURSHIP CONFERENCE

Ilma basked in the glory once again by hosting an internationally acclaimed management sciences & entrepreneurship conference on March 19-20, 2021. It was indeed an auspicious event that brought on board prominent personalities from around the world. After welcome address by vice-chancellor Prof. Dr. Mansoor-uz-Zafar Dawood, Dr. Nadia Tahir, Managing Director, HEC QAA delivered an impactful speech followed by worthy words of Ms. Shahnaz Wazir Ali, President Szabist.

The Day 1 session commenced with Ummi Naiemah Saraih Universiti Malaysia Perlis as the keynote speaker after which research papers were presented by Lim Chee Sin Universiti Malaysia Perlis, Imran Ahmed Shah Ilma University, Karachi and Hina Aslam Air University, Multan. The second session was introduced by Rose Jennifer Mariadass Universiti Malaysia Perlis with research-based papers delivered by Guljee, Ilma University and Saaherah Basil Alkilany, Luminus Technical University College (LTCU), Jordan.

The last session started with the keynote speaker Prof. Dr. Hjh Raja Suzana Raja Kasim, Universiti Malaysia Kelantan with Siti Shalima Sabri Universiti Malaysia Perlis, Aqsa Arif, Jinnah University for Women and Musa Uba Adamu National Research University Higher School of Economics Moscow as presenters.

Day 2 session was filled with incredible speeches and presentations which began with keynote speaker Prof. Saaherah Basil Alkilany Yermouk University, Jordan followed by

the notable presenters Wan Nuratiqah Meor Abd Aziz Suhaimi Universiti Malaysia Perlis, Syed Arif Ali Shah, Ilma University, Karachi, Maria Syed, Jinnah University for Women, Aphassara Ai Tong Universiti Malaysia Perlis, Sabir Hussain Air University, Multan Rashid Ali, Indus University, Karachi, Nur Hafiza Azira Binti Abdul Rahim Universiti Malaysia Perlis, Majid Murad Jiangu University, Zhenjiang, China; Shuaiyong Xiao and Gang Chen Fudan University, China.

The final session culminated with keynote speaker Ghulam Ali Arain College of Business & Economics (UAE) and paper presenters Hanim Hamdan Universiti Malaysia Perlis, Muhammad Khairuddin Sulaiman, Universiti Malaysia Perlis, Shahrukh Aman Air University, Multan & Raheel Ahmed Shaikh Ilma University. The vote of thanks was delivered by Prof. Dr. Asif Kamran, Dean Faculty of Management Sciences – Ilma University. It was a remarkable success for the faculty which made this mega-conference reach all corners of the world with the inclusion of renowned academicians and educationalists on its prestigious panel.





# ILMA AMONG THE KEY ORGANIZERS OF AN INTERNATIONAL SEMINAR ON NEW INDUSTRIES & MARKETS DEVELOPMENT

ILMA moved past the pandemic to chart the progress of the industries and markets in the new normal. This was indeed a forward-looking seminar that was forthrightly arranged in collaboration with reputable universities across the world. Associate Professor M. Imtiaz Subhani, lead member from the University who stood at the helm of affairs to bring this strategic seminar to the centre stage of development.

With a splendrous virtual presence, this global seminar was held on with Associate Professor Dr Tatiana Podolskaya, Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia, Associate Professor Dr Denis Ushakov, Suan Sunandha Rajabhat University, Bangkok, Thailand and Dr Parimal Chandra Biswas, Adamas University, Kolkata, India among the key organizers.

There were several notable presentations delivered by the Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia, College of Hospitality Industry Management, Nakhon Pathom education centre of Suan Sunandha Rajabhat University, Thailand, ILMA University, Pakistan and Adamas University, Kolkata, India.

Welcome speeches added prestige to the spectacular event which entailed the well-spoken words by Associate Professor Dr Tatiana Podolskaya, Head

of International Economic Relationships Department, Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia Associate Professor Dr Denis Ushakov, International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand, Associate Professor M. Imtiaz Subhani, Director of Graduate Studies and Office of Research, Innovation & Commercialization, ILMA University, Karachi, Pakistan and Parimal Chandra Biswas, Adamas University, Kolkata, India. These were followed by the keynote addresses on Covid – 19 as a factor of socio-economical transformations in Lebanon and how to turn challenges into new opportunities? by MBA, Khodor Shatila, Sagesse University, I-Pro-Cares Research Center, Beirut, Lebanon. These formed the essence of the seminar which focused on the most critical aspects – the very roadmap towards the development and ultimate prosperity in the post COVID era globally.



# ILMA WEBINAR ON ENERGY EFFICIENCY

ILMA added fuel to the power industry through its ignition oriented webinar on Energy Efficiency and Methods. This was organized by the University's ORIC department, which sparked the interest in this heated topic. Prof. Dr Samy M. Ghania, Electrical Engineering Dept. BENHA University, Cairo, Egypt, led this talk and expounded on the sure-fire methods to spike the energy levels.

Indeed, Dr Samy provided important information on this energy-efficient topic which was quite beneficial in chalking out a path propelled towards improving the most critical sector. He touched upon the resources and their efficient usage, which would ultimately lead to the best utilization for energy consumption and

conservation.

According to Dr Samy, 'We should seek and discover energy-efficient methods essential for progress in any developing nation keen towards prosperity.'

ILMA consistently brings to the surface sessions on such power-driven topics that are of paramount importance and without which survival is impossible. Energy is the driving force behind all the industries worldwide, which genuinely makes the world go round. Hence, the University made a powerful impact through this workshop globally.

# ILMA ORGANIZED A CV WRITING WORKSHOP

ILMA struck the right chords with its essential and popular workshop, How to Write an Effective CV. This forward-looking workshop was conducted by Muhammad Ashar Asadullah, PhD candidate Salford Business School – University of Salford (UK). Mr Ashar is also a Financial Advisor and Consultant Trainer who was taken up virtually by the University to outline the best way to put the foot forward in the job world.

Undoubtedly, CV is the first document an employer or a recruiter comes across, which helps decide whether a candidate is suitable to be called for the next stage. Well, Mr Ashar did a remarkable job in informing about the tips and techniques which would make a candidate's CV click. He revealed the powerful way in which

this self projecting document needs to be crafted to hold attention and set the candidate apart from the rest.

