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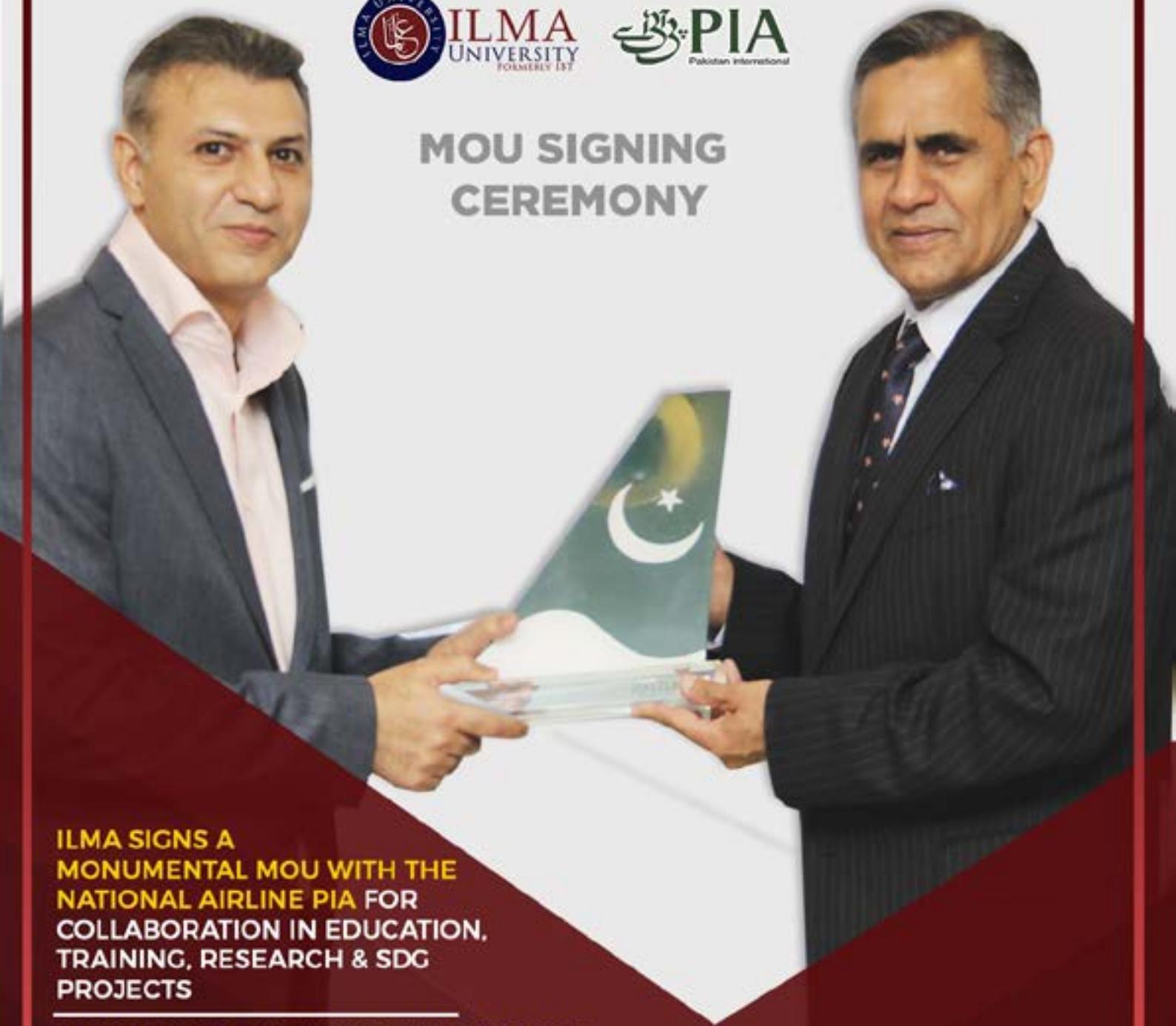
ILMA UNIVERSITY QUARTERLY NEWSLETTER JAN - MAR (2021)



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**ILMA SIGNS A
MONUMENTAL MOU WITH THE
NATIONAL AIRLINE PIA FOR
COLLABORATION IN EDUCATION,
TRAINING, RESEARCH & SDG
PROJECTS**

**ILMA SIGNED MOU WITH HASHMANI'S
GROUPS OF HOSPITALS TO TARGET UN SDGS
PARTNERSHIPS FOR THE GOALS & GOOD
HEALTH & WELLBEING**

**ILMA HOSTED A SPECTACULAR
MANAGEMENT SCIENCES &
ENTREPRENEURSHIP CONFERENCE
FOCUSED ON PARTNERSHIPS FOR THE
GOALS & INNOVATION**

**REGISTRAR & DIRECTOR ILO, ILMA
GOT APPOINTED POLICYTHON
MENTOR AT HARVARD UNIVERSITY**

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It gives us immense pleasure to publish ILMA University's Quarterly Newsletter (January-March 2021). This newsletter is dotted with the remarkable accomplishments of the University in the various domains with impactful strides to attain the UN's Sustainable Development Goals.

Here, we would like to applaud the efforts of all the faculty, staff and students to make it a successful quarter for the University in which it was able to scale the heights and uplift education through MOUs, webinars, training, sports and community outreach programs.

ILMA SIGNED AN IMPACTFUL MOU PACT WITH DHA SUFFA UNIVERSITY TO MEET THE UN SDG PARTNERSHIPS FOR THE GOALS

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.

The MoU signing was certainly a defining moment for ILMA and DHA Suffa as its top management met to actualize this. Key representatives from ILMA University included Vice-Chancellor Dr Mansoor uz Zafar Dawood, QAL Director Fawwad Mahmood Butt, Deputy Director QAL Sajid Qureshi and Controller Examination Maj. Nasir. While, Vice-Chancellor Dr Afzal Haq, Pro-Vice-Chancellor Brdg Dr Minhas, Director International Relations Mr Khan Zada Abdullah and Dean of Engineering Dr Johar were eminent from DHA Suffa University.

