



ILMA
UNIVERSITY
FORMERLY IBT

**SUSTAINABLE
DEVELOPMENT
GOALS**

ILMA SUSTAINABILITY (SDGS) REPORT 2020





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ROAD TOWARDS A DEVELOPED NATION

ILMA is a premier university established in 2001 in the higher education sector of Pakistan. The University has successfully created inroads in all the socio-economic sectors of society with its multidimensional programs which offer holistic education at par with the international standards. The University offers undergraduate, graduate and postgraduate streams of study taught by experts in their fields of study both local and foreign.

This accredited and recognized HEC degree awarding University has committed to becoming one of the few higher education establishments which have embedded the United Nations Sustainable Development Goals in the heart of its curricular and co-curricular agendas. The University has made these SDGs an integral part of its functioning and lives of the students, staff as well as communities it serves. The essence of these international goals is seen in all their activities that are perfectly in harmony with these.



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 2017. 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 University 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 Higher Education Commission (HEC) and Charter Inspection & Evaluation Committee (CIEC) which hold regular visits to ensure this in particular.

Also, there is a Quality Assurance and Liaison 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. A quota of these scholarships is also kept for the special students to provide them with the opportunity of gaining higher education to become a productive part of society.

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 Technology Office of Commercializeable Research Based Hatch (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 focused on SDG 12 Responsible Consumption and Production through extensive research-based publications. There were several prestigious papers published on this which comprised oil macroeconomics, market economies, engineering sector, airline industry, cost pricing, environmental strategy, on-,quantile approach,

Ilma University focused on SDG 16 Peace, Justice And Strong Institutions through its research findings and recommendations to establish this to its fullest.

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.

The University carefully monitors progress towards SDG 6 - Clean Water & Sanitation to successfully achieve credible and timely data through its research activities. This provides several social, economic, and environmental benefits in both public and private sectors, such as stronger political accountability and commitment, as well as public and private investments. It also enables evidence-based policy-making, regulations, planning and investments at all levels, to ensure the most effective deployment of resources.

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.

Quick Facts

112

PUBLICATIONS

4K

VOLUNTEER HOURS

300

**FAMILIES
IMPACTED**

4 MILLION

RESEARCH FUNDING

500+

JOBS & INTERNSHIPS

8 MILLION

PROJECT FUNDING

600+

SCHOLARSHIP

5

**INTERNATIONAL
CONFERENCES**

100

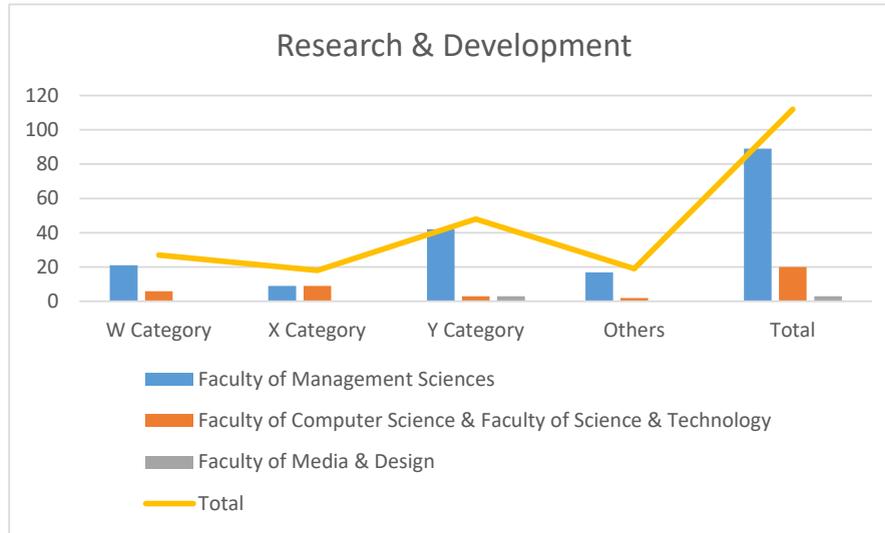
LAPTOPS REWARD

10

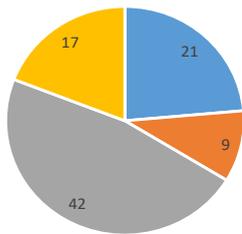
**REWARDS
PROGRAMS**



Graphical Analysis

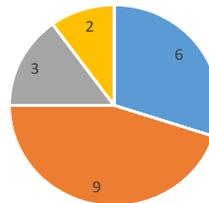


Faculty of Management Sciences



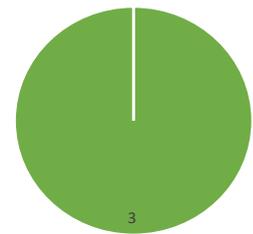
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Faculty of Computer Science & Faculty of Science & Technology



■ W Category ■ X Category ■ Y Category ■ Others

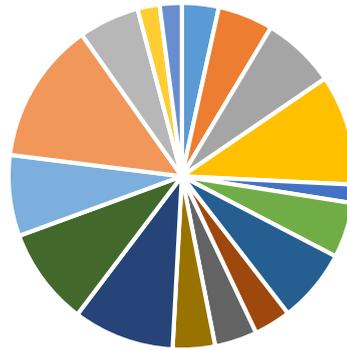
Faculty of Media & Design



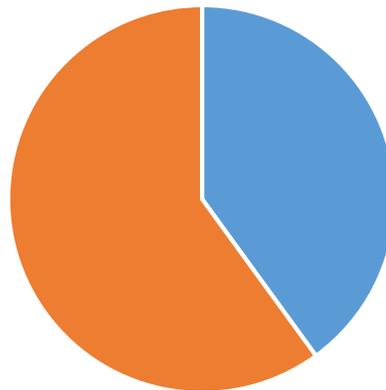
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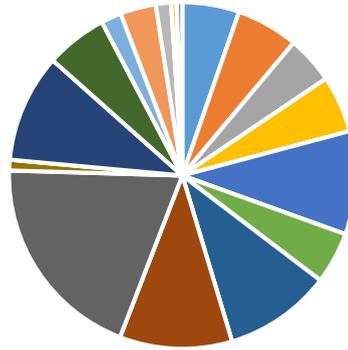
Families Impacted



Scholarships



Volunteer Hours



- SDG 1
- SDG 2
- SDG 3
- SDG 4
- SDG 5
- SDG 6
- SDG 7
- SDG 8
- SDG 9
- SDG 10
- SDG 11
- SDG 12
- SDG 13
- SDG 14
- SDG 15
- SDG 16
- SDG 17





GOAL 1

NO POVERTY



ENTREPRENEUR & ENTERPRISE

Ilma University opened financing avenues for business enthusiasts, fledgeling entrepreneurs, innovators, professionals and students who were seeking teachers, inventions or projects. 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.

