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ANNUAL REPORT '20

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- PHD FACULTY RECRUITMENT TO EXCEED QUALITY STANDARDS



ANNUAL REPORT 2020



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

Ilma University is a prestigious HEC degree-awarding institution successfully functioning in the higher education sector since 2001. Formerly Institute of Business Technology, it was elevated to the status of a full-fledged university in 2007. This was indeed a significant milestone accomplished.

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.

Ilma Una diversity deems to achieve its core objective of imparting quality education through its well-designed programs with comprehensive curricula, coursework, projects, research and testing patterns. These are specially framed to meet the international standards of education with continuous and stringent reviewing framework by the HEC & CIEC which hold regular visits to ensure this in particular.

Also, there is a QAL department which outlines and ensures the complete compliance for upholding high-quality parameters in every aspect of University functioning. This quality assurance department continually aligns the documentation, planning and training to raise the benchmarks. It ensures the standards of teaching and research in all courses taught, develop qualification frameworks and program structures to determine what knowledge, understanding, skills developed, quality assurance processes and methods of evaluation that standards are achieved as per requirements, develop curriculum and staff development together with 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 which enables them to become contributing members of society and enter the workforce to sustain themselves as well as their families. So, they have a solid professional prowess to bank on.

After leaving the University, these capable graduates hold an internationally accredited degree which 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 with judges from the various industries so there is plenty of exposure. Then the students are sent to internships in all types of organisations where they spend time constructively while gaining 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.

The University also provides plentiful opportunities for acquiring SDG 8 - Decent Work and Economic Growth. It has an amazing placement portal which acts as a bridge between the prospective employers and employees. The University has built up a pool of employers and entrepreneurs who are willing to provide opportunities to the students. The official Facebook page also continuously advertises positions that need to be filled in the vital socio-economic sectors. The University also provides opportunities through its different initiative programs for giving priority to alumni, student and staff for work. This has enabled in educating the skilled and talented youth able to establish avenues of sustainability for themselves and gain independence.

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 classic example is of the recent pandemic where the onsite operations were suspended and there was a sudden shift to the online ones. Hence, without delay, the University changed its entire dynamics of functioning and went completely online. It also equipped the students with the essential IT skills to perform well virtually. They were provided with lifelong learning opportunities and could function effectively in the workplace. There was an intense element of innovation shown here. The University has the best infrastructure with a purpose-built campus, state of the art facilities, ultra-modern classrooms, high-speed internet-connected computer & media labs, digital library, main auditorium, indoor sports complex, fully stocked cafeteria, well-equipped training rooms, faculty zones and student common areas.

The University has well laid out industry linkages as many prominent industrialists are on its board

of governors. Events are held in association with organisations in the various fields and many are avid supporters in the conferences and seminars. Guest speaker sessions are held for up-close contact with the professionals. Even the alumni are looped in through alumni force program which reaches out to all those well-settled not just locally but internationally.

SDG 5 - Gender Equality and SDG 10 - Reduced Inequalities are beautifully met by the University's Global Educational Consultants Society (GEC). The fundamental rationale is to give back to the community and the foremost aim of GEC is to provide Education for All and this has become its slogan to uphold. GEC Society plays a pivotal part to provide access to low cost and inclusive education which encircles all irrespective of caste, colour 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 those students with academic excellence but couldn't afford it. Till date, between 10% to 100 % of scholarships have been granted to 8000 + students. These also targeted to special students and the Univerworldwideeserved places for the differently-abled in its admissions.

The University takes steps to preserve the environment for the brighter future of the planet. This addresses the SDG 13 - Climate Action & SDG - 15 Life on Land and conducts green spurred activities which include planting and recycling drives through the different societies on campus. Awareness programs are also held to combat the effects of global warming and other indicators for a better place to live.

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 centre TORCH is a step ahead in providing that platform. Both software engineering and science & technology students delve in experiments and test projects to produce mechanisms which are efficient, reliable and modern.

Ilma University moves onward to chart territories of SDG 11 - Sustainable Cities & Communities as it valiantly builds up a strong force of skilled and talented students who are ready to enter the workforce to make a dynamic difference. They are ready to apply their knowledge and utilise their abilities to seek



out solutions that build a strong infrastructure and ultimately a developed nation. Each student is highly tuned to perform in a changing environment with heightened senses and prowess to tackle all kinds of challenges and overcome these. The University has equipped them with updated knowledge and latest researches with a wider view of the world to attain the optimum results.

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. This has been remarkably accomplished through the MoUs and associations that it has fostered as strategic alliances for the very purpose.

Hence, Ilma University is way ahead in justifying and implementing the Sustainable Development Goals in every aspect of its inward as well as outward working.

A THROWBACK OF THE YEAR 2020



ONLINE EDUCATION

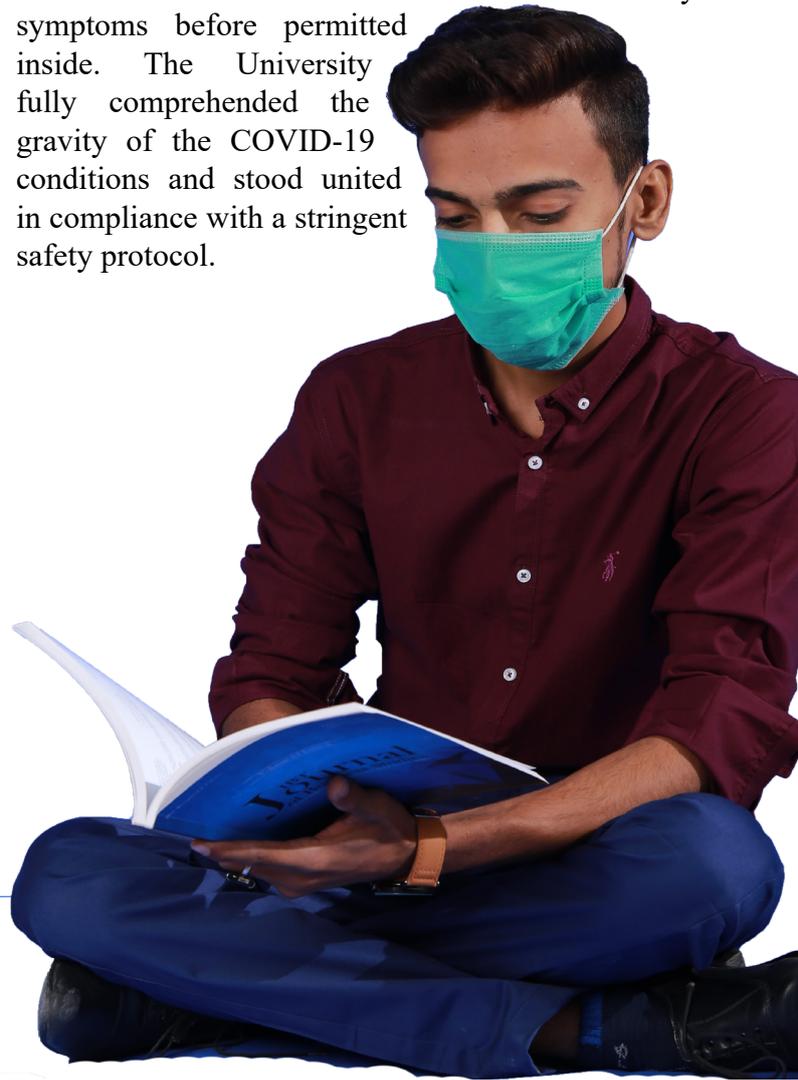
In compliance with the Sindh Govt. directives under the COVID-19 global pandemic scenario, Ilma University closed its main campus and shifted to the virtual educational platforms early last year. The University launched its online classes that were conducted according to the routine time table. The main campus had the facility with the leading-edge technology to hold these virtual classes. The faculty was thereby instructed to come and take these online sessions as per their class schedule.

Instructions to sign up and operate these online classes smoothly with a decorum were sent to the students. The faculty also recorded video lectures in the media labs for uploading on the University's channels for effective learning outcomes and student outreach.

As far as proper SOP compliance was concerned, the purpose-built university already had the facilitative infrastructure with separate well-equipped rooms allotted to each faculty member. There were multiple computer and media labs which allowed easy maintenance of distance and usage of individually assigned systems. Hence, no contact and social distancing were ensured at all costs.

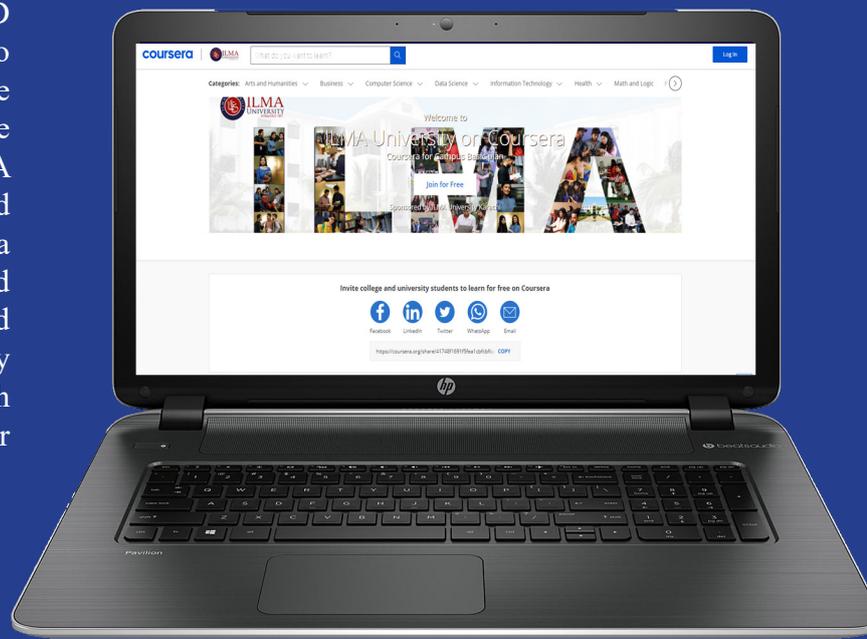
Masks and gloves had already been provided to be used for the faculty and staff which

they wore as part of the SOPs. Each member was checked with a special scanner at the entrance for any symptoms before permitted inside. The University fully comprehended the gravity of the COVID-19 conditions and stood united in compliance with a stringent safety protocol.