As commented by the expert, 'We tend to undermine the power of a CV and spend less time in framing it, which makes us lose out on the opportunities coming our way.'

ILMA has always touched upon improvement areas, which will ultimately add value in paradigms of study and work. The University aimed to do the same through this workshop which was a sure hit and appeased the attendees' queries. Creating an effective CV is one of those areas that demand attention to unlocking work opportunities globally.

# ILMA ORGANIZED A CONTEMPORARY WEBINAR TO ADDRESS THE QUALITY EDUCATION & CRITICAL SUSTAINABLE DEVELOPMENT GOALS

ILMA University's Quality Assurance & Liaison Department hosted an international level webinar on the Impact of COVID-19 Pandemic on the Quality of Distance & Online Learning in Higher Education. Both highly reputed guests were auspiciously invited from the thriving education sector in UAE, Muhammad Rasheed Khalid, Head of Department, Corporate Affairs and Center of Continuing Learning at Skyline University College and Dr Deepak Kaira, Associate Professor & Director of Learning Resources at Skyline University College.

The other critical areas of the discussion centred around Education for the Blue Economic and Sustainable Development and Measuring the Digital Transformation. This webinar was indeed enlightening as it shed light on the popular topics making the waves globally. It was an honour to

have onboard such eminent academicians to translate their knowledge into a wholesome experience for the attendees far and wide.

As stated by one of the distinguished speakers, 'Education has transformed to a large extent during the COVID-19 and the many facets it shows need to be harnessed to create an indelible influence worldwide.'

ILMA has made successful strides as it successively brings on its panel of renowned educationists, researchers, analysts, professors and significant others to share their invaluable experience and varied exposure to boost the quality standards in line with the global sustainable development goals to accomplish a win-win situation world over.



# THE COVID-19 IMPACT ON THE EDUCATION

## SECTOR: ILMA

ILMA was proud to hold such a superb workshop in its Gulshan Campus. This action-oriented workshop took place on 22nd February with the data expert Muhammad Hanan Iftikhar. He boasts a long list of professional achievements with multiple role positions as a Certified Trainer and Futurist, Industry 4.0 enthusiast and Soft Skills Expert. Mr Hanan goes on to celebrate a professional certificate in IBM Data Science, Professional Certificate in Applied Data Science.

Mr Hanan took the online platform with a raging storm as he narrated his professional journey punctuated by

his long list of achievements. These too were backed up by the facts of his COVID-19 had propelled a fast-paced movement towards digitalization. It was simply amazing to witness such a genius who through his inspirational discussion wowed the attendees.

It was a thoroughly insightful event that the University was victoriously able to hold in its Gulshan Campus. The University continues to host such diverse events which cater to a wide array of fields. This is the single most important thing to do for a global quality uplift.



## ILMA HOSTED A MEDIA-CENTRED WORKSHOP

ILMA University organized a widely acclaimed workshop on the Part of Media in Academia. This superb session was projected from Quality Assurance & Liaison Department's virtual platform. This was certainly a commendable endeavour to showcase the scintillating role of media in academia which seldom receives the attention it should.

The prominent guest was Mr Adnan Faisal, FHM Pakistan Publications (PVT). LTD who inspired the viewers with his stance in the media field in the education sector and how harmoniously those two fields were aligned with each other. To have onboard such role models is always quite motivating for the youth who aspire to perform wonders in their chosen professions.

As Mr Adnan commented, 'The role of media has transformed tremendously in recent years which has brought it more in the limelight with the popularity of media-related programs in the higher education sector.'

ILMA University stays abreast in bringing to light the trending topics globally. Similarly, the rendezvous with this media personality was a step in the right direction with this dominant field making waves across the globe. This unlocks portals of diverse avenues for the youth to step into.

# ILMA UNIVERSITY ORGANIZED THE SECOND ICQAA IN PAKISTAN

ILMA UNIVERSITY organized second International Conference on Quality Assurance in Academia (ICQAA) virtually on February 9-10, 2021. This marked the remarkable global convergence of top academicians, educationists, keynote speakers and prominent figures from government, academic & industrial sectors.

This widely acclaimed conference strategically aimed to track the issues and challenges of developing a quality assurance system in developing countries.

Joint Registrar, SECP, Dr Khalid A. Khan, Umm Al-Qura University Saudi Arabia, Prof. Dr Tariq Rafi, Sindh Jinnah Medical University, Kennedy J. Offor, University of Sheffield, UK, Tahir Abbas Zaidi, HEC, Dr Osasama Saoula, Universiti Utara Malaysia, Baba Seidu Abdul Rehman, Ghana, Dr Bassam Alhamad, University of Bahrain, Prof. Dr Celestine Iwendi Coal City University Sweden, Prof. Fayuz Mohamed South Africa, Noble Amble University of South Carolina the US, Dr Nadia Tahir HEC, Dr Ummi Naiemah Saraih, UniMap Universiti Malaysia, Prof.



Spearheaded by the Quality Assurance & Liaison Department of ILMA University, this international conference revolved around the key themes, including capacity building of faculty members, the role of accreditation council & program accreditation, increasing collaboration and linkages, adapting curriculum as per international standards, improving instructional methodologies and many more.

On day one, the opening speech was delivered by Dr Shaista Sohail, Executive Director, HEC, while day two was opened by Dr Aftab Imam, Chief Commissioner FBR. Among the notables were Brig. Rizwan, DG, (ASF), Zia ul Rasheed Abbasi

Dr Mahmood Raza Naqvi, Mahawk Collage Canada, Prof. London and many more.

It was commendable to note incredible networking done with the top national & international universities and organizations worldwide including US, UK, Malaysia, Netherlands, Sweden, China, Nigeria Saudi Arabia, London, Bahrain, South Africa, Canada, Benin, Czechia and Oman. This was a true testimony of the university's rising standards and its quality centred goals aspired to achieve through virtual convergence of change-makers and leaders.



