



ILMA
UNIVERSITY
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SUSTAINABLE
DEVELOPMENT
GOALS

ILMA
SUSTAINABILITY
(SDGS) REPORT 2022



EMBRACING THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS IN 2022

ILMA University, a distinguished institution established in 2001 within Pakistan's higher education landscape, has embarked on a transformative journey towards becoming a catalyst for national development. As it steps into the year 2022, the university stands as a beacon of academic excellence, providing multidimensional programs that offer holistic education aligned with international standards. With a rich array of undergraduate, graduate, and postgraduate programs, ILMA University ensures that students receive a well-rounded education, taught by both local and foreign experts in their respective fields.

What sets ILMA University apart is its unwavering commitment to embedding the United Nations Sustainable Development Goals (SDGs) at the very core of its educational and operational framework. In 2022, this commitment has taken center stage, with the institution wholeheartedly embracing the SDGs in all aspects of its functioning. These global goals have become more than mere ideals; they have become an integral part of ILMA University's identity, influencing every facet of its activities and shaping the lives of its students, faculty, and the communities it serves. Whether it's promoting quality education, addressing societal inequalities, or championing environmental sustainability, the essence of these international objectives permeates every endeavor undertaken by the university, forging a path towards a more developed and equitable nation. In 2022, ILMA University stands resolute in its mission to harness the power of education to drive sustainable progress and shape a brighter future for Pakistan.

ILMA University's commitment to the United Nations' 17 Sustainable Development Goals (SDGs) is a testament to its dedication to fostering a well-rounded and socially responsible academic environment. In the pursuit of these global objectives, the university embarked on a multitude of initiatives and events throughout 2022, actively contributing to various facets of education and community engagement.

Throughout the year 2022, ILMA University demonstrated an unwavering commitment to advancing the United Nations' Sustainable Development Goals (SDGs). At its core, the university recognized that education serves as a powerful catalyst for change across multiple SDGs. Through a comprehensive approach to quality education, ILMA University continued to extend scholarships, organize impactful conferences, and foster innovation and industry engagement. These actions not only supported SDG 4 (Quality Education) but also had a ripple effect across several other SDGs.

ILMA University's dedication to community well-being was evident in its efforts to address hunger and health-related concerns, aligning with SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being). By organizing iftar drives and collaborating with healthcare institutions for awareness sessions, the university actively contributed to improving the lives of individuals and families in the community. Moreover, the institution's focus on environmental sustainability, exemplified by the Tree

Plantation Drive and discussions on urban sprawl and sustainability, aligned with SDG 6 (Clean Water and Sanitation), SDG 11 (Sustainable Cities and Communities), and SDG 13 (Climate Action), fostering a cleaner and greener environment for current and future generations.

ILMA University's initiatives were not isolated efforts but part of a holistic strategy to create positive change and drive progress towards achieving the SDGs. By combining education, community engagement, and sustainability practices, the university embodied the spirit of global responsibility and played a pivotal role in promoting a better, more equitable future for all.

****SDG 1: No Poverty**** - ILMA University extended its reach by providing scholarships to deserving students, thus contributing to poverty reduction by increasing access to quality education. This effort underscores the university's commitment to ensuring that financial constraints do not hinder anyone's educational aspirations.

****SDG 2: Zero Hunger**** - During the holy month of Ramadan, ILMA University organized iftar drives in collaboration with NGOs and volunteers, serving as a beacon of hope and addressing the issue of hunger in the community. The initiative aimed to provide meals to the less privileged and underscored the university's commitment to eliminating hunger.

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****SDG 3: Good Health and Well-being**** - ILMA University prioritized the well-being of its students and the community by conducting informative sessions in collaboration with institutions like Dr. Essa Laboratory & Diagnostic Centre. These sessions covered various health-related topics, including financial wellness, dental hygiene, and anti-tobacco awareness, emphasizing the importance of good health and well-being.

****SDG 4: Quality Education**** - The university's dedication to quality education was evident through the successful organization of the 3rd International Conference on Quality Assurance in Academia. This conference brought together national and international stakeholders to discuss contemporary approaches to higher education, thus elevating education standards in Pakistan.

****SDG 5: Gender Equality**** - ILMA University actively participated in the Pakistan VS Sri Lanka International T20 Women's series, promoting gender equality in sports. By supporting women's participation in sports, the university contributed to breaking down gender barriers.

****SDG 6: Clean Water and Sanitation**** - The university's Tree Plantation Drive in collaboration with Cantonment Board Korangi Creek (CBKC) served as a significant step towards promoting environmental sustainability and addressing issues related to clean water and sanitation.