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.

WINTER CLOTHES DISTRIBUTION

As winters are harsh in the rural areas, therefore, Rotary Club of Karachi Scholars (RCKS) and Asna Fadah Memorial Foundation (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.



RATION DRIVE

A Reach Out Program initiative has been undertaken by President, ILMA University, Mr Faraz Abid Lakhani.

This Ration Drive has been organized in collaboration with the prominent figures of the industrial sector.

This just goes to show that all of us together are contributing our share and are deeply involved in hauling out the needy and poor from the depths of poverty when the society is in dire straits.

All have joined hands to help the nation in times of need. The noble aim will provide food to thousands of deserving families who have been adversely affected by the lockdown situation in the COVID-19 conditions.

Undoubtedly, this projects a supreme gesture of giving and the Reach Out Program has proven to be a ray of hope to millions in these difficult times.

We Stand United in Giving!

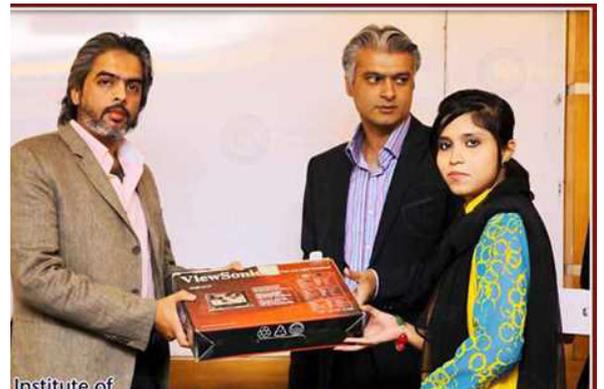


ILMA DISTRIBUTES LAPTOPS TO FACILITATE STUDENTS TARGETED AT NO POVERTY, DECENT WORK & QUALITY EDUCATION

ILMA took a progressive step to empower the students with the distribution of laptops. This was a remarkable initiative taken by the University to boost the learning of the students in the higher education sector. In the age of rapid digital transformations, it is indeed facilitative to provide devices that will not only help the youth in acquiring knowledge and complete their degree programs but allow them to explore online work avenues.

With this laptop distribution scheme, it is quite clear that the University aims to spread education to all the underprivileged and marginalized sectors of the community. This is no doubt an exceptional endeavour to give access to the youth to avail equal opportunities and stand at par with the world.

The response to this incredible initiative was overwhelming and the students were graciously thankful for the step taken by the University especially in the ongoing pandemic. This has made the availability and accessibility to these devices a necessity rather than anything else. This shows that the University takes upon itself to uplift education by any means for global outreach.



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.



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

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

This 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 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 İlkey 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.

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



10 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
THE INFLUENCE OF MEDIA BENEFITS IN E-BUYING	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation
BUYER BENEFITS IN CREATION OF ONLINE BUYING	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation
A NEW INSIGHT INTO OIL PRICE-INFLATION NEXUS	Mr. Ibrahim D.Raheem	W	Resources Policy
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
ENTREPRENEURIAL INTENTION: CREATIVITY, ENTREPRENEURSHIP, AND UNIVERSITY SUPPORT	Temoor Anjum	W	Journal of Open Innovation: Technology, Market, and Complexity
ONLINE DEAL PORTAL:FACTORS TO CONSIDER FORANEFFECTIVE DESIGN	Ms. Soobia Saeed	X	University of Sindh Journal of Information and Communication Technology (USJICT)

HUMAN SYSTEMS MANAGEMENT: A RETROSPECTIVE OF 40 YEARS	Dr. Muhammad Farrukh	Y	Human Systems Management
"SOCIOECONOMICS DETERMINANTS TO ADOPT AGRICULTURAL MACHINERY FOR SUSTAINABLE ORGANIC FARMING IN PAKISTAN: A MULTINOMIAL PROBIT MODEL"	Muhammad Waqar Akram	W	Sustainability
"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)
"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



2 ZERO
HUNGER



GOAL 2

ZERO HUNGER





SERVING THE UNDER SERVED

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 Corporate Social Responsibility (CSR) activities which bring the marginalized sectors into the mainstream for purposeful growth at the grass-root level for the ultimate national prosperity. These just go to show the awakening of the heightened sense of collectively contributing the share and deeply involved in hauling out the needy and poor from the depths of poverty when the society is in dire straits.



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.



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.



3 GOOD HEALTH
AND WELL-BEING



GOAL 3

GOOD HEALTH AND WELLBEING



COVID-19 MEASURES & WOMEN HEALTH

Ilma University indeed put health in focus which was addressed at a national level. A grand event was organized keeping in adherence to the SOPs to maintain the health and safety of all present. It was yet another remarkable event accomplished by the University in bringing to the limelight the common ailment dealt 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 aimed to fully utilize the diagnostic lab facility through attaining its license to minimise the birth of any contagious infections or other seasonal illnesses as well as contain the spread through immediate measures.

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.

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.