# ILMA UNIVERSITY INVITES AN AWARD-WINNING FILMMAKER MS HAYA FATIMA

Ilma University made its mark again by organizing an out of the box workshop of Documentary Making. Faculty of Media & Design took this initiative to invite an award-winning filmmaker Ms Haya Fatima. This renowned filmmaker has an Academy and two time Emmy awards to her notable credit. She has a diversified range of subjects that she has artfully filmed over her celebrated tenure.

Her exceptional work has been featured in HBO, BBC, Al-Jazeera, National Geographic, CNN and Thomas Reuters Foundation international media channels. Ilma University understood the true value of this vast and varied domain of media for its students to tread on this creative path towards a successful career. This stimulating session was also quite productive to meet the SDGs # 8 – Decent Work & Economic Growth & # 9 – Industry, Innovation & Infrastructure.

As Ms Haya stated, “Documentary making flourishes as the unconventional

channels of media gain ground to shoot and visualise the world around them as a whole.”

The documentary making workshop was indeed brimming with ideas and inspiration which the students were highly impressed by and saw this as another lucrative as well as a popular profession to pursue. Ilma University is indeed ahead of the game in introducing novel fields to expand the horizon of opportunities for its students nationally and internationally.



# ILMA UNIVERSITY HOSTED A WEBINAR ON LINKEDIN STRATEGIES FOR STUDENTS & PROFESSIONALS

It was just what was required – a webinar on how LinkedIn dynamics work for everyone. This was aptly targeted by Ilma University in its sure hit webinar on LinkedIn Strategies for Students & Professionals. Mr Mujtaba Ali Khan, Information Security Analyst, Sun Life from Canada led the way to bring LinkedIn, the most popular social media handle. He was great in showing how this progressive platform could be used to everyone’s advantage in particular

students and professionals.

It was all about getting it right. This was much liked by the viewers and Ilma University was appreciated for organizing such a beneficial webinar. The University always brings such topics to light which are trending and world-changing. Then the impact is surely global.

# ILMA UNIVERSITY INVITES AN AWARD-WINNING FILMMAKER MS HAYA FATIMA

ILMA University elevated its training to another level altogether by organizing a virtual discussion session with a world-renowned media & communication trainer Dr. Donna Halper in part of its ILMA Experiential Learning Lecture Series in association with Communication Association of Pakistan (COMMSPK) through its partners Noman Group of Companies, Global Educational Society, Tarbiyat, Rotary Pakistan 3271 and Rapido. This professional development conservation revolved around the title, Impact of Fake News. Dr. Donna, Associate Professor, Lesley University, USA and Associate Editor, Journal of Media & Communication, on 9th January 2021. The session was hosted by Syed Kashif Rafi, Registrar and Director International linkages & Opportunities, ILMA University, and moderated by Mr. Farhan Ahmed, Head of Communications, HBL. The virtual session was attend by a larger of participants from corporate sector, academia and the industry which was telecast live on all social media platforms.

The session highlighted the impact of fake news and its implications on the viewers far and wide. It was able to shed light on those aspects that were actually making headlines but their authenticity, as well as reliability, were dubious. This just went to prove that all the news circulated on media and social media could not be accepted at face value without further check and balance.

Dr Donna commented, 'However much we want the media to present a true picture, there are elements of distortion and political mandates woven into it which makes it difficult to separate the truth from falsehood.'

The closing remarks were delivered by Dr. Yasmeen Sultana, Acting Dean, Faculty of Media & Design, ILMA University.



# ILMA PAYS TRIBUTE TO ARFA KARIM

Ilma University set a new milestone by paying a heartfelt tribute to the world's youngest Microsoft Certified Professional Arfa Karim in the SPOTLIGHT. This was specially planned on a morally sound topic, Positive Parenting and in talk with Ms Samina Amjad, the Chairperson of Arfa Karim Foundation on 5th January.

This was truly great that the University had kept Arfa Karim as the best product of the positive role of parents in society. This just projected that the upbringing and forward-looking approach of parents can certainly raise children who can go on to become the best in the field across the globe. Arfa was such an exemplary individual who showed the entire world what a Pakistani could achieve especially in the leading IT field. She was the first to break the barriers and make the nation's name shine on an international level.

As remarked by Ms Samina, 'Through this Foundation, we have opened up pathways of progress for more young people of our nation to succeed in unimaginable ways. We want opportunities to be there to harness and that is our real goal.'

Through this spectacular SPOTLIGHT session, Ilma University takes a novel stance in recognizing the achievements of the youth and encouraging progressive endeavours which will ultimately become a source of pride for our nation. Undoubtedly, this portrays the immense potential that is present and the untapped talent which still needs platforms such as these to be projected for global outreach.



# ILMA HOSTED A MODEL WEBINAR ON ROLE OF HIGHER EDUCATION



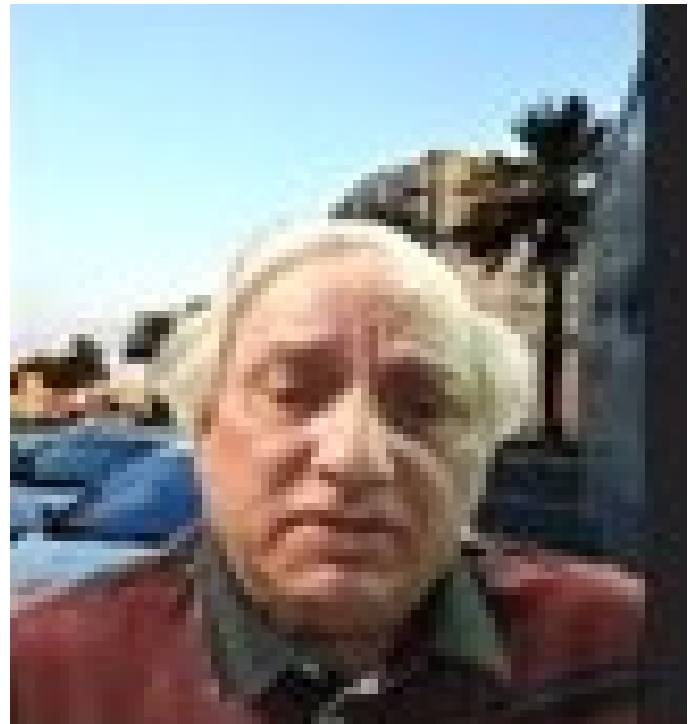
Ilma University proves once again that it leads in the provision quality centred programs in imparting education through its recent spectacular webinar on Role of Higher Institutions in Producing Quality Entrepreneurs. This webinar was specially aligned to meet the global SDGs, namely; No Poverty (SDG 1), Quality Education (SDG 4) and Decent Work & Economic Growth (SDG 8). The key role model speaker Mr Nadeem Hussain, Founder & Coach at Planet N Group of Companies was invited to add the entrepreneurial element in the ensued discourse.