****SDG 7: Affordable and Clean Energy**** - While not explicitly mentioned, ILMA University's efforts toward sustainability and green initiatives indirectly supported the goal of affordable and clean energy.

****SDG 8: Decent Work and Economic Growth**** - ILMA University remained committed to enhancing students' practical experiences and career prospects. The ILMA Tech Gala 2022 showcased innovative technological solutions and connected students with industry partners, contributing to decent work and economic growth.

****SDG 9: Industry, Innovation, and Infrastructure**** - The ILMA Tech Gala not only connected students with industry partners but also promoted technological innovation, aligning with the goal of fostering industry, innovation, and infrastructure.

****SDG 10: Reduced Inequality**** - ILMA University's support for the children of serving officers and martyrs of Sindh Police through scholarships reduced educational inequality and contributed to a more equitable society.

****SDG 11: Sustainable Cities and Communities**** - The university hosted webinars on topics like urban sprawl and sustainability, highlighting its commitment to contributing to the development of sustainable cities and communities.

****SDG 12: Responsible Consumption and Production**** - ILMA University's focus on environmental

sustainability indirectly supported responsible consumption and production by promoting eco-friendly practices.

****SDG 13: Climate Action**** - The Tree Plantation Drive and the university's commitment to environmental sustainability were key steps in contributing to climate action and mitigating the effects of climate change.

****SDG 14: Life Below Water**** - While specific initiatives related to life below water were not mentioned, ILMA University's broader commitment to sustainability may indirectly support the preservation of marine life.

****SDG 15: Life on Land**** - The Tree Plantation Drive played a crucial role in contributing to the preservation of terrestrial ecosystems and promoting life on land.

****SDG 16: Peace, Justice, and Strong Institutions**** - ILMA University engaged with law enforcement agencies through seminars and discussions focused on capacity building and education for police officers. These initiatives aimed to contribute to the professional development of law enforcement personnel and promote higher education opportunities, thereby supporting peace, justice, and strong institutions.

****SDG 17: Partnerships for the Goals**** - The uni-

versity's active participation in collaborations and partnerships, such as MOUs with various institutions and engagement with external events, highlighted the importance of partnerships in achieving the SDGs and fostering a global perspective.

ILMA University's multifaceted approach to education, community engagement, and personal growth during 2022 underscored its unwavering commitment to the United Nations' 17 Sustainable Development Goals, reinforcing its role as a leading educational institution in Pakistan and a champion of sustainable development on a global scale.



Dear Members of the ILMA University Community,

I am delighted to address you today as we reflect upon our institution's journey towards embracing the United Nations Sustainable Development Goals (SDGs) throughout the year 2022. As the Chancellor of ILMA University, I take immense pride in witnessing our collective efforts and commitment to advancing these global goals, which serve as a compass for our educational institution's mission and values.

In this rapidly changing world, where the challenges we face are more complex than ever before, it is heartening to see ILMA University rise to the occasion. Our dedication to embedding the SDGs into the very fabric of our academic and operational endeavors underscores our commitment to producing not just educated individuals but responsible global citizens.

Through our holistic approach to education, we have made significant strides in addressing the SDGs. Our pursuit of quality education, our initiatives to reduce inequalities, and our unwavering commitment to environmental sustainability are but a few examples of our tangible contributions to these global objectives. As we look back on the year 2022, I am filled with pride and optimism for what we have achieved and the impact we continue to make.

Our journey towards a developed nation, where equity, sustainability, and progress are the norm, is an ongoing one. It requires dedication, innovation, and a shared sense of purpose. I encourage each member of the ILMA University community to continue embracing the SDGs in your work, your studies, and your daily lives. Together, we can make a lasting difference, not only within our institution but in the broader society we serve.

I extend my heartfelt gratitude to our students, faculty, staff, and partners for their unwavering commitment to these noble goals. Your dedication is a source of inspiration, and it is through our collective efforts that we will continue to lead the way towards a brighter, more sustainable future for our beloved nation. Thank you for your commitment, and let us march forward together on this transformative journey.

Warm regards,
Noman Abid Lakhani (Sitar-e-Imtiaz)
Chancellor



I am honored to address you today as we reflect on our institution's remarkable journey in aligning with the United Nations Sustainable Development Goals (SDGs) during the year 2022. As the Vice Chancellor of ILMA University, I am immensely proud of the strides we have made and the dedication shown by every member of our university community.