DISTANCE LEARNING AGREEMENT WITH COURSERA

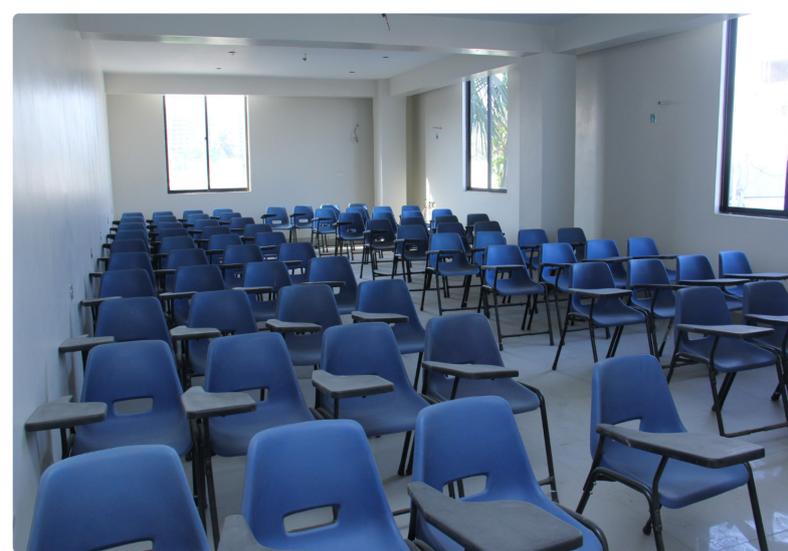
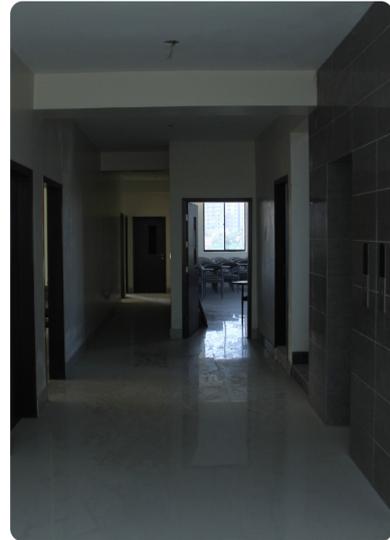
Ilma University collaborated with the biggest Online free course provider COURSERA which emailed them about their COVID response initiative. It offered free courses to the universities registered with them and those affected by the COVID. It would offer more than 300 courses free of cost. COURSERA responded to the University's emails, conducted a couple of zoom meetings and signed a distance learning agreement whereby they had given 5000 free licences for the students and faculty. More than 250 students and faculty were registered in more than 600 courses. Both faculty and students actively completed their courses with COURSERA online.





ILMA GULSHAN CAMPUS





EXPANDING TERRITORIES ELEVATING EDUCATION

Ilma University takes higher education to the next level with its ultra-modern city campus. It expands its pedagogical and physical boundaries for an incredible outreach to widen the target segment and provide opportunities to all for easy access in its widely acclaimed undergraduate, graduate and postgraduate programs.

Ilma University proudly opens the gates of its city campus which is a true symbol of its signature mark in the higher education sector. With a positive and progressive influence to turn the tide of knowledge acquisition and application in all the mainstream sectors of the economy, Ilma University continues to flourish both academically and structurally to achieve its educational goals to meet the international benchmarks. Its graduates are a living testimony of its undisputed success in the provision of holistic enlightenment and mapping of 360-degree mindsets for enhanced solutions in the competitive global society.

This contemporary purpose-built campus is a perfect representation of Ilma University's vision to open limitless possibilities of equipping the youth with the latest and revolutionary knowledge plus skills to create a worldwide impact. Through this magnificent campus, Ilma University aims to widen its higher education base to allow the diverse student body to enrol in its multidimensional degree programs which are fully accredited and recognized by the Higher Education Commission (HEC).

Centrally located in the main urban hub Gulshan-e-Iqbal, Ilma University's city campus commands a strategic all-accessible position which attracts a large populace all across. Well connected by a robust road network and transportation routes allow for an easy commute to and fro. Designed and developed with technologically advanced facilities, this impressive panoramic campus houses state of the art air-conditioned classrooms, computer labs, media labs,

library, auditorium, cafeteria, sports arena and parking precincts.

Spacious and spectacular admin/faculty blocks welcome the students and offer them a remarkable learning experience which is unique in more than one way. They are connected with the best through highly qualified teaching faculty, comprehensive courses and pragmatic scheme of studies in their chosen fields which pave their paths towards progressive professions. Ilma University retains its leading position and imparts quality education in its internationally acclaimed faculties, namely; Management Sciences, Computer Science, Science & Technology and Media & Design. It expands with a powerful mission to encompass forward-looking avenues and chart novel frontiers for an accelerated pace for empowerment and enrichment globally.





STATUTORY BODIES YEARLY MEETING

The Statutory Bodies play an instrumental role in the overall management and approval of the most important agendas. These bodies comprise the intellects and qualified members who lead the University through their dynamic decision making and decisive deliverance. These lead members ensure that the proper insight and foresight is provided so that all the matters that need to be reviewed are done so with the keenest of precision. These bodies are held in high esteem and their decisions considered authoritative. The meetings of the statutory bodies are held throughout the year with different agendas to be approved or examined.

Name of the Body	Date of Meeting	Date of Meeting	Date of Meeting	Date of Meeting	Date of Meeting
Academics Council	Tuesday, January 28, 2020	Friday, March 27, 2020	Thursday, June 25, 2020	Wednesday, September 09, 2020	Thursday, December 31, 2020
Selection Board	Monday, March 09, 2020	Monday, June 22, 2020	Monday, September 28, 2020	Monday, November 16, 2020	Thursday, December 24, 2020
BASR	Saturday, February 01, 2020	Wednesday, March 25, 2020	Friday, July 03, 2020	Thursday, October 01, 2020	Tuesday, December 29, 2020
Finance & Planning Committee	Friday, January 17, 2020	Monday, March 16, 2020	Monday, June 29, 2020	Monday, October 05, 2020	Thursday, December 17, 2020
Board of Governors	Saturday, February 01, 2020	Saturday, April 11, 2020	Saturday, July 18, 2020	Thursday, October 29, 2020	Wednesday, December 30, 2020
BOF Management Sciences	Thursday, February 27, 2020	Tuesday, June 02, 2020	Friday, August 28, 2020	Friday, November 27, 2020	
BOF Science & Technology	Friday, February 28, 2020	Friday, May 29, 2020	Tuesday, September 01, 2020	Monday, November 30, 2020	
BOF Computer Science	Monday, March 02, 2020	Monday, June 01, 2020	Wednesday, September 02, 2020	Tuesday, December 01, 2020	
BOF Media & Design	Tuesday, March 03, 2020	Tuesday, June 02, 2020	Thursday, September 03, 2020	Friday, December 04, 2020	
BOS Management Science	Monday, February 24, 2020	Monday, May 25, 2020	Monday, August 24, 2020	Tuesday, November 24, 2020	
BOS Science & Technology	Tuesday, February 25, 2020	Tuesday, May 26, 2020	Tuesday, August 25, 2020	Friday, November 27, 2020	
BOS Computer Science	Wednesday, February 26, 2020	Wednesday, May 27, 2020	Wednesday, August 26, 2020	Monday, November 30, 2020	
BOS Media & Design	Thursday, February 27, 2020	Wednesday, May 27, 2020	Thursday, August 27, 2020	Tuesday, December 01, 2020	

RESEARCH & DEVELOPMENT PUBLICATIONS



RESEARCH GRANTS

Ilma University recognized and supported endeavours 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.

Ilma University took this initiative to offer grants for conducting research. This research grant was visibly aimed at motivating so that these capable individuals continued unhindered in their valuable contributions from the start till the end.



RESEARCH JOURNALS

It was a great achievement that the Journal of Media & Communication and Journal of Information & Communication Technology was duly recognised by HEC in the Y category and now available at HARS.

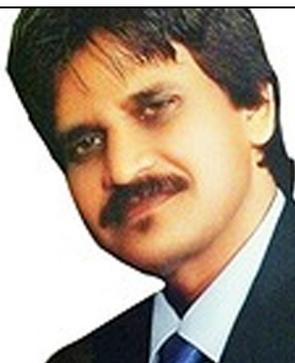
Ilma University also launched two new journals, namely; *Ilma Journal of Social Sciences & Economics (IJSSE)* and *Ilma Journal of Technology & Software Management (IJTSM)*. Both journals would be submitted to HEC for recognition.

Ilma University initiated the process of scrutinizing the research articles in the journals as well which had improved the quality of journals. Second, it was made incumbent on the faculty as well as research students to research on the problems in the industries. They had to go check what were the problems faced and research on those. Third, they had contacted the alumni who worked in the industries. The University had around 3000+ alumni working in the industries on good positions so they could toward the concerns faced for research purpose.



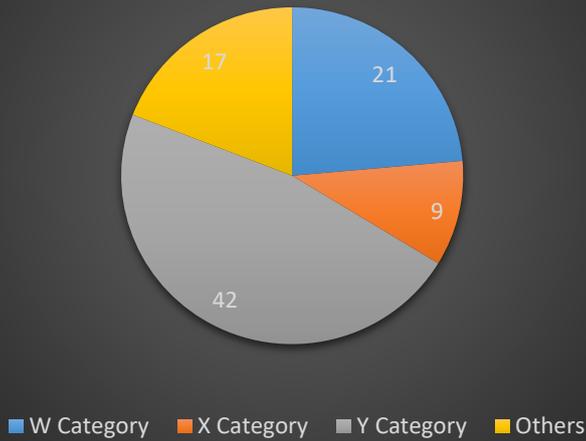
ENLISTMENT IN THE PRESTIGIOUS SOCIETY FOR SCHOLARLY PUBLISHING

Another proud moment for Ilma University was as its respected Dr Imtiaz Subhani, Director Research & Post Graduate Studies was prestigiously made part of Society for Scholarly Publishing. Dr Imtiaz Subhani's name was written in its distinguished Education Committee list among other notable names globally.



Society for Scholarly Publishing is a reputed international research and development organisation. It is indeed an honour to be included in its praiseworthy panel and an accomplishment in itself. Ilma University congratulated Dr Imtiaz Subhani on this achievement as he continued to add multifold value to the University through this.

Research & Development



It was indeed remarkable to note that ILMA had made much progress in the Research and Development category. The University had produced and published high-end research in widely acclaimed journals. The notable faculty and scholars were at the forefront of research on trending topics that were quite pertinent in diminishing the academia-industry gap.

The research publications of the Year 2020 were focused on attaining the United Nation's Sustainable Development Goals (SDGs). These research papers actively propounded, discussed, debated and presented findings that moved towards viable solutions. There were rich contributions towards the diverse fields of study with extensive outreach and high impact factor.

A sweeping total of 112 publications were published in the research and development domain from the four multidisciplinary faculties. A major number of 89 publications was produced from the Faculty of Management Sciences, followed by 20 from Faculties of Computer Science & Science & Technology and last of all 3 from Faculty of Media & Design. In the leading Faculty, 21 fell in Category W, 9 in Category X and 42 in Category Y. In the combined Faculties 6 came in Category W, 9 in Category X and 3 in Category Y. Last but not the least in the Faculty of Media & Design only 3 entered the Category Y.

These papers were published in world-renowned journals which included Journal of Innovation, Creativity and Change, IEEE Network, Technology Forecasting and Change, International Journal of Environmental Research & Public Health, Journal of Cleaner Production, International Journal of Image & Data Fusion, International Journal of Science & Economics, International Journal of Healthcare Management, China Economic Journal, Habibia Islamica, International Journal of Academic Management Science Research and Journal of Culture Society and Development among notable others. This large volume of publications showed that ILMA had made incredible strides in this research field with their exceptional and expert scholars leading the way.



