

SUSTAINABLE  
DEVELOPMENT  
GOALS



ILMA  
UNIVERSITY  
FORMERLY IBT

**ILMA**  
**SUSTAINABILITY**  
**(SDGS) REPORT 2021**



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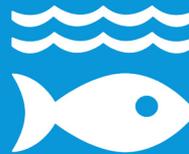
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# ROAD TOWARDS A DEVELOPED NATION

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 the 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.

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

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

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

With quality education at the nucleus

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

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

Ilma hosted a trending workshop for the faculty on the impact of Corona Virus disease on the education sector, conducted online sessions, and recorded &

uploaded video lectures on ensuring social distancing targeting SDG 3 - Good Health and Well-being. Furthermore, the varsity held a live webinar on Mental Health during the Pandemic, organized a blood donation drive, and signed impactful MOUs with the SHED foundation and Hashmani's groups of hospitals.

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

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

equal opportunities to build and develop their distinct identity in society.

There are plans and systems put into place by the University for SDG 7 - Affordable and Clean Energy. The various departments work relentlessly to invent ways of creating better energy options and incubation center TORCH is a step ahead in providing that platform. Both software engineering and science & technology students delve into experiments and test projects to produce mechanisms that are efficient, reliable, and modern. Moreover, Ilma hosted a webinar on the latest energy efficiency & methods to attain the global SDGs affordable & clean energy that encouraged the use of the described methods for saving fuel and inculcated a sense of green energy.

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

There is much emphasis on SDG 9 - Industry, Innovation, and Infrastructure.

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

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

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

place to live.

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

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

# QUICK FACTS

**216**

**PUBLICATIONS**

**6K**

**VOLUNTEER HOURS**

**400+**

**FAMILIES  
IMPACTED**

**4 MILLION**

**RESEARCH FUNDING**

**550+**

**JOBS & INTERNSHIPS**

**10 MILLION**

**INDUSTRY FUNDING**

**625+**

**SCHOLARSHIP**

**8**

**INTERNATIONAL  
CONFERENCES**

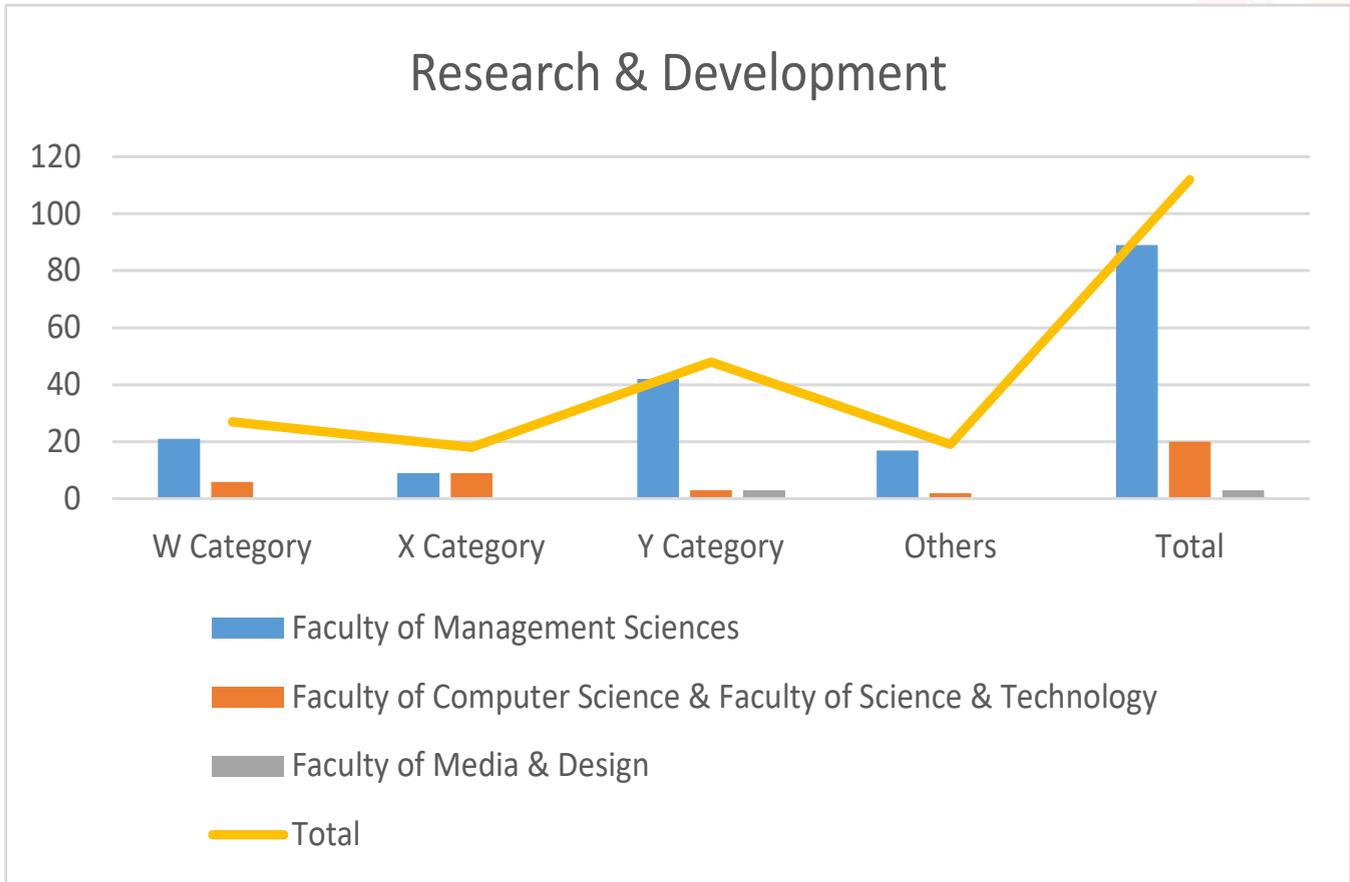
**150**

**LAPTOPS REWARD**

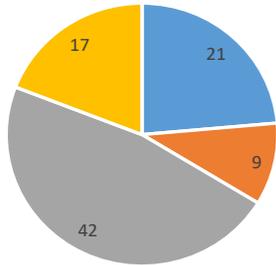
**12**

**REWARDS  
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# Graphical Analysis



## Faculty of Management Sciences



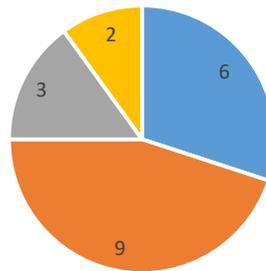
■ W Category ■ X Category ■ Y Category ■ Others

## Faculty of Media & Design



■ W Category ■ X Category ■ Y Category ■ Others

## Faculty of Computer Science & Faculty of Science & Technology



■ W Category ■ X Category ■ Y Category ■ Others



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

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

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

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

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

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

sectors of the community.

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

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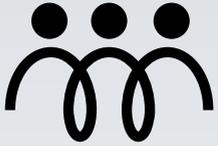
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1



NO POVERTY



# GOAL 1: END POVERTY IN ALL ITS FORMS EVERYWHERE



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

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

# IFTAR DRIVE



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

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

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

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



## VISIT TO SAHARA VILLAGE



# FREE LUNCH DRIVE





# SPRING RATION DRIVE

# 03 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 |

2



**ZERO  
HUNGER**



**GOAL 2: ZERO  
HUNGER**

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(Narrated by Al-Tirmidhi)

# IFTAR DRIVE





# FREE LUNCH DRIVE



# 02 RESEARCH PUBLICATIONS

| TITLE   | ILMA Author         | HJRS Category | Journal Name:                    |
|---|---------------------|---------------|----------------------------------|
| Disruption in food supply chain and undernourishment challenges: An empirical study in the context of Asian countries | Arshian Sharif      | W             | Socio-Economic Planning Sciences |
| ROLE OF MASS MEDIA IN DISSEMINATION OF AGRICULTURAL INFORMATION AMONG FARMERS OF HYDERABAD SINDH PAKISTAN             | Dr. Yasmeen Sultana | Y             | Global Economics Review          |

3



GOOD  
HEALTH

**GOAL 3: ENSURE  
HEALTHY LIVES  
AND PROMOTE  
WELL-BEING  
FOR ALL AT ALL  
AGES**



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

This vital MoU was successfully inked by the CEO, Arsalan Hashmani, Senior Corporate Manager Sajjad Ahmed, Director Corporate Sales, Muhammad Danish. From ILMA the Vice Chancellor, Dr Mansoor uz Zafar Dawood, Director QAL, Fawwad Butt, Major Nasir Sabzwari, Sajida Qureshi and Mustafa Razzak played instrumental roles in bringing this agreement to life with the health sector. This was strategically aimed towards the promotion of health education and the provision of essential health services to faculty, staff and students.



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

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

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

It is commendable to note that ILMA University remains in the front line to sign forward-looking MOUs with organizations such as SHED for providing the essential amenities to fulfil the needs of the nation by and large.



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



# ILMA JOINED HANDS WITH INDUS HOSPITAL FOR A BLOOD DRIVE

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

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

ILMA CSR society actively managed this noble event.