Our commitment to the SDGs is not just a symbol but a reflection of our core values and aspirations. Throughout 2022, ILMA University has taken substantial steps towards becoming an institution that actively contributes to building a more sustainable and equitable future.

In the realm of education, we have continued to provide quality learning experiences that empower our students to address the challenges of our time. Our initiatives aimed at reducing inequalities, providing scholarships, and fostering inclusivity have exemplified our dedication to SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities).

Furthermore, our endeavors in community outreach, environmental sustainability, and awareness campaigns have reinforced our commitment to SDGs 2 (Zero Hunger), 3 (Good Health and Well-being), 6 (Clean Water and Sanitation), 11 (Sustainable Cities and Communities), and 13 (Climate Action). These actions are not isolated efforts but integral components of our mission to create a lasting impact on society.

I want to express my heartfelt gratitude to each member of our university community—students, faculty, staff, and partners—for their relentless dedication to these vital global goals. Your hard work and passion inspire us all to strive for excellence in every aspect of our work.

As we move forward, let us renew our commitment to the SDGs and continue to integrate them into our curricula, research, and community engagement efforts. Together, we can drive positive change and play a pivotal role in building a brighter, more sustainable future for our nation and the world.

Warm regards,
Prof. Dr. Mansoor-uz-Zafar Dawood
Vice Chancellor
ILMA University

Quick Facts

112

PUBLICATIONS

4K

VOLUNTEER HOURS

300

**FAMILIES
IMPACTED**

6 MILLION +
RESEARCH FUNDING

650+
JOBS & INTERNSHIPS

9.8 MILLION
PROJECT FUNDING

700+
SCHOLARSHIP

4

**INTERNATIONAL
CONFERENCES**

100

LAPTOPS REWARD

10

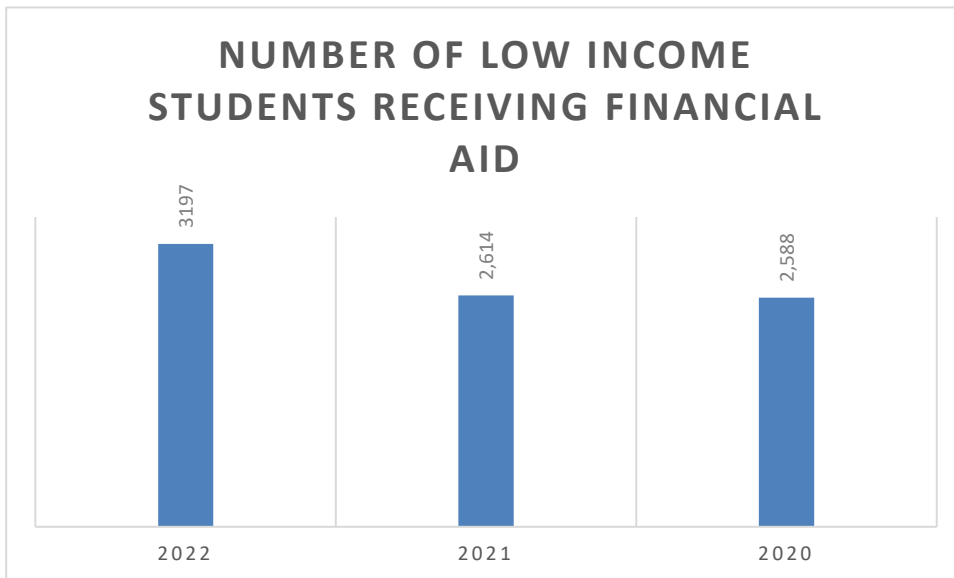
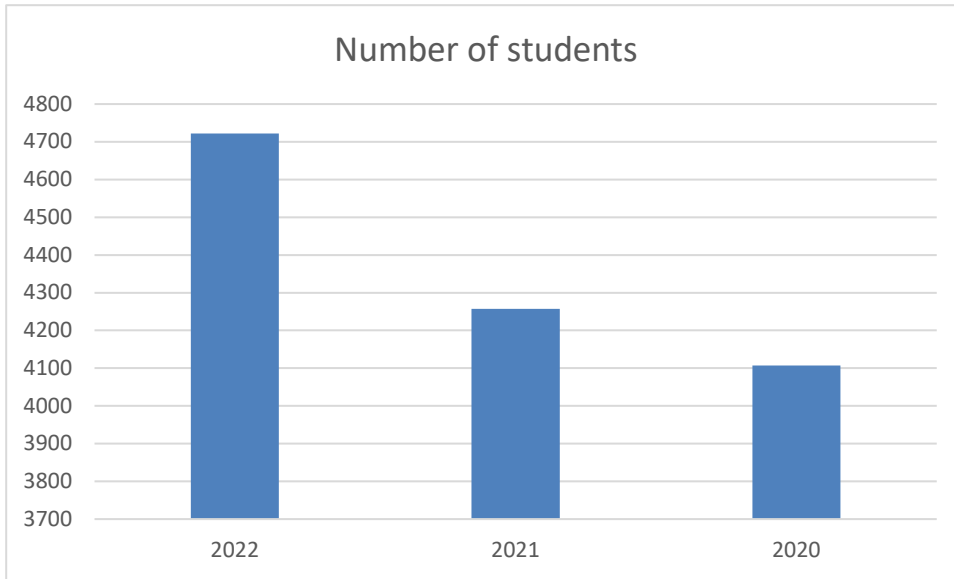
**REWARDS
PROGRAMS**