BREAST CANCER AWARENESS CREATED IN COLLABORATION WITH THE GOVERNOR HOUSE

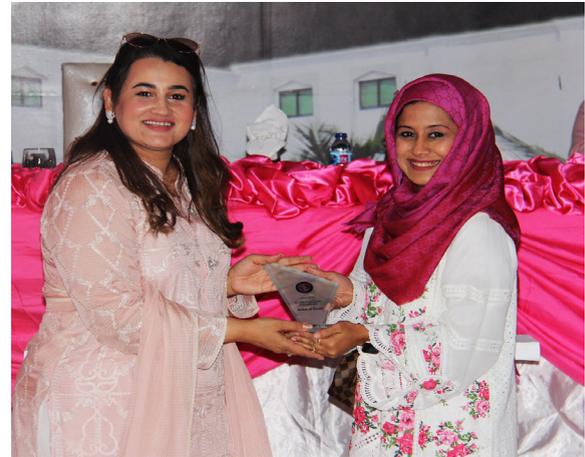
Ilma University celebrated Breast Cancer Awareness Month October 2020 in collaboration with the Governor House on Monday, 19th October 2020 at its Main Campus auditorium. The supreme topic under discussion was Timely Diagnosis of Breast Cancer Guarantees A Healthy Life. This auspicious event was held 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.

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

09 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
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
DEVELOPMENT AND VALIDATION OF CORONA VIRUS ANXIETY SCALE (CVAS)	Dr. Afreen Faiza	Other	Walailak Journal of Science and Technology
ACTIVE CONTOUR MODAL BASED ON DENSITY-ORIENTED BIRCH CLUSTERING METHOD FOR MEDICAL IMAGE SEGMENTATION	Dr. Shahid Karim	W	Multimedia Tools and Applications
SERVANT LEADERSHIP AND WORK SATISFACTION BETWEEN NURSING STAFF OF PUBLIC HOSPITALS IN PESHAWAR	Dr. Anum Bhatti	Other	International Journal of Psychosocial Rehabilitation



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
CONSUMER BUYING BEHAVIOR IN COVID-19 PANDEMIC	Shafique-Ur-Rehman	Y	Talent Development and Excellence
THE NOVEL CORONAVIRUS (COVID-19) OUTBREAK AND SOCIAL MEDIA	Dr. Anum Bhatti	Y	Journal of Critical Reviews
THE EFFECTS OF HUMAN RESOURCE PRACTICES ON ORGANIZATIONAL COMMITMENT: A CASE OF PAKISTAN TOBACOO INDUSTRY	Dr. Anum Bhatti	Y	International Journal of Advanced Research in Engineering and Technology

4 QUALITY
EDUCATION



GOAL 4

QUALITY EDUCATION



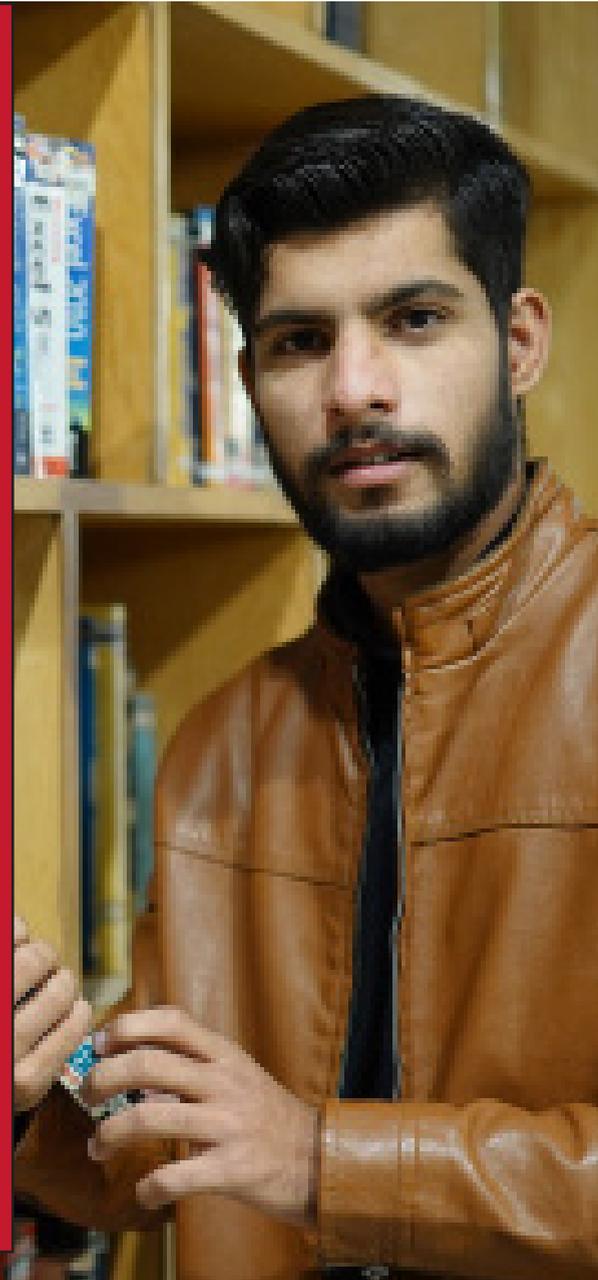
RESEARCH & REVIEWS

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 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 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.

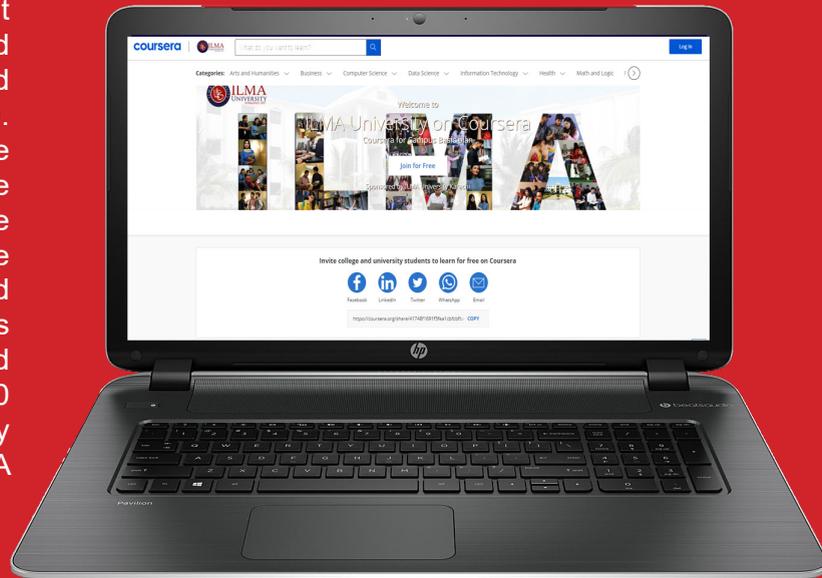
To spur cognition and creativity, it was essential to making strides in the areas which smarten the acumen through fine literature plus research. Ilma University took up a great step towards its book writing rewards as it encouraged and created an enabling environment for the production of more quality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



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.