This MoU pact was 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 INKED AN MOU WITH SIR SYED UNIVERSITY AIMED AT UN SDGS PARTNERSHIPS FOR THE GOALS & QUALITY EDUCATION

ILMA went forth to sign a strategic pact with Syed University of Engineering & Technology. The two premier universities took this monumental step to promote education and move towards common goal achievement. This was indeed a great initiative taken as both holds a solid standing in the education sector.

The MoU was signed by ILMA University's Vice-Chancellor Dr Mansoor uz Zafar Dawood alongwith the steering team members. It was indeed a historic moment when the mutual pact came into being. The sole reason to synergize the efforts towards improvement of education in the nation.

Through this MoU, ILMA and Sir Syed University of Engineering & Technology aim to uplift higher education, provide more study opportunities, hold joint seminars and workshops as well as open doors for professional development. Both the universities welcomed this pact with a firm resolve to work in



ILMA SIGNED AN MOU WITH SHED FOUNDATION FOR ITS HEALTH SCIENCE PROGRAMS WITH AN EYE ON THE ULTIMATE UN'S SDG GOOD HEALTH & WELL-BEING & PARTNERSHIPS FOR THE GOALS

ILMA University takes a huge leap into the health sector by its significant association with SHED FOUNDATION to uplift its Health Science programs. This monumental MOU with SHED was truly a breakthrough agreement that enabled the University to enhance its medically geared programs with the clinical practices that this health provider aimed to offer.

As the University moved to diversify its range of study programs, an MOU with SHED FOUNDATION aided to accomplish that to a large extent. This strategic alliance would help form the foundation of the health-related programs for the staff and students to attain the maximum benefit. SHED 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.



ILMA SIGNED AN MOU WITH HASHMANI'S GROUPS OF HOSPITALS TO TARGET UN SDGS PARTNERSHIPS FOR THE GOALS & GOOD HEALTH & WELLBEING

ILMA stepped ahead to sign a well-intentioned MoU with one of the largest groups, the Hashmani's Groups of Hospitals. This was indeed a great initiative taken by the University to strengthen the bonds in the health sector. The primary objective was to elevate the access and provision of health services to the education sector.

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 made ILMA among the very few private sector universities that had collaborated on humanitarian grounds and health care services with a known hospital group.

It is amazing to note, the University's additional strides to move in the direction to help the nation in strengthening the socio-economic sectors. Through this paramount pact, the University deems to achieve the mutual goals of attaining the services for faculty, staff and students alike. In addition, launch health-related programs which would lead to more qualified health care professionals in the field. This is no doubt a great mission for the nation.



ILMA SOARED HIGHER AS IT INKED AN MOU WITH PIA TO MEET THE UN SDG PARTNERSHIPS FOR THE GOALS

ILMA University accomplished yet another winning milestone as it signed a significant MoU with PIA.

This is indeed an amazing feat that was achieved by the University as it stepped into the aviation industry to diversify the prospects of higher education under the wings of one of the giants PIA. This notable MoU was signed by the honourable Chancellor Mr Noman Lakhani (Tamgh e Imtiaz) in the presence of the prestigious heads of the University, namely; VC, Prof. Dr Mansoor, 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 Imran Shah and Assistant Professor Dr Farhan Shahzad. PIA key representatives comprised the distinguished Air Vice Marshal Arshad Malik, General Manager Brand Management M. Anwar Memon, District Manager Karachi Faisal Kharal, Passenger Sales Manager, Ayaz Mehmood, Assistant Brand Manager M. Yasir Sheikh and Brand Manager Changez Khan.



Undoubtedly, this was a major step into the flying field which aimed to give wings to the youth who aspire to enter this skyward industry. 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 as well as government officials including eminent Presidents and Prime Ministers.

It is truly an honour for ILMA to ink a monumental pact with this mega airline in the best interests of promoting education as well as 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.

ILMA HOSTED A MEDIA-CENTRED WORKSHOP WITH THE ROLE IN ACADEMIA WHICH MET THE SDGS OF QUALITY EDUCATION, INDUSTRY & INNOVATION

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, CEO Pakistan 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 unlocked portals of diverse avenues for the youth to



A prestigious appointment indeed as ILMA University's Registrar & Director of International Linkages & Opportunities Syed Kashif Rafi became the Mentor at Policython at Harvard University. This was truly remarkable for Mr Kashif Rafi to be bestowed upon this eminent title at the top IVY League of the world which was a testimony of the high standards upheld by the University internationally.

A prominent policy-making platform for the people, Policython converged the experts and speakers on education on February, 20th, 2021. Syed Kashif Rafi was counted among the panel of brilliant figures excelling

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in the field of education globally. It was a remarkable honour to have the Registrar & Director ILO represent the University on such an incredible platform to discuss decisive decisions on different policies. Policython projects policy for people who works remotely 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 of 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.



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ILMA UNIVERSITY'S REGISTRAR APPOINTED AS MENTOR IN MERGE 2021, WORLD'S FIRST HACK + POLICYTHON

It is quite an honour indeed that ILMA University's Registrar, Syed Kashif Rafi, was appointed at the highly prestigious post of a Mentor in the global conference Merge 2021. This first-ever hack+policython has gained popularity and participation among students and professionals from all over the world. Merge 2021 became a burgeoning platform where society's most pressing challenges using technology and policy are addressed.

It was commendable that Mr Kashif Rafi was 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. This mega event evolved into the nucleus of dialogue which ignited innovation and divergent thinking with young enthusiasts and intellectuals as guides during the inspirational journey. Merge 2021 was hosted by Hack + with proud partners Harvard, Policy for the People, MAKE School and Grammarly. This was an amazing opportunity to bring into focus emerging trends, ideas and future action to be propounded with passionate plus industrious individuals for the best solutions in the progressive fields around the globe.