1 NO POVERTY





100%
NEED BASED
SCHOLARSHIPS



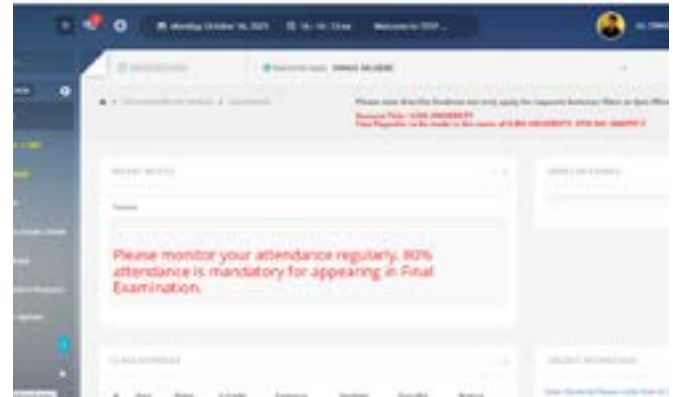
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ILMA University is deeply committed to supporting students from low-income families throughout their academic journey. We understand the challenges these students may face and strive to provide comprehensive support to ensure their successful completion of university. Our support initiatives encompass a range of essential areas, including:

Financial Aid Programs: ILMA University offers a variety of financial aid programs, including scholarships and grants, to assist students from low-income families in covering tuition, fees, and related educational expenses. These programs are designed to alleviate financial burdens and enable students to focus on their studies.



Academic Support Services: We provide academic support services to help students improve their academic performance. This includes tutoring, academic advising, and study resources to ensure they have the necessary tools to succeed.



Career Counseling and Employment Assistance: Our career counseling services guide students in making informed career choices and finding part-time employment opportunities. These services help students balance their financial needs with their educational goals.

On-Campus Employment: ILMA University offers on-campus job opportunities, allowing students to gain work experience while pursuing

their degrees. These positions are often available for students from low-income backgrounds, providing both financial support and professional development.

Counseling and Mental Health Services: We recognize the importance of supporting students' emotional well-being. Our counseling services provide assistance to students dealing with personal or financial stress, ensuring they can focus on their studies.



Food and Housing Support: While ILMA University may not provide direct food or housing services, we work in partnership with local organizations and agencies to connect students with resources for food, housing, and transportation assistance. This collaborative approach enhances the overall support system available to our students.

ILMA University is dedicated to reducing barriers and creating an inclusive educational environment. Our support programs are designed to empower students from low-income families, enabling them to complete their university education and work toward a brighter future. We are actively engaged in addressing the challenges associated with socioeconomic diversity, aligned with our commitment to the United Nations' Sustainable Development Goal 1: No Poverty.



ILMA UNIVERSITY PROMOTES UNITY AND COMPASSION IN ALIGNMENT WITH SDG 1: NO POVERTY

On April 15, 2022, ILMA University, recognized for its commitment to social responsibility, organized a heartwarming Ramadan Iftar Support event at its Gulshan campus. This initiative was a testament to the university's dedication to SDG 1, "No Poverty," and aimed to extend a helping hand to those in need, reflecting the principles of unity, generosity, and compassion that characterize the holy month of Ramadan.

The event received an overwhelming response from both students and faculty members, who actively engaged and contributed to this noble endeavor. Their enthusiastic participation underscored a deep sense of duty to the community and a genuine aspiration to alleviate the challenges faced by the less fortunate during the sacred month of fasting.