RESEARCH
JOURNALS

It was a great achievement that the IBT- Journal of Business Studies (JBS), Journal of Media & Communication and Journal of Information & Communication Technology was duly recognised by HEC in the Y category and now available at HJRS.

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.

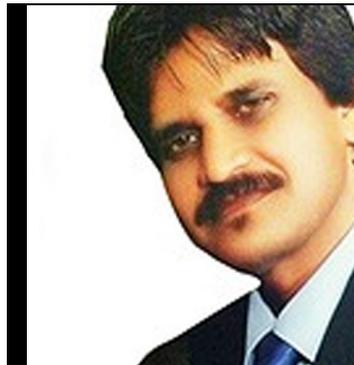
Ilma University initiated the process of scrutinizing the research articles in the journals as well which had improved the quality of journals. Second, it was made incumbent on the faculty as well as research students to research on the problems in the industries. They had to go check what were the problems 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

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.



ILMA LAUNCHED BACHELORS IN EMERGING FIELDS

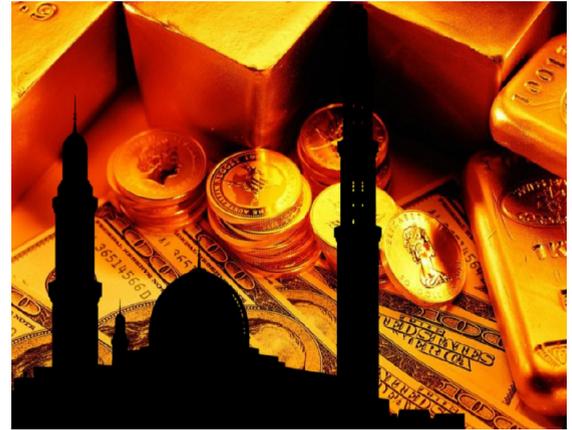
Ilma University launched a Bachelor of Science in Accounting & Finance, Islamic Finance and Digital Marketing. Fully aware of the scope and success of these streams, Ilma University started offering these three degrees in the emerging fields.

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.



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 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.

GRANT FOR
STUDENT
EXCHANGE

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.

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.



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.

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.

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 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.

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20 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
ENTREPRENEURIAL INTENTION: CREATIVITY, ENTREPRENEURSHIP, AND UNIVERSITY SUPPORT	"Temoor Anjum "	W	Journal of Open Innovation: Technology, Market, and Complexity
THE EFFECT OF SOCIAL MEDIA ON YOUNGSTERS -ISLAMIC PERSPECTIVE	Dr. Anum Bhatti	X	Talent Development & Excellence
SERVANT LEADERSHIP AND JOB SATISFACTION AMONG ACADEMICIANS	Dr. Anum Bhatti	Y	International Journal of Early Childhood Special Education
THE IMPACT OF DATA SCIENCE IN DIGITAL JOURNALISM	"Dr. Fazli Hussain "	Y	"Academic Journal of Social Sciences "
TOWARDS AN ANALYSIS OF BEST TEACHING TECHNOLOGY DURING CORONA DAY	Dr. Anum Bhatti	Other	Revista Argentina de Clínica Psicológica

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
HANDWRITTEN OPTICAL CHARACTER RECOGNITION (OCR): A COMPREHENSIVE SYSTEMATIC LITERATURE REVIEW (SLR)	Dr. Mueen Uddin	W	IEEE Access
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
ENGLISH 6 THE FIFTH-GENERATION WAR IN PAKISTAN AND THE ROLE OF THE MEDIA	Dr. Fazli Hussain	Y	Habibia Islamicus
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



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
AN ANALYSIS OF USING STYLISTIC TOOLS IN TEACHING POETRY AT GRADUATE LEVEL"	Mr. Rana Abdul Majeed	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
STYLISTIC ANALYSIS OF THE POEM "ILLEGAL MIGRATION" BY MUHAMMAD RIAZ GOHAR	Mr. Rana Abdul Majeed	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
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)
TEACHING COLLOCATION AT INTERMEDIATE LEVEL A CORPUS ASSISTED APPROACH"	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
TEACHING VOCABULARY THROUGH CORPUS TO THE STUDENTS OF GRADUATION "	Mr. Abdul Majeed Rana	Y	International Journal of Management
EXPLORING THE SIGNIFICANCE OF SPEAKING SKILL FOR EFL LEARNERS	Mr. Abdul Majeed Rana	Y	PalArch's Journal of Archaeology of Egypt/ Egyptology



5

**GENDER
EQUALITY**



GOAL 5

GENDER EQUALITY





GEC & SPECIAL DAYS

Ilma University celebrated 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.

SPOTLIGHT ON GENDER EQUALITY

Ilma University was able to successfully organise a live broadcast on a popular topic Gender Equality on 14th December. The University invited Dr Ummi 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 Ummi 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.



SHE ROSE

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.



04 RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
Do Hr Practices Facilitate Innovative Work Behaviour? Empirical Evidence From Higher Education Institutes	Dr. Muhammad Farrukh	Y	Human Systems Management
"Theoretical Review Of Credit Crisis And Biases In Employees Promotion"	Dr. Anum Bhatti	Y	International Journal of Management
"Challenges Faced By Teachers In Improving Teaching Performance For Elementary Schools"	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
The Mediating Role Of Management Innovation Between Organizational Culture, Organizational Learning, Business Strategy, And Firms Performance	Shafique Ur Rehman	Y	Journal of Critical Reviews



6

**CLEAN WATER
AND SANITATION**



GOAL 6

CLEAN WATER AND SANITATION



WATER SOLUTIONS

One more thing for which RCKS and AFMF had interest was the water solutions for the people who were deprived of easy access of drinking water. The team had installed several hand pumps in the interior Sindh region where water access was issue for remote villages.