ILMA SYNERGIZED FOR COMMUNITY OUTREACH FOCUSED ON UN SDG SUSTAINABLE CITIES & COMMUNITIES

Ilma University reaches out valiantly to adopt community centred initiatives and projects to uplift the development and progress of the sectors by and large. For this very purpose, it engages in action-oriented CSR activities which bring the marginalized sectors into the mainstream for purposeful growth at the grass-root level for the ultimate national prosperity.

With a proud line of community outreach activities, the University established two pivotal clubs, namely; Rotary Club of Emerald and Rotary Club of Scholars through which the staff plus students would engage in meaningful CSR projects. This was certainly a catapult achievement by the University which resulted in wideFurther, the University also inked an MoU with Rotary International 3271 Pakistan and Rotary



Club of Karachi Pearl which was quite strategic in actualizing its community service goals by and large. These humanitarian goals would be achieved through the spectacular synergy of ILMA and Rotary Club which was brought to fruition through several community service programs and drives into the heart of the communities for the desired impact with the deserving factions of society.

ILMA PAID TRIBUTE TO ARFA KARIM IN ITS POSITIVE PARENTING SESSION TARGETED AT UN SDG GOOD HEALTH & WELLBEING



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 talks 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 could 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 took a novel stance in recognizing the achievements of the youth and encouraging progressive endeavours which would ultimately become a source of pride for our nation. Undoubtedly, this portrayed the immense potential that was present and the untapped talent which still needed platforms such as these to be projected for global outreach.



NOMAN GROUP GRANTED SCHOLARSHIPS TO THE AIRPORT SECURITY FORCE FOR HIGHER STUDIES AT ILMA UNIVERSITY

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.

They truly deserved to be given such kind of support, especially in education which they could use as a weapon of intelligence to step up the security surveillance around the high alert areas. Under this MOU ASF Shuhada would avail an 80% tuition fee waiver to study at ILMA University.

One soldier remarked, 'I salute Ilma University for taking this much-needed initiative to open more educational opportunities for us as knowledge is truly power, especially in our hands.'

Ilma University, with the due support of the 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.



ILMA ORGANIZED A CONTEMPORARY WEBINAR TO ADDRESS THE QUALITY EDUCATION & KEY 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 on Thursday 25th February. 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 key areas of the discussion centred around Education for the Blue Economy and Sustainable Development along with 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 renowned educationists, researchers, analysts, professors and notable others to share their invaluable experience as well as varied exposure to boost the quality standards in line with the global sustainable development goals to accomplish a win-win situation world over.



ILMA GULSHAN CAMPUS HOSTED A TRENDING WORKSHOP ON THE CURRENT COVID-19 IMPACT ON THE EDUCATION SECTOR TARGETED ON UN SDG GOOD HEALTH & WELLBEING & QUALITY EDUCATION

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 Iftekhar. He boasts a long list of professional achievements with multiple role position

as a Certified Trainer and Futurist, Industry 4.0 enthusiast and Soft Skills Expert. Mr Hanan goes onto 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.



Mr Hanan commented,

'We stand united towards a common formidable goal of overcoming this pandemic but at the same time educating our youth to stay focused is the inevitable drive towards more accessible digital setups and ventures worldwide'

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 STUDENT COUNCIL ELECTIONS & SELECTION OF LEADERS FOCUSED ON UN SDG SUSTAINABLE CITIES & COMMUNITIES & INNOVATION

ILMA University opened up the selection doors to its honourable Student Council. This was the best time to showcase abilities, knowledge and skills to become part of this prestigious council. The students harnessed this amazing opportunity which offered limitless avenues to present themselves and represent the University on national and international platforms.

The University sought students to be the frontiers in promoting its study programs, societies, conferences, events, sessions, workshops and convocations. They would be given many leading and mentoring roles which would place you in the limelight. Indeed this power-packed position would allow them to have a say in student matters to improve the study standards and social life. So, an ultimate chance for them to play an active role in where they wanted to see the University with a strong student body.

There would be no end to the streaming student council benefits that they could enjoy by attending free events, volunteering in events of global proportions and much more.



ILMA EXAMINED THE PROSPECTS OF BUSINESS RESEARCH IN ITS TRENDING WEBINAR AIMED AT UN SDG QUALITY EDUCATION

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 stood 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 Shuaat 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 Shuaat 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 ORGANIZED A CV WRITING WORKSHOP TO IMPROVE EMPLOYABILITY SKILLS AIMED AT THE GLOBAL SDG DECENT WORK & ECONOMIC GROWTH

ILMA struck the right chords with its essential and popular work shop titled, 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 a 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 areas of improvement 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 queries of the attendees. How to produce an effective CV was one of those areas that needed focus for unlocking work opportunities globally.



ILMA POWERS UP WITH THE LATEST ENERGY EFFICIENCY & METHODS FOCUSED TO ATTAIN THE GLOBAL SDGS AFFORDABLE & CLEAN ENERGY & SUSTAINABLE CITIES & COMMUNITIES

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 through this heated topic. Prof. Dr Samy M. Ghania, Electrical Engineering Dept. BENHA University, Cairo, Egypt led this talk and was able to expound on the sure-fire methods to spike the energy levels.

Indeed, Dr Samy was able to provide significant 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 as well as conservation.

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

ILMA consistently brings to the surface sessions on such power-driven topics which are of paramount importance and without which survival is not possible. Energy is the driving force behind all the industries across the globe which truly makes the world go round. Hence, the University made a powerful impact through this workshop globally.



Welcome speeches added prestige to the spectacular event which entailed the well-spoken words by Dr Associate Professor 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 Assoc. Prof., Denis Ushakov, International Business Program, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Bangkok, Thailand, Prof., Muhammed Imtiaz Subhani, Director of Graduate Studies and Research Innovation & Commercialization,



ILMA ENHANCED EDUCATIONAL EXCELLENCE THROUGH ACCREDITATION IN ITS WORKSHOP CENTERED TO ACCOMPLISH UN SDG QUALITY EDUCATION

ILMA brought forward the paramount topic in its latest workshop on Improving Educational Quality through Accreditation. This quality-centric session was conducted by Prof. Dr Saeed Naeem Ahmed, Institutional Research & Planning Quality Consultant, Saudi Arabia. This enlightening webinar was organized by the Quality Assurance & Liaison Department (QAL) whose foremost goal is to instil quality in every aspect of university functionality.