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

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



# 09 RESEARCH PUBLICATIONS

| <b>TITLE</b>   | <b>ILMA Author</b>              | <b>HJRS Category</b> | <b>Journal Name:</b>   |
|--|---------------------------------|----------------------|--|
| Novel Coronavirus and Emerging Mental Health Issues—A Timely Analysis of Potential Consequences and Legal Policies Perspective | Mehran Idris Khan               | X                    | Fudan Journal of the Humanities and Social Sciences                  |
| LEISURE INVOLVEMENT AND PLACE ATTACHMENT ON SHOPPING MALL REVISIT INTENTION: THE MEDIATING ROLE OF QUALITY OF LIFE             | Dr. Leonardo Aureliano-Silva    | NA                   | "International Journal of Management Research and Emerging Sciences" |
| Do Good, Have Good: A Mechanism of Fostering Customer Pro-Environmental Behaviors  | Temoor Anjum & Muhammad Farrukh | W                    | Sustainability   |
| Internet of things-assisted intelligent monitoring model to analyse the physical health condition                              | Awais Khan Jumani               | X                    | Technology and Health Care   |

|   |                      |   |  |
|---|----------------------|---|--|
| Late-Night Use of Social Media and Cognitive Engagement of Female Entrepreneurs: A Stressor–Strain–Outcome Perspective                    | Fakhar Shahzad       | W | SAGE Open  |
| LINKING PROTECTIVE STRATEGIES EFFECTS TO MANAGE THE COVID-19 RISK ON GLOBAL ENVIRONMENT: FRESH EVIDENCE FROM THE BEST RESPONSIVE APPROACH | Kashif Raza Abbasi   | X | International Journal of Energy Economics and Policy |
| Time-Series Forecasting of Deaths due to COVID-19: A Case of European Union   | Dr. Imran Ahmed Shah | W | Linguistica Antverpiensia                            |
| "Driving Factors of the Health and Wellness Tourism Industry: A Sharing Economy Perspective Evidence from KPK Pakistan "                  | Shagufta Zada        | W | "Sustainability "                                    |
| "Effect of Mental Health Problems on Academic Performance among University Students in Pakistan "   | Shagufta Zada        | Y | "International Journal of Mental Health Promotion "  |

4

**GOAL 4:  
QUALITY  
EDUCATION**



# ILMA ORGANIZED A WORKSHOP ON FREELANCING & WEB DEVELOPMENT

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

He explained the various ways to become a freelance web developer.

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

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

# WEBINAR TO TARGET THE GLOBAL SDG QUALITY EDUCATION

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

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

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

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

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

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

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

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

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

# ILMA HOLDS A FREE WEBINAR ON LEADERSHIP DEVELOPMENT

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

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

leader status.

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

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

# THE COVID-19 IMPACT ON THE EDUCATION

## SECTOR: ILMA

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

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

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

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

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

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

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

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

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

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

# ASF PUBLIC SCHOOL & COLLEGE VISIT



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

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

with other faculty members.



# ILMA INKED AN IMPACTFUL MOU WITH DHA SUFFA UNIVERSITY

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

graduate streams.

This MoU pact is aimed at fostering better relations among universities in the region. This would be beneficial in accomplishing curricular and co-curricular agendas on a joint platform. It would also boost the exchange of students and faculty as well as promote research in the different fields by and large.



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



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

The meet up was attended by Dr. A.R. Memon-Vice Chancellor Newport University, Dr. Afzal Haq-Vice Chancellor DHA Suffa University, Dr. Faiz ullah Abbasi-Vice Chancellor Dawood University of Engineering & Technology, Dr. Valiuddin-Vice Chancellor Sir Syed University, AVM (R) Asif Tubraiz-President PAF KIET, Dr. Altaf Mukati-Vice President SZABIST, Dr. Irfan Hyder-Vice Chancellor-Zia uddin University,

# ILMA INKED A MONUMENTAL MOU WITH UNIVERSITY MALAYSIA

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

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

After an official introduction and



# MOU WITH SIR SYED UNIVERSITY

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

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

Vice Chancellor Prof Dr Vali Uddin and Vice Chancellor Prof Dr Mansoor uz Zafar Dawood signed the MoU on behalf of the Sir Syed University of Engineering and Technology and ILMA University respectively, while the assigned focal persons from both the universities included Registrar Syed Sarfraz Ali (SSUET) and Director Major (R) Nasir A. Subzwari (ILMA).



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

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

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

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

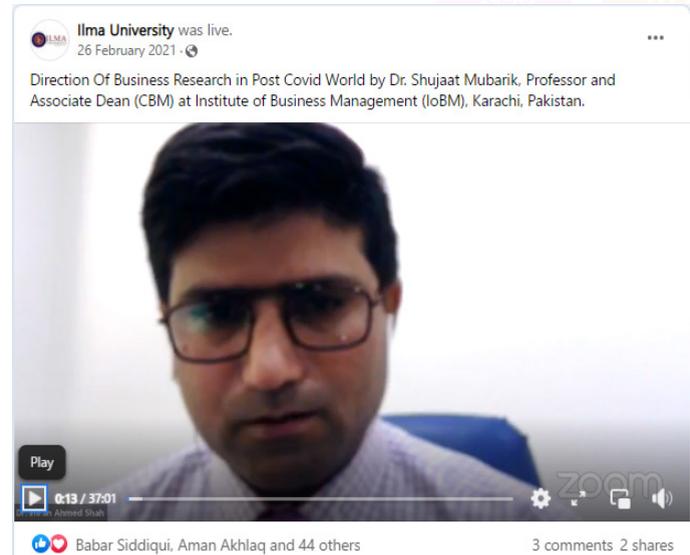
research paper guidelines and styles with a keen focus on the abstract, literature review, surveys, findings, evidence, pictorial representations, etc.'

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

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

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

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



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

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

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

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

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

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



**About the Speaker**

**Current Position:** Assistant Professor

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

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

**Educational Background**

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

Dr. Jalal Rajeh...

# 21 RESEARCH PUBLICATIONS

| TITLE  | ILMA Author                      | HJRS Category | Journal Name:                                    |
|--|----------------------------------|---------------|--|
| Mapping the research on knowledge transfer: A Scientometrics approach  | Dr. Muhammad Farrukh             | W             | IEEE Access                                      |
| E-learning Resources and Task Engagement of Students at University Level   | Dr. Fazli Hussain                | X             | Elementary Education Online                      |
| ”من ان زور“ گن ج ”م ان زور“<br>مزنوہ عیاش یم ”گن ج“<br>مزئاج اک تاعطق ودر اے ل او<br>A research study of Urdu journalistic qat'at in daily Jang"                 | Dr. Yasmeen Sultana Farooqi      | Y             | Urdu   |
| Re-Strategising Government Palliative Support Systems in Tackling the Challenges of COVID-19 Lockdown in Lagos State, Nigeria                                    | "Daniel E. Ufua & Adnan Lakhani" | X             | Global Journal of Flexible Systems Management    |
| XGBXSS: An Extreme Gradient Boosting Detection Framework for Cross-Site Scripting Attacks Based on Hybrid Feature Selection Approach and Parameters Optimization | Fawaz Mahiub Mohammed Mokbal     | X             | Journal of Information Security and Applications |

## ILMA SDGs Report 2021

|   |                        |   |   |
|---|------------------------|---|---|
| Nexus among cyberloafing behavior, job demands and job resources: A mediated-moderated model                            | Dr. Shafique ur Rahman | W | Education and Information Technologies                  |
| CMS at 13: a retrospective of the journey   | Muhammad Farrukh       | X | Chinese Management Studies                              |
| Syed Masood Ijaz Bukhari: An Analysis on his Life, Works and Mission  | Abdul Majeed Rana      | X | Elementary Education Online                             |
| A PHENOMENOLOGICAL STUDY: UNDERSTANDING IN-SERVICE STUDENTS EXPERIENCE OF ACQUIRING MS/M. PHIL. OR PH.D. DEGREE         | Raja Rehan             | Y | "PalArch's Journal of Archaeology of Egypt/ Egyptology" |
| Efficiency Measurement of Universities in Sindh through Total Quality Management Practices                              | Dr. Imran Ahmed Shah   | X | Elementary Education Online                             |
| Multimedia Educational System and Its Improvement Using AI Model for a Higher Education Platform                        | Awais Khan Jumani      | Y | Journal of Multiple-Valued Logic and Soft Computing     |
| EXPLORING SELF THROUGH GHAZALIAN THEORY OF SOUL AND FREUDIAN PSYCHOANALYSIS: THE STUDY OF PROFESSOR SOHAIL IN RAJA GIDH | Dr. Fazli Husain       | W | Humanities and Social Sciences Reviews                  |

|   |                              |   |                                     |
|---|------------------------------|---|-------------------------------------|
| "TWENTY-FIVE YEARS OF THE ASIAN ACADEMY OF MANAGEMENT JOURNAL (AAMJ): INTELLECTUAL STRUCTURE MAPPING AND BIBLIOMETRIC REVIEW"             | Muhammad Farrukh             | X | Asian Academy of Management Journal |
| Mapping and Clustering Analysis on Environmental, Social and Governance Field a Bibliometric Analysis Using Scopus                        | Muhammad Farrukh             | W | Sustainability                      |
| Does College Education Promote Entrepreneurship Education in China?   | Fakhar Shahzad               | W | SAGE Open                           |
| Exploring Effective Reading Comprehension Strategies Taught in a Madarasa-cum-School in Karachi   | Dr. Yasmeen Sultana Farooqui | Y | Ihya al-ilm                         |
| "STIMULATION OF INNOVATIVE BEHAVIOR THROUGH THE INCLUSIVE LEADERS AND ENGAGED WORKERS"  | Adil MANSOOR                 | X | Business: Theory and Practice       |
| Intellectual capital, knowledge management and competitive advantage: a resource orchestration perspective                                | Shafique Ur Rehman           | W | "Journal of Knowledge Management"   |
| The Influence Mechanism of Knowledge-Based Professionals' Core Value Identity on Creativity From the Perspective of the Knowledge Economy | Fakhar Shahzad               | W | Frontiers in Physiology             |