Further, the team was installing hand pumps, small and big, in the Tharparkar and Umerkot districts of Sind which faced challenges in access to clean drinking water. They have made available 10 pumps in this region till date and continue to install new hand pumps regularly.



7

**AFFORDABLE AND
CLEAN ENERGY**



GOAL 7

AFFORDABLE AND CLEAN ENERGY



PROJECT FAIRS

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

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



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.



ILMA SWITCHES TO RENEWABLE SOURCES FOR ENERGY GENERATION AIMED AT AFFORDABLE & CLEAN ENERGY + SUSTAINABLE CITIES & COMMUNITIES

The installation of solar panels by ILMA was a monumental step taken in the direction to utilize renewable energy sources. This was indeed the greatest idea to switch to solar energy with the country geographically located and where the sun is around the whole year-round. By harnessing solar energy, the University entered into the SDG ring of affordable and clean energy which is very important for the global atmosphere.

The sun's unlimited energy would be used through the solar panels which provide electricity to all the departments and systems in the University. This would be huge conservation of non-renewable energy resources and help the nation save on precious energy. With the

widespread power breakdowns and electricity crisis that has grappled the country, this step to convert to an unlimited source of energy has put the University into quite a favourable position.

Solar panels are a one-time investment but lifetime conservation of priceless resources. ILMA has indeed made the right choice for the development of the nation by becoming sustainable through the installation of solar panels. This would reduce the burden on the electrical supply in the long run.



05 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
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
PEMC: POWER EFFICIENCY MEASUREMENT CALCULATOR TO COMPUTE POWER EFFICIENCY AND CO EMISSIONS IN CLOUD DATA CENTERS"	Dr. Mueen Uddin	W	IEEE Access



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
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
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)



8

**DECENT WORK AND
ECONOMIC GROWTH**



GOAL 8

DECENT WORK AND ECONOMIC GROWTH



EMPLOYMENT OPPORTUNITIES

Ilma University offered a lucrative opportunity to its alumni to expand and earn multifold. It made this possible through its profitable ventures. Through these, the alumni enlisted their businesses or the companies for product or service provision. Ilma University opened unlimited business avenues for alumni and helped them achieve their goals of growth and revenue generation.

Ilma University realized the importance of being enterprising and emphasizing developing entrepreneurial skills through its webinar. 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.

A crucial webinar was 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.



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.

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.

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.

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.

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





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 development goals of quality education at the nucleus. A nation's rise was only possible and permanent with a powerful government, airforce 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.



44 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
ONLINE DEAL PORTAL:FACTORS TO CONSIDER FORANEFFECTIVE DESIGN	Ms. Soobia Saeed	X	University of Sindh Journal of Information and Communication Technology (USJICT)
HUMAN SYSTEMS MANAGEMENT: A RETROSPECTIVE OF 40 YEARS	Dr. Muhammad Farrukh	Y	Human Systems Management
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
INCREASING TEACHERS' USE OF POSITIVE REINFORCEMENT: EFFECTS OF PERFORMANCE FEEDBACK TO IMPROVE A LEARNERS' BEHAVIOR	Dr. Anum Bhatti	Y	Journal of Critical Reviews

"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
"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)"
VOLATILITIES IN MARKET SHARES THROUGH FINANCIAL FUNDAMENTALS FOR GLOBAL AUTOMOBILE INDUSTRY	Muhammad Imtiaz Subhani	Other	Engage (only online)
THE IMPACT OF ACCOUNTING INFORMATION SYSTEM ON WORKERS EFFICIENCY AND ORGANIZATIONAL PERFORMANCE IN BANKING SECTOR OF IRAQ	Dr. Muhammad Hashim	Other	Test Engineering & Management
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



THE ROLE OF INSTITUTIONAL INFRASTRUCTURES IN FINANCIAL INCLUSION □ GROWTH RELATIONS: EVIDENCE FROM SSA	Mr. Ibrahim D. Raheem	Y	International Journal of Social Economics
FACTORS INFLUENCING ONLINE SHOPPING EXPERIENCE AND CUSTOMER SATISFACTION IN KARACHI	Dr. Asif Kamran	Other	Fourteenth International Conference on Management Sciences & Engineering Management
FACTORS AFFECTING FURNITURE PURCHASE IN PAKISTAN	Muhammad Fazal Qureshi.	Other	Fourteenth International Conference on Management Sciences & Engineering Management
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
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



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
E-COMMERCE WEB CRAWLING TO FACILITATE CONSUMERS FOR ECONOMICAL CHOICES	Ms. Soobia Saeed	Y	International Journal of Advanced Computer Systems and Software Engineering
GOVERNMENT SPENDING SHOCKS AND ECONOMIC GROWTH: ADDITIONAL EVIDENCE FROM CYCLICAL BEHAVIOR OF FISCAL POLICY	Mr. Olumide Olusegun Olaoye	Y	JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
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
"GEOPOLITICAL RISK AND TOURISM STOCKS OF EMERGING ECONOMIES "	Dr. Muhammad Abubakr Naeem	W	Sustainability
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



INSTITUTIONS AND ECONOMIC GROWTH IN ECOWAS: AN INVESTIGATION INTO THE HIERARCHY OF INSTITUTION HYPOTHESIS (HIH)	Olumide Olaoye	X	International Journal of Social Economics
"GOVERNMENT SPENDING AND ECONOMIC GROWTH IN ECOWAS: AN ASYMMETRIC ANALYSIS"	Olumide O. Olaoye	X	Journal of Economic Asymmetries
ROLE OF ECONOMIC POLICY UNCERTAINTY IN THE CONNECTEDNESS OF CROSS-COUNTRY STOCK MARKET VOLATILITIES	Dr. Muhammad Abubakr Naeem	X	Mathematics
THE BEHAVIOUR OF U.S. STOCKS TO FINANCIAL AND HEALTH RISKS	Mr. Ibrahim D. Raheem	X	International Journal of Finance and Economics
ORGANIZATIONAL CAPABILITIES MEDIATES BETWEEN ORGANIZATIONAL CULTURE, ENTREPRENEURIAL ORIENTATION, AND ORGANIZATIONAL PERFORMANCE OF SMES IN PAKISTAN	Dr. Anum Bhatti	X	Entrepreneurial Business and Economics Review
DIGITAL FINANCIAL INCLUSION AND ECONOMIC GROWTH: PROVINCIAL DATA ANALYSIS OF CHINA	Dr. Abdul Majeed	X	China Economic Journal