Quality Assurance & Liaison Department played an instrumental part in organising this revolutionary webinar. The chosen topic was true to the age which targeted the education given to produce entrepreneurs who exist in the centre of the growing fields of work all over the world. The importance the colleges/ universities place in shaping critical thinking and enterprising mindsets set the ball rolling for those who want to try something different or make it on their own.

Mr Nadeem, a seasoned businessman stated, “It is important to give education that matters in a changing world and this is the foremost duty of any educational institution which is preparing the future workforce.”

Ilma University comprehended the significance of injecting quality with a difference in the education system. This primary objective was achieved through this forward-looking webinar which provided the strategies to institutions to produce young entrepreneurs who were go-getters with high energy levels equipped with the right skill set to make it in the real world. That would be an

unmatched return of investment. The University will continue to converge on topics of global interest.



# ILMA HOSTS A LIVE WEBINAR TO DEVELOP ENTREPRENEURIAL SKILLS

Ilma University places its fingers on the pulse of the professions and organized a Live Webinar on Entrepreneurial Skills on Tuesday, 8th December. This was certainly the most sought after topic which is making waves across the globe. More so, since the pandemic scenario has completely changed the work dynamics more and more, people have turned towards business ventures and startups for better returns of investment.

Hence, Ilma University took this to another level by arranging a Live Webinar by Dr Rana Zain ul Abideen who stood at the helm of activity to show how the entrepreneurial skills could be developed and an enterprising mindset shaped. This was truly a refreshing outlook where many were ready to equip themselves

with the most successful skills to survive on their own globally.

As reiterated by Dr Zain, 'The key to success is to become an entrepreneur and cross the sides from being an employee to an employer.'

This is definitely a sure hit way to become accomplished fast. Ilma University realized the importance of being enterprising and emphasizing on developing entrepreneurial skills. This is a blatant fact that a thriving economy requires people thinking and working towards growth through all possible avenues. And in the world of the entrepreneurs, even the sky is not the limit!

## ILMA'S WEBINAR "LIVING THE DISRUPTIVE 21ST CENTURY WITH A 20TH CENTURY EDUCATION"

ILMA projected the topic incredibly well in its webinar Living the Disruptive 21st Century with a 20th Century Education. This virtual session was conducted by Dr Hamid Ali Khan, Assistant Professor, University of Central Asia, Kyrgyzstan. This amazing webinar highlighted the stark disparity in education which was created by manoeuvring the 21st Century road map with the previous century's outdated knowledge and tools.

Dr Hamid opened the eyes to the changes that were occurring in the different political domains and social landscapes all over the world. His findings and research on the topic helped to understand what kind of society was in formation.

He asserted, 'There are careers that exist

today that were not there in the past like data scientists, content creators, etc. and now robots are taking over jobs of humans which will have its implication.'

It is interesting to note that ILMA keeps abreast of the changing facets of education. Through this enlightening webinar, it was clear that the only way forward was to alter the disciplines according to the emerging trends. It was not possible to teach or learn the same information as in the past if one had to keep up with the future. The disruption could only be lessened by practical steps towards injecting the latest studies in the education system for full force ahead in all the global sectors.

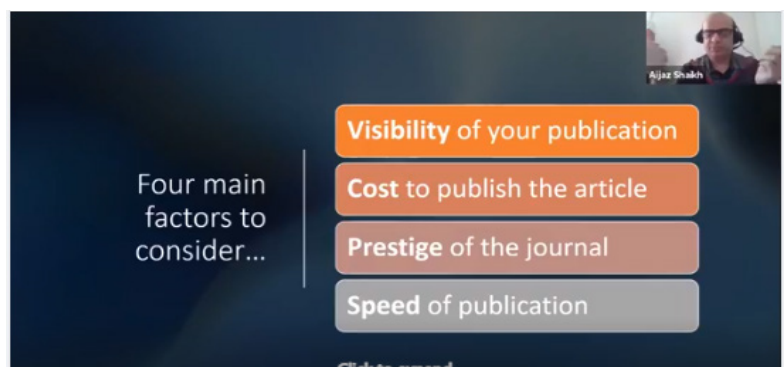
# ILMA HOLDS THE SECOND VIRTUAL INTERNATIONAL ORIC CONFERENCE

An amazing accomplishment indeed as ILMA proceeded to hold the 2nd Virtual International Conference on Is Open Access Critical In Scholarly Communication. This mega event was organized by the Office of Research, Innovation and Commercialization (ORIC) which brought the most significant area of accessibility of knowledge in the current era with its large-scale impact.

This spectacular virtual conference had the most eminent figures on board from the education and publishing sectors to make its presence known globally. The opening day unfolded with these powerful speakers Dr Tahir A. Shah Director (R&D), Division, Higher Education Commission, Govt. of Pakistan, Nadia Tahir. Ex. MD, Higher Education Commission, Govt. of Pakistan, Dr. Denis Ushakov Professor, Suan Sunandha Rajabhat University, Bangkok, Dr Beth Ann Fiedler, Independent Researcher Analyst & Editor at Elsevier Inc., Mr Josh Dahl. Product Director at Web of Science, Clarivate Analytics, USA.