# ILMA SDGs Report 2021

|   |  |    |  |
|---|--|----|--|
| A Preliminary Study on Quality of Experience Assessment of Compressed Audio File Format | Awais Khan<br>Jumani &<br>Jawwad Ali<br>Baloch | NA | IEEE Xplore                                      |
| Named Entity Recognition (NER) in NLP Techniques, Tools Accuracy and Performance.       | Shafique Ur<br>Rehman                          | Y  | "Pakistan Journal of Multidisciplinary Research" |



5



QUALITY  
GENDER

**GOAL 5: ACHIEVE  
GENDER EQUALITY  
AND EMPOWER  
ALL WOMEN AND  
GIRLS**



# ILMA PROVIDES A PLATFORM TO PROMOTE YOUTH AND WOMEN EMPOWERMENT

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

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

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

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



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

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

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

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

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

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



# ILMA PAYS TRIBUTE TO ARFA KARIM

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

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

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



# 03 RESEARCH PUBLICATIONS

| <b>TITLE</b>  | <b>ILMA Author</b>                   | <b>HJRS Category</b> | <b>Journal Name:</b>   |
|---|--------------------------------------|----------------------|--|
| Are male to female employment ratio and salary compensations in agricultural sector co-integrated?                                | Muhammad Imtiaz Subhani              | NA                   | E3S Web of Conferences   |
| Abusive Supervision Effect on Job Performance among Female Bankers in Pakistan  | Nasreen Ali Nawaz & Imran Ahmed Shah | Y                    | INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY |
| Examining the role of gender diversity on ownership structure-sustainable performance nexus: fresh evidence from emerging markets | Dr. Sitara Karim                     | W                    | "Environmental Science and Pollution Research"                     |

6



CLEAN  
WATER

# GOAL 6: ENSURE ACCESS TO WATER AND SANITATION FOR ALL



## 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.

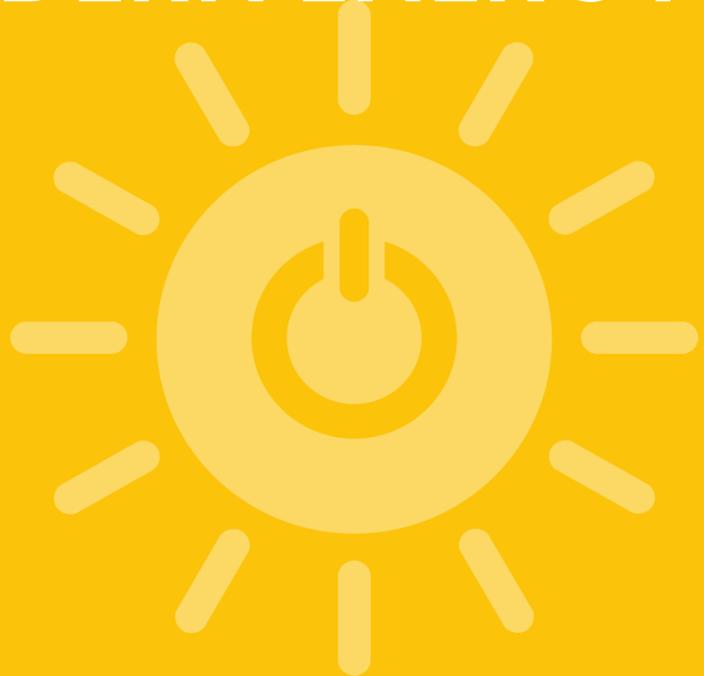


7



**CLEAN  
ENERGY**

**GOAL 7: ENSURE  
ACCESS TO  
AFFORDABLE,  
RELIABLE,  
SUSTAINABLE AND  
MODERN ENERGY**



# ILMA WEBINAR ON ENERGY EFFICIENCY

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

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

conservation.

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

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

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

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

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

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

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

# ILMA UNIVERSITY FOCUSED RESEARCH ON SUSTAINABILITY & GREEN ENERGY

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

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

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

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

# 15 RESEARCH PUBLICATIONS

| TITLE  | ILMA Author           | HJRS Category | Journal Name:                                |
|--|-----------------------|---------------|--|
| On the nonlinear effects of energy consumption, economic growth, and tourism on carbon footprints in the USA   | Arshian Sharif        | NA            | Environmental Science and Pollution Research |
| Sector-by-sector non-renewable energy consumption shocks and manufacturing performance in the U.S.: Analysis of the asymmetric issue with nonlinear ARDL and the role of structural breaks | Oluwasegun B. Adekoya | W             | Energy                                       |
| Investigate the role of technology innovation and renewable energy in reducing transport sector CO2 emission in China: A path toward sustainable development                               | Arshian Sharif        | W             | Sustainable Development                      |
| "Role of solar energy in reducing ecological footprints: An empirical analysis"  | Arshian Sharif        | W             | Journal of Cleaner Production                |

|  |   |          |   |
|--|---|----------|---|
| <p>The linkage between clean energy stocks and the fluctuations in oil price and financial stress in the US and Europe? Evidence from QARDL approach</p>               | <p>Arshian Sharif</p>                           | <p>W</p> | <p>Resources Policy</p>                             |
| <p>Disaggregated renewable energy sources in mitigating CO2 emissions: new evidence from the USA using quantile regressions</p>  | <p>Arshian Sharif</p>                           | <p>W</p> | <p>Environmental Science and Pollution Research</p> |
| <p>The role of technology innovation, renewable energy and globalization in reducing environmental degradation in Pakistan: A step towards sustainable environment</p> | <p>Arshian Sharif</p>                           | <p>W</p> | <p>Renewable Energy</p>                             |
| <p>Renewable energy consumption, carbon emissions and human development: Empirical comparison of the trajectories of world regions</p>                                 | <p>Oluwasegun B. Adekoya &amp; Syed K. Rafi</p> | <p>W</p> | <p>Renewable Energy</p>                             |
| <p>The impact of energy depletion and renewable energy on CO2 emissions in Thailand: Fresh evidence from the novel dynamic ARDL simulation</p>                         | <p>Kashif Abbasi</p>                            | <p>W</p> | <p>Renewable Energy</p>                             |

|   |                  |   |  |
|---|------------------|---|--|
| Economic growth, renewable energy consumption, and ecological footprint: Exploring the role of environmental regulations and democracy in sustainable development | Dr. Zahoor Ahmed | W | "Sustainable Development"                      |
| "Adoption of renewable energy sources, low-carbon initiatives, and advanced logistical infrastructure—an step toward integrated global progress"                  | Zhang Yu         | W | Sustainable Development                        |
| "Renewable energy and advanced logistical infrastructure: Carbon-free economic development"   | Zhang Yu         | W | Sustainable Development                        |
| Hydrogen production potential from agricultural biomass in Punjab province of Pakistan  | "Asif Razzaq"    | W | International Journal of Hydrogen Energy       |
| Effects of economic complexity, economic growth, and renewable energy technology budgets on ecological footprint: the role of democratic accountability           | Zahoor Ahmed     | W | "Environmental Science and Pollution Research" |
| Asymmetric role of renewable energy, green innovation, and globalization in deriving environmental sustainability: Evidence from top-10 polluted countries        | Asif Razzaq      | W | Renewable Energy                               |

8

**GOAL 8: PROMOTE  
INCLUSIVE AND  
SUSTAINABLE  
ECONOMIC  
GROWTH,  
EMPLOYMENT AND  
DECENT WORK  
FOR ALL**



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



# RECRUITMENT DRIVE BY ZAMEEN.COM

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

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

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



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

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

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

for hitting the top in the job.

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

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



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

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

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

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

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

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

# ILMA CONDUCTED A TRENDING WEBINAR ON SOCIAL MEDIA ENTREPRENEURSHIP

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

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

the utmost was achieved from home.

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

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

# ILMA HOSTS A LIVE WEBINAR TO DEVELOP ENTREPRENEURIAL SKILLS

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

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

refreshing outlook where many were ready to equip themselves with the most successful skills to survive on their own globally.

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

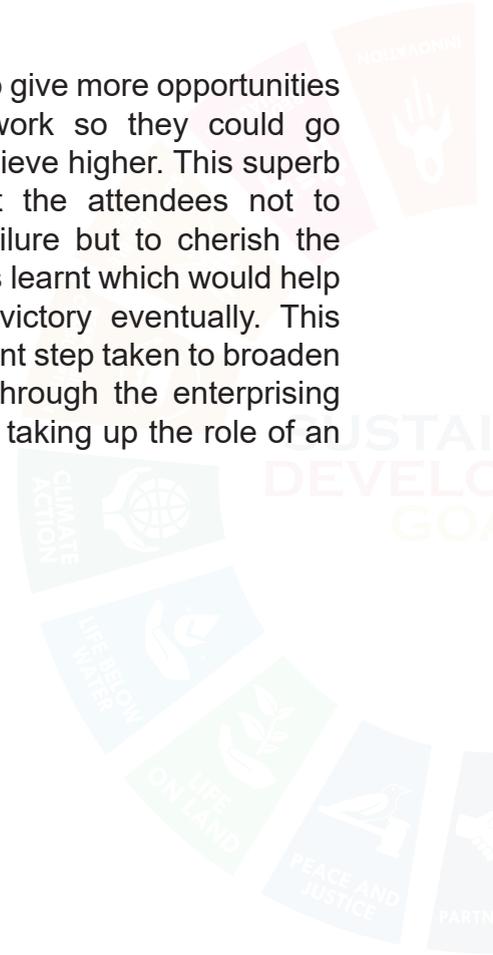
This is definitely a sure hit way to become accomplished fast. Ilma University realized the importance of being enterprising and emphasizing on developing entrepreneurial skills. This is a blatant fact that a thriving economy requires people thinking and working towards growth through all possible avenues.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

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

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

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

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



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

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

met exceptionally well in this research.