RESEARCH AND DEVELOPMENT FOR THE YEAR OF 2020

SR. NO	TITLE	ILMA AUTHOR	HJRS CATEGORY	JOURNAL NAME
1	Data augmentation-based conditional Wasserstein generative adversarial network-gradient penalty for XSS attack detection system	Mr. Fawaz Mahiuob Mohammed Mokbal	W	PeerJ Computer Science
2	Impact of Brand Name on Purchase Intention: A Study on Clothing in Karachi, Pakistan	Dr. Asif Kamran	W	International Journal of Innovation, Creativity and Change
3	Blockchain for Digital Twins: Recent Advances and Future Research Challenges	Dr. Mueen Uddin	W	IEEE Network
4	Active contour modal based on density-oriented BIRCH clustering method for medical image segmentation	Dr. Shahid Karim	W	Multimedia Tools and Applications
5	Application of ecological ideas in indoor environmental art design based on hybrid conformal prediction algorithm framework	Mr. Awais Khan Jumani	W	Environmental Impact Assessment Review
6	A new insight into oil price-inflation nexus	Mr. Ibrahim D.Raheem	W	Resources Policy
7	Corporate social responsibility and environmental performance: The mediating role of environmental strategy and green innovation	Dr. Shafique ur Rahman	W	Technological Forecasting and Social Change
8	Asymmetric link between environmental pollution and COVID-19 in the top ten affected states of US: A novel estimations from quantile-on-quantile approach	Mr. Arshian Sharif	W	Environmental Research
9	Asymmetric role of tourism development and technology innovation on carbon dioxide emission reduction in the Chinese economy: Fresh insights from QARDL approach	Mr. Arshian Sharif	W	Sustainable Development
10	The moderating role of renewable and non-renewable energy in environment-income nexus for ASEAN countries: Evidence from Method of Moments Quantile Regression	Mr. Arshian Sharif	W	Renewable Energy
11	Supporting Role of Society and Firms to COVID-19 Management among Medical Practitioners	Dr. Muhammad Farrukh	W	International Journal of Environmental Research and Public Health
12	Geopolitical Risk and Tourism Stocks of Emerging Economies	Dr. Muhammad Abubakr Naeem	W	Sustainability
13	Where lies the silver lining when uncertainty hang dark clouds over the global financial markets?	Idris A. Adediran	W	Resources Policy
14	Socioeconomics Determinants to Adopt Agricultural Machinery for Sustainable Organic Farming in Pakistan: A Multinomial Probit Model	Muhammad Waqar Akram	W	Sustainability

15	Convergence and club convergence of CO2 emissions at state levels: A nonlinear analysis of the USA	Mr. Ibrahim D. Raheem	W	Journal of Cleaner Production
16	Analyzing the relationship between green innovation and environmental performance in large manufacturing firms	Shafique Ur Rehman	W	Technological Forecasting and Social Change
17	Time-frequency connectedness between Asian electricity sectors	Dr. Muhammad Abubakr Naeem	W	Economic Analysis and Policy
18	Bright harmony of environmental management initiatives for achieving corporate social responsibility authenticity and legitimacy: Glimpse of hotel and tourism industry	Mr. Arshian Sharif	W	Corporate Social Responsibility and Environmental Management
19	The role of natural resources, globalization, and renewable energy in testing the EKC hypothesis in MINT countries: new evidence from Method of Moments Quantile Regression approach	Mr. Arshian Sharif	W	Environmental Science and Pollution Research
20	The asymmetric effect of Public Private Partnership Investment on Transport CO2 emission in China: Evidence from Quantile ARDL Approach	Mr. Arshian Sharif	W	Journal of Cleaner Production
21	The role of environmental management control systems for ecological sustainability and sustainable performance	Shafique Ur Rehman	W	Management Decision
22	The journey towards dollarization: the role of the tourism industry	Mr. Ibrahim D. Raheem	W	Current Issues in Tourism
23	Entrepreneurial Intention: Creativity, Entrepreneurship, and University Support	Temoor Anjum	W	Journal of Open Innovation: Technology, Market, and Complexity
24	A Comparative Analysis of English and Urdu Translation from the Perspective of Vinay and Darbelnet's Model of Translational Shift	Mr. Abdul Majeed Rana	W	Linguistica Antverpiensia
25	Effects of trade and financial integration on structural transformation in Africa: New evidence from a sample splitting approach	Muazu Ibrahim	W	Physica A: Statistical Mechanics and its Applications
26	Handwritten Optical Character Recognition (OCR): A Comprehensive Systematic Literature Review (SLR)	Dr. Mueen Uddin	W	IEEE Access
27	PEMC: Power Efficiency Measurement Calculator to Compute Power Efficiency and CO Emissions in Cloud Data Centers	Dr. Mueen Uddin	W	IEEE Access
28	Accurate playground localisation based on multi-feature extraction and cascade classifier in optical remote sensing images	Dr. Shahid Karim	X	International Journal of Image and Data Fusion
29	An optimised multi-scale fusion method for airport detection in large-scale optical remote sensing images.	Dr. Shahid Karim	X	International Journal of Image and Data Fusion
30	Online Deal Portal: Factors to Consider for an Effective Design	Ms. Soobia Saeed	X	University of Sindh Journal of Information and Communication Technology (USJICT)
31	Measurement of E-learners' level of Interest in online Course Using Support Vector Machine	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology

32	Controlling and Monitoring of Industrial Parameters Through Cloud Computing and HMI Using OPC Data Hub Software	Mr. Waqas Ahmed Siddique	X	Indian Journal of Science and Technology
33	Fast Delivery, Continuously Build, Testing and Deployment with DevOps Pipeline Techniques on Cloud	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology
34	Face Detection and Recognition System for Enhancing Security Measures Using Artificial Intelligence System	Mr. Muhammad Farhan Siddiqui	X	Indian Journal of Science and Technology
35	Intervening analysis of internet marketing between the relationship of brand awareness and online purchase decision of mobile products among the students of HEIS in Pakistan	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology
36	ERP System Implementation: Planning, Management, and Administrative Issues	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology
37	The Effect of Social Media on Youngsters -Islamic Perspective	Dr. Anum Bhatti	X	Talent Development & Excellence
38	Institutions and economic growth in ECOWAS: an investigation into the hierarchy of institution hypothesis (HIH)	Olumide Olaoye	X	International Journal of Social Economics
39	The Oil Price-Macroeconomic fundamentals nexus for emerging market economies: Evidence from a wavelet analysis	Mr. Ibrahim D. Raheem	X	International Journal of Finance and Economics
40	Government spending and economic growth in ECOWAS: An asymmetric analysis	Olumide O. Olaoye	X	Journal of Economic Asymmetries
41	Role of Economic Policy Uncertainty in the Connectedness of Cross-Country Stock Market Volatilities	Dr. Muhammad Abubakr Naeem	X	Mathematics
42	Revisiting the intention to travel framework in the perspective of medical tourism: The role of eWordof-mouth and destination image	Dr. Muhammad Farrukh	X	International Journal of Healthcare Management
43	The behaviour of U.S. stocks to financial and health risks	Mr. Ibrahim D. Raheem	X	International Journal of Finance and Economics
44	Organizational capabilities mediates between organizational culture, entrepreneurial orientation, and organizational performance of SMEs in Pakistan	Dr. Anum Bhatti	X	Entrepreneurial Business and Economics Review
45	Digital financial inclusion and economic growth: provincial data analysis of China	Dr. Abdul Majeed	X	China Economic Journal
46	E-Commerce web crawling to facilitate consumers for economical choices	Ms. Soobia Saeed	Y	International Journal of Advanced Computer Systems and Software Engineering
47	THE IMPACT OF DATA SCIENCE IN DIGITAL JOURNALISM	Dr. Fazli Hussain	Y	Academic Journal of Social Sciences
48	ENGLISH 6 THE FIFTH-GENERATION WAR IN PAKISTAN AND THE ROLE OF THE MEDIA	Dr. Fazli Hussain	Y	Habibia Islamicus
49	International Discourses in Pakistani Print Media Editorials During the year 2020: A Comparative Analysis of English and Urdu Press	Dr. Fazli Hussain	Y	Pakistan Journal of International Affairs

50	The Moderating Effect of Bird-In-Hand Theory on Dividend Policy and Stock Price Volatility: Evidence from Malaysian Non-Financial Sector	Dr. Rabia Qammar	Y	International Journal of Academic Accounting, Finance & Management Research (IJAAFMR)
51	Evaluation of Factors Influencing Organizational Effectiveness: A Case of Public Sector Organization of Pakistan	Dr. Rana Zain-ul-Abidin	Y	International Journal of Academic Management Science Research (IJAMSR)
52	The relationship between leadership behavior and organisational citizenship behaviour at public institute in pakistan	Dr. Rana Zain-ul-Abidin	Y	International Journal of Academic Management Science Research
53	Consumers' Assessment on the Brand Equity of Solar Energy Firms in Pakistan	Dr. Rana Zain-ul-Abidin	Y	International Journal of Academic Management Science Research (IJAMSR)
54	Effect of Organization Culture on Public Sector Organizational Performance: A Case of Jordan	Dr. Rana Zain-ul-Abidin	Y	International Journal of Academic Management Science Research (IJAMSR)
55	Mediating and Moderating Role of Organizational Ambidexterity and Innovative Climate among Leadership Styles and Employee Performance	Dr. Rana Zain-ul-Abidin	Y	International Journal of Academic Management Science Research (IJAMSR)
56	Evaluation of Risk Management Strategies in Government Institutions: Case Study on Abu Dhabi Municipalities	Dr. Rana Zain-ul-Abidin	Y	Journal of Culture, Society and Development
57	Effect of Financial Risk, Privacy Risk and Product Risk on Online Shopping Behavior	Dr. Anum Bhatti	Y	Journal of Xidian University VOLUME 14, ISSUE 5, 2020
58	The role of Social Media, Advertising and Viral Marketing on Customer Satisfaction	Dr. Anum Bhatti	Y	International Journal of Advanced Science and Technology
59	The Moderating role of Subjective Norms between Perceived Risks and Online Shopping Behavior	Dr. Anum Bhatti	Y	International Journal of Advanced Science and Technology
60	E-commerce trends during COVID-19 Pandemic	Dr. Anum Bhatti	Y	International Journal of Future Generation Communication and Networking
61	The Influence of Media Benefits In E-Buying	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation
62	Buyer Benefits in Creation of Online Buying	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation
63	Universities: Transformational Leadership and Disciples' Creativity with Mediation of Leader Members Exchange	Dr. Shafique ur Rahman	Y	Journal of Advanced Research in Dynamical and Control Systems