Dr Saeed is a renowned academician, researcher and quality consultant who is currently serving at a prominent post in the middle eastern region. It was indeed interesting to view how value is added with accreditation from regulatory bodies which provide authenticity to the attained qualifications. The webinar pointed out the key areas of accreditation and how it could result in the enhancement of quality which elevates the degree.

As the expert commented, 'Accreditation is the very life-giving element in any educational program without which it would have no such real worth.'

ILMA continues to place value on education through its critically acclaimed workshops which lead the higher education sector towards betterment. It is equally important to bring such discussions in the limelight that form the very foundations upon which any reputable university should stand globally.



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 FOCUSED ON PARTNERSHIPS FOR THE GOALS & INNOVATION

ILMA basked in the glory once again as it hosted an internationally acclaimed Management Sciences & Entrepreneurship Conference. It was indeed an auspicious event that brought on board prominent personalities from around the world. After the welcome address by Vice-Chancellor Dr Mansoor uz Zafar Dawood, Dr Nadia Tahir, Managing Director, HEC QAA delivered an impactful speech and this was followed by Ms Shahnaz Wazir Ali's worthy words.



Sciences Universiti Malaysia Perlis with research-based papers delivered by Guljee, ILMA University and Saaherah Basil Alkilany, Luminus Technical University College (LTUC), Jorden. The last session started with the keynote speaker Prof. Dr Hjh Raja Suzana Raja Kasim, Universiti Malaysia Kelantan with Siti Shalima Sabri, Faculty Of Applied And Human Sciences Universiti Malaysia Perlis, Aqsa Arif, Jinnah University for Women and Musa Uba Adamu, School of Finance, National Research University Higher School of Economics Moscow as presenters.

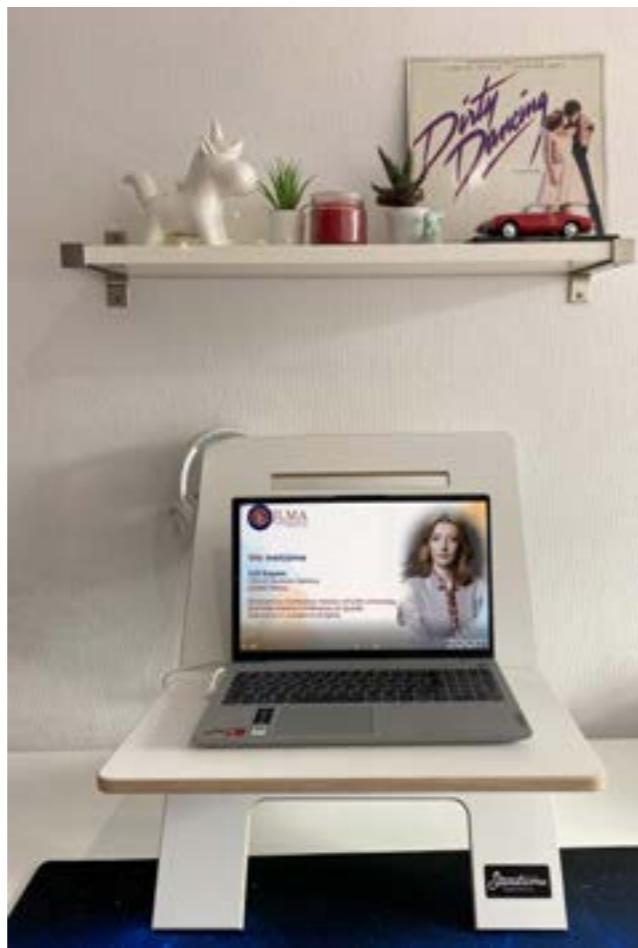
Day 2 session was filled with incredible speeches and presentations which began with keynote speaker Prof. Saaherah Basil Alkilany followed by the notable presenters Wan Nuratiqah Meor Abd Aziz Suhami, Faculty Of Applied And Human Sciences Universiti Malaysia Perlis, Syed Arif Ali Shah, ILMA University,

Day 1 session commenced with Ummi Naiemah Sarah, Faculty of Applied and Human Sciences Universiti Malaysia Perlis as the keynote speaker after which the papers were presented by Lim Chee Sin, Faculty of Applied And Human Sciences Universiti Malaysia Perlis, Imran Ahmed Shah, ILMA University, Karachi and Hina Aslam, Department of Business Administration, Air University. The second session was introduced by Rose Jennifer Mariadass, Faculty of Applied and Human

Karachi, Maria Syed, Jinnah University for Women, Aphassara Ai Tong, Faculty of Applied And Human Sciences Universiti Malaysia Perlis, Sabir Hussain, Department of Business Administration, Air University, Multan Campus, Rashid Ali, Indus University, Karachi, NUR HAFIZA AZIRA BINTI ABDUL RAHIM, Faculty of Applied And Human Sciences Universiti Malaysia Perlis, Majid Murad and Fakhar Shahzad, School of Management, Jiangsu University, Zhenjiang, China; ILMA University, Shuiyong Xiao and Gang Chen, School of Management, Fudan University, China. The final session culminated with Keynote Speaker Ghulam Ali Arain, Associate Professor of Leadership & Organ. Agility- College of Business & Economics (UAE) and paper presenters Hanim Hamdan, Faculty Of Applied And Human Sciences Universiti Malaysia Perlis, Muhammad Khairuddien Sulaiman, Faculty Of Applied And Human