ILMA UNIVERSITY'S COLLABORATIVE COMMITMENT TO SDG 1: NO POVERTY AND HIGHER EDUCATION OPPORTUNITIES



The meeting served as a platform for discussing initiatives geared towards advancing education and professional development within the law enforcement community.

This collaboration exemplifies ILMA University's commitment to both SDG 1, by addressing the need to provide higher education opportunities for individuals within the law enforcement community, and SDG 4, which aims to ensure inclusive and equitable quality education for all. By focusing on the children of Shuhadas and police officers, this endeavor contributes to reducing poverty and promoting access to quality education as outlined in SDG 1.

On April 18, 2022, a delegation from ILMA University, driven by the principles of SDG 1: No Poverty, engaged in a significant meeting with Deputy Inspector General South, Mr. Sharjil Kharal, at the DIG South Office. This initiative aimed to explore avenues for enhancing higher education opportunities for police officers and their children, with a particular focus on the children of Shuhadas (martyrs).



SDG FACTS

ILMA University ranked among the top 300 universities globally in SDG 1 (No Poverty) in the Impact Rankings 2023 (AMONG 876 UNIVERSITIES FROM 88 COUNTRIES).

ILMA UNIVERSITY'S COMMITMENT TO SDG 1: EMPOWERING HEROES' LEGACIES THROUGH SCHOLARSHIPS FOR SINDH POLICE FAMILIES

ILMA University, renowned for its dedication to education and societal development, has taken a commendable step in alignment with SDG 1: No Poverty. The university is now offering scholarships to the children of serving officers and martyrs of Sindh Police. This collaborative initiative, in partnership with the Police Training School Garden Karachi and led by Inspector Ziaullah, was formally announced at the Police Museum Auditorium PHQ Garden Karachi. The announcement event witnessed a significant turnout of families eager to benefit from this life-changing opportunity.

The ILMA University delegation, comprised

of Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood, Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt, Deputy Director Quality Assurance & Liaison, Deans, Head of the Departments, Faculty members, and Industry experts, showcased the institution's dedication to honoring the sacrifices made by Sindh Police officers and their families.



SDG FACTS

ILMA University secured the 5th position in SDG 1 (No Poverty) among all universities in Pakistan.

EMPOWERING DREAMS: ILMA UNIVERSITY AWARDS SCHOLARSHIPS TO DESERVING STUDENTS

On November 14, 2022, ILMA University held a momentous event, the “Scholarships Distribution Ceremony,” dedicated to empowering deserving students on their educational journey. The ceremony was graced by the esteemed presence of Mr. Noman Ahsan, Director General of the Charter Inspection & Evaluation Committee, who served as the Chief Guest for the occasion.

During the ceremony, Mr. Ahsan had the honor of presenting scholarships certificates to the deserving students, a gesture that lit up the faces of both the recipients and their proud parents. The event served as a platform to recognize and support the academic achievements and aspirations of these talented students.



SDG FACTS

ILMA University's Commitment to SDG 1: No Poverty - Over 700 Scholarships Distributed in 2022, Paving the Way for a More Inclusive Future

ILMA UNIVERSITY LAUNCHES “SUPPORT A STUDENT PROGRAM” TO EMPOWER FUTURE LEADERS AND REDUCE POVERTY

ILMA University is thrilled to announce the launch of its transformative initiative, the “Support a Student Program.” This groundbreaking program is designed to create a positive impact on the lives of students facing financial challenges, empower the next generation of leaders, and contribute to the reduction of poverty within our society.

Education is a fundamental human right, and ILMA University is committed to making it accessible to all talented and motivated individuals, regardless of their financial circumstances. In line with this commitment, the “Support a Student Program” aligns with the United Nations’ Sustainable Development Goal 1: No Poverty.

The “Support a Student Program” serves as a bridge to education, connecting

generous sponsors, donors, and compassionate individuals with students who need financial assistance to pursue their academic dreams. By participating in this program, supporters can directly contribute to a student’s education, making a significant and lasting difference in their life.



ILMA UNIVERSITY'S "NATION BUILDERS SUPPORT PROGRAM" CREATES A LASTING IMPACT BY EMPOWERING NUMEROUS STUDENTS

ILMA University is proud to announce the remarkable success and far-reaching impact of its "Nation Builders Support Program." This program, designed to empower students from low-income backgrounds, has continued to create lasting changes in the lives of countless individuals, aligning with our commitment to fostering inclusivity and reducing poverty.