64	The Customer Stratification influenced by Web Design and ICT Mediator	Dr. Anum Bhatti	Y	Journal of Advanced Research in Dynamical and Control Systems
65	Social Media: Brand Loyalty influencing Brand Equity	Shafique-Ur-Rehman	Y	Journal of Advanced Research in Dynamical and Control Systems
66	Consumer buying behavior in COVID-19 Pandemic	Shafique-Ur-Rehman	Y	Talent Development and Excellence
67	the novel coronavirus (Covid-19) Outbreak and Social Media	Dr. Anum Bhatti	Y	Journal of Critical Reviews
68	POLITICAL ACTIVISM IN GENERATION Y: A GLOBAL PHENOMENON	Shahzad Ali	Y	Pakistan Business Review
69	INCREASING TEACHERS' USE OF POSITIVE REINFORCEMENT: EFFECTS OF PERFORMANCE FEEDBACK TO IMPROVE A LEARNERS' BEHAVIOR	Dr. Anum Bhatti	Y	Journal of Critical Reviews
70	THE MEDIATING ROLE OF MANAGEMENT INNOVATION BETWEEN ORGANIZATIONAL CULTURE, ORGANIZATIONAL LEARNING, BUSINESS STRATEGY, AND FIRMS PERFORMANCE	Shafique Ur Rehman	Y	Journal of Critical Reviews
71	THE INFLUENCE OF KNOWLEDGE SHARING TOOLS AND STUDENTS' EXPLICIT KNOWLEDGE IN HIGHER EDUCATION INTUITIONS: MEDIATION MODEL CASE OF LAHORE	Dr. Anum Bhatti	Y	Journal of Critical Reviews
72	The role of institutional infrastructures in financial inclusion-growth relations: Evidence from SSA	Mr. Ibrahim D. Raheem	Y	International Journal of Social Economics
73	CUSTOMER SATISFACTION AND SERVICE QUALITY IN ENGINEERING SECTOR	Dr. Anum Bhatti	Y	International Journal of Management
74	THE COORDINATION AND CONTROL INFLUENCES TURNAROUND MAINTENANCE PERFORMANCE VIA TEAM ALIGNMENT IN PROCESS-BASED INDUSTRY	Dr. Anum Bhatti	Y	Journal of Critical Reviews
75	Government spending shocks and economic growth: additional evidence from cyclical behavior of fiscal policy	Mr. Olumide Olusegun Olayoye	Y	JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
76	THE ELEMENTS OF SERVICE QUALITY AND CUSTOMER SATISFACTION ROLE IN AIRLINE INDUSTRY OF PAKISTAN	Syed Kashif Rafi	Y	International Journal of Management
77	AN ANALYSIS OF USING STYLISTIC TOOLS IN TEACHING POETRY AT GRADUATE LEVEL	Mr. Rana Abdul Majeed	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
78	STYLISTIC ANALYSIS OF THE POEM "ILLEGAL MIGRATION" BY MUHAMMAD RIAZ GOHAR	Mr. Rana Abdul Majeed	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
79	CHALLENGES FACED BY TEACHERS IN IMPROVING TEACHING PERFORMANCE FOR ELEMENTARY SCHOOLS	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)

80	ANALYSIS OF ZULFIKAR GHOSE COLLECTION OF POEMS IN PERSPECTIVE OF MICHEL FOUCAULT'S BIO POWER THEORY	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
81	TEACHING COLLOCATION AT INTERMEDIATE LEVEL A CORPUS ASSISTED APPROACH	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
82	THE EFFECTS OF HUMAN RESOURCE PRACTICES ON ORGANIZATIONAL COMMITMENT: A CASE OF PAKISTAN TOBACCO INDUSTRY	Dr. Anum Bhatti	Y	International Journal of Advanced Research in Engineering and Technology
83	IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR: A CASE OF GARMENTS INDUSTRY OF PAKISTAN	Dr. Anum Bhatti	Y	International Journal of Advanced Research in Engineering and Technology
84	Do HR practices facilitate innovative work behaviour? Empirical evidence from higher education institutes	Dr. Muhammad Farrukh	Y	Human Systems Management
85	Role of Resources in Team Work Engagement: A Study of Banking Sector of Pakistan	Dr. Anum Bhatti	Y	International Journal on Emerging Technologies
86	THEORETICAL REVIEW OF CREDIT CRISIS AND BIASES IN EMPLOYEES PROMOTION	Dr. Anum Bhatti	Y	International Journal of Management
87	Human systems management: A retrospective of 40 years	Dr. Muhammad Farrukh	Y	Human Systems Management
88	TEACHING VOCABULARY THROUGH CORPUS TO THE STUDENTS OF GRADUATION	Mr. Abdul Majeed Rana	Y	International Journal of Management
89	EXPLORING THE SIGNIFICANCE OF SPEAKING SKILL FOR EFL LEARNERS	Mr. Abdul Majeed Rana	Y	PalArch's Journal of Archaeology of Egypt/ Egyptology
90	Servant Leadership and Job Satisfaction among Academicians	Dr. Anum Bhatti	Y	International Journal of Early Childhood Special Education
91	Factors Effecting Online Shopping Behaviour with Trust as Moderation	Dr. Anum Bhatti	Y	Jurnal Pengurusan
92	A brief review and challenges of object detection in optical remote sensing imagery	Shahid Karim	Y	Multiagent and Grid Systems
93	GKFC-CNN: Modified Gaussian Kernel Fuzzy C-means and Convolutional Neural Network for Apple Segmentation and Recognition	Shahid Karim	Y	Journal of Applied Science and Engineering
94	Bank Credit Risk Management Using Machine Learning Algorithms	Mr. Aftab Un Nabi	Other	International Journal of Computer (IJC)
95	Adaptive Variational Mode Time -frequency Analysis of Ship Radiated Noise	Naveed Ur Rehman Junejo	Other	IEEE Xplore
96	Volatilities in Market Shares through Financial Fundamentals for Global Automobile Industry	Muhammad Imtiaz Subhani	Other	Engage (only online)

97	Impact of China-Pakistan Economic Corridor (CPEC) on Agricultural Sector of Pakistan	Dr. Asif Kamran	Other	Fourteenth International Conference on Management Sciences & Engineering Management
98	Factors Influencing Online Shopping Experience and Customer Satisfaction in Karachi	Dr. Asif Kamran	Other	Fourteenth International Conference on Management Sciences & Engineering Management
99	Factors Affecting Furniture Purchase in Pakistan	Muhammad Fazal Qureshi.	Other	Fourteenth International Conference on Management Sciences & Engineering Management
100	Do Firms post Prices after seeing the Cost Pricing Programs of Competitors?	Muhammad Imtiaz Subhani	Other	EuroEconomica
101	Corporate governance mechanism and performance of insurers in Pakistan	Muzzammil Wasim Syed2	Other	Green Finance (GF)
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103	Effects of Supervisory Support and Core SelfEvaluation in Predicting Work Disengagement among Nurses in Public Hospitals in Pakistan	Dr. Anum Bhatti	Other	International Journal of Psychosocial Rehabilitation
104	IMPACT OF ISLAMIC ACCOUNTING PRACTICES ON WORKERS MORAL BEHAVIOR IN BANKS OF PESHAWAR	Dr. Anum Bhatti	Other	International Journal of Psychosocial Rehabilitation
105	SERVANT LEADERSHIP AND WORK SATISFACTION BETWEEN NURSING STAFF OF PUBLIC HOSPITALS IN PESHAWAR	Dr. Anum Bhatti	Other	International Journal of Psychosocial Rehabilitation
106	HRM PRACTICES AND ORGANIZATIONAL RESOURCES AS PREDICTORS OF COLLECTIVE ORGANIZATIONAL ENGAGEMENT: MEDIATING ROLE OF TEAM WORK ENGAGEMENT	Dr. Anum Bhatti	Other	Journal of Entrepreneurship Education
107	Towards an Analysis of Best Teaching Technology during Corona Days	Dr. Anum Bhatti	Other	Revista Argentina de Clínica Psicológica
108	Development and Validation of Corona Virus Anxiety Scale (CVAS)	Dr. Afreen FAIZA	Other	Walailak Journal of Science and Technology
109	Pakistan's Urban Transport and Commute Problems (an Empirical Investigation)	Dr. Muhammad Imtiaz	Other	IOP Conference
110	Cross Docking as a factor of Distribution Efficiencies Improving in conditions of Governance Digitalization	Dr. Muhammad Imtiaz	Other	IOP Conference

111	Human wellbeing and automotive industry: correlations in the era of economical digitalization	Dr. Muhammad Imtiaz Subhani	Other	International Scientific and Practical Conference “Environmental Risks and Safety in Mechanical Engineering” (ERSME-2020)
112	Who has the largest share in automotive (car) industry of Pakistan?	Dr. Muhammad Imtiaz Subhani	Other	International Scientific and Practical Conference “Environmental Risks and Safety in Mechanical Engineering” (ERSME-2020)

ILMA LAUNCHED BACHELORS IN EMERGING FIELDS



Ilma University launched a Bachelor of Science in Accounting & Finance, Islamic Finance and Digital Marketing. Fully aware of the scope and success of these streams, Ilma University started offering these three degrees in the emerging fields.

Ilma University added worth to its internationally acclaimed faculties as it announced degree-awarding programs. These certainly opened limitless opportunities for students who wanted to pursue these as professions successfully.

BS IN ISLAMIC FINANCE

BS in Islamic Finance at ILMA University offers a combination of theoretical and applied knowledge in the field of Islamic Finance. This finance-centred program places the right perspectives on the various dimensions of banking, economics, takaful, shariah and compliance. This Islamically focused program produces graduates who are well versed in the shariah driven practices and lead the economy through these.



BS IN ACCOUNTING & FINANCE

BS in Accounting & Finance at ILMA University lays out a comprehensive program framework that provides well-grounded accounting and finance analytics. This intensive program imparts principles and laws widely used in financial accounting, business law, audit and taxation. With a high success rate, this program teaches the dynamics of operating in the world which revolves around these disciplines.



BS IN DIGITAL MARKETING

BS in Digital Marketing at ILMA University is the most in-demand program which provides 360-degree know-how of the best techniques used in brand management and promotion. This SEO rich program keeps the finger on the pulse which monitors the media sales, consumer behaviour, virtual team, supply chain, enterprise, engagement and end sales with digital prints across the globe.





Should be not only an event but an awakening of the perspectives that women were an equal part of the world with an EDGE. It was not far from the truth that they wonderfully added on to the EQUALITY of the Workforce, DIVERSITY through their unique abilities and strengths as well as SOCIAL CHANGE through their quality of raising their voice for women empowerment in a patriarchal society.

Ilma University celebrated the International Women's Day to show unity with the words oriented as the actions of every woman out there - to support them and reassure faith in their rights. They joined hands on this special day and promoted a common vision for unlocking vicissitudes of victory vital sectors of the economy.



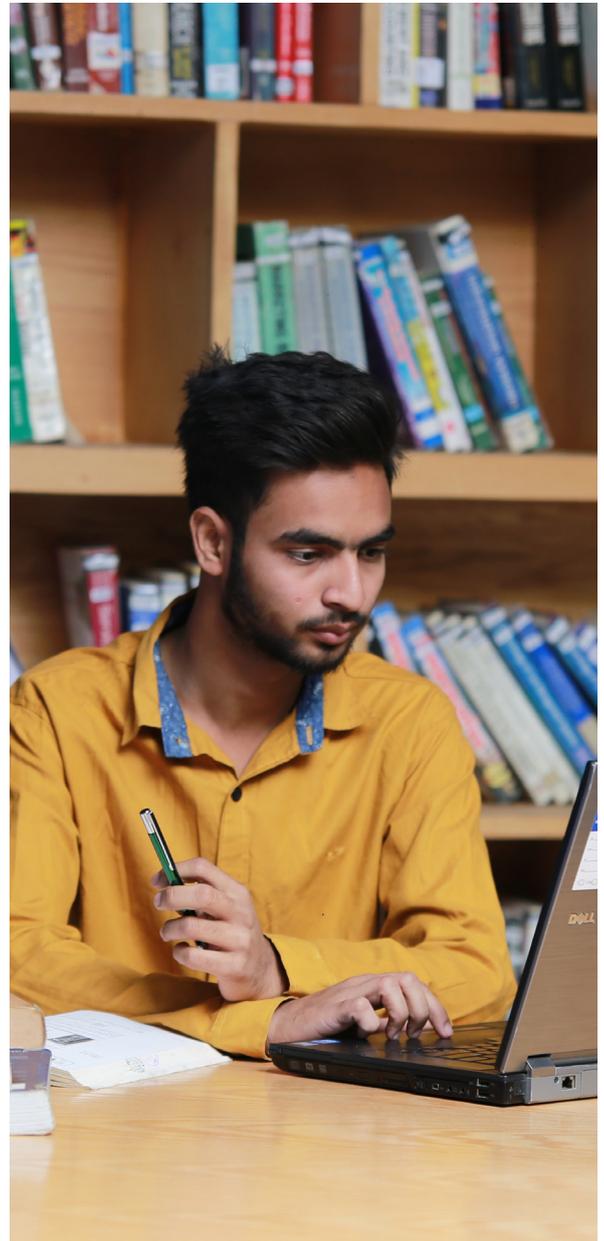
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YOUTH SUPPORT DIGITAL PROGRAM

Ilma University launched an unparalleled Youth Support Digital Program to provide essential online learning support to the Intermediate and A-Level students. This technologically advanced program aimed to give away free laptops, devices, gadgets and even monthly internet bundles to the target student segments.