Day two was highlighted by the information and research of Dillip. N. Professor & Co-Chancellor at Commonwealth University, Aijaz A. Shaikh, Associate Editor, Digital Business (Elsevier), Professor, University of Jyväskylä, Finland, Dr Nadeem Malik, Professor, University of Baluchistan, Pakistan & Editor SAGE Open. Dr Linus K. Chirchir, United States International University, Africa. Marguerite Wotton, Professor, University De Quebec Montreal, Canada, Dr A. Osman. Associate Member, Committee of Publishing Ethics, COPE. Some unbelievable dialogues and discussions in this global conference took place that brought to the surface the well-founded observations and findings which were

quite relevant to chart the role of various organizations in the different domains of open access knowledge through promoting, publishing models and open licences. The myths were also busted about this as well as the ethics explored. There was keen participation from the US, Canada, UK, Finland, Russia, Africa and Thailand which was a true testimony of the University's worldwide outreach through this international event.



# ILMA & INT'L UNIVERSITY OF THAILAND ORGANIZED A CONFERENCE TO BOOST THE UN SDG QUALITY EDUCATION & ECONOMIC GROWTH

ILMA kicked off a one of its kind international conference with its far east neighbouring University of Thailand. The university's incredible initiative to organize this 1st International student Conference on Academic Multidisciplinary Research 2021. This high-end conference was held on 27th April with the College of Hospitality Industry Management Suan Sunandha Rajabhat University in collaboration with ILMA University.

The welcome address was delivered by Muhamed Imtiaz Subhani, ORIC ILMA University and Khodor Shatila Sageesse University Beirut, Lebanon. Chairpersons: Dr Kanokrat K.; Dr Siripen Y.; Dr Yingsak V. Asst. Prof. Siriwimon Th.; Ajarn Arunya P.; Ajarn Thanasit S presided over the entire program of Room 2. The papers were presented by Phanthach Phansuwan and Muhammad Nayaz, ILMA University, Rostov-on-Don, Russia, Muhammad Imtiaz Subhani and Sana Qadir ILMA University, Avedisyan Juliet, Nadoyan Milena and Tomashevskaya Ludmila Russian Presidential Academy of National Economy and Public Administration (RANEPA), Trubnikova Nina "Peoples' Friendship University of Russia", Russia and Abdullaeva Leyl Russian Presidential Academy of National Economy and Public Administration (RANEPA), Rostov-on-Don, Russia.

There was a great combination of papers read on a wide range of topics which encompassed direct vs indirect flight, group travel, noise pollution, Thai tourists, pandemic flights, hotel stay, global economic recovery, cross border movement, the impact of coronavirus,

Cafe Amazon, domestic and foreign market, service quality in airline industry, low-cost airline, world night market, online marketing, hygiene product industry, inequality factor of 5G network and small business growth.

This global conference exceeded the expectations by presenting a never seen before variety that covered diverse domains. ILMA had undoubtedly done it once again by accelerating ahead and forging unexpected territories, which created such a far-reaching influence and networking, which was unimaginable.



# ILMA HOLDS A FREE WEBINAR ON LEADERSHIP DEVELOPMENT

ILMA pushed the limits of human potential with its Free webinar on Leadership Development by Lifeskills Coach AP Dr Ahmed Razman, Associate Professor & Manager Business Development, Putra Business School, Universiti Putra Malaysia. The University provided this amazing opportunity to learn from an international expert in matters of testing one's limits as far as leadership skills are concerned.

Undoubtedly, this webinar was quite enlightening in explaining the qualities of leaders, the growth mindset and the actions that pave the incredible path in transforming into a leader. Dr Razmam was an excellent mentor in laying it out in very clear terms as to what needs to be developed within oneself to achieve the

leader status.

As commented by the coach, 'This is a self-discovery process and consciously identifying those actions and skillset which would best work in situations – initiative-taking is one key indicator.'

ILMA made certain that the maximum is attained from this webinar with this inspirational figure on board. It is a fact that to soar higher, it is imperative to adopt those qualities which will take one far academically and professionally. It is important to stand out from the crowd especially in this fast paced world of today.

# ILMA CONDUCTED A TRENDING WEBINAR ON SOCIAL MEDIA ENTREPRENEURSHIP

ILMA conducted a trending webinar on Social Media Entrepreneurship to enlighten the youth on the avenues open for work virtually. It was a progressive step into the virtual streams to showcase the opportunities that are present on the social media handles. This was led by the expert Kamal Faridi, leading Brand Image and Delivering Strategic Results for Pakistan's Innovative Business.

This popular webinar was quite apt in exhibiting the way social media entrepreneurship occurred and the areas of exploration. How can one generate revenue and earn to sustain a decent livelihood was the top agenda. Mr Kamal uncovered how this online portal could be used to the benefit so the utmost was

achieved from home.

He remarked, 'Social media needs to be utilized to the fullest. There are unlimited ways to engage with the clients and earn the amount you want to with the right access.'

ILMA knows the power of social media and unleashed it through this webinar which is a great way to show the students to move ahead and broaden their outreach. The twist with the innovation in business shown through this amazing platform was what was just needed for students to break the barriers and move ahead making the world their workplace.



# ILMA ORGANIZED AN INTERNATIONAL VIRTUAL CONFERENCE ON TRENDS IN TECHNOLOGY & COMPUTING

Yet, another milestone achieved by ILMA University as it unveiled the latest in technology in its recent virtual conference. The University which has been crowned number one in Sindh by the Times Higher Education Impact Rankings 2021 for UN SDG1 went ahead and organized another power-packed international conference on “Emerging Trends & Technology in Computing & Software Engineering” hosted by Faculties of Computer Sciences and Science & Technology from May 21 to 22, 2021. This was by far the best conference to map out the innovations and transformations occurring in these critical fields. The Conference Chair was Prof. Dr. Asad Ali Shaikh, Dean, Faculty of Computer Sciences with Co-Chairs, Dr. Waheed Uddin Hyder and Syed Kashif Rafi.

ILMA took the initiative to organize such a forward-looking conference that explored the uncharted territories and made its magnificent mark on an international level. The strategic alliances and collaborations were worthy to note as this event had a far-reaching impact across the globe. It was remarkable to witness speakers in action from different countries around the globe including Germany, Malaysia, Turkey, Saudi Arabia, Australia, Jordan, China, Iraq, USA, Qatar and France.