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

# 40 RESEARCH PUBLICATIONS

| <b>TITLE</b>  | <b>ILMA Author</b>                       | <b>HJRS Category</b> | <b>Journal Name:</b>   |
|---|--|----------------------|--|
| Government spending and economic growth: a trivariate causality testing   | "Olumide Olaoye "                        | X                    | African Journal of Economic and Management Studies           |
| "Corporate social responsibility and employees' voluntary pro-environmental behavior: The role of organizational pride and employee engagement" | Dr. Muhammad Farrukh                     | W                    | Corporate Social Responsibility and Environmental Management |
| Auxiliary Bounding Box Regression for Object Detection in Optical Remote Sensing Imagery  | Shahid Karim                             | X                    | Sensing and Imaging  |
| "Institutional quality and social cost of intermediation in Africa: Does the level of financial market development matter?"                     | Baah Aye Kusi & Muhammad Ahad Hayat Khan | X                    | International Journal of Finance and Economics               |
| Long-run co-variability between oil prices and economic policy uncertainty  | Arshian Sharif                           | X                    | International Journal of Finance and Economics               |

## ILMA SDGs Report 2021

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| "The role of financial development, R&D expenditure, globalization and institutional quality in energy consumption in India: New evidence from the QARDL approach" | Arshian Sharif                        | W | Journal of Environmental Management                                  |
| "Spillover and Drivers of Uncertainty among Oil and Commodity Markets"   | Dr. Muhammad Abubakr Naeem            | X | Mathematics  |
| "Framing the evolution of the Corporate Social Responsibility and Environmental Management Journal"  | Dr. Muhammad Farrukh                  | W | Corporate Social Responsibility and Environmental Management         |
| "The Impact of Equity Financing on the Performance of Capital-Constrained Supply Chain under Consumers' Low-Carbon Preference"                                     | "Fakhar Shahzad "                     | W | "International Journal of Environmental Research and Public Health " |
| Oil price shocks and inflation rate persistence: A Fractional Cointegration VAR approach   | Tirimisiyu F. Oloko & Noman Abid      | W | Economic Analysis and Policy   |
| Employment generation in net oil□importing and net oil□exporting countries: the role of energy consumption   | Oluwasegun B. Adekoya & Mahwish Faraz | Y | OPEC ENERGY REVIEW   |
| Capital Asset Pricing Model and Shariah-Compliant Capital Asset Pricing Model: Evidence from Pakistan Stock Exchange   | Raja Rehan                            | Y | Journal of Contemporary Issues in Business and Government            |

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|--|---|----|---|
| "Foreign capital inflows: a panacea to slow economic growth and infrastructure decay in Africa?"   | Olumide Olusegun Olaoye & Faraz Lakhani | Y  | JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES   |
| High-performance work practices do much, but H.E.R.O does more: an empirical investigation of employees' innovative behavior from the hospitality industry | Muhammad Farrukh                        | W  | European Journal of Innovation Management   |
| Transformational leadership and employee voice for product and process innovation in SMEs  | Sajid Ali                               | Y  | INNOVATION & MANAGEMENT REVIEW  |
| Are the non-stationarities in global market shares of top automotive nations of the world same?  | Muhammad Imtiaz Subhani                 | NA | XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020) |
| Institutional role in oil revenue □ economic growth nexus in Nigeria   | Isiaka Akande Raifu                     | Y  | OPEC ENERGY REVIEW  |
| The Impact of Foreign Direct Investment on Financial Development: New Evidence from Panel Cointegration and Causality Analysis                             | Dr. Abdul Majeed                        | Y  | Journal of Competitiveness  |
| Pandemic crisis versus global financial crisis: Are Islamic stocks a safe-haven for G7 markets?  | Dr. Muhammad Abubakr Naeem              | W  | Economic Research- Ekonomiska Istrazivanja  |

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|--|----------------------|---|---|
| Asymmetric dynamics and quantile dependency of the resource curse in the USA   | Arshian Sharif       | W | Resources Policy                                |
| Impact of big data analytics on sales performance in pharmaceutical organizations: The role of customer relationship management capabilities                             | Fakhar Shahzad       | W | PLoS ONE  |
| "Factors Influencing Salespeople's Consistency to Enhance Sale Performance: A Moderating Role of Self-Efficacy"  | Temoor Anjum         | Y | Annals of the Romanian Society for Cell Biology |
| Understanding the dynamics of the resource curse and financial development in China? A novel evidence based on QARDL model   | Sahar Afshan         | W | Resources Policy                                |
| Differences in colonial experience and the institution-economic growth nexus in west africa  | Isiaka Akande Raifu  | Y | Institutions and Economies                      |
| Natural resources abundance, economic globalization, and carbon emissions: Advancing sustainable development agenda  | Dr. Abdul Majeed     | W | Sustainable Development                         |
| "Compassionate Leadership is Key to Success: Role of Servant Leadership Style in Predicting Employees Trust in Leadership, Psychological Safety, and Turnover Intention" | Dr. Imran Ahmed Shah | X | Elementary Education Online                     |

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| I am of value to the organization:<br>The Role of Servant Leadership<br>in Predicting Psychological<br>Capital and Turnover<br>Intentionamong School Teachers<br>in Pakistan             | Dr. Imran<br>Ahmed Shah                           | X | Elementary Education<br>Online         |
| Does green financing help to<br>improve environmental & social<br>responsibility? Designing SDG<br>framework through advanced<br>quantile modelling                                      | Arshain Sharif                                    | W | Journal of Environmental<br>Management |
| Does Financial Development<br>Really Matter for Poverty<br>Reduction in Africa?  | Bolarinwa,<br>Segun<br>Thompson,<br>Wajahat       | Y | Forum for Social<br>Economics, The     |
| Agricultural trade, foreign<br>direct investment and inclusive<br>growth in developing countries:<br>evidence from West Africa   | Romanus<br>Osabohien &<br>Muhammad<br>Kaleem Khan | Y | Transnational<br>Corporations Review   |
| Did COVID-19 Impact the<br>Connectedness Between Green<br>Bonds and Other Financial<br>Markets? Evidence From Time-<br>Frequency Domain With Portfolio<br>Implications                   | Muhammad<br>Abubakr<br>Naeem                      | X | Frontiers in<br>Environmental Science  |
| The volatility connectedness<br>of the EU carbon market with<br>commodity and financial markets<br>in time- and frequency-domain:<br>The role of the U.S. economic<br>policy uncertainty | Oluwasegun<br>B. Adekoya<br>& Ambreen<br>Noman    | W | Resources Policy                       |

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| Fractional cointegration between gold price and inflation rate: Implication for inflation rate persistence  | Tirimisiyu F. Oloko & Noman Abid | W   | "Resources Policy "   |
| Determining the Key Factors of Corporate Leverage in Malaysian Service Sector Firms Using Dynamic Modeling  | Dr. Sitara Karim                 | Y   | "Journal of Economic Cooperation and Development "                            |
| Time varying interdependency between COVID-19, tourism market, oil prices, and sustainable climate in United States: evidence from advance wavelet coherence approach                               | Asif Razzaq                      | W   | "Economic Research- Ekonomiska Istrazivanja "                                 |
| A sequential relationship between entrepreneurial orientation, human resource management practices, collective organisational engagement and innovation performance of small and medium enterprises | Muhammad Athar Rasheed           | W   | "International Small Business Journal "                                       |
| Religion vs ethics: hedge and safe haven properties of Sukuk and green bonds for stock markets pre- and during COVID-19   | Sitara Karim                     | Yes | "International Journal of Islamic and Middle Eastern Finance and Management " |

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|--|-------------------------------|-----------|---|
| <p>Investigating the Impact of Financial Inflows and Logistics Performance on Economic Growth Under the Shadow of Pandemic Crises: Empirical Analysis Using Dynamic Panel Estimation</p> | <p>Syed Abdul Rehman Khan</p> | <p>NA</p> | <p>Proceedings of the 7th International Conference on Social Science and Higher Education (ICSSHE 2021)</p> |
| <p>Understanding the Role of Humanistic Factors in Trade Network Evolution across the Belt and Road Initiative Countries Using the Exponential Random Graph Model</p>                    | <p>Asif Razzaq</p>            | <p>W</p>  | <p>Complexity</p>   |
| <p>Dynamic and causality linkages from transportation services and tourism development to economic growth and carbon emissions: New insights from Quantile ARDL approach</p>             | <p>Asif Razzaq</p>            | <p>W</p>  | <p>Integrated Environmental Assessment and Management</p>   |

9



INNOVATION

**GOAL 9: BUILD  
RESILIENT  
INFRASTRUCTURE,  
PROMOTE  
SUSTAINABLE**



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

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

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

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

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

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

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

This widely acclaimed conference was an amazing amalgamation of 18 paper presenters, 10 keynote speakers and almost one dozen chairs and co-chairs. The keynote speakers included Mr Javed Jabbar, Ex-Senator/Minister, Mr. Shafi Naqi Jamaee, BBC Broad Caster/Media Practitioner, Ms. Zeba Bakhtiar, Actress & Humanitarian, Mr. Faran Tahir, Pakistani-Hollywood Actor/Film Maker, Sarmad Sultan Khoosat, Actor, Writer & Director, Mr. Mazhar Abbas, Sr. Analyst & Columnist at Jang & The News, Prof. Dr Shafey Kidwai, Chairperson, Dept. of Mass Communication, Aligarh University, Dr Najam Abbas Coordinator Outreach/ Chief Editor Encyclopedia Islamica, Dr Kaushik Ray Associate Professor and Head, Dept. of Journalism and Communication, Dum Dum Motijheel College, Dr Sudhamshu Dahl Professor & Coordinator at Department of Languages and Mass Communication, School of Arts, Kathmandu University, and Dr. Rauf Arif, an

assistant professor of Journalism & Creative Media Industries at the College of Media & Communication, Texas Tech University among the notable others who graced this conference with their esteemed presence and contributed much to its success.