It achieved this through the generous national and international donor agencies in collaboration with Noman Group as well as Global Educational Consultants (GEC). Ilma University ensured that through this, students continue their studies seamlessly online and accomplish the distance learning milestones easily.



PRIZE CEREMONY OF YOUTH SUPPORT DIGITAL PROGRAM

Ilma University held a prestigious prize-giving ceremony to award the winners of the Youth Digital Support Program (YDSP). The awardees were given free devices and laptops which exhibited Ilma University's visionary stance in lending huge support integral in the pursuance of their online programs.

This groundbreaking initiative from the University's platform aimed at the promotion of digital learning and to facilitate the students who aspired to continue their studies seamlessly virtually.

This was indeed a historic moment for the winners of the YDSP prize-giving ceremony who were extremely proud to receive these accolades. Ilma University had proved once again that it had a major role to play in providing digital access to students across diverse segments and propelling the nation towards technological advancement.



TOUCH THE SKIES WITH ILMA PROJECT EXPO

Faculty of Science & Technology organised a large scale Ilma Project Expo. in which the final year projects were placed on display by the students. This was a huge achievement by the final year batch and a true testimony of their creative efforts in technology spurred fields.

Awais Rahi attained the first position with his Avion Car (Electric F1) car. The unique feature was that this vehicle could be run on electricity. The student demonstrated the operational elements of the car. The second position was secured by the maker of the Talking Glove. This presented a solution for



physically challenged individuals who could benefit from this amazing invention. IoT based Smart City won the third prize which was certainly a peek into the future community development.

These innovative projects and the relentless efforts, as well as the ingenuity of the students, was appreciated by the Vice-Chancellor, Deans and esteemed guests who were completely



amazed by the high standards met. Bilal Ali (HUAWEI), Mr Javed Rasheed (HUAWEI,



Akhtar Hamid Hussain (HUAWEI), Wajahat Kashan (Risk Associates Pvt Ltd.), Jugal Kumar (Risk Associates Pvt. Ltd.) Vishal Kumar (Risk Associates Pvt. Ltd.), Manesh Kumar (Risk Associates Pvt. Ltd.) and Naveed ur Rehman (Risk Associates Pvt. Ltd.).



The students received many accolades on this grand event and motivated to perform even better. This was evidence of the remarkable knowledge being imparted by Ilma University's distinguished faculties.



ALUMNI COMMUNITY



ALUMNI VENDOR ENLIST PROGRAM

Ilma University offered a lucrative opportunity to its alumni to expand and earn multifold. It made this possible through its profitable venture Alumni Vendor Enlist Program. Through this, the alumni enlisted their own business or the company of work for product or service provision.

Through this unique endeavour, Ilma University opened unlimited business avenues for alumni and helped them achieve their goals of growth and revenue generation.

This Alumni Vendor Enlist Program was open for all alumni who either own their own business or work in a company which provided

specialized products and services. There was a host of services that were made available. These included IT, photocopying, printing, catering, janitorial and event management among the notable others.

The University ensured a hassle-free and smooth process to close business deals which brought them in contact with the ready clients to what they are offering as a vendor.

JOB PORTAL

Ilma University offered the corporate and industrial sectors to use its Job Portal as a launchpad for human resource acquisition. Ilma University fully realised the complex company dynamics and came forth with a win-win solution by offering its Job Portal as a progressive platform to post suitable openings from corporate entities, industrial enterprises and even entrepreneurial firms.

This portal was able to successfully solve all the human resource needs where thousands of talented students, innovatively groomed

graduates, experienced alumni and experts were handpicked for multidimensional positions.

It was easy to register on the Job Portal. It opened a gateway of immense human resource potential to enter into an organisation to mark its milestones and accomplish these with world-class ideas, initiatives and inventiveness.

VIRTUAL SESSIONS WITH ALUMNI FOR SOCIOECONOMIC DEVELOPMENT

Ilma University provided a progressive platform via virtual sessions to acknowledge and appreciate its worthy alumni who had created waves in all the vital sectors of the economy both nationally as well as internationally.

Undoubtedly, the University's alumni continue to forge novel territories well equipped with the knowledge and aptitude to apply this for an impact. Ilma University lent a voice to these change-makers who were ready to give back to their nation in more than one way.

As its alma mater, Ilma University recognized their achievements and accolades. These virtual sessions were able to place them in the limelight to reiterate their success stories world over.



INDUSTRY APPLAUDED ILMA UNIVERSITY'S VIRTUAL PROGRAM SPOTLIGHT

Ilma University was highly praised by the industry for its proactive step to launch the Virtual Program Spotlight. This groundbreaking program addressed the socio-economic goals of the nation's development like no other.

Through this remarkable initiative, Ilma University responded to the much-needed call of society to find solutions to the status quo. The forward-looking program Spotlight by Ilma University's talented host Amreen Najmi served the purpose with the provision of achievable scenarios which

can truly make a difference to overcome the challenges faced by Pakistan.

According to the industry, this impactful program gave the grip to act towards the resolution of the prevalent societal as well as economic development issues. The spotlight continued to work as a strong propeller to push the through the series of obstacles to pave a path towards a prosperous nation.



Ilma University was able to successfully organise a live broadcast on a popular topic Gender Equality on 14th December. The University invited Dr Umme Naimeh Saraih, Senior Lecturer/Dean of University Malaysia Perlis from the School of Business Innovation & Technopreneurship to present her valuable viewpoints in this area. This was another remarkable session from the star series of streaming from Ilma University's virtual platform.

Equal employment and representation are given much importance in the policies and procedures of organizations across the globe. Especially in the current era where all kinds of opportunities are sought by both males and females alike. As discussed in this spotlight that gender equality divide was diminishing fast as more and more awareness was being created through social media and technology. There was the germination of more professions related to interests and mushrooming of

ventures all over which had removed the inhibitions, lifted the taboos plus normalized the work routines.

Dr Umme commented, 'There has been a visible rise in the number of women entering the workforce. Even the workplace dynamics have changed to a large extent as the acceptability increases and comfort levels rise.'

Ilma University is an avid supporter and upholds the fine balance of Gender Equality through its Global Educational Consultants Society (GEC) which aims to provide equal opportunity in education to all irrespective of the cultural, gender or religious differences. GEC actively encourages females to step up and avail a wide range of offers in equal proportion to males. Hence, the University abides by this universal rule for nurturing a healthy society globally.

SCHOLARSHIPS & GRANTS



SPECIAL 50% SCHOLARSHIP TO THE GOVERNMENT & FORCES

Ilma University acknowledged and appreciated the relentless efforts that the Government employees, as well as the armed forces, exert in leading the nation. Hence, it stepped forward to provide a 50% scholarship to not only the government representatives and forces personnel but to their children too. It certainly wanted to see the nation produce fine men and women for the protection and progress of the country.

The scholarships were no less than an incentive to ignite and further the passion plus patriotism in serving the nation through the enlightened decisiveness of an educated workforce. It helped meet the global sustainable devel-



opment goals of quality education at the nucleus. A nation's rise was only possible and permanent with a powerful government, air-force and army.

A government employee remarked, 'I have yet to find a university which is as driven and perceptive to benefit the critical circles which matter the most. They know our true worth.'

Ilma University yet again strode in the dauntless direction with determination

to develop the educational domains with the unmatched scholarship offer which stood to strengthen the national as well as the international prospects.

NATIONAL/INTERNATIONAL GRANT REWARD

Ilma University is always at the forefront to release grants for the exemplary projects and value-added domains which propel the education sector forward on a global scale. For this very purpose, a new winning category to applaud such worthy endeavours had been introduced through Ilma National/International Grant Rewards.

It is undeniably true that full support through funding and other financial relief programs is always required for those seeking to project or promote their ideas, projects and business ventures. These grants were there to provide the much needed back up to stabilise and eventually bring these to a sustainable position. This was no less than a monetary boost that builds the very foundation of communities worldwide.

Ilma University offered grant rewards for all types of proposals which showcase a promising future and profitability. The University realized the significance of the push that would make it happen and extends

more than a helping hand which led to a worthy contribution to the society at large. These rewards were for all those who would like to apply for funding of the various projects relates to the vital fields.



GRANTS FOR UPSKILLING THROUGH CWGP

Ilma University gave key priority to professional development and research through its well-founded Conference Workshop Grant Program. This very program offered incentives to up to \$1000 to the faculty and staff members who were active participants in conferences and other events geared towards capacity building and value addition.

Conference Workshop Grant Program (CWGP) aimed to reward for participation in conferences, seminars, training sessions, symposiums, workshops, etc. which were recognised by SCOPUS, Web of Science and IEEE. The University opened up opportunities to partake in such professionally geared events which multiply the avenues of growth in all the vital sectors of the economy globally.

An enthusiastic researcher remarked, “It is truly commendable, the way Ilma has boosted the participatory levels through the CWGP which is an unprecedented leap.”

With this Conference Workshop Grant Program (CWGP), Ilma University deemed to shoot up the interest in professional development and research activities where highly qualified individuals converged on progressive platforms with the paramount objective to propel the best practices and produce quality in all possible ways worldwide.

GRANT FOR FACULTY EXCHANGE PROGRAM

Ilma University offered prestigious grants to its faculty through its Grant for Faculty Exchange program. The University steps ahead to elevate the ranks of its current faculty by providing them with career growth and professional development avenues in their respective fields of work as well as study.

Faculty Exchange Program allowed Ilma University’s faculty members travel and experience the work/life on another country’s campus which widened the circle of influence plus creates a large scale impact. First and foremost, its faculty members were provided with an opportunity to work in different and diverse work settings which formed crucial linkages. The interaction with new faculty and students in different campuses provided an insight into procedures, protocols and systems which broadened the view.

There was truly much to teach, learn and benefit from through such forward-looking programs. The close-up interaction with a new culture and society was one of the most

treasured aspects. The sights and sounds were intriguing and inviting at the same time. Ilma University understood the importance of this Faculty Exchange Program and wanted to groom and polish its faculty through this. Besides, this presented a perfect chance for strengthening the bilateral relations between both countries with a rich input to improve the existing conditions.

This was no less than an incentive for its precious faculty members to participate through the grants and fulfil their desired goals of participation in international seminars, training and workshops which easily led to ascension in work. The faculty members could also work on collaborative projects in higher education which would ultimately benefit both countries on the academic and research fronts.