The eminent keynote speakers included Faculty of Engineering Universiti Teknologi, Malaysia, Dr Asadullah Shaikh, Najran University, Saudi Arabia, Dr Korhan Cengiz, Department of Electrical-Electronics Engineering Tarkya University Edirne, Turkey, Dr Omar M. Almomani, World Islamic Science &

Education University, Tabarbour, Amman, Jordan,

It added to the honor of the University to hold this International Conference which outlined the latest trends of digital advancement for quality enhancement and higher functionality. The top topics encompassed Corpus-based Real-time Text Classification and Tagging Approach for Social Data, Conceptual Model using Internet Centers at university libraries of Sindh, E-WALK (Smart System For Visually Impaired Person), Context-Aware of E-waste Management System in Pakistan, Design and Implementation Robotics Arm for Fire Fighting Applications, Smart City Design CCTV, Feel Safe: A Women Safety and Security System, Intelligent Video Surveillance to Capture Suspicious Behavior of People and IoT based AI and its implementations in industries.

There is always a need to update and upskill in such digital times. Technology has become a way of life that needs to be adopted and adapted to. In this light, such conferences serve the purpose of bringing the divergent perspectives onto a single virtual platform for a shift in paradigms. ILMA successfully achieved the ultimate goal to progress towards technological sustainability.





# ILMA UNIVERSITY HOSTS WEBINAR ON HOW TO PREPARE FOR A JOB INTERVIEW

Ilma University showed the ropes to the candidates in the interview in its latest webinar on How to Prepare for a Job Interview. This was led by the expert HR practitioner CHRMP Nasir Ali, Head Hunter, Recruiter, HR business Partner and Career Consultant. He spelt out the secrets of acing an interview and securing the dream job.

Indeed, the interview is the first face to face contact between the candidate and recruiter so it is great to know how to keep the best foot forward. Mr Nasir who is an HR guru took the reigns and gave out the ideal tips to get hired. This was a popular webinar which the attendees took much interest in.

As commented by the HR Coach, 'Everything counts on the day of the

interview – be fully prepared to deliver confidence with the courage to face the odds.'

He injected positivity into the interview aura and advised that the way forward was to know all about the employer, what were they looking for in a perfect candidate and to be that. Even if one didn't have what it took yet, one needed to give the best shot by highlighting all the plus points. He pressed on that there was no stepping back and 100% had to be given with questions in the end too. Ilma University gave this opportunity to the students to unlock pathways in the various fields with these sure-hit tips and techniques that worked worldwide.

## WEBINAR TO TARGET THE GLOBAL SDG QUALITY EDUCATION

Ilma University uncovered the curriculum in its contemporary webinar on Designing Curriculum on Blooms Taxonomy. Dr Hardik Vachharajani, PhD, MBA, CMgr, Associate Dean, New South Wales, Australia led this informative virtual session. This centred around Bloom's Taxonomy, Verbs, Constructive Alignment, Examples and Mapping which culminated with a discussion.

Dr Hardik expertly explained Bloom's Taxonomy's pyramid which was very important to comprehend for conceptual as well as critical teaching to occur. The

lowest being

Dr Hardik shared research done on the domains which involved communication and how different organizations achieved competitive advantage. This was no doubt valuable information that was gained out of this session. Ilma has always organized such incredible webinars which have completely transformed perspectives to attain something new and different. This is what makes it at par in uplifting quality with the other universities globally.

# ILMA HOLDS WEBINAR ON THE OPPORTUNITIES IN THE AVIATION INDUSTRY

Ilma University brought to focus the Aviation Industry through its webinar Aviation, Education & Opportunities. This popular virtual session shed light on the importance and scope of the aviation industry which offers limitless avenues of growth and development the world over. Dr Wali Mughni led this webinar, PhD, MBA (Aviation), FRAes, SBT (Sher Afghan of Pakistan Airforce), Dean & Director of the Aviation Institute of Management, Former Research Associate at NASA Center of Aviation and Aerospace Research Center. As a man of vast experience and expertise, Dr Wali provided an information-rich session for the aspirants and attendees.

He inspired all with his history which was dotted with laurels. The session showed that aviation was directly proportional to economic growth. Dr Wali spoke about the interconnection of education

with aviation. He unveiled ICAO and its initiative NGAP ( New Generation Aviation Professional). He explained that the main objective of ICAO was to ensure that aviation continued to grow in a safe and sustained manner.

air traffic control, airports, govt. and private organizations. He highlighted the degrees in this field which included Performance Management, Managerial Accounting and Certificate in Aviation Business Administration. There was also The Aviationizing Club with powered gliding, aeromodelling, virtual reality flying and other exciting activities.

This great webinar proved that Ilma always treads on novel territories to expand options in diverse fields to open limitless work domains globally.

# ILMA ORGANIZED A WORKSHOP ON FREELANCING & WEB DEVELOPMENT

ILMA held a futuristic free workshop on Becoming a Freelancer & Web Developer, which was well received. Aftab-ul-Nabi, Assistant Director TORCH, conducted this extraordinary session. This is indeed what was required as we speed away on the digital highway and seek to equip ourselves with the essential skills to perform better. Aftab guided the viewers as to upscale the employability skills which would take off their occupations superbly.

He explained the various ways to become

a freelance web developer. The skills that needed to be acquired or choose whatever works for one. Specific goals were set as a web developer, which included working on the portfolio website, market the services, and staying updated with current trends.

the online earning category, and acquire knowledge about client and contractor. This virtual workshop arranged by ILMA was quite effective in unlocking multiple streams of income that are being used worldwide.

# ILMA STREAMED A PERFORMANCE-ORIENTED WEBINAR AIMED AT DECENT WORK, SUSTAINABLE CITIES & INDUSTRY

ILMA proved the saying Attitude is Altitude right through its high-performance webinar titled, Your Degree Won't Guarantee You Job But Your Attitude Can. This one of a kind webinar was conducted by the leading International Business and Performance Expert Neville Gaunt, CEO Mindfit UK and Chairman Your Passport2Grow. It was quite amazing to see this exceptional COACH unravel the secrets of job success

Neville brought into light the fact that even if one had a degree, the real determinant of success was the attitude one had which were resultant towards driving behaviours, creating cultures and delivering now for tomorrow. He put forth what employers wanted and what employees lacked. The triangle of success was based on Knowledge, Skills

and Attitude which were interlinked and imperative in the right combination for hitting the top in the job.