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



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

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

Professor Rashid Mehmood propounded his theory on the compilation of data intertwined with the latest software with artificial intelligence and the internet of things being at the heart of it. He spelt out the key ingredients in the formation of smart cities which could not exist

without the cutting edge systems to drive these forward.

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

# ILMA TECH GALA 2021

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



# 77 RESEARCH PUBLICATIONS

| <b>TITLE</b>   | <b>ILMA Author</b>   | <b>HJRS Category</b> | <b>Journal Name:</b>                                |
|--|----------------------|----------------------|---|
| Influence of high-performance work systems on intrapreneurial behavior   | Dr. Muhammad Farrukh | X                    | Journal of Science and Technology Policy Management |
| The role of logistics performance for sustainable development in top Asian countries: Evidence from advance panel estimations  | Arshian Sharif       | W                    | Sustainable Development                             |
| Review and State of Art of Fog Computing   | Awais Khan Jumani    | W                    | Archives of Computational Methods in Engineering    |
| IMPACT OF MOBILE ADVERTISING ON CONSUMERS ATTITUDE   | Dr. Anum Bhatti      | X                    | Elementary Education Online                         |
| Believe they can succeed, and they will: intrapreneurial behavior and leadership   | Dr. Muhammad Farrukh | W                    | European Journal of Innovation Management           |
| "Effect of psychological capital on customer value cocreation behavior: the mediating role of employees' innovative behavior " | Dr. Muhammad Farrukh | X                    | Benchmarking  |

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|---|--|----|---|
| Twenty years of green innovation research: trends and way forward   | Muhammad Farrukh                       | Y  | World Journal of Entrepreneurship, Management and Sustainable Development   |
| Nexus between Financial Fundamentals and Automotive (Car) Industry. ARDL approach   | Muhammad Imtiaz Subhani                | NA | XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020) |
| Temperature-aware routing protocol for Intrabody Nanonetworks   | Shumaila Javaid & Hamza Fahim          | W  | Journal of Network and Computer Applications  |
| Effect of Mobile Social Apps on Consumer's Purchase Attitude: Role of Trust and Technological Factors in Developing Nations         | Muhammad Farrukh                       | W  | SAGE Open   |
| Sustainable tourism development and globalization: Recent insights from the United States   | Arshian Sharif                         | W  | Sustainable Development   |
| The Impact of Entrepreneurial Passion on the Entrepreneurial Intention; Moderating Impact of Perception of University Support       | " Temoor Anjum"                        | Y  | ADMINISTRATIVE SCIENCES   |
| What do we know about the inflation-hedging property of precious metals in Africa? The case of leading producers of the commodities | Oluwasegun B. Adekoya and Hammad Tahir | W  | Resources Policy  |

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|--|----------------------------------|---|---|
| Intellectual capital and innovative performance: a mediation-moderation perspective  | Dr. Shafique ur Rahman           | W | Journal of Intellectual Capital                                 |
| 'Open Data' Technology and Fifth Generation Warfare (A Pakistan Perspective)   | Dr. Yasmeen Sultana Farooqu      | X | Elementary Education Online                                     |
| "Predicting Impulse Buying Beyond the Traditional Motivation in Mobile Social Commerce"  | Syed Waqar Haider                | W | International Journal of Innovation, Creativity and Change      |
| The Social Media Engagement and its Consequences in Academic Excellence of School Going Students in Karachi (Pakistan)                       | Dr. Sobia Usman                  | X | Elementary Education Online                                     |
| Trends and future research in electronic marketing: A bibliometric analysis of twenty years  | Dr. Muhammad Farrukh             | X | Journal of Theoretical and Applied Electronic Commerce Research |
| Market Premium and Macroeconomic Factors as Determinants of Industry Premium: Evidence from Emerging Economies                               | Muhammad Imran                   | W | Complexity  |
| ML-LGBM: A Machine Learning Model Based on Light Gradient Boosting Machine for the Detection of Version Number Attacks in RPL-Based Networks | " Fawaz Mahiuob Mohammed Mokbal" | W | IEEE Access   |

## ILMA SDGs Report 2021

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|---|-----------------------------|----|--|
| An association between change in types of roads and cultivated farm area at Agriculture Sector  | Dr. Muhammad Imtiaz Subhani | NA | Ural Environmental Science Forum<br>"Sustainable Development of Industrial Region" (UESF-2021) |
| Much- needed business digital transformation through big data, internet of things and blockchain capabilities: implications for strategic performance in telecommunication sector | Anam Bhatti                 | W  | Business Process Management Journal  |
| Tackling post-pandemic challenges with digital technologies: an empirical study   | Syed Abdul Rehman Khan      | X  | Journal of Enterprise Information Management   |
| Customer Knowledge Enabled Innovation: Analyzing Pricing-Promotion Coordination Mechanism   | Muhammad Imran              | W  | Complexity   |
| A Survey on Internet of Things and Databases  | Aftab UI Nabi               | Y  | Journal of Information & Communication Technology  |
| Industry 4.0 and circular economy practices: A new era business strategies for environmental sustainability   | Asif Razzaq                 | W  | Business Strategy and the Environment  |
| "Energy-Efficient Packet Forwarding Scheme Based on Fuzzy Decision-Making in Underwater Sensor Networks"  | Waheeduddin Hyder           | W  | Sensors  |
| Outbreak of epidemic diseases and stock returns: an event study of emerging economy   | Asif Razzaq                 | W  | Economic Research-Ekonomska Istrazivanja   |

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|--|--|----|---|
| High Order Dual Polarization Modulation Formats for Coherent Optical Systems   | Saleemullah Memon                        | NA | IEEE Xplore   |
| Impact of Social Entrepreneurial Factors on Sustainable Enterprise Development: Mediating Role of Social Network and Moderating Effect of Government Regulations | Fakhar Shahzad                           | W  | SAGE Open   |
| Stimulation of Employees' Green Creativity through Green Transformational Leadership and Management Initiatives  | Adil Mansoor                             | W  | Sustainability  |
| The Influence of Despotic Leadership on Counterproductive Work Behavior Among Police Personnel: Role of Emotional Exhaustion and Organizational Cynicism         | Fakhar Shahzad                           | X  | Journal of Police and Criminal Psychology                                 |
| Debt-Servicing Capacity and Economic Development: A Study of Pakistan  | Asif Kamran                              | NA | International Conference on Management Science and Engineering Management |
| Economic policy uncertainty and the volatility connectedness between oil shocks and metal market: An extension   | Oluwasegun B. Adekoya & Muhammad A. Khan | X  | International Economics   |
| Contribution of corporate social responsibility on SMEs' performance in an emerging market – the mediating roles of brand trust and brand loyalty                | Leonardo Aureliano-Silva                 | X  | International Journal of Emerging Markets                                 |

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|---|---|----|---|
| Economic complexity, tourism, energy prices, and environmental degradation in the top economic complexity countries: fresh panel evidence | Kashif Raza Abbasi                            | W  | Environmental Science and Pollution Research                                  |
| Coupling Coordination Analysis of Technological Innovation, Standards, and Quality: Evidence From China                                   | Ijaz Younis                                   | W  | SAGE Open   |
| JOB EMBEDDEDNESS AT THE MILLENNIUM: A CRITICAL ASSESSMENT OF 10 YEARS APPROACH FOR TURNOVER WITHIN EDUCATIONAL SECTOR                     | Dr. Imran Ahmed Shah                          | No | Bahria University Journal of Humanities and Social Sciences (BUJHSS)          |
| "Impact Of Transformational Leadership Style On Job Performance, Job Satisfaction And Organizational Learning"                            | Imran Ahmed Shah                              | No | Multicultural Education   |
| Capital Structure Theories: A Comprehensive Review  | Raja Rehan                                    | Y  | REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS                                 |
| Islamic stock markets and COVID-19-induced shocks: simulations with global VAR approach   | Idris A. Adediran, Syed Nasir Ashraf Sabzwari | X  | "International Journal of Islamic and Middle Eastern Finance and Management " |
| Your network is your net worth: political ties and innovation performance   | Muhammad Farrukh                              | W  | European Journal of Innovation Management                                     |