Ilma University was ready to offer faculty grant up to 100% for this instrumental Faculty Exchange Program.



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HANNOVER

**Global
Marketing
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4TH Edition

John A. Quelch
Christopher A. Stultz

GRANT FOR STUDENT EXCHANGE PROGRAM

Ilma University fostered favourable conditions for its students to participate in worldwide student exchange programs which led to better prospects in the future. The University has proactively done this through its Grant for Student Exchange Program with the primary objective to open the world to the youth for a lifetime experience.

Student Exchange Program allowed the University's students to cross over to another country's campus. This opened the gateway of academic, cultural and social exchange. There were multiple benefits reaped from this well-designed exchange program. The students got the experience and live the amazing student life on campus. Not to mention the rich customs and values with the flavour of hospitality made it a truly incredible journey.

The University realized the immense impact that it will have on its students and wanted to grant them all an equal opportunity to travel to other technologically advanced nations to

enrich their degree programs and empower their skillsets. Even this short super burst of inspiration was equally crucial in opening their minds and shaping their mindsets towards growth in all areas of research/study.

The students were able to connect, engage, share and discover the best practices which led them to become top academically and professionally too. The inspirational boost achieved through this is lifelong and ever-growing. Ilma University's initiative to provide grants for student exchange was the need of the era in which the world has transformed into a global village and survival depends on mapping the world and it wanted to give its students an additional advantage. Particularly with the technological boom where access to unlimited information was just a click and a swipe away.

GRANT FOR HIGHER STUDIES

Ilma University took the much-awaited initiative to open up limitless possibilities for the pursuit of degree programs in diverse fields through its Grant for Higher Studies. This was no less than a great opportunity to go ahead and achieve all the dreams to attain the best education ever.

Grant for Higher Studies was just a remarkable way to unlock portals of learning for all the students, faculty and alumni of Ilma University who were actively seeking to attain accredited qualifications in their respective fields. It is another way of promoting education and empowering the nation through this financial boost so that potential and talent were spurred.

In these times when there is a dire need to become successful professionally, education is certainly the turning point which will make this an actuality. Ilma University allowed all its alumni, students and faculty to accomplish their higher education goals and to meet the costs proactively. The University realized

the importance of long term investment in its very own.

Undoubtedly, this was the best way to turn each and everyone associated with Ilma University into an invaluable asset with much to return to the nation at large. Grant for Higher Studies acted as a stepping stone and provides a much-needed boost to accomplish the set targets. Those who availed it were able to complete their existing study programs or pursue higher ones for better qualification and recognition at an international level.

In short, this was a perfect chance to grasp the financial cushion and reach the degree goals which Ilma University had made possible for its precious alumni, students and faculty.

GRANT FOR POST DOC STUDIES ABROAD

The demands of the 21st Century dictate skyward needs of education with a paradigm shift in which more critical thinking and research-oriented minds are required for dynamic solutions. Hence, Ilma University provided this amazing opportunity to its alumni, students and faculty to apply for postdoc studies abroad. The international accreditation surely boosted their career and open up limitless professional avenues.

Also, this superior qualification increased the pool of intellectuals, researchers and scholars which acted as catalysts in the development of the nation. There was a visible change witnessed with the influx of postdoc degree holders in refining and reshaping the socio-economic sectors.

Ilma University addressed the growing need and made it easier to achieve this primary objective through this grant. The financial incentive indeed allowed to leap at this chance and strive towards entering degree programs that were a crucial step towards their goal

achievement. That was exactly what was required to enhance productivity and reach prosperity in all fields of speciality. This also spurred research and development which had its great advantages.

So, the University wanted its alumni, students and faculty to avail this remarkable Grant for Post Doc Studies Abroad and accomplish their educational goals to be eventually appointed at prestigious positions in the future.

GRANT FOR RESEARCH FELLOWSHIP ABROAD/ NATIONAL UNIVERSITIES

Ilma University offered a worthy opportunity to its alumni, students and faculty through its Grant for Fellowship Abroad/National Universities. This was one of a kind of financial assistance that allowed the recipients to continue their study programs smoothly.

Research Fellowship was in itself quite a charming proposition which unlocked doors to ascension in the research and development domains. It went onto enrich the recipient's research credibility and inspires other organizations locally as well as internationally to take interest or even fund their projects later on.

Indeed, Ilma University foresees the vast exposure this generous grant provided along with its widespread impact. This was truly an offer to harness as a step up to higher rungs in research avenues. Fellowships were the key to future short and long term career prospects that led to instrumental positions in strategic sectors of the economy.

Hence, the University was ready to offer this supreme offer to its alumni, students and faculty who wished to apply for research fellowships either in local universities or abroad. This grant would be a roadmap to better educational and professional uncharted territories. Even possibilities to develop research or joint research activities within world-class infrastructure and facilities. This would help the recipients to accomplish their ultimate goals easily through this much needed financial boost.

Patent Funding for Entrepreneurs

Ilma University opened financing avenues for business enthusiasts, fledgeling entrepreneurs, innovators, professionals and students who were seeking teachers, inventions or projects. This patent funding domain aimed to present different options from an international resource pool and secured a grant to lay the grounds for a sound business proposal.

This was indeed a lucrative way forward for projecting a proposed idea, invention or project. Ilma University supported the creative and ingenious propositions to create the best product which would take the market by storm. It fueled ideas and made sure that these became successful.

Patent funding went a step further in providing a sustainable source of income which would help the project thrive in the long run. It was a great financial relief to focus on bringing ideas to life.

Patent Funding for Businesses

Ilma University offered patent funding for all types of projects and proposals to harvest these in the best possible way for a profitable yield later on.

Ilma University leveraged funding to provide optimum benefit to businesses, startups and ventures that aim to escalate their operations to step these up to the next level.

Ilma University had prestigious national and international agencies on board which were willing to support small, medium and large-sized businesses through grants. This financial boost was just ideal for expansion so that you can reach clients worldwide. It also accelerated the pace and productivity of the present operations so the business functioned with the maximum output.

This patent funding was provided at an opportune time with the novel digital realms and established work parameters for a commercial outreach and a surge in sales. This led to an enhancement in all the business domains and maximized returns of investment.



15TH CONVOCATION '20



Ilma University successfully celebrated the graduation of its worthy graduates through its 15th Convocation Ceremony held on Saturday, 21st November in its state of the art auditorium of its ultra-modern Main Campus. The illuminated ambience of the spectacular event sparkled as the 325 graduates were conferred upon with the distinguished degrees.

All the graduates of the multidimensional Faculties Management Sciences, Computer Science & Science & Technology and Media & Design gathered under the decorated roof for the grand Convocation ceremony. It was simply stunning to witness such a starry sight as the graduates lined up to receive the awards and degrees.

One of the recipients beaming away remarked, ‘This is the proudest moment of my life. I am really glad that Ilma organized such a beautiful ceremony to honour us and made it an indelible memory for us.’

The Chancellor Mr Noman Lakhani, Vice-Chancellor Mr Mansoor uz Zafar Dawood and the Board of Governors graced this prestigious occasion which was hosted by the University’s Registrar Mr Kashif Rafi. The 15th Convocation ceremony was a great accomplishment by Ilma University which celebrated the entry of its richly skilled graduates into the socio-economic sectors and as a valuable addition to the nation’s manpower to empower it.





ILMA UNIVERSITY BECAME A MEMBER OF UNITED NATIONS ACADEMIC IMPACT UNAI

Ilma University has accomplished yet another monumental milestone as it gained the distinguished membership of United Nations Academic Impact UNAI. This was an honourable position that raised the University's ranks internationally.

Being the coveted member of the United Nations Academic Impact UNAI was an applaud worthy achievement which was a solid testimony of the top standards the University upholds. Ilma University had been able to carve a niche in the global education sector with this prestigious title.

This impactful inclusion in the Academic Impact UNAI diversified the University's outreach and elevated its status globally.



ILMA UNIVERSITY RECOGNIZED WRITERS THROUGH ITS BOOK WRITING REWARDS

It was high time that writers got recognized and rewarded for their enriched efforts in their publications which they produced through the relentless work process. Ilma University stood to appreciate the authors and bestowed upon them the prestigious Ilma Book writing Rewards which instilled immense faith as well as trust in their enlightened endeavours.

The art of writing and producing a large volume of rich text requires focus and the platform as its significance diminishes day by day. This amazing initiative taken by Ilma University put authoring a book into perspective knowing its importance in the education field. There was a dearth of good writers world over and such incentives address this in particular as a dire motivation for writers everywhere.

To spur cognition and creativity, it was essential to make strides in the areas which smarten the acumen through fine literature plus research. Ilma University took up a great step towards its book writing rewards as it encouraged and created an enabling environment for the production of more quality reads in the current era.



ILMA AND ROTARY



ILMA FORMED THE ROTARY CLUB OF KARACHI SCHOLARS AND EMERALD TO WIDEN ITS HUMANITARIAN DIAMETER TO GIVE BACK TO THE COMMUNITY

ILMA stepped up the efforts for community development and welfare when it selflessly formed the Rotary Club of Karachi Scholars. The noble aim was to provide relief and support to the underprivileged and youth of the nation who could sustain the families through the various projects. Keeping this in view, ILMA and RCKS took initiatives and gave incentives to achieve income generation and better living standards. Both worked closely to attain the UN's sustainable development goals.

With these larger than life efforts, ILMA was ranked

No. 1 in Sindh in the recent announcement for the SDG No Hunger which proved its unmatched success in achieving the noble aim of alleviating the conditions of the people of the community which reached out to millions of families.

This prestigious ranking was given by Times Higher Education (THE), the only global performance successor and it was truly an incredible accomplishment for ILMA to stand top among the universities in this sustainability factor. This was a true testimony of the University's strong stance in serving society.



ROTARY CLUB OF KARACHI
EMERALD

ILMA SYNERGIZES FOR COMMUNITY OUTREACH

ILMA University reached 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 engaged in action-oriented CSR activities which bring the marginalized sectors into the mainstream for purposeful growth at the grassroots level for the ultimate national prosperity.

With a proud line of community outreach activities, the University also established two pivotal clubs, namely; Rotary Club of Emerald and Rotary Club of Scholars through which the staff plus students engaged in meaningful CSR projects. This was certainly

ly a catapult achievement by the University which resulted in wide and varied community outreach with instant results.

Further, 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 would be 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.

INTEREST-FREE MICRO FINANCE LOANS

In order to encourage small-level business RCKS and AFMF provide interest-free loans to the deserving families. The process is managed through application and verification process and then only loan is disbursed.

Till today total 13 families have received loans on easy payback terms. These families utilized the loans in setting up small grocery shops, purchasing sewing machines, rickshaw, bike rider service, food service to name a few.

These micro-finance-loans brought positive change in the people's lives and provided them opportunity to come out of welfare cycle and do something for themselves.



RASHAN DRIVES

With the backdrop of covid-19 pandemic vast population was affected directly with the job cuts and salary reductions. Many safaid-posh families were facing hard times to make their ends meet. During these tough times RCKS and AFMF put their efforts in providing Rashan bags specially to the verified safaid-posh families.

3 such rashan drives were held in which more than 600 families were provided rashan bags. These rashan bags contained enough quantity to support a small family for whole month's rashan needs.



BLOOD CAMPS

RCKS and AFMF take special interest in Thalassemia affected children's blood requirements. Thalassemia is a deadly disease in which regular blood transfusion is required and arranging blood on regular basis is a challenge for any related organization.