"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)
"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)
"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)
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
IMPACT OF ISLAMIC ACCOUNTING PRACTICES ON WORKERS MORAL BEHAVIOR IN BANKS OF PESHAWAR	Dr. Anum Bhatti	Other	International Journal of Psychosocial Rehabilitation
THE INFLUENCE OF MEDIA BENEFITS IN E-BUYING	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation



BUYER BENEFITS IN CREATION OF ONLINE BUYING	Dr. Anum Bhatti	Y	International Journal of Psychosocial Rehabilitation
THE EFFECT OF SOCIAL MEDIA ON YOUNGSTERS -ISLAMIC PERSPECTIVE	Dr. Anum Bhatti	X	Talent Development & Excellence
SERVANT LEADERSHIP AND JOB SATISFACTION AMONG ACADEMICIANS	Dr. Anum Bhatti	Y	International Journal of Early Childhood Special Education
E-COMMERCE TRENDS DURING COVID-19 PANDEMIC	Dr. Anum Bhatti	Y	International Journal of Future Generation Communication and Networking
THE MEDIATING ROLE OF MANAGEMENT INNOVATION BETWEEN ORGANIZATIONAL CULTURE, ORGANIZATIONAL LEARNING, BUSINESS STRATEGY, AND FIRMS PERFORMANCE	Shafique Ur Rehman	Y	Journal of Critical Reviews
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
FACTORS EFFECTING ONLINE SHOPPING BEHAVIOUR WITH TRUST AS MODERATION	Dr. Anum Bhatti	Y	Jurnal Pengurusan

9

**INDUSTRY, INNOVATION
AND INFRASTRUCTURE**



GOAL 9

INDUSTRY, INNOVATION, AND INFRASTRUCTURE



STRUCTURAL/SYSTEM ADDITIONS & ACADEMIC LINKAGES

Ilma University added yet another feather in its prestigious cap with the launch of three groundbreaking industry Oriented programs. It was successfully able to bridge the looming gap between academia and industry.

Not one but three brilliant customised programs had been designed by Ilma University which caters to the ever-evolving needs of the industry. This showed the deep analysis done by the University to identify the gaps and provide the perfect programs to fit those.

The University completely comprehended the significance of such influential multicultural ingredients through its webinar 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.

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.

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. 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.





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 grass-root 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 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.

IT WHIZ

A delegation comprising of Maj. Nasir Subzwari (Retd.), Director and Mr. Mustafa Razzak, Asst. Director, QAL from ILMA University visited the IT whiz Nabil at his residence a gesture of motivation and appreciation for creating app FF Meeting.



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 Jordon, 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.

Ila University ensured that it lived up to its repute of hosting such forward-looking conferences on the international virtual level to remain at the forefront of change which was inevitable plus influential in diverse aspects. Such a far-reaching conference was counted yet again as an unsurpassed achievement by the University in the education sector globally.

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 leading 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.



47 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
CONSUMER BUYING BEHAVIOR IN COVID-19 PANDEMIC	Shafique-Ur-Rehman	Y	Talent Development and Excellence
THE NOVEL CORONAVIRUS (COVID-19) OUTBREAK AND SOCIAL MEDIA	Dr. Anum Bhatti	Y	Journal of Critical Reviews
E-COMMERCE TRENDS DURING COVID-19 PANDEMIC	Dr. Anum Bhatti	Y	International Journal of Future Generation Communication and Networking

THE MEDIATING ROLE OF MANAGEMENT INNOVATION BETWEEN ORGANIZATIONAL CULTURE, ORGANIZATIONAL LEARNING, BUSINESS STRATEGY, AND FIRMS PERFORMANCE	Shafique Ur Rehman	Y	Journal of Critical Reviews
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
FACTORS EFFECTING ONLINE SHOPPING BEHAVIOUR WITH TRUST AS MODERATION	Dr. Anum Bhatti	Y	Jurnal Pengurusan
"THE ELEMENTS OF SERVICE QUALITY AND CUSTOMER SATISFACTION ROLE IN AIRLINE INDUSTRY OF PAKISTAN"	"Syed Kashif Rafi"	Y	International Journal of Management
"DO FIRMS POST PRICES AFTER SEEING THE COST PRICING PROGRAMS OF COMPETITORS?"	Muhammad Imtiaz Subhani	Other	EuroEconomica



"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"
PAKISTAN'S URBAN TRANSPORT AND COMMUTE PROBLEMS (AN EMPIRICAL INVESTIGATION)	Dr. Muhammad Imtiaz	Other	IOP Conference
CORPORATE GOVERNANCE MECHANISM AND PERFORMANCE OF INSURERS IN PAKISTAN	Muzzammil Wasim Syed2	Other	Green Finance (GF)
CROSS DOCKING AS A FACTOR OF DISTRIBUTION EFFICIENCIES IMPROVING IN CONDITIONS OF GOVERNANCE DIGITALIZATION	Dr. Muhammad Imtiaz	Other	IOP Conference
"DATA AUGMENTATION-BASED CONDITIONAL WASSERSTEIN GENERATIVE ADVERSARIAL NETWORK-GRADIENT PENALTY FOR XSS ATTACK DETECTION SYSTEM"	"Mr. Fawaz Mahiub Mohammed Mokbal"	W	"PeerJ Computer Science"
BLOCKCHAIN FOR DIGITAL TWINS: RECENT ADVANCES AND FUTURE RESEARCH CHALLENGES	Dr. Mueen Uddin	W	IEEE Network