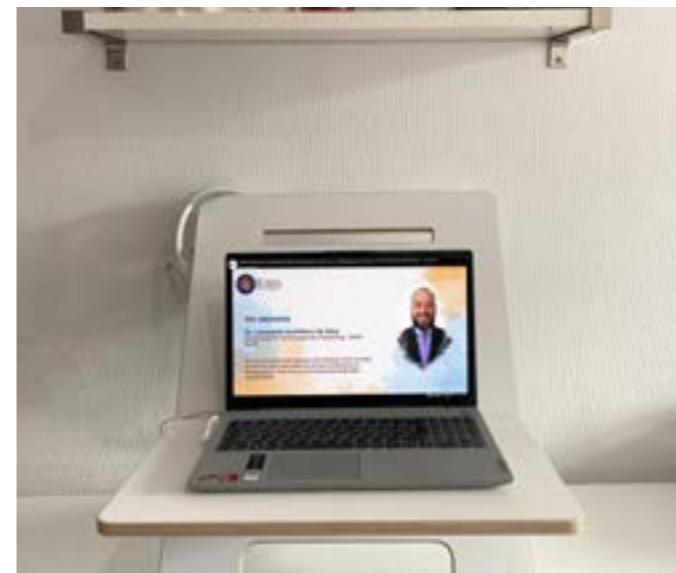
2ND INTERNATIONAL CONFERENCE ON QUALITY ASSURANCE IN ACADEMIA (ICQAA) 2020-2021.

ICQAA 2020-2021 provides an opportunity for academicians, practitioners, consultants, scholars, researchers and policy makers with different backgrounds and experiences, to present their papers in the conference and to discuss their experiences, ideas, research results, as well as any practical challenges encountered and/or the solutions adopted during their work. ICQAA 2020-2021 highly encourages Doctorate (PhD)/ Graduate faculty members and industry practitioners to present their research proposals, literature reviews and findings in this conference. Case studies, abstracts, as well as full research papers will be considered for the conference program for presentation purposes. ICQAA 2020-2021 is designed to develop the careers of all the participants while increasing opportunities for their future progression and will also provide a unique convergence of networking, learning, inspiring keynote speeches, discussions, industry-academia conversations, plenary speeches, and workshops along with publication opportunities in IBT Journal of Business Studies (IBTJBS), Journal of Information & Communication Technology (JICT), Journal of Media & Communication (JMC), ILMA Journal of Social Sciences & Economics (IJSEE) and ILMA Journal of Technology & Software Management (IJTSM). IBT Journal of Business Studies (IBTJBS), Journal of Information & Communication Technology (JICT) and Journal of Media & Communication (JMC) are recognized in "Y" category by Higher Education Commission (HEC), Government of Pakistan



ILMA University is organized 14th International Conference on Management Sciences and Entrepreneurship

Faculty of management sciences is organizing "14th international virtual conference on management sciences and entrepreneurship" theme of the conference is "entrepreneurship challenges amid covid '19". the objective of the conference is to bring researchers from the academia and the industry on the platform to share the latest developments in the fields of economics, finance, marketing, business, entrepreneurship, education, and social sciences.



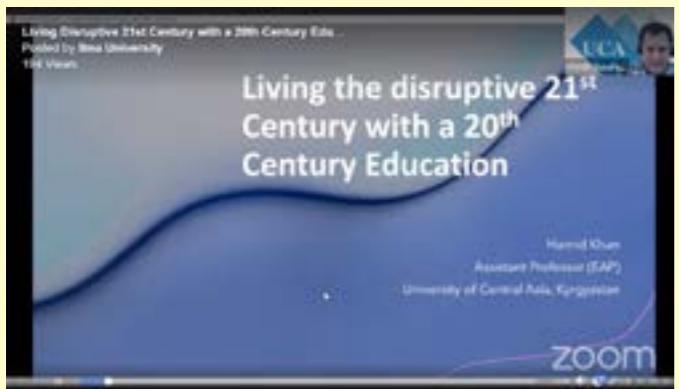
Welcome to 2nd International Virtual Conference on Emerging Trend in Media Films and Journalism Day 2 Organized by Faculty of Media & Design ILMA University

Department of Media Science - ILMA UNIVERSITY is organizing 2nd International Virtual Conference on Emerging Trends in Media, Film and Journalism. The objective of the conference is to bring researchers from the academia and the industry on the platform to share the latest developments in the fields of Media, Film and Journalism.



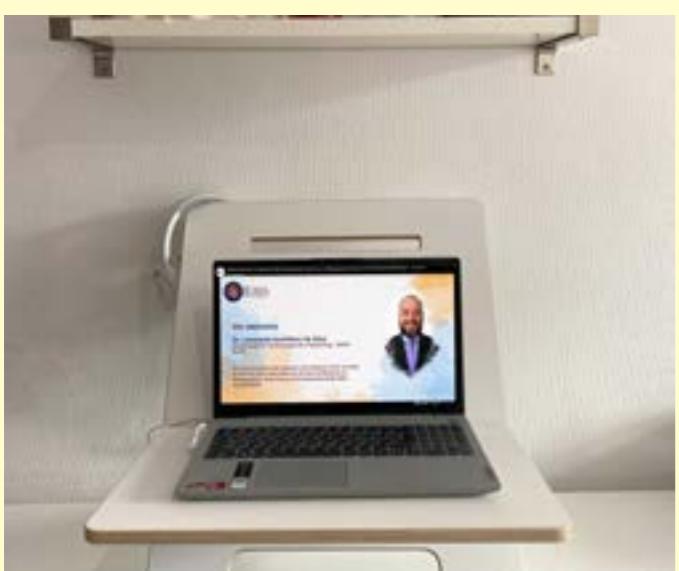
Designing Curriculum by Using Bloom's Taxonomy

Designing Curriculum by Using Bloom's Taxonomy, Hardik Vachharajani, PhD, MBA, CMgr, Associate Dean, New South Wales, Australia.



Social Media Entrepreneurship

Social Media Entrepreneurship, Kamal Faridi, Managing Brand Image and Delivering Strategic Marketing Results for Pakistan's Innovative Business.



ILMA University organized a Workshop on Improvement Quality

ILMA University organized a Workshop on Improvement Quality of Higher Education through Intentional Accreditation by JIANXIN ZHANG, President, Asia-Pacific Quality Network (APQN)



Living Disruptive 21st Century with a 20th Century Education.