As reiterated by the COACH, 'Improving Engagement Guarantees Success.'

This could not have been far from the truth. As more graduates are hired, the probability of them succeeding in their jobs is directly proportional to the factors of effective communication and rapport that is created – in short, the bond they have with their colleagues but most importantly their bosses. Most often, a positive attitude is lacking which is most important in climbing up the rung. ILMA was able to show the way to better workplace performance with the most needed employability factors to succeed worldwide.



# ILMA ORGANIZED AN INNOVATIVE WEBINAR ON SMART CITIES TO TARGET SDG INNOVATION, INDUSTRY & INFRASTRUCTURE



ILMA hit the core of development with its innovative and incredible webinar Big Data, HPC, AI, IoT, Clouds & Fogs – The Core Ingredients for Bringing Innovation to Smart Cities & Infrastructure. This was conducted by Prof. Rashid Mehmood, Professor of Big Data Systems Director of Research, Training & Consultancy, High-Performance Computing Center, King Abdul Aziz University, Saudi Arabia.

Professor Rashid Mehmood propounded his theory on the compilation of data intertwined with the latest software with artificial intelligence and the internet of

things being at the heart of it. He spelt out the key ingredients in the formation of smart cities which could not exist without the cutting edge systems to drive these forward.

ILMA comprehended the significance of this which has reached the essential level in establishment in the vital sectors of the economy. This webinar targeted the contemporary ways of building improved infrastructures that not only bespoke perfection in layout but functioning as well with a global appeal.

# ILMA RAISED A VOICE TO REDUCE INEQUALITY IN ITS WEBINAR TARGETED AT THE GLOBAL SUSTAINABLE DEVELOPMENT GOAL

ILMA took to the virtual platform to speak out on the topic of Reduced Inequalities which is the Sustainable Development Goal # 10. It was a bold step taken by the University to organize an impactful virtual session on this highly sensitive issue. This remarkable webinar was led by Oghenewaire Nikoro – Associate at DNL Partners, Founder at Life Beyond Disability, Arbitrator, Advocate ICP, ACIARB, AICMC, LL.B, BL. Being a strong advocate of Reduced Inequalities, Oghenewaire is herself specially-abled with a loss of an arm. This made her a very powerful speaker for the cause.

It was extremely important to be

considered equal and equally competent is important both in personal and professional lives. Unfortunately, in the world,

There is always a window to fair opening and further opportunity to all the individuals equally to make the society flourish. ILMA took this amazing session with this enlightened woman to the next level and showed its selfless support for this global SDG. The University comprehended the significance of giving equal chances and allowing individuals to give their best in an enabling environment as that was the only route to diminishing inequalities.

# WORKSHOP ON MOBILE JOURNALISM

ILMA's Film & Broadcasting Club Clicked onto Mobile Journalism in a Visually Appealing Workshop on 28th June at the Main Campus Auditorium.

The stunning view on the target topic was presented by Mr Ahsan Umar - with the honour of being Pakistan's 1st Social Media Reporter!



# FASHION DESIGNER AMIR ADNAN AT ILMA

ILMA University made its mark again by organizing an out of the box episode of ILMA Experiential Learning Lecture Series. The University invited Mr. Amir Adnan an award-winning Fashion Designer and Fashion Icon of Pakistan on 23rd of November 2021 at its Main Campus.

Mr. Amir motivated and counselled the students by sharing his life experiences and how a less privileged child can mold himself into a successful entrepreneur and built a leading global brand. He shared his life struggles, projects and stories with the students and shared his formula for success.

This stimulating session was also quite productive to meet the SDGs # 8 – Decent Work & Economic Growth & # 9 – Industry, Innovation & Infrastructure.



**SPORTS**

**AND**

**EXTRA CURRICULAR**





# ILMA ORGANIZED A SEMINAR ON ROAD SAFETY TO TARGET THE SDG GOOD HEALTH & WELLBEING

ILMA held a road safety seminar in collaboration with The National Highway and Motorway Police, to address the most pressing issues faced by the motorists and pedestrians on the roads on daily basis.

The chief guest was DIG Motorway Police Mr. Ali Sher Jakhrani who came with his team, Inspector Kamran Ashiq, Inspector Syed Umer and Sector Commander Jamshoro Syed Farhan Ahmed. Dr. Wajahat Khan, well known psychiatrist, was the guest speaker.

The event was organized by Head of International Linkages and Opportunities, Amreen Najmi Khan and Saad Khan. Ilma's students societies actively participated in this event and made it a success.

The presentation was done by Inspector Kamran. This prevention focused seminar was very crucial to look at the road travel

and ensure safety on it. The various aspects of hazards and hurdles on widely interconnected roads were revealed in this session which created immense awareness to improve the commute or consideration for all the travelers.

Later Dr Wajahat gave his expert prospective on importance of road safety followed by DIG Mr Jhakrani's speech on what measures are taken to keep the discipline on the Motorway.

Souvenir and certificates were exchanged between the two entities.

ILMA always brings these important issues to light to improve the conditions and services provided to the masses. This was once again a successful seminar which created the impact through the influential NHMP officers in the front lines guiding all for effective road safety measures to establish peace and prosperity nationwide



# FUTSAL TOURNAMENT



Futsal is a form of association football, played indoors with five players on each side. This sport shares similar physical qualities to soccer. Futsal is a high demanding sport, as it is quick paced. As a small sided game, players are constantly placed in situations where they must receive or play whilst under pressure or in a confined space. This game places considerable demand on technique, movement, tactical awareness and fitness on the player. Futsal is a great skill developer, demanding quick reflexes, fast thinking and pinpoint passing. The speed of play forces the player to make quick technical and tactical decisions. As every beginner learns a new skill they must go through the process of skill acquisition



# TABLE TENNIS TOURNAMENT



# ILMA TECH GALA 2021

ILMA University organized ILMA Tech Gala 2021 at Main Campus to showcase Final Year Projects of undergraduates on fourth industrial wave tech and on ecosystem development initiatives.