The "Nation Builders Support Program" serves as a beacon of hope for aspiring students who have faced financial hardships on their educational journey. By providing essential financial and mentorship support, the program enables students to overcome obstacles and successfully complete their studies.

Empowering Future Leaders: Over the years, the program has nurtured and

empowered a multitude of students who have shown exceptional promise. These individuals are now poised to become future leaders, changemakers, and innovators in various fields.

The "Nation Builders Support Program" has enabled numerous students to achieve their dreams, often against challenging odds. Their success stories are a testament to the program's effectiveness and the life-changing impact it has made.



ILMA JOINS FORCES WITH PAK VOLUNTEERS NGO FOR A COMPASSIONATE RAMADAN FUNDRAISING CAMPAIGN IN LINE WITH SDG 1

ILMA University, recognized for its unwavering commitment to social responsibility, partnered with Pak Volunteers NGO to conduct a heartwarming fundraising campaign. This two-day event, taking place on April 14th and 15th, 2022, was dedicated to spreading happiness and love among underprivileged children during the sacred month of Ramadan.

The campaign's mission was clear and impactful - to bring positive change to the lives of needy and underprivileged children by supplying essential necessities and cultivating a sense of joy and celebration during Ramadan. ILMA University students, inspired by a sincere desire to give back to the community, initiated and orchestrated this compassionate initiative.

By aligning with SDG 1: No Poverty, ILMA University's collaboration with Pak Volunteers NGO exemplifies its commitment to alleviating poverty and making a meaningful difference in the lives of underprivileged children during this holy month.



FOSTERING ENTREPRENEURSHIP FOR POVERTY ALLEVIATION: ILMA UNIVERSITY'S GUEST SPEAKER SESSION IN ALIGNMENT WITH SDG 1

ILMA University's Department of Entrepreneurship and Business Management took an impactful step in support of SDG 1: No Poverty by organizing a Guest Speaker Session on "Entrepreneurship Opportunities for Business Students & Mapping Entrepreneurs in Pakistan." This enlightening session was skillfully conducted by Mr. Faisal Serwer, Deputy Director at the State Bank of Pakistan.

The event was graced by the presence of ILMA University's Vice-Chancellor, Prof. Dr. Mansoor uz Zafar Dawood, along with Dr. Waheed and Ms. Hanefan Shaikh, a dedicated Lecturer. As a token of appreciation for Mr. Serwer's invaluable insights, ILMA University presented him with a souvenir. This initiative underscores the university's commitment to equipping future entrepreneurs with the knowledge

and tools needed to combat poverty through entrepreneurial endeavors in line with SDG 1.



ILMA UNIVERSITY EXPANDS ITS REACH BY OFFERING SCHOLARSHIPS TO STUDENTS FROM GHANA, JORDAN, AND LOWER-INCOME COUNTRIES

ILMA University proudly expands its global reach and commitment to inclusive education by introducing a new scholarship program that extends a helping hand to students from lower-income countries. This initiative, which includes Ghana, Jordan, and other nations, reflects our dedication to fostering diversity and equity in education while aligning with the United Nations' Sustainable Development Goal 1: No Poverty.

By offering these scholarships, ILMA University aims to empower talented students, regardless of their financial circumstances, providing them with the opportunity to access high-quality education and unlock their potential. This endeavor not only breaks down financial barriers but also fosters connections among individuals from different

backgrounds, enriching our academic community with diverse perspectives and contributing to a more inclusive and dynamic learning environment. As we extend our global reach, we remain committed to the belief that education has the transformative power to reduce poverty and create a brighter future for all. Prospective students from eligible countries are encouraged to apply, and we invite philanthropic individuals, organizations, and partners who share our vision to join us in supporting this scholarship program, enabling students to achieve their educational aspirations and make a positive impact on the world.

ILMA UNIVERSITY PROUDLY CELEBRATED ITS 17TH CONVOCATION ON WEDNESDAY, 09TH FEBRUARY 2022, AT ITS MAIN CAMPUS, MARKING A SIGNIFICANT MILESTONE IN LINE WITH OUR COMMITMENT TO THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOAL 1: NO POVERTY.