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|--|--------------------------|---|--|
| The effect of online reviews on restaurant visit intentions: applying signaling and involvement theories   | Leonardo Aureliano-Silva | W | Journal of Hospitality and Tourism Technology                    |
| Investigating the asymmetric linkages between infrastructure development, green innovation, and consumption-based material footprint: Novel empirical estimations from highly resource-consuming economies | Asif Razzaq              | W | Resources Policy   |
| An efficient adaptive modulation technique over realistic wireless communication channels based on distance and SINR   | Sohaib Bin Altaf Khattak | X | Frequenz   |
| Workplace Spirituality and Knowledge Hiding Behavior: A PLS-SEM Analysis   | Shafique Ur Rehman       | Y | International Journal of Business Information Systems            |
| Technological Innovation and Circular Economy Practices: Business Strategies to Mitigate the Effects of COVID-19   | Syed Abdul Rehman Khan   | W | Sustainability   |
| Industry 4.0 and green supply chain practices: an empirical study  | Syed Abdul Rehman Khan   | X | International Journal of Productivity and Performance Management |
| The asymmetric effect eco-innovation and tourism towards carbon neutrality target in Turkey  | Asif Razzaq              | W | Journal of Environmental Management                              |

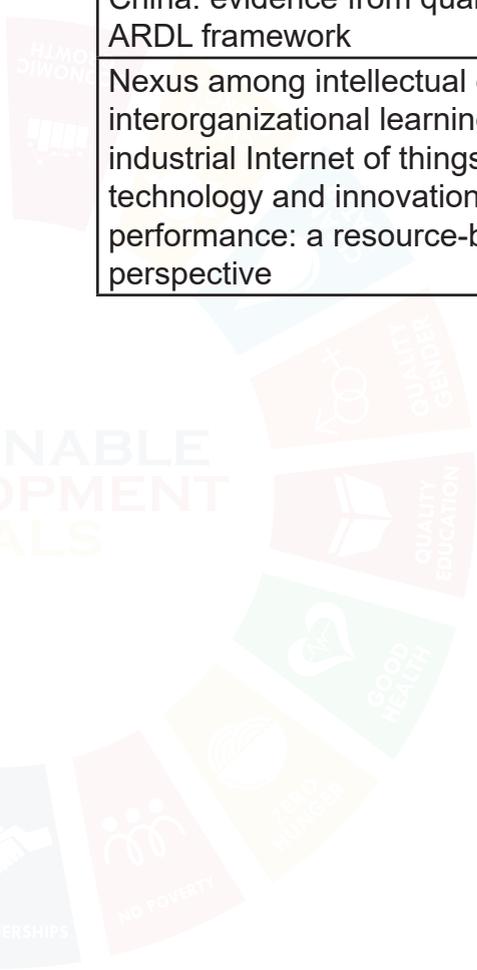
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| "CONTEXT-AWARE WEARABLE SYSTEM FOR ANIMALS – AN EXPLORATION AND CLASSIFICATION"  | Dr. Sarwat Iqbal                 | Y | INTERNATIONAL JOURNAL ON INFORMATION TECHNOLOGIES AND SECURITY |
| "Untying the Influence of Green Brand Authenticity on Electronic Word-of-Mouth Intention: A Moderation–Mediation Model " | Fakhar Shahzad                   | W | Frontiers in Psychology  |
| Tail dependence between bitcoin and green financial assets□  | Dr. Sitara Karim                 | W | "Economics Letters "   |
| Nexus Between Financial Development, FDI, Globalization, Energy Consumption and Environment: Evidence From BRI Countries | Muhammad Imran                   | W | Frontiers in Energy Research                                   |
| Shaping social marketing research: a retrospective of the journal of social marketing                                    | Muhammad Farrukh                 | X | Journal of Social Marketing                                    |
| MCS package and entrepreneurial competency influence on business performance: the moderating role of business strategy   | Shafique Ur Rehman               | X | European Journal of Management and Business Economics          |
| Digital transformation: a conceptual framing for attaining Sustainable Development Goals 4 and 9 in Nigeria              | "Daniel E. Ufua, Faraz Lakhani " | W | Journal of Management and Organization                         |
| Joint optimal power splitting and relay selection strategy under SWIPT   | Saleemullah Memon                | W | Wireless Networks  |

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|--|----------------------------------|---|---|
| Entrepreneurial intentions: the relevance of nature and nurture  | Muhammad Farrukh                 | W | Education and Training                                      |
| A Bagging Strategy-Based Kernel Extreme Learning Machine for Complex Network Intrusion Detection   | Shahid Karim                     | Y | "EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS" |
| A Novel Eye-Tracking Device Designed with a Head Gesture Control Module  | Dr. Shahid Karim & Vishal Kumar1 | Y | EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS   |
| Sustainable banking regulations pre and during coronavirus outbreak: the moderating role of financial stability                            | Sitara Karim                     | W | Economic Research-<br>Ekonomiska Istrazivanja               |
| Mobile Phone Buying Decisions among Young Adults: An Empirical Study of Influencing Factors  | Zhang Yu                         | W | Sustainability  |
| Circular economy practices and industry 4.0 technologies: A strategic move of automobile industry  | Zhang Yu                         | W | Business Strategy and the Environment                       |
| Environmental impact of infrastructure-led Chinese outward FDI, tourism development and technology innovation: a regional country analysis | Asif Razzaq                      | W | "Journal of Environmental Planning and Management"          |

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| "Smart Mirror Based Home Automation Using Voice Command and Mobile Application<br>"  | Shahid Karim & Vishal Kumar                        | Y | "EAI ENDORSED TRANSACTIONS ON SCALABLE INFORMATION SYSTEMS<br>" |
| "Social protection policy and agricultural labour outcome in West Africa<br>"  | Romanus Osabohien & Hajra Maqsood                  | X | Agrekon   |
| Does freight and passenger transportation industries are sustainable in BRICS countries? Evidence from advance panel estimations           | Asif Razzaq  | W | Economic Research-<br>Ekonomiska Istrazivanja                   |
| Tourist's satisfaction with local food effect behavioral intention in COVID-19 pandemic: a moderated-mediated perspective                  | Shafique Ur Rehman                                 | W | "British Food Journal<br>"                                      |
| Revisiting the EKC hypothesis by assessing the complementarities between fiscal, monetary, and environmental development policies in China | Zahoor Ahmed                                       | W | "Environmental Science and Pollution Research<br>"              |
| "The Design and simulation of low side lobe micro-strip array antenna at different frequencies<br>"  | "Mr. Junaid Jamshid Aftab UI Nab Kashif Iqbal<br>" | Y | "Journal of Engineering Research<br>"                           |

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| "Detect Cross-Site Scripting Attacks Using Average Word Embedding and Support Vector Machine"   | Fawaz Mahiuob<br>Mohammed Mokbal | NA | International Journal of Network Security   |
| "Does Globalization Moderate the Effect of Economic Complexity on CO2 Emissions? Evidence From the Top 10 Energy Transition Economies " | Dr. Zahoor Ahmed                 | W  | "Frontiers in Environmental Science "   |
| "DISSECTING THE ASSET GROWTH ANOMALY: A CASE OF PAKISTAN STOCK EXCHANGE (PSX) "   | Raja Rehan                       | X  | "Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/Journal of Tianjin University Science and Technology " |
| Digital Technologies, Circular Economy Practices and Environmental Policies in the Era of COVID-19                                      | Zhang Yu                         | W  | "Sustainability "   |
| Asymmetric effects of tourism development and green innovation on economic growth and carbon emissions in top 10 GDP countries          | Asif Razzaq                      | W  | Journal of Environmental Planning and Management  |

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|--|---------------------------|----------|--|
| <p>Asymmetric effects of eco-innovation and human capital development in realizing environmental sustainability in China: evidence from quantile ARDL framework</p>      | <p>Asif Razzaq</p>        | <p>W</p> | <p>"Economic Research-Ekonomska Istrazivanja "</p> |
| <p>Nexus among intellectual capital, interorganizational learning, industrial Internet of things technology and innovation performance: a resource-based perspective</p> | <p>Shafique Ur Rehman</p> | <p>W</p> | <p>"Journal of Intellectual Capital "</p>          |

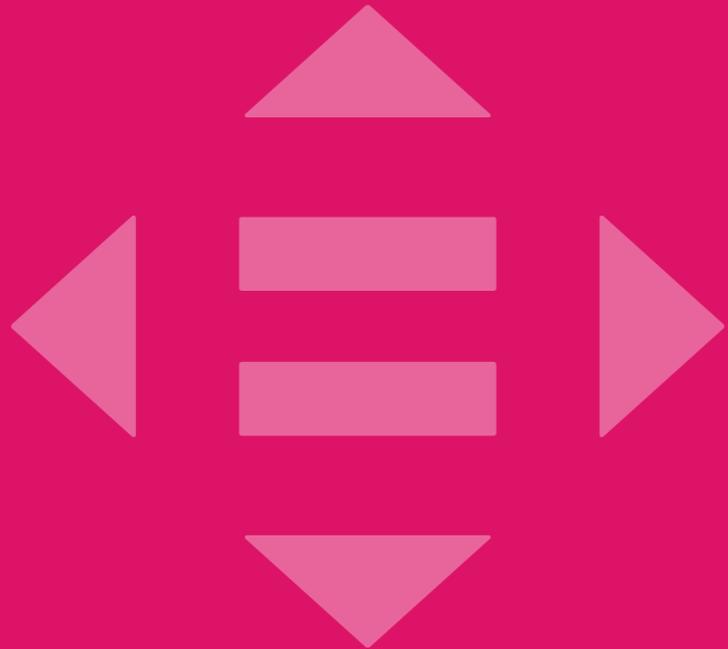


# 10



REDUCED  
INEQUALITIES

## GOAL 10: REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES



# 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.

# 04 RESEARCH PUBLICATIONS

| <b>TITLE</b>   | <b>ILMA Author</b>                                  | <b>HJRS Category</b> | <b>Journal Name:</b>  |
|--|---|----------------------|---|
| IMPACTS OF WORK FORCE DIVERSITY ON EMPLOYEE PERFORMANCES IN EDUCATION AND LITERACY DEPARTMENT GOVT: OF SINDH ON COLLEGE LEVEL                    | Imran Ahmed Shah                                    | X                    | Elementary Education Online   |
| CRITICAL ANALYSIS OF MEDIA EMPLOYEE PERFORMANCE AFTER COVID- 19 SCENARIO   | Dr. Yasmeen Sultana                                 | NA                   | International Journal of Innovations in Engineering Research and Technology |
| Effect of competitive psychological climate on unethical pro-team behavior: The role of perceived insider status and transformational leadership | Nilesh Kumar  | Y                    | MANAGEMENT-POLAND   |
| Procedural Justice Impacts on Study of Employees Working In Banks  | Muhammed Nadeem & Imran Ahmed Shah & Fawwad M. Butt | Y                    | INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY          |