Social Media Entrepreneurship, Kamal Faridi, Managing Brand Image and Delivering Strategic Marketing Results for Pakistan's Innovative Business.



HIGHER EDUCATION IN POST PANDEMIC WORLD/ POST COVID ERA.

RE IMAGINING HIGHER EDUCATION IN POST PANDEMIC WORLD/ POST COVID ERA, Dr. shauli Mukherjee, Director, School of Education & Dean, Students' Affairs Adamas University.



Writing and Publishing Research Articles in Academic Journals.

Social Media Entrepreneurship, Kamal Faridi, Managing Brand Image and Delivering Strategic Marketing Results for Pakistan's Innovative Business.



Big data, HPC, AI, IoT, Clouds and Fogs: The Core Ingredients for

Big data, HPC, AI, IoT, Clouds and Fogs: The Core Ingredients for bringing Innovation to Smart Cities and Infrastructure, Prof. Rashid Mehmood, Professor of Big Data Systems Director of Research, Training and Consultancy, High Performance Computing Center, King Abdul Aziz University, Saudi Arabia.



Virtual Leadership: Skillsets and Mindsets for the Future of Work.

Virtual Leadership: Skillsets and Mindsets for the Future of Work, Utah Valley university, Chair Organizational Leadership Department, Contributor TED, HR organizational kea, change Management and Higher Ed teaching, Contributors Fobes (Leadership, HR, organizational development change Management)



Impact of the Covid'19 Pandemic on the Quality of Distance and Online Learning in Higher Education.

Quality Assurance & Liaison Department is organizing webinar on impact of the Covid'19 Pandemic on the Quality of Distance and Online Learning in Higher Education.Education for the Blue Economy and Sustainable Development.Measuring the Digital Transformation.by Mohammad Rasheed Khalid, Head Of Department, Corporate Affairs and Center of Continuing Learning at Skyline University College, Sharjah UAE and Dr. Deepak kalra, Associate Professor &

Director of Learning Resources at Skyline University College, Sharjah UAE.



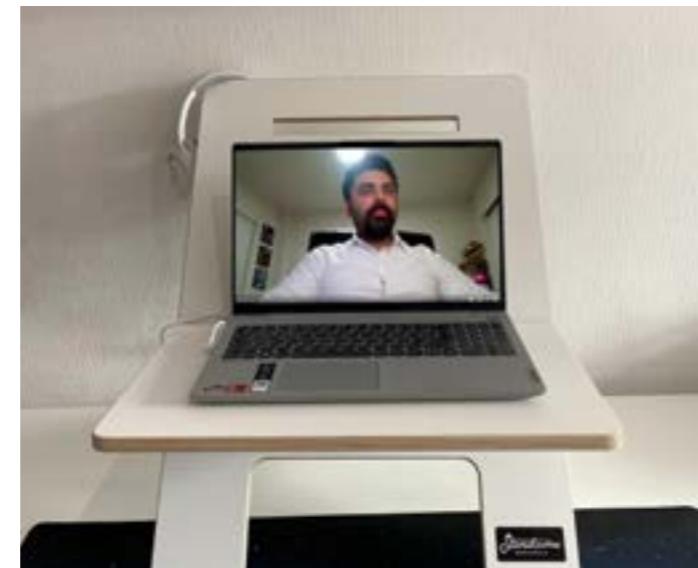
Digitally Connected Living and Quality of Life.

Igitally Connected Living and Quality of Life, Muhammad Jidda Tom Alhumaid, Shari'ah Audit and product development at SunTrust Bank, Nigeria.



QAL Department organizing webinar on the topic: Quality of Work Life and Work-Life Balance by Aaqib Vatao

Digitally Connected Living and Quality of Life, Muhammad Jidda Tom Alhumaid, Shari'ah Audit and product development at SunTrust Bank, Nigeria.



Use of Digital Tools to drive Quality Education in Online Learning

Use of Digital Tools to drive Quality Education in Online Learning, Maryleen Ndubuaku, Associate Lecturer, University of Derby, England.



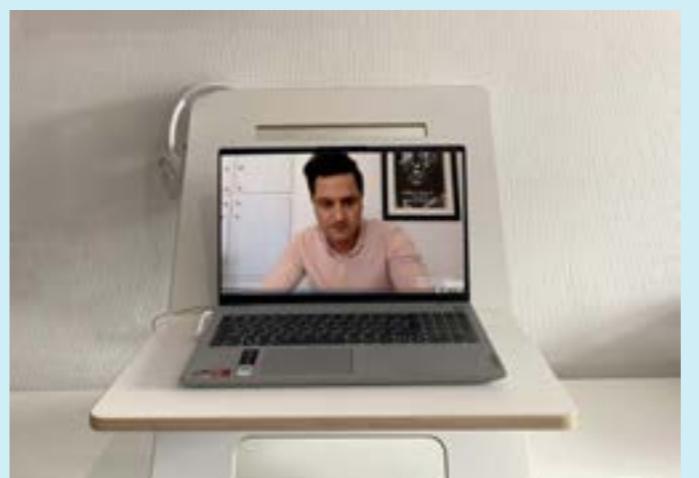
Role of Higher Education Institution in Producing Quality Entrepreneur

Role of Higher Education Institution in Producing Quality Entrepreneur, Mr. Nadeem Hussain, Founder and Coach at Planet N Group of Companies.



Part of Media in Academia

Digitally Connected Living and Quality of Life, Muhammad Jidda Tom Alhumaid, Shari'ah Audit and product development at SunTrust Bank, Nigeria.