"WHERE LIES THE SILVER LINING WHEN UNCERTAINTY HANG DARK CLOUDS OVER THE GLOBAL FINANCIAL MARKETS? "	Idris A. Adediran	W	Resources Policy
TIME-FREQUENCY CONNECTEDNESS BETWEEN ASIAN ELECTRICITY SECTORS	Dr. Muhammad Abubakr Naeem	W	Economic Analysis and Policy
"THE JOURNEY TOWARDS DOLLARIZATION: THE ROLE OF THE TOURISM INDUSTRY"	Mr. Ibrahim D. Raheem	W	Current Issues in Tourism
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 "
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 "
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



FAST DELIVERY, CONTINUOUSLY BUILD, TESTING AND DEPLOYMENT WITH DEVOPS PIPELINE TECHNIQUES ON CLOUD	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology
FACE DETECTION AND RECOGNITION SYSTEM FOR ENHANCING SECURITY MEASURES USING ARTIFICIAL INTELLIGENCE SYSTEM	Mr. Muhammad Farhan Siddiqui	X	Indian Journal of Science and Technology
"ERP SYSTEM IMPLEMENTATION: PLANNING, MANAGEMENT, AND ADMINISTRATIVE ISSUES"	"Mr. Awais Khan Jumani "	X	Indian Journal of Science and Technology
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"
"THE ROLE OF SOCIAL MEDIA, ADVERTISING AND VIRAL MARKETING ON CUSTOMER SATISFACTION"	Dr. Anum Bhatti	Y	"International Journal of Advanced Science and Technology"
THE MODERATING ROLE OF SUBJECTIVE NORMS BETWEEN PERCEIVED RISKS AND ONLINE SHOPPING BEHAVIOR	Dr. Anum Bhatti	Y	International Journal of Advanced Science and Technology
THE CUSTOMER STRATIFICATION INFLUENCED BY WEB DESIGN AND ICT MEDIATOR	Dr. Anum Bhatti	Y	Journal of Advanced Research in Dynamical and Control Systems

SOCIAL MEDIA: BRAND LOYALTY INFLUENCING BRAND EQUITY	Shafique-Ur-Rehman	Y	Journal of Advanced Research in Dynamical and Control Systems
THE COORDINATION AND CONTROL INFLUENCES TURNAROUND MAINTENANCE PERFORMANCE VIA TEAM ALIGNMENT IN PROCESS-BASED INDUSTRY	Dr. Anum Bhatti	Y	Journal of Critical Reviews
A BRIEF REVIEW AND CHALLENGES OF OBJECT DETECTION IN OPTICAL REMOTE SENSING IMAGERY	Shahid Karim	Y	Multiagent and Grid Systems
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
BANK CREDIT RISK MANAGEMENT USING MACHINE LEARNING ALGORITHMS	Mr. Aftab Un Nabi	Other	International Journal of Computer (IJC)
ADAPTIVE VARIATIONAL MODE TIME -FREQUENCY ANALYSIS OF SHIP RADIATED NOISE	Naveed Ur Rehman Junejo	Other	IEEE Xplore



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)
DEVELOPMENT AND VALIDATION OF CORONA VIRUS ANXIETY SCALE (CVAS)	Dr. Afreen FAIZA	Other	Walailak Journal of Science and Technology
THE IMPACT OF DATA SCIENCE IN DIGITAL JOURNALISM	"Dr. Fazli Hussain "	Y	"Academic Journal of Social Sciences "
"TOWARDS AN ANALYSIS OF BEST TEACHING TECHNOLOGY DURING CORONA DAYS"	Dr. Anum Bhatti	Other	Revista Argentina de Clínica Psicológica
DO HR PRACTICES FACILITATE INNOVATIVE WORK BEHAVIOUR? EMPIRICAL EVIDENCE FROM HIGHER EDUCATION INSTITUTES	Dr. Muhammad Farrukh	Y	Human Systems Management
"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



GOAL 10

REDUCED INEQUALITIES



ADMISSIONS & SCHOLARSHIPS

Ilma University was able to successfully organise a live broadcast on a popular topic Gender Equality. 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.

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

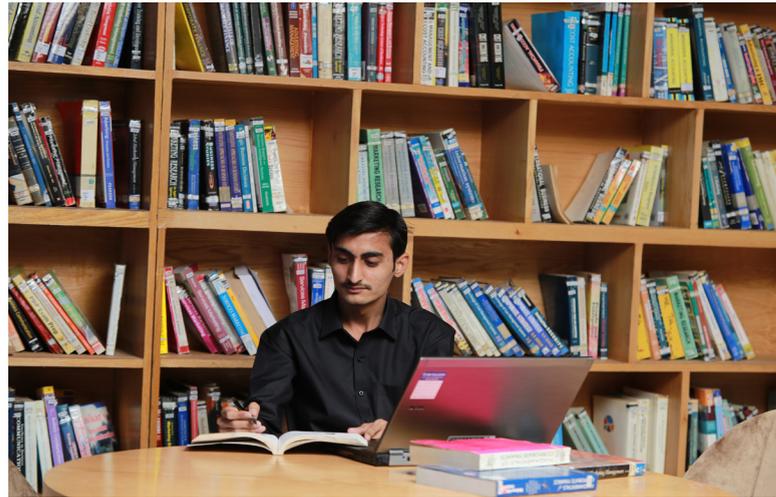
Being the coveted member of the United Nations Academic Impact UNAI was an applaud worthy achievement which was a solid testimony of the top standards the University upholds. Ilma University had been able to carve a niche in the global education sector with this prestigious title.

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

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 development goals of quality education at the nucleus. A nation's rise was only possible and permanent with a powerful govern-

ment, airforce and army. 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

ment, airforce and army.

A government employee remarked, 'I have yet to find a university which is as



05 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
"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)
"THEORETICAL REVIEW OF CREDIT CRISIS AND BIASES IN EMPLOYEES PROMOTION"	Dr. Anum Bhatti	Y	International Journal of Management
"CHALLENGES FACED BY TEACHERS IN IMPROVING TEACHING PERFORMANCE FOR ELEMENTARY SCHOOLS"	Mr. Abdul Majeed Rana	Y	INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)
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

11 SUSTAINABLE CITIES
AND COMMUNITIES



GOAL 11

SUSTAINABLE CITIES AND COMMUNITIES



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.