# 11

## GOAL 11: MAKE CITIES INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE



**SUSTAINABLE  
CITIES**

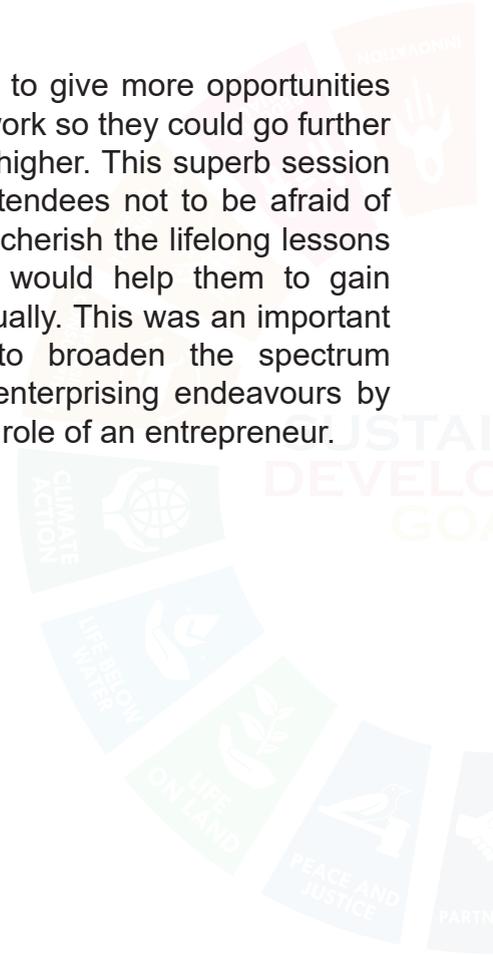


# ILMA TO FOCUS ON DECENT WORK, INDUSTRY, INNOVATION & SUSTAINABLE COMMUNITIES

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

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

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



# 13 RESEARCH PUBLICATIONS

| Title  | ILMA Author         | HJRS Category | Journal Name:   |
|--|---------------------|---------------|---|
| IMPACT OF FM RADIO ON THE AUDIENCE IN SMALL CITY   | Dr. Yasmeen Sultana | Y             | ILMA Journal of Social Sciences & Economics                               |
| Environmental governance in Asia - Transboundary Environmental Governance in Asia: Practice and Prospects with the UNECE Agreements By Simon Marsden & Elizabeth Brandon Cheltenham: Edward Elgar Publishing, 2015. 384 pp. Hardcover \$212.00 | Mehran Idris KHAN   | X             | Asian Journal of Law and Society  |
| Do energy prices interact with global Islamic stocks? Fresh insights from quantile ARDL approach   | Arshian Sharif      | W             | Resources Policy  |
| Can religiosity foster intrapreneurial behaviors? The mediating role of perceived organizational support   | Muhammad Farrukh    | Y             | World Journal of Entrepreneurship, Management and Sustainable Development |

|   |   |    |  |
|---|---|----|--|
| Moving towards sustainability: how do natural resources, financial development, and economic growth interact with the ecological footprint in Malaysia? A dynamic ARDL approach | Arshian Sharif                          | W  | Environmental Science and Pollution Research                       |
| "Model for Maintaining Stability in Budget Allocation in Metropolitan Infrastructure Development Projects Using Cost-Risk Contingency"  | Dr. Imran Ahmed Shah                    | NA | Multicultural Education  |
| Government responses to COVID-19 and industry stock returns   | Muhammad Abubakr Naeem                  | W  | Economic Research-Ekonomska Istrazivanja                           |
| NATO's Violation of International Law in Afghanistan: A Critical Analysis   | Imran Ahmed Shah                        | No | INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY |
| An empirical analysis of government interventions in ECOWAS: evidence from dynamic panel threshold  | Olumide Olusegun Olaoye & Ambreen Noman | X  | International Journal of Emerging Markets                          |
| "THE PERCEIVED LEVELS OF INTOLERANCE FOR PRESS CRITICISM IN PAKISTANI SOCIETY"  | Dr. Fazli Hussain                       | Y  | Journal of Social Sciences and Humanities                          |

## ILMA SDGs Report 2021

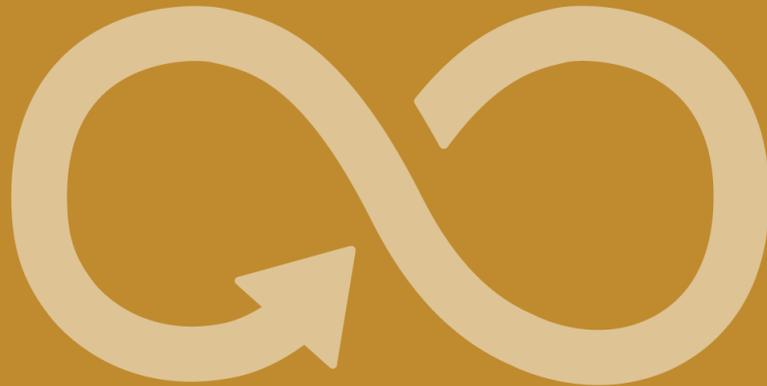
|  |                                 |   |   |
|--|---------------------------------|---|---|
| Toward environmental sustainability: how do urbanization, economic growth, and industrialization affect biocapacity in Brazil? | Dr. Zahoor Ahmed                | W | "Environment, Development and Sustainability"   |
| "Promoting green performance through green human resource practices and green servant leadership"                              | Adil Mansoor & Muhammad Farrukh | W | "Asia Pacific Journal of Human Resources"       |
| Factors influencing stakeholder's judgment on internal audit function's effectiveness and reliance                             | Shafique Ur Rehman              | W | "Journal of Financial Reporting and Accounting" |

# 12

## GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS



**RESPONSIBLE  
CONSUMPTION**



# 09 RESEARCH PUBLICATIONS

| Title  | ILMA Author         | HJRS Category | Journal Name:   |
|--|---------------------|---------------|---|
| IMPACT OF FM RADIO ON THE AUDIENCE IN SMALL CITY   | Dr. Yasmeen Sultana | Y             | ILMA Journal of Social Sciences & Economics                               |
| Environmental governance in Asia - Transboundary Environmental Governance in Asia: Practice and Prospects with the UNECE Agreements By Simon Marsden & Elizabeth Brandon Cheltenham: Edward Elgar Publishing, 2015. 384 pp. Hardcover \$212.00 | Mehran Idris KHAN   | X             | Asian Journal of Law and Society  |
| Do energy prices interact with global Islamic stocks? Fresh insights from quantile ARDL approach   | Arshian Sharif      | W             | Resources Policy  |
| Can religiosity foster intrapreneurial behaviors? The mediating role of perceived organizational support   | Muhammad Farrukh    | Y             | World Journal of Entrepreneurship, Management and Sustainable Development |

|   |   |    |  |
|---|---|----|--|
| Moving towards sustainability: how do natural resources, financial development, and economic growth interact with the ecological footprint in Malaysia? A dynamic ARDL approach | Arshian Sharif                          | W  | Environmental Science and Pollution Research                       |
| "Model for Maintaining Stability in Budget Allocation in Metropolitan Infrastructure Development Projects Using Cost-Risk Contingency"  | Dr. Imran Ahmed Shah                    | NA | Multicultural Education  |
| Government responses to COVID-19 and industry stock returns   | Muhammad Abubakr Naeem                  | W  | Economic Research-Ekonomska Istrazivanja                           |
| NATO's Violation of International Law in Afghanistan: A Critical Analysis   | Imran Ahmed Shah                        | No | INTERNATIONAL JOURNAL OF DISASTER RECOVERY AND BUSINESS CONTINUITY |
| An empirical analysis of government interventions in ECOWAS: evidence from dynamic panel threshold  | Olumide Olusegun Olaoye & Ambreen Noman | X  | International Journal of Emerging Markets                          |

## ILMA SDGs Report 2021

|  |                                 |   |   |
|--|---------------------------------|---|---|
| "THE PERCEIVED LEVELS OF INTOLERANCE FOR PRESS CRITICISM IN PAKISTANI SOCIETY<br>"   | Dr. Fazli Hussain               | Y | Journal of Social Sciences and Humanities           |
| Toward environmental sustainability: how do urbanization, economic growth, and industrialization affect biocapacity in Brazil? | Dr. Zahoor Ahmed                | W | "Environment, Development and Sustainability<br>"   |
| "Promoting green performance through green human resource practices and green servant leadership<br>"                          | Adil Mansoor & Muhammad Farrukh | W | "Asia Pacific Journal of Human Resources<br>"       |
| Factors influencing stakeholder's judgment on internal audit function's effectiveness and reliance                             | Shafique Ur Rehman              | W | "Journal of Financial Reporting and Accounting<br>" |

# 13



**CLIMATE  
ACTION**

## **GOAL 13: TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS**



## 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.



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

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

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

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

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

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

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

This well-researched article revolved around the devising of sustainable and practical solutions on a war footing basis. It addressed waste management becoming a global issue and the importance of circular economy practices to curb this rising menace. This circular design was based on the 9R principles where different production chains are categorized.