Women In Leadership; The Challenges to Achieving Gender

W Women In Leadership; The Challenges to Achieving Gender Equality, Hazel (Meares) Herrington, Certified & Authorized Publisher & Committee Chairperson at The US Presidential Service Center, US Presidential Culinary Museum at The Inn of the Patriots, Gold Coast, Queensland, Australia



Webinar on Pakistan and its education trend, quality and challenges by Mr. Yousuf Ibnul

Webinar on Pakistan and its education trend, quality and challenges by Mr. Yousuf Ibnul Hasan, Director Planning and Development Metropolitan University, Karachi



Sciences Universiti Malaysia Perlis, Shahrukh Aman, Department of Business Administration, Air University, 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 AIMED AT THE UN SDG INDUSTRY, INNOVATION & INFRASTRUCTURE



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. Dr Imtiaz Subhani was the 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 splendid virtual presence, this global seminar was held on 25th March with Dr., Associate professor Tatiana Podolskaya (Russian Presidential Academy of National Economy and Public Administration, South Russia Institute of Management, Rostov-on-Don, Russia), Dr., Associate professor 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,



ILMA CONDUCTED A WEBINAR ON VIRTUAL LEADERSHIP BY AN INT'L AUTHOR AIMED AT SDGS DECENT WORK & ECONOMIC GROWTH & SUSTAINABLE CITIES & COMMUNITIES

ILMA invited an internationally acclaimed author and changemaker Mr Jonathon H. Westover for a dynamic webinar on Virtual Leadership: Skillsets & Mindsets for the Future of Work. This incredibly celebrated exper from Utah Valley University, Chair Organizational Leadership Department, Contributor TED, HR Organization Kea, Change Management and Higher Ed Teaching, Contributors Forbes. His Book Alchemy Truly Remarkable Leadership was a bestseller.



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ILMA HIGHLIGHTED WOMEN AS LEADERS IN ITS INTERNATIONAL WEBINAR FOCUSED AT UN SDG GENDER EQUALITY

ILMA went out in full form to welcome women as leaders in its webinar Women in Leadership - The Challenges to Achieving Gender Equality. This virtual session was led by Hazel Meares Herrington, Certified & Authorized Publisher & Committee Chairperson at the US Presidential Service Centre, US Presidential Culinary Museum at the Inn of the Patriots, Gold Coast Queensland, Australia.

This was indeed amazing to applaud the women as leaders and the challenges they experience through the journey. Hazel Meares narrated her own experiences and brought to light the hurdles in the path of arriving at equal status with men in the workplace.

She was very assertive in saying, 'Women need to take their place in an organizational setup and command the respect which would otherwise not been given to them that easily.'

This webinar of the international level just went to show the University's supportive stance towards women in position. ILMA continues to hold sessions that are changing mindsets and challenging the status quo for unlocking better avenues of study and work globally.



ILMA STUDENTS USE THEIR ARTISTIC SKILLS TO ADD COLOUR TO KORANGI IN THEIR COMMUNITY SERVICE TARGETED TO MEET THE UN SDGS INDUSTRY, INNOVATION & INFRASTRUCTURE & SUSTAINABLE CITIES & COMMUNITIES

ILMA spruced up the surroundings as its students painted the Korangi wall in vibrant colours upon the request of the Cantonment Board. ILMA has a remarkable community service door open through which it selflessly serves the underserved areas and marginalized society segments. This time too, the students enthusiastically took up this task as they were approached by the city's Cantonment Board.

Armed with paints and brushes, they marched right up to the far-stretched Korangi wall to colour it with their vibrant strokes and depict their imagination as well as ideas on it. It was simply a splendid sight to see the young students energetically painting the wall and breathing life into this brick and mortar structure.

This was indeed quite heartening to view that the University students had taken up this colourful drive with collective efforts to bring it to fruition - the result was quite captivating for all the motorists and pedestrians who stopped by to see such a beautiful creation. This certainly made it an attractive sight that brightened up the otherwise dull surroundings. ILMA led the way in community service to beautify the city through this creative endeavour.



HIGHLIGHTS

- 01 ILMA Celebrated Virtual Women's Day on 31st March
- 02 IBT Journal of Business Studies is Prestigiously Enlisted with Internationally Acclaimed PUBLONS & CLARIVATE ANALYTICS
- 03 VC Guest of Honour on Salam Sindh, Morning Show at Sindh TV
- 04 Dr Yasmeen Sultana part of K21 Channel's New Morning Show
- 05 Debate Competition & DAY FRESH Hunt the Next Superstar on 23rd March
- 06 Voice of ILMA - Where Words Fail Music Speaks
- 07 Theatre Play
- 08 Throwball Trials (Girls)
- 09 Mixed Double Tape Ball Cricket Tournament
- 10 ILMA FACULTY MEMBER PROFESSIONAL DEVELOPMENT SESSIONS

Research and development from 01 Jan-2021 to 30 Mar-2021

S no	Title	ILMA Author	HJRS Category	Journal Name:
1	Government spending and economic growth: a trivariate causality testing	Olumide Olaoye	X	African Journal of Economic and Management Studies
2	Influence of high-performance work systems on intrapreneurial behavior	Dr. Muhammad Farrukh	X	Journal of Science and Technology Policy Management
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	W	Resources, Conservation and Recycling
4	The role of logistics performance for sustainable development in top Asian countries: Evidence from advance panel estimations	Arshian Sharif	W	Sustainable Development
5	The step towards environmental mitigation in Pakistan: do transportation services, urbanization, and financial development matter?	Arshian Sharif	W	Environmental Science and Pollution Research
6	On the nonlinear effects of energy consumption, economic growth, and tourism on carbon footprints in the USA	Arshian Sharif	W	Environmental Science and Pollution Research
7	"Corporate social responsibility and employees' voluntary pro-environmental behavior: The role of organizational pride and employee engagement"	Dr. Muhammad Farrukh	W	Corporate Social Responsibility and Environmental Management
8	Auxiliary Bounding Box Regression for Object Detection in Optical Remote Sensing Imagery	Shahid Karim	X	Sensing and Imaging
9	Novel Coronavirus and Emerging Mental Health Issues—A Timely Analysis of Potential Consequences and Legal Policies Perspective	Mehran Idris Khan	X	Fudan Journal of the Humanities and Social Sciences
10	Review and State of Art of Fog Computing	Awais Khan Jumani	W	Archives of Computational Methods in Engineering
11	"Institutional quality and social cost of intermediation in Africa: Does the level of financial market development matter?"	Muhammad Ahad Hayat Khan	X	International Journal of Finance and Economics
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	X	Energy
13	Long-run co-variability between oil prices and economic policy uncertainty	Arshian Sharif	X	International Journal of Finance and Economics