The convocation was a momentous occasion, presided over by Chancellor Mr. Noman Abid Lakhani (T.I.) and graced by the presence of Vice-Chancellor Prof. Dr. Mansoor uz Zafar Dawood, Registrar Syed Kashif Rafi, Deans, Directors, Heads of Teaching Departments, Distinguished Faculty members, and esteemed Guests of Honor. Notable figures from the corporate world, including Senator Abdul Haseeb Khan of Brookes Pharma (Pvt.) Limited, Farrukh Chawla of Alkaram Towel Industries (Pvt.) Limited, Kashif Quseem of Crown Group, Afeef Rashid of Afeef Zara Group, Pervez Haroon Madraswala of Clipsal, Khurram Zafar of Outdoor One Advertising, and Farhan Chishti of Liaquat College of Medical & Dentistry, graced the occasion.

it symbolized a longstanding tradition where ILMA University celebrates the remarkable achievements of its graduates. The worthy Chancellor officially declared the convocation open, followed by an inspiring address from the Vice-Chancellor.



This convocation was not merely a formal degree-conferring ceremony;

Amidst the dazzling atmosphere of this grand event, over 500 candidates from

ILMA SDGs Report 2022

diverse faculties, including Management Sciences, Computer Sciences, Science & Technology, and Media & Design, were awarded distinguished degrees. The occasion was also marked by the presentation of more than 25 medals to exceptional students for their outstanding performance, supported by our valued industry partners.

As the Class of 2022 celebrated their graduation, they joyfully tossed their caps into the air, symbolizing their success and bright futures. This momentous convocation reflects ILMA University's commitment to fostering inclusivity, reducing poverty, and providing quality education that empowers graduates to thrive in their careers and contribute to a more equitable society.



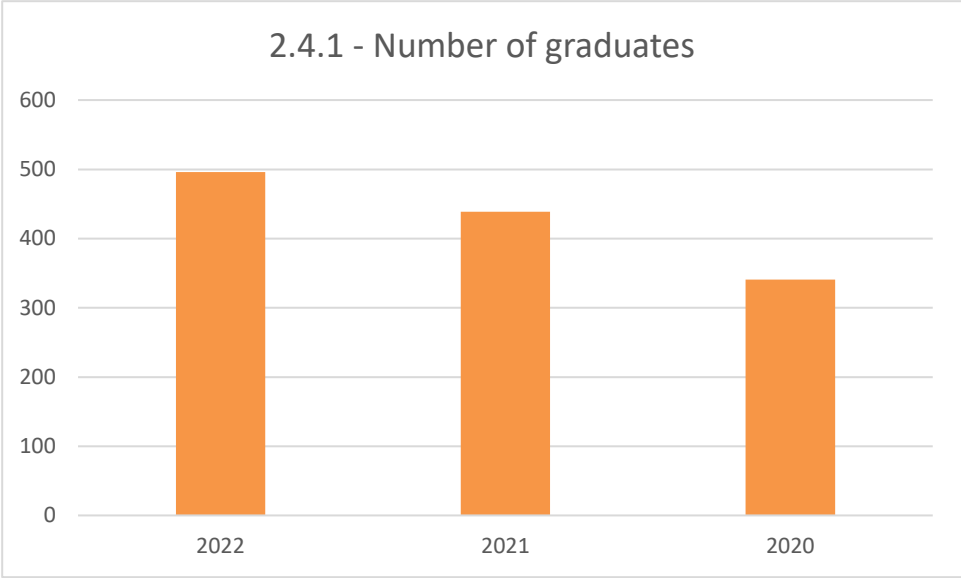
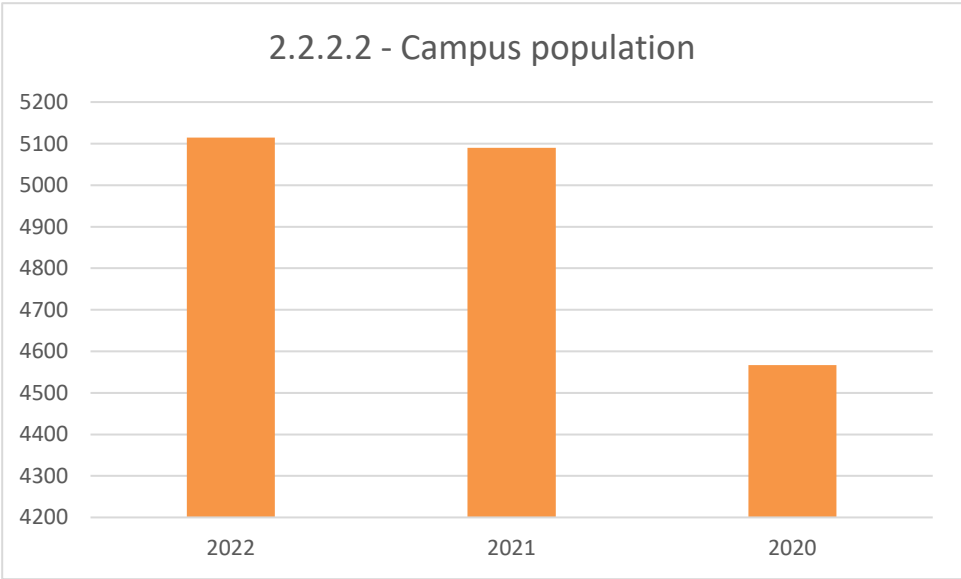
RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
Women engagement in agriculture and human capital development in developing countries: An African sub-regional analysis	Romanus Osabohien & Kanwal Hammad Lakhani	W	PLoS ONE
Contribution of Small-Scale Agroforestry to Local Economic Development and Livelihood Resilience: Evidence from Khyber Pakhtunkhwa Province (KPK), Pakistan	Shagufta Zada	W	Land
Do Corruption, Inflation and Unemployment Influence the Income Inequality of Developing Asian Countries?	Dr. Raja Rehan	NA	International Journal of Applied Economics, Finance and Accounting
Do Globalization, Technology Adoption and Economic Development Influence Income Inequality in Developing Asian Nations?	Dr. Raja Rehan	NA	Asian Journal of Economics and Empirical Research