The comprehensive study estimated the effect of MSW recycling on economic growth and environmental quality. It analysed the data from

1990 to 2017. Arshian Sharif conceptualized and conducted original data writing curation, software and formal analysis which went to the Department's credit. This is indeed an incredible research article contribution from Ilma University to be duly praised for its worth in highlighting and providing solutions for the environmental uplift globally.



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

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

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

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

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

# 15 RESEARCH PUBLICATIONS

| Title   | ILMA Author    | HJRS Category | Journal Name:                                |
|---|----------------|---------------|--|
| Dynamic and causality interrelationships from municipal solid waste recycling to economic growth, carbon emissions and energy efficiency using a novel bootstrapping autoregressive distributed lag | Arshian Sharif | W             | Resources, Conservation and Recycling        |
| The step towards environmental mitigation in Pakistan: do transportation services, urbanization, and financial development matter?  | Arshian Sharif | NA            | Environmental Science and Pollution Research |
| Have electric vehicles effectively addressed CO2 emissions? Analysis of eight leading countries using quantile-on-quantile regression approach  | Arshian Sharif | X             | "Sustainable Production and Consumption"     |
| No Silver Bullet for De-carbonization: Preparing for Tomorrow, Today  | Arshian Sharif | W             | Resources Policy                             |

|  |                    |   |   |
|--|--------------------|---|---|
| The role of information and communication technology in encountering environmental degradation: Proposing an SDG framework for the BRICS countries           | Arshian Sharif     | W | Technology in Society                       |
| Asymmetric impact of fiscal decentralization and environmental innovation on carbon emissions: Evidence from highly decentralized countries                  | Asif Razzaq        | X | Energy and Environment                      |
| Asymmetric inter-linkages between green technology innovation and consumption-based carbon emissions in BRICS countries using quantile-on-quantile framework | Asif Razzaq        | W | Technology in Society                       |
| Asymmetric and time-varying linkages between carbon emissions, globalization, natural resources and financial development in China                           | Asif Razzaq        | W | Environment, Development and Sustainability |
| The role of forest and agriculture towards environmental fortification: designing a sustainable policy framework for top forested countries                  | Kashif Raza Abbasi | W | Environment, Development and Sustainability |
| Financial development and environmental degradation: Do human capital and institutional quality make a difference?   | Zahoor Ahmed       | W | Gondwana Research                           |

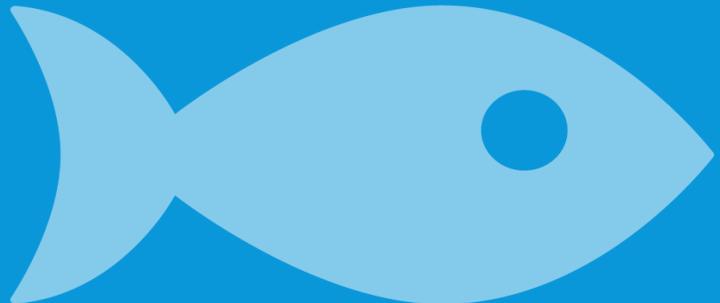
|   |                              |   |   |
|---|------------------------------|---|---|
| "Asymmetric impact of temperature on COVID-19 spread in India: Evidence from quantile-on-quantile regression approach"  | Asif Razzaq & Arshian Sharif | W | Journal of Thermal Biology  |
| Does natural resources depletion and economic growth achieve the carbon neutrality target of the UK? A way forward towards sustainable development                | Kashif Raza Abbasi           | W | "Resources Policy"  |
| Linking Green Human Resource Practices and Environmental Economics Performance: The Role of Green Economic Organizational Culture and Green Psychological Climate | Dr. Zahoor Ahmed             | W | International Journal of Environmental Research and Public Health |
| "Corrigendum to "Does air pollution upsurge in megacities after Covid-19 lockdown? A spatial approach" [J. Environ. Res. 197 (2021) 111052]"                      | Dr. Abdul Majeed             | W | "Environmental Research"  |
| "The long-run relationship between energy consumption, oil prices, and carbon dioxide emissions in European countries"  | Zahoor Ahmed                 | W | "Environmental Science and Pollution Research"                    |

14



LIFE BELOW  
WATER

**GOAL 14:  
CONSERVE AND  
SUSTAINABLY  
USE THE OCEANS,  
SEAS AND MARINE  
RESOURCES**



# 01

# RESEARCH PUBLICATIONS

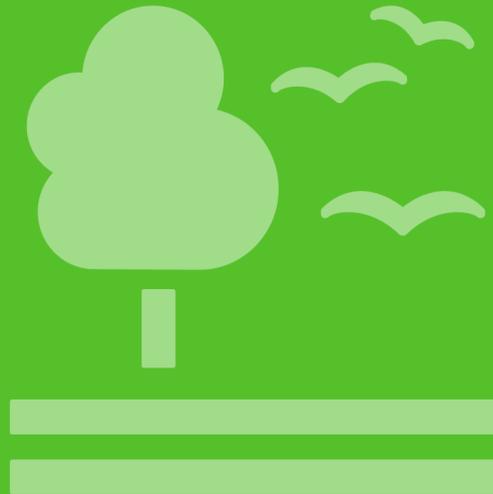
| Title  | ILMA Author | HJRS Category | Journal Name: |
|--|-------------|---------------|---------------|
| Energy-Efficient Packet Forwarding Scheme Based on Fuzzy Decision-Making in Underwater Sensor Networks | Dr. Waheed  | W             | Sensors       |

# 15



LIFE  
ON LAND

**GOAL 15: SUSTAINABLY  
MANAGE FORESTS,  
COMBAT  
DESERTIFICATION,  
HALT AND REVERSE  
LAND DEGRADATION,  
HALT BIODIVERSITY  
LOSS**



# 01 RESEARCH PUBLICATIONS

| Title   | ILMA Author          | HJRS Category | Journal Name:            |
|---|----------------------|---------------|--------------------------|
| Life expectancy in West African countries: Evidence of convergence and catching up with the north | Dr. OlaOluwa S. Yaya | Y             | Statistics in Transition |
|   |                      |               |                          |



# 16



PEACE AND  
JUSTICE

## GOAL 16: PROMOTE JUST, PEACEFUL AND INCLUSIVE SOCIETIES



# 06 RESEARCH PUBLICATIONS

| TITLE  | ILMA Author              | HJRS Category | Journal Name:                                  |
|--|--------------------------|---------------|--|
| "WHO THREATENS JOURNALISTS IN PAKISTAN AND WHY? : AN ANALYSIS OF CONFESSIONS AND PERCEPTIONS OF WORKING JOURNALISTS" | Dr. Fazli Hussain        | NA            | ILMA Journal of Social Sciences & Economics    |
| Political Affiliations of Journalists in Pakistan: A Potent Source of Threats to Professionalism                     | Fazli Hussain            | Y             | The Dialogue                                   |
| Open Knowledge'Accessfor Embedded Journalism in Pakistan   | Yasmeen Sultana Farooqui | X             | Multicultural Education                        |
| Legal Issues Regarding Arctic Cruise Shipping in the Russian Federation  | Mehran Idris Khan        | W             | Sustainability                                 |
| "Sectarian Conflict in Elite Newspapers of Pakistan: A Peace Journalism Perspective"                                 | Dr. Yaseen Sultana       | Y             | Journal of Peace Development and Communication |

|   |   |          |                                  |
|---|---|----------|----------------------------------|
| <p>"Why Does Organizational Justice Matters Into The Perception Of Burnout? Evidence From Heis In Pakistan"</p> | <p>Imran Ahmed Shah &amp; Iram Shabir</p> | <p>W</p> | <p>Linguistica Antverpiensia</p> |
|---|---|----------|----------------------------------|



# 17



**PARTNERSHIPS**

# GOAL 17: REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT



# ILMA CLIMBS HIGHER AS IT SIGNS AN MOU WITH PIA

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

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

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

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



# MOU WITH THE ASF AIRPORT SECURITY FORCE

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

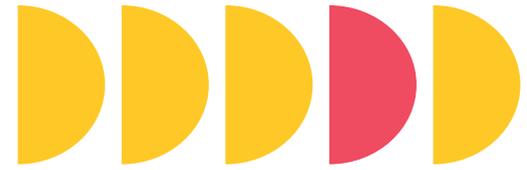
Under this MOU ASF Shuhada shall avail 80% tuition fee waiver to study at ILMA University.

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

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



# MOU WITH SIR SYED UNIVERSITY



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

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

The purpose of the MoU is to share expertise and experience for conducting joint capacity building and training sessions, workshops, seminars and conferences. The subject experts will be nominated bilaterally for the purpose of assessment of academic programs. Vice Chancellor Prof Dr Vali Uddin and Vice Chancellor Prof Dr Mansoor uz Zafar Dawood signed the MoU on behalf of the Sir Syed University of Engineering and Technology and ILMA University respectively, while the assigned focal



# ILMA INKED A MONUMENTAL MOU WITH UNIVERSITY MALAYSIA

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

After an official introduction and

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



# ILMA INKED AN IMPACTFUL MOU WITH DHA SUFFA UNIVERSITY

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

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



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

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

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



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

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

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

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



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