14	Investigate the role of technology innovation and renewable energy in reducing transport sector CO2 emission in China: A path toward sustainable development	Arshian Sharif	W	Sustainable Development
15	Impact of Mobile Advertising on Consumers Attitude	Dr. Anum Bhatti	X	Elementary Education Online
16	"Spillover and Drivers of Uncertainty among Oil and Commodity Markets"	Dr. Muhammad Abubakr Naeem	X	Mathematics
17	Believe they can succeed, and they will: intrapreneurial behavior and leadership	Dr. Muhammad Farrukh	W	European Journal of Innovation Management
18	"Framing the evolution of the Corporate Social Responsibility and Environmental Management Journal"	Dr. Muhammad Farrukh	W	Corporate Social Responsibility and Environmental Management
19	Mapping the research on knowledge transfer: A Scientometrics approach	Dr. Muhammad Farrukh	W	IEEE Access
20	"The Impact of Equity Financing on the Performance of Capital-Constrained Supply Chain under Consumers' Low-Carbon Preference"	"Fakhar Shahzad "	W	"International Journal of Environmental Research and Public Health "
21	"Effect of psychological capital on customer value cocreation behavior: the mediating role of employees' innovative behavior "	Dr. Muhammad Farrukh	X	Benchmarking
22	Oil price shocks and inflation rate persistence: A Fractional Cointegration VAR approach	Tirimisiyu F. Oloko	W	Economic Analysis and Policy
23	Life expectancy in West African countries: Evidence of convergence and catching up with the north	Dr. OlaOluwa S. Yaya	Y	Statistics in Transition
24	Employment generation in net oil-importing and net oil-exporting countries: the role of energy consumption	Oluwasegun B. Adekoya	Y	Opec Energy Review
25	E-learning Resources and Task Engagement of Students at University Level	Dr. Fazli Hussain	X	Elementary Education Online
26	Capital Asset Pricing Model and Shariah-Compliant Capital Asset Pricing Model: Evidence from Pakistan Stock Exchange	Raja Rehan	Y	Journal of Contemporary Issues in Business and Government
27	روزنامہ جنگ میں شائع ہونے والے اردو، تقطیعات کا جائزہ A research study of Urdu journalistic qat'at in daily Jang"	Dr. Yasmeen Sultana Farooqi	Y	Urdu
28	Re-Strategising Government Palliative Support Systems in Tackling the Challenges of COVID-19 Lockdown in Lagos State, Nigeria	Daniel E. Ufua	X	Global Journal of Flexible Systems Management

29	Nexus among cyberloafing behavior, job demands and job resources: A mediated-moderated model	Dr. Shafique ur Rahman	W	Education and Information Technologies
30	"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
31	CMS at 13: a retrospective of the journey	Muhammad Farrukh	X	Chinese Management Studies
32	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	W	European Journal of Innovation Management
33	"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"
34	Syed Masood Ijaz Bukhari: An Analysis on his Life, Works and Mission	Abdul Majeed Rana	X	Elementary Education Online
35	Twenty years of green innovation research: trends and way forward	Muhammad Farrukh	Y	World Journal of Entrepreneurship, Management and Sustainable Development
36	A Phenomenological Study: Understanding in-Service Students Experience of Acquiring Ms/M. Phil. Or Ph.d. Degree	Raja Rehan	Y	"PalArch's Journal of Archaeology of Egypt/Egyptology"
37	Political Affiliations of Journalists in Pakistan: A Potent Source of Threats to Professionalism	Fazli Hussain	Y	The Dialogue
38	Transformational leadership and employee voice for product and process innovation in SMEs	Sajid Ali	Y	INNOVATION & MANAGEMENT REVIEW
39	Do Good, Have Good: A Mechanism of Fostering Customer Pro-Environmental Behaviors	Temoor Anjum & Muhammad Farrukh	W	Sustainability
40	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)
41	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)
42	Institutional role in oil revenue-economic growth nexus in Nigeria	Isiaka Akande Raifu	Y	OPEC ENERGY REVIEW
43	Disruption in food supply chain and undernourishment challenges: An empirical study in the context of Asian countries	Arshian Sharif	W	Socio-Economic Planning Sciences



Cyber Security Seminar by Mr Kamlesh Narwani,
Lecturer Computer Science

Workshop on Publishing Ethics & Academic Honesty by Dr Imtiaz Subhani

Workshop on Bomb Threat (Soft Targets) by Major Syed Nasir Subzwari (retd.)

Workshop on How to Succeed at Business Plan Competitions by Dr Saifullah Asnan, Assistant Professor, ILMA

Workshop on Incubator Planning, Implementation & Management by Dr Fakhar Shehzad, Assistant Professor, ILMA

Workshop on Implementing Business Ideas & Generating Growth by Dr Imran Ahmed Shah, ILMA

How to Succeed at Business Plan Competitions Webinar by Mr Saifullah Adnan, Assistant Professor, ILMA

Webinar on Literature Review & Systematic Literature Review by Dr Imtiaz Subhani

Webinar on Identification for Thesis/Research by Dr Imtiaz Subhani

Creating Your Business Purpose & Value Proposition by Mr Muhammad Ahad Hayat Khan, Lecturer ILMA

Webinar on Internet of Things by Mr Awais Khan Jumani, Assistant Professor, ILMA

Webinar on Prolific Authorship & Competing Interest by Dr Imtiaz Subhani

Webinar on Research Methodology Skills by Dr Mansoor Ahmed Khuhro, Additional Director TORCH & Assistant Professor, ILMA

Preparing PPT Presentation by Mr Faizan Khan, ILMA

How to Start Your Own Business by Dr Jamal Shah, Assistant Professor, ILMA

Working with Excel Webinar by Mr Faizan Khan, ILMA

Social Media Should Improve Your Life Not Become Your Life by Mr Zafar Chandio, ILMA Director of Admissions