Alhamdulillah the team has arranged 3 blood camps during the year with the support of SHED Foundation and Saylani Welfare Trust and managed to arranged more than 100 bottles of blood for thalassemia affected children.



WATER SOLUTIONS

One more thing for which RCKS and AFMF has interest is the water solutions for the people who are deprived of easy access of drinking water. The team has installed several hand pumps in the lower Punjab region where water access was issue for remote villages.

Further, the team is installing hand pumps, small and big, in the Tharparkar and Umerkot districts of Sind which face challenges in access to clean drinking water. We have till now installed 10 pumps in this region and continues to install new hand pumps regularly.



WINTER CLOTHES DISTRIBUTION

As winters are harsh in the rural areas, therefore, RCKS and AFMF jointly distributed winter clothes in the winter season to the deprived population.

3 such distributions campaigns were held in the areas of Mirpur sakro, Sakran (Hub) and Dadu district during which winter clothes were distributed to thousands of people.



DAILY IFTAR IN THE MONTH OF RAMADAN

In the holy month of Ramadan, RCKS and AFMF arranged a daily iftar drive for the whole month. Daily more than 100 people break their fast and do iftar at the RCKS and AFMF facility in the Korangi Industrial Area.



MASJIDS RENOVATION AND EQUIPMENT

For Sadqa-e-Jariah purposes, RCKS and AFMF supported several masjids in their renovation works. Also equipment related to water, sound, lighting and fans were also provided to several masjids during the period.



PLANTATION DRIVE

To increase environmental awareness, RCKS and AFMF held a plantation drive in Gulistan-e-Jauhar area. It was a family event with more than 100 participants. Around 200 plants were planted in the occasion by the attendees. The event was well received by the kids and families.



CSR ACTIVITIES

WE STAND UNITED IN GIVING!



ILMA CSR

Ilma University has a firm conviction in giving back to the community. Hence, CSR activities are organized to keep the sense of helping the less privileged in the underserved areas of the city in sight.

One such CSR activity was held in which the students visited Sahara Village. This provided them with an opportunity to reach out to its inhabitants and relieve their miseries. They distributed the monthly ration to them which was no less than a blessing for those out there.

The students under the supervision of Major Sahab met with the people and empathised with them. This activity was a learning

experience and evoked in them the sentiments of helping their less fortunate fellow beings.

CSR program is embedded in Ilma University's framework of the curriculum which makes it a well-balanced one. Student personalities are moulded to be caring and helpful. They are encouraged to alleviate the social problems afflicting the society at large with their individual and collective humanitarian acts.

No matter how trivial these acts may seem but these collectively lead towards a better society and this realization is significant especially in students!

REACH OUT PROGRAM

A Reach Out Program initiative was undertaken by President, ILMA University, Mr Faraz Abid Lakhani. This Ration Drive was organized in collaboration with the prominent figures of the industrial sector. This just went to show that together contributing the share and deeply involved in hauling out the needy and poor from the depths of poverty when the society was in dire straits.

All joined hands to help the nation in times of need. The noble aim was to provide food to

thousands of deserving families who had been adversely affected by the lockdown situation in the COVID-19 conditions. Undoubtedly, this projected a supreme gesture of giving and the Reach Out Program proved to be a ray of hope to millions in the difficult times.

- COVID-19 MEASURES & WOMEN HEALTH - GOOD HEALTH & WELLBEING



DIAGNOSTIC LAB LICENSE

Ilma University applied for NOC or license to the health department for the opening of a Diagnostic Lab which would be an in house health facility which would primarily function to maintain the overall well-being of staff and students. This would only be possible with this lab where samples were taken and tests conducted instantly for a timely view to adopt safety protocols. Even the slightest symptoms would be addressed properly so these were nipped in the bud.

Ilma University aimed to fully utilize this lab

facility to minimise the birth of any contagious infections or other seasonal illnesses as well as contain the spread through immediate measures.

The Diagnostic Lab was given the top priority in the wake of the global pandemic and a sure hit way to counteract its adverse effects. It would act as a preventive cell so that precautions were taken well ahead of time. This would keep the educational affairs running smoothly and surely.

BREAST CANCER AWARENESS CREATED IN COLLABORATION WITH THE GOVERNOR HOUSE

Ilma University celebrated Breast Cancer Awareness Month October 2020 in collaboration with the Governor House on Monday, 19th October 2020 at its Main Campus auditorium. The supreme topic under discussion was Timely Diagnosis of Breast Cancer Guarantees A Healthy Life. This auspicious event was held under the kind patronage of Begum Samina Alvi - First Lady Pakistan. The honourable chief guest was none other than the distinguished Mrs Reema Imran - First Lady, Governor Sindh.



It was truly an exquisite event which placed paramount importance of women health upfront. Ms Mehwish Faraz Lakhani presided over the entire proceedings which were attended by the esteemed female faculty including Dr Rubina, Dr Umme Raheel, Dr Kousar, Maryam Taki, Hira Anis, Nighat Mehmood, Musarrat Jabeen, Tayyaba, Zarmina Bakhtiar, Maneeza Omar, Nashmia Rauf, Farrah Rehman, Misbah Ishaq Khalid and Gulrekh.



One intrigued attendee commented, *'I applaud the efforts that Ilma has exerted to shed light on Breast Cancer and given it the*



forum it deserves to be conveyed across to the masses.'

Ilma University indeed put the health in focus and that to women health which was



addressed at a national level. This grand event was organized keeping in adherence to the SOPs to maintain the health and safety of all present. It was yet another remarkable accomplished by the University in bringing to the limelight the most pertinent breast cancer which a common ailment dealt with by women in all walks of life. It was vital to recognize and create awareness regarding such health areas so timely preventions could be taken.



ILMA UNIVERSITY ARRANGED A QUALITY ASSURANCE WEBINAR

Ilma University stepped up the quality assurance paradigms through its on spot webinar on Pakistan and its Education - Trends, Quality & Challenges. This was organized by the Quality Assurance and Liaison Department on Thursday, 3rd December. This webinar reflected the need of the era as the novel times called for newer strategies.

Mr Yousuf Ibn Ul Hasan, Director Planning and Development Metropolitan University led this webinar as its keynote speaker. He propagated the political changes that occurred across a timeline that affected the overall system of governance. Mr Yousuf landscaped the entire quality-centric principles which were crucial and formation of sturdy structures at a national level.

As the prominent speaker stated, 'Quality is at the nucleus of any organisation which prospers by putting it into perspective for better prospects.'

He praised Ilma University for organizing a remarkable webinar of huge proportions and extensive outreach. This was no less than a great testimony that the University's Quality Assurance Department was making strides in that right direction to inject quality in all dimensions and domains to lead to excellence in education.

ILMA HOSTED A LIVE WEBINAR TO DEVELOP ENTREPRENEURIAL SKILLS

Ilma University placed 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 was making waves across the globe. More so, since the pandemic scenario had completely changed the work dynamics more and more, people had 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 the activity to show how entrepreneurial skills could be developed and an enterprising mindset shaped. This was truly a refreshing outlook where many were ready to equip them-

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

ILMA STREAMED GLOBALLY ON SURVIVING IN A MULTICULTURAL ENVIRONMENT

Ilma University showcased its diversity in dynamism and digitalization with its Live Broadcast on How to Survive in a Multicultural Environment on 13th December. The University reached out on an international scale and invited Dr Oussama Saoula, a Senior Lecturer from University Utara Malaysia to provide his insight as well as foresight on this trending topic.

Indeed, as the world had transformed into a global village, functioning and surviving in a multidimensional society had become crucial for success. Those who were able to display the knowledge, skills and abilities to act according to the changing times found themselves scaling the heights. Dr Oussama rightly supported and propagated the importance of equipping oneself with the effective tools of communica-

tion, management, technology and social maps to move ahead powerfully with a widespread impact.

As an experienced academician, Dr Oussama reiterated, 'We live in a world with a rich mix of culture, ethnicity and religion so it is critical to understand as well as learn to function effectively in such a multicultural environment which defines success on multiple levels.'

Ilma University was triumphant in organizing this live broadcast of Facebook with a vast outreach. The University completely comprehended the significance of such influential multicultural ingredients which made a difference in the lives of millions across the globe. Hence, it continued to bring these in the front to enhance performance levels in all the socio-economic sectors worldwide.

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.

This was a crucial webinar organized by the Quality Assurance & Liaison Department which was ready to bring the best way to connect, network and explore limitless opportunities on this social media handle. No doubt, the tips and techniques presented were

quite effective and this webinar was successful in accomplishing its aim.

Mr Mujtaba remarked candidly, "LinkedIn is the best platform to showcase the credentials and a launchpad for a career."

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 brought such topics to light that were trending and world-changing. Then the impact was surely global.

ILMA HOSTED A MODEL WEBINAR ON ROLE OF HIGHER EDUCATION INSTITUTIONS IN PRODUCING QUALITY ENTREPRENEURS

Ilma University proved once again that it led to the provision quality centred programs in imparting education through its recent spectacular webinar on the Role of Higher Institutions in Producing Quality Entrepreneurs. 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.

A professional microphone on a stand is the central focus, positioned in the foreground. The background is a blurred audience of people seated in a conference room, with a warm, out-of-focus light source in the upper left corner. The overall atmosphere is professional and focused on a public speaking event.

CONFERENCES

ILMA UNIVERSITY HELD THE 13TH INTERNATIONAL VIRTUAL CONFERENCE ON MANAGEMENT SCIENCES & ENTREPRENEURSHIP

Ilma University organized the widely acclaimed 13th International Virtual Conference on Management Sciences & Entrepreneurship on 25th & 26th September 2020. This was certainly a monumental event from the University's platform.

Faculty of Management Sciences was at the forefront to lay the grounds for this global conference with prominent participants from all across the world. The foremost objective was to converge academia and the corporate world for knowledge exchange as well as the presentation of the milestones accomplished in this vital field.

As stated by an eminent educationist, "This virtual conference marks the advent of the significant transformation businesses have undergone in the new normal."

The esteemed session chairs included Dr Amir Manzoor, Bahria University, Karachi, Dr Faheem Bukhari, IQRA University, Karachi, Dr Nizamuddin Channa, Sindh University, Dr M Zia, Ghazi University Punjab, Dr Mushtaque Ali Jariko, Sindh University, Dr Imran Hanif, Bahauddin Zakariya University, Multan, Dr Imamuddin Khoso, Sindh University, Dr M Shahzad Hanif, University of Central Punjab, Dr Usman Aleem, PAF-KIET, Karachi, Dr Nawaz Ahmed, College Of Business Management (IOBM), Dr Amina Sabghatullah, PAF-KIET, Karachi, and Tania Mustahque, Sindh University.

Prominent keynote speakers addressed the admirable audience on a range of topics of significance. These world-renowned speakers comprised İlky Karaduman, Istanbul Aydin University, Dr Nurgün Komşuoğlu Yilmaz, Istanbul Aydin University, Faheem Bukhari, IQRA University, Karachi, Dr Nawaz Ahmed, College Of Business Management (IOBM), Geoffrey Vanderpal, Walden University, Dr George Sermpinis, University of Glasgow, Dr Ahmed Alqatan, University of Portsmouth, Muhammad Amsal Sahban, Jakarta University Indonesia and Dr Rana Altounjy, Manipal University Malaysia.