# ILMA PICNIC 2021



# ILMA TALENT HUNT





**CORPORATE**

**SOCIAL**

**RESPONSIBILITY**



# ILMA JOINED HANDS WITH INDUS HOSPITAL FOR A BLOOD DRIVE

ILMA stepped forward to pump up the spirits through a Blood Donation Drive. This was a leading CSR activity conducted in collaboration with Indus Hospital to serve in a noble cause. Indus Hospital is a non-profit organization that provides health care to millions of deserving people free of cost. This renowned hospital offers treatments for all ailments and is leading in medical services for the poor as well as the needy.

This time ILMA reached out and joined hands with Indus Hospital which sent its volunteers to set up blood camps on the University premises.

ILMA CSR society actively managed this noble event.

As one of the doctors commented, 'It renews our faith in mankind as we witness the enthusiastic display of compassion among the youth. They know the significance of this and have played their part in saving lives.'

ILMA has always organized such CSR activities which reach out to a large number of people and create a powerful impact. The Blood Donation Drive proved to be quite successful in achieving its objective as the staff and students became the front liners by donating blood. Indeed, each drop of blood was vital to breathe life into a soul and save humanity as a whole.



# IFTAR DRIVE

ILMA University organized iftar drive on Friday, April 22, 2022 at Gulshan Campus. Dr. Saif Ullah, Associate Professor, Department of Business Administration and its students generously participated to promote sense of social responsibility towards underprivileged sector of the society during the holy month of Ramadan.

“He who gives iftar to another fasting will have a reward like his, without that detracting from the reward of the fasting person in the slightest.” (Narrated by Al-Tirmidhi)



# VISIT TO SAHARA VILLAGE

With a high popularity of Giving Back to the Community, Ilma University once again organized a trip to Sahara shelter. This was part of the CSR drive.

Students visited this less privileged area and professed empathy to the estranged inhabitants there.

There was much to give and learn during this awareness trip. For one, the students were able to see the pathetic conditions and connected for alleviating these to an extent. Second, they shared the woes of those there and worked towards bringing happy moments through their generous gestures and a grand lunch arrangement.

It was truly a great initiative by Ilma University to work towards the betterment of the nation through these caring endeavours which are rated highly nowadays.

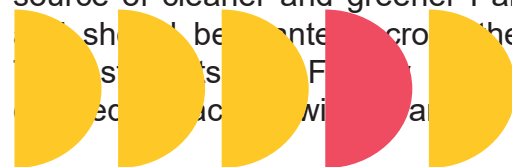


# VISIT TO SAHARA VILLAGE

ILMA University started its new year 2022 in collaboration with Cantonment Board Korangi Creek (CBKC) with Tree Plantation Drive to make clean and green Pakistan on Saturday January 01, 2022. The CEO CBKC Mr. Omer Masoom Wazir along with Registrar ILMA University Syed Kashif Rafi, Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt, Deputy Director Quality Assurance & Liaison, Ms. Sajid Qureshi, Dean Faculty of Management Sciences Prof. Dr. Muhammad Imtiaz Subhani, Head of Teaching Department (Business Administration) & Assistant Professor Dr. Imran Shah, Associate Professor Dr. Waheed Siyal, Assistant Professor Mr. Fazal Qureshi, Lecturers Department of Computer Science Mr. Aftab and Mr. Awais Jumani, Head of Security & Administration Mr. Raoun Farid, Data Analysts Quality Assurance & Liaison Mr. Muhammad Hamza & Mr. Babar, Assistant Manager Alumni & Placement Mr. Inamullah, Officer Alumni and Placement Ms. Samra along with various students of Scoeties and clubs of ILMA University participated in the drive.

The CEO CBKC Mr. Omer appreciated the support of ILMA University in making this drive successful and highlighted the importance of making our youth socially responsible citizens of Pakistan. ILMA University Registrar, Syed Kashif Rafi encouraged the initiative of ILMA University and CBKC and stressed on more such activities as tree plantation is an ongoing charity and trees are the source of cleaner and greener Pakistan. It should be planted across the city. Students of ILMA University are highly motivated to participate in such activities that

this is just a beginning; and they assured that they will keep on doing such noble activities in the future as well.



**ALUMNI**

**AND**

**PLACEMENT**



# 16TH CONVOCATION 2021









# ALUMNI MEET





# RECRUITMENT DRIVE BY ZAMEEN.COM

Alumni & Placement Department (APD) of ILMA University organized Recruitment Drive in collaboration with Zameen.com at Main campus On December 06, 2021 and conducted on campus interviews for multiple job & internships positions in addition to career counseling session in auditorium.

Large no of students & Alumni appeared for the interviews which was appreciated by Zameen.com team. The Recruitment Drive is aims at providing opportunities to students for their placement in the industry and hands-on experience to for preparing themselves for interviews and successful careers.

The Recruitment team comprised of Mr. Muhammad Farid, Senior Manager HR & Business Partner South Region, Mr. Shujat Abdul Qadeer Asstt. Manager HR, Syed Anus Intizar Ahmed Asstt. Manager Talent Acquisition, Ms. Iqra Zameer Talent Acquisition Specialist while ILMA University was represented by Mr. Raon Fareed Asha Head of Administration & Security, Dr Imran Ali Shah Head of Department of Business Administration, Mr. Inamuallah Assistant Manager Alumni & Placement Department. Ms. Sumrah Nadeem Officer Alumni & Placement Department.



# WORKSHOP ON KICK START YOUR STARTUP IN REAL ESTATE (CHALLENGE & OPPORTUNITIES)





**Main Campus: Main Ibrahim Hyderi Road,  
Korangi Creek, Karachi - PHONE: 0213-5120461**

**Gulshan Campus: B-31, Block-1, Gulshan-e-Iqbal,  
Karachi - PHONE: 0213-4821051-2**

**[info@ilmauniversity.edu.pk](mailto:info@ilmauniversity.edu.pk)  
[www.ilmauniversity.edu.pk](http://www.ilmauniversity.edu.pk)**