04 RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
Analyzing The Relationship Between Green Innovation And Environmental Performance In Large Manufacturing Firms	Shafique Ur Rehman	W	Technological Forecasting and Social Change
"The Role Of Environmental Management Control Systems For Ecological Sustainability And Sustainable Performance"	Shafique Ur Rehman	W	Management Decision
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
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

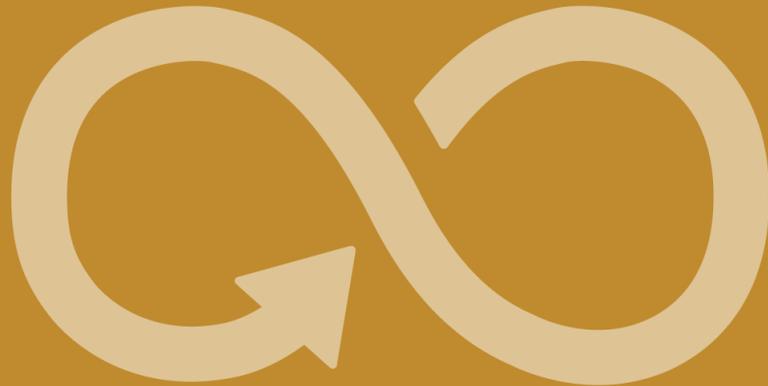


12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



GOAL 12

**RESPONSIBLE
CONSUMPTION AND
PRODUCTION**



Ilma University focused on SDG 12 Responsible Consumption and Production through extensive research-based publications. There were several prestigious papers published on this which comprised oil macroeconomics, market economies, engineering sector, airline industry, cost pricing, environmental strategy, on-, quantile approach, economical digitalization, automobile industry and manufacturing firms. Such a wide diameter showed the vast work being done to monitor the production and consumption capacity in the vital socio-economic sectors.

09 RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
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
"Customer Satisfaction And Service Quality In Engineering Sector"	Dr. Anum Bhatti	Y	International Journal of Management
"The Elements Of Service Quality And Customer Satisfaction Role In Airline Industry Of Pakistan"	"Syed Kashif Rafi"	Y	International Journal of Management



"Do Firms Post Prices After Seeing The Cost Pricing Programs Of Competitors?"	Muhammad Imtiaz Subhani	Other	EuroEconomica
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
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
"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)
Volatilities In Market Shares Through Financial Fundamentals For Global Automobile Industry	Muhammad Imtiaz Subhani	Other	Engage (only online)
Analyzing The Relationship Between Green Innovation And Environmental Performance In Large Manufacturing Firms	Shafique Ur Rehman	W	Technological Forecasting and Social Change

13 CLIMATE
ACTION



GOAL 13

CLIMATE ACTION



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.





GOAL 15

LIFE ON LAND



Ilma University moved ahead to target the SDG 15 Life on Land in its prominent publications. There were notable research papers written in this SDG category that showcased the immense work being undertaken in this area. The significant topics ranged from sustainable organic farming, medical tourism, CO2 emissions, transport, tourism development, ecological sustainability to service quality. This proved that this SDG was much prioritized and put on a scale to be evaluated.

07 RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
"Socioeconomics Determinants To Adopt Agricultural Machinery For Sustainable Organic Farming In Pakistan: A Multinomial Probit Model"	Muhammad Waqar Akram	W	Sustainability

"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
"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"
Pakistan's Urban Transport And Commute Problems (An Empirical Investigation)	Dr. Muhammad Imtiaz	Other	IOP Conference
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
"The Role Of Environmental Management Control Systems For Ecological Sustainability And Sustainable Performance"	Shafique Ur Rehman	W	Management Decision
"Customer Satisfaction And Service Quality In Engineering Sector"	Dr. Anum Bhatti	Y	International Journal of Management



16

**PEACE, JUSTICE
AND STRONG
INSTITUTIONS**



GOAL 16

PEACE, JUSTICE AND STRONG INSTITUTIONS



Ilma University focused on SDG 16 Peace, Justice And Strong Institutions through its research findings and recommendations to establish this to its fullest. The top research publications comprised mediation, corporate governance, organizational performance and correlations. These extensive research studies indicated the amount of time and energy spent in assessing the target SDG in the vast as well as a varied field.

04 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
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



CORPORATE GOVERNANCE MECHANISM AND PERFORMANCE OF INSURERS IN PAKISTAN	Muzzammil Wasim Syed2	Other	Green Finance (GF)
THE IMPACT OF ACCOUNTING INFORMATION SYSTEM ON WORKERS EFFICIENCY AND ORGANIZATIONAL PERFORMANCE IN BANKING SECTOR OF IRAQ	Dr. Muhammad Hashim	Other	Test Engineering & Management
"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)"

17

**PARTNERSHIPS
FOR THE GOALS**



GOAL 17

**PARTNERSHIPS
FOR THE GOALS.**



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 st



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 announce-

ment for the SDG 1 No Poverty 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

07 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
"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
IMPACT OF CHINA-PAKISTAN ECONOMIC CORRIDOR (CPEC) ON AGRICULTURAL SECTOR OF PAKISTAN	Dr. Asif Kamran	Other	Fourteenth International Conference on Management Sciences & Engineering Management
"ROLE OF RESOURCES IN TEAM WORK ENGAGEMENT: A STUDY OF BANKING SECTOR OF PAKISTAN "	Dr. Anum Bhatti	Y	International Journal on Emerging Technologies

"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
"POLITICAL ACTIVISM IN GENERATION Y: A GLOBAL PHENOMENON"	Shahzad Ali	Y	Pakistan Business Review
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
E-COMMERCE WEB CRAWLING TO FACILITATE CONSUMERS FOR ECONOMICAL CHOICES	Ms. Soobia Saeed	Y	International Journal of Advanced Computer Systems and Software Engineering
GOVERNMENT SPENDING SHOCKS AND ECONOMIC GROWTH: ADDITIONAL EVIDENCE FROM CYCLICAL BEHAVIOR OF FISCAL POLICY	Mr. Olumide Olusegun Olaoye	Y	JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES





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