The well-researched papers were presented by Behroz Ahmed, IQRA University, Main campus Karachi,

Anum Akram, Institute of Banking and Finance, Bahauddin Zakariya University, Multan, Afshan Noor, Management Science Department, ILMA University, Karachi, Pakistan, Shahzaib Sameer Memon, IQRA University, Main Campus, Karachi, Fatima Shahzad, Institute of Banking And Finance, Bahaudin Zakariya University, Multan,

Samia Nadeem Zaki, Management Science Department, ILMA University, Karachi, Pakistan, Samra Arif, Department of Management Sciences, University of Faisalabad, Faisalabad, Sadia Ramzan, Institute of Banking And Finance, Bahaudin Zakariya University, Multan, Salman Baig, Institute of Banking And Finance, Bahaudin Zakariya University, Multan, Dr Rabia Qammar, Management Science Department, ILMA University, Karachi, Pakistan, Shumaila Israr, Bahria University, Hafsa Shah, Shaheed Zulfiqar Ali Bhutto Institute of science & Technology, Marryam Shams, Bahria University, Geoffrey Nkuutu, Department of Management Science, Faculty of Economics, Energy and Management Science, Makerere University Business School, Kampala, Mukhtar Ahmed, Lasbela University of Agriculture Water & Marine Sciences, Uthal-Balochistan, Waseem Shaikh, Benazir Bhutto Shaheed University, Lyari, M Uzair, Management Science Department, ILMA University, Karachi, Pakistan, Hamida Khatoon, Jinnah First Women University Karachi Pakistan, Tahir Mumtaz Malik, Shaheed Zulifkar Ali Bhutto Institute of Science and Technology Karachi, Shakeel Ahmed, Department of Commerce, Bahauddin Zakariya University, Multan Pakistan, Mishal Jafar., Institute of Banking And Finance, Bahaudin Zakariya University, Multan, Farah Naz, Bahria University and Shaista Kamal Khan, Jinnah University for Women Karachi. This truly comprised a global panel of stellar presenters.

Ilma University opened its online doors worldwide to welcome initiatives and strides in a progressive direction for diversification in these domains globally.

ILMA UNIVERSITY HELD A PHENOMENAL VIRTUAL INTERNATIONAL CONFERENCE ON PUBLISHING ETHICS & SCHOLARLY COMMUNICATION

Ilma University organized a groundbreaking Virtual International Conference on Publishing Ethics & Scholarly Communication. This auspicious mega event was arranged from the platform of Office of Research Innovation & Commercialization (ORIC). This was a monumental milestone accomplished by the University as it invited prominent keynote speakers from across the globe.

The Vice-Chancellor Manzoor uz Zafar Dawood unveiled the widely acclaimed event with a welcome note followed by the well-researched works of the eminent keynote speakers. These distinguished personalities spoke in-depth about the paramount areas. Dr Nadia Tahir, MD Higher Education Commission Pakistan presented on Research Publishing & Our Responsibilities; Dr Dilip Nandkeolyar, Professor Commonwealth University spoke on Research Ethics; Dr A. Usman, Associate Member Committee of Publishing Ethics (COPE) propounded on Publishing Ethics;

Dr A Moustafa, Member Creative Commons CCGN revealed the Best Practices in Scholarly Communication; Dr Denis Ukashov, Professor, Suan Sunandha Rajabhat University, Bangkok created awareness about How to Spot Predatory Publishing; Aijaz A. Sheikh, Associate Editor, Digital Business (Elsevier), University of Jyväskylä, FIN propagated on Editorial Misconducts and Dr Marguerite Wotto, Professor, University De Quebec Montreal, Canada informed about Few basics to Avoid Predatory Journals.

This magnificent International Conference was moderated by Syed Kashif Rafi, Co-Chair, Registrar, ILMA University and culminated with a vote of thanks delivered by MI Subhani, Director ORIC & Post Graduate Studies, ILMA University, Pakistan. It was indeed a progressive stride in education led by Ilma University.

ILMA UNIVERSITY HOSTED A TRENDING INTERNATIONAL VIRTUAL CONFERENCE IN COMPUTING & SOFTWARE ENGINEERING

Ilma University accomplished yet another monumental milestone when the top-ranking educational institution organized an International Conference in Computing & Software Engineering on Friday 30th and Saturday 31st October 2020. It was a truly epic event that took place on the global plane aligned with the latest trends and topics of impact. This mega-conference was held under the prestigious banner of the Faculty of Computer Science & Software Engineering.

Renowned keynote speakers and eminent educationalists participated to propagate concepts as well as contemporary pedagogies in these critical fields. The worthy panel comprised Prof. Dr Asadullah Shah (Malaysia), Meritorious Prof. Bhawani Shankar Chowdhry Member BOG HEC Pakistan, Prof. Dr Mahmood Shah (UK), Prof. Dr Khalil Khoumbati Dean FET UoS, Prof. Dr Kalimuddin Qureshi

(Kuwait), Kamran Taj Pathan Chairperson Software Engineering Department UoS, Prof. Dr Tariq Rahim Soomro Dean Computer Sciences IoBM Karachi, Prof. Dr NomanIslam Iqra University Karachi, Dr Omar M. Almomani Vice Dean WISE Jordan, Dr Farhat Naureen Memon (KSA), Arifa Bhutto IICT, Dr Arjumand Bano (KSA), Dr Zeeshan Bhatti Director ORIC UoS, Dr Hira Naqvi IMCS UoS, Dr Ayaz Hakro (Norway), Prof. Dr Gordhan Das (Australia), Dr Dr-Atia Bano Memon UoS, Dr Pinal Khan Agriculture University Tando Jam, Ms Hira Hussain (US) and Ms Neelma Bhatti Full Bright Scholar (US) for their support to make the International Virtual Conference a huge success.

Ilma University ensured that it lived up to its reputation of hosting such forward-looking conferences on the international virtual level to remain at the forefront of change which was inevitable plus influential in

ILMA UNIVERSITY HOSTED A SPECTACULAR INTERNATIONAL VIRTUAL CONFERENCE ON SOCIAL MEDIA

Ilma University went into a full bloom mode in organizing a superb International Virtual Conference on the Transformative Role Social Media Amid COVID-19. This auspicious event was conducted under the multidimensional banner of the Department of Media & Design on Friday, 16th & Saturday, 17th October.



Eminent keynote speakers were invited from prestigious universities the world over to propagate the varied influences of social media during the pandemic. Prominent papers were presented by researchers, academicians and students pursuing the different study programs or associated with reputable organizations. The pertinent discourse centred around the causes and effects of social media with the heated debate on its large scale impact on societies globally.

As stated by Dr Donna Halper (eminent keynote speaker), 'We are here today in the virtual conference due to the undeniable connectivity of social media which has bridged the gap amazingly well so this truly rules in its favour.'

It was indeed an honour for Ilma University to host such a phenomenal virtual conference with the lead-



ing educationalists from the US, UK, Canada and New Zealand among others. It not only opened up the minds to the fast-paced changes occurring due to the digital boost but also the changes brought about in the day to day routines in the lives of millions. Ilma certainly knew how to choose topics of global interest and keep their fingers on the pulse of current affairs.





PHD FACULTY RECRUITMENT TO EXCEED QUALITY STANDARDS



DR ABDUL MAJEED

holds the distinguished positions of Assistant Professor and Research Associate in the Faculty of Management Sciences. He has attained a PhD in Finance from the University of Finance & Business Economics.

DR WAHEED SIYAL

serves at the prestigious post of Associate Professor in the Faculty of Management Sciences. He is an accomplished PhD in Business Administration from the University of Science and Technology of China, School of Management.

DR AFREEN FAIZA

works at the eminent posts of Assistant Professor and Research Associate in the Faculty of Management Sciences. She has completed her PhD in Psychology from the University of Karachi.

DR ANUM BHATTI

serves as an esteemed lecturer in the Faculty of Management Sciences. She has attained her PhD in Marketing from the School of Business, Universiti Utara Malaysia.

DANIEL EBAKOLEANEH

UFUA holds the distinguished positions of Foreign Faculty and Research Associate in Faculty of Management Sciences. He is an accomplished PhD in Management from the University of Hull, United Kingdom.

DR HASAN ZAHID

serves at the prestigious post of an Assistant Professor in the Faculty of Management Sciences. He has attained his PhD in Public Management from the Universiti Utara Malaysia.

DR MEHRAN IDRIS KHAN

holds the eminent posts of Assistant Professor and Research Associate in the Faculty of Management Sciences. She has completed her PhD in International Law from Shandong University.

MUHAMMAD ABUBAKR NAEEM

serves at the distinguished positions of Assistant Professor and Research Associate in the Faculty of Management Sciences. He is an accomplished PhD in Finance from Massey University, Auckland, New Zealand.

DR MUHAMMAD FARRUKH IQBAL

serves at the prestigious posts of Assistant Professor and Research Associate in the Faculty of Management Sciences. He is a PhD holder in Management from the SEGi University, Malaysia.

DR MUHAMMAD HASHIM

works at the eminent posts of Assistant Professor and Research Associate in the Faculty of Management Sciences. He has completed his PhD in Management Sciences (HRM) from Preston University Islamabad, and University sains Malaysia.

DR SHAFIQUE UR REHMAN

serves at the prestigious posts of Assistant Professor and Research Associate in the Faculty of Management Sciences. He has attained his PhD in Accounting from the Tunku Puteri Intan Safinaz School of Accounting, Universiti Utara Malaysia.

DR SYED JAMAL SHAH

is associated as an Assistant Professor in the Faculty of Management Sciences. He has completed his PhD in Business Administration (OB) from Harbin Institute of Technology.

DR SYED MUZZAMMIL WASIM

works at the distinguished post of Assistant Professor and Research Associate in the Faculty of Management Sciences. He has attained his PhD in Management Science and Engineering from the Taiyuan University of Technology.

DR ABDUL AHAD ABRO

is associated as an Associate Professor in the Faculty of Science & Technology. He is an accomplished PhD in Artificial Intelligence, Machine Learning, Data Mining, Data Science from the Ege University, Turkey.

DR GULNAZ AHMED

serves at the prestigious post of an Assistant Professor in the Faculty of Science & Technology. He has completed his PhD in Computer Science and Technology from the School of Electronics and Information Engineering, Xi'an Jiaotong University, China.

DR SAIFULLLAH ADNAN

is associated as an Assistant Professor in the Faculty of Science & Technology. He has attained his PhD in Information & Communication Engineering from the South China University of Technology, China.

DR FAZLI HUSSAIN

works at the eminent post of Assistant Professor in the Faculty of Media & Design. He has completed his PhD in Mass Communication from the Federal Urdu University Karachi.

DR RASHID ALI

serves at the distinguished post of Assistant Professor in the Faculty of Media & Design. He has attained his PhD in Mass Communication from Karachi University.

DR MIAN MUHAMMAD SADIQ FAREED

is associated as an Assistant Professor in the Faculty of Computer Sciences. He has an accomplished PhD in Information and Communication Engineering from the School of Electronics and Information Engineering, Xi'an Jiaotong University, China.

DR NAVEED UR REHMAN

serves at the distinguished position in the Faculty of Computer Sciences. He has attained his PhD in Information and Communication Engineering from the Xiamen University.



**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
www.ilmauniversity.edu.pk**