Social services provision and stakeholder engagement in the Nigerian informal sector: A systemic concept for transformation and business sustainability	Daniel E. Ufua & Hammad Tahir	X	Business and Society Review
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2 ZERO HUNGER





ILMA UNIVERSITY: NURTURING COMPASSION AND UNITY IN PURSUIT OF SDG 2 - ZERO HUNGER

In its relentless commitment to the United Nations Sustainable Development Goal (SDG) 2, "Zero Hunger," ILMA University has once again exemplified its dedication to social responsibility and community welfare. On the auspicious evening of Friday, April 15, 2022, ILMA University's Gulshan campus became the stage for a heartwarming Iftar Drive. This initiative, fueled by the spirit of Ramadan, was a testament to the values of unity, generosity, and compassion.

The Iftar Drive garnered an overwhelming response from the university's students and faculty members, who, with boundless enthusiasm, wholeheartedly embraced the opportunity to make a positive impact. Their active participation underscored their deep sense of responsibility

toward the community and a genuine commitment to alleviating the plight of the less fortunate during the sacred month of fasting. In this endeavor, ILMA University not only fostered compassion and unity but also resoundingly declared its dedication to the cause of Zero Hunger.



SDG FACTS

Ranked 2nd among private universities in Pakistan for SDG 2 (Zero Hunger) by submitting data along with 28 other universities out of a total of 72 universities in Pakistan.

ILMA UNIVERSITY'S COMPASSIONATE FOOD CAMPAIGN ILLUMINATES LIVES IN ILYAS GOTH KORANGI

ILMA University, a trailblazer in academic excellence, once again demonstrated its commitment to making a positive impact in the community by organizing a heartwarming Food Campaign in collaboration with Pak Volunteers Abdul Latif Samoo, a selfless NGO founded by dedicated ILMA University students.

Taking place on Sunday, April 24, 2022, in the heart of Ilyas Goth Korangi, Karachi, the Food Campaign was a manifestation of ILMA's enduring dedication to serving the less fortunate and spreading the spirit of compassion and unity during the holy month of Ramadan. This campaign not only provided essential nourishment but also underscored ILMA University's resolute commitment to SDG 2 - Zero Hunger.



SDG FACTS

Ranked as the number 1 private university in the province of Sindh for SDG 2 (Zero Hunger).



ILMA UNIVERSITY'S SUSTAINED COMMITMENT TO ZERO HUNGER

ILMA University, known for its dedication to social responsibility and community welfare, remains steadfast in its mission to tackle the global challenge of hunger. On Friday, April 15, 2022, the university organized a heartwarming Iftar Drive at its Gulshan campus, an event that exemplified the institution's values of unity, generosity, and compassion, often associated with the blessed month of Ramadan.

This initiative garnered an overwhelming response from both students and faculty members, who passionately joined hands to support this noble cause. Their active involvement not only highlighted a profound sense of responsibility toward the community but also a genuine commitment to alleviating the hardships faced by the less fortunate. In this ongoing

dedication, ILMA University illuminates the path toward achieving SDG 2 - Zero Hunger.



SDG FACTS

Demonstrated a commitment to addressing food insecurity and hunger-related issues within the university's community and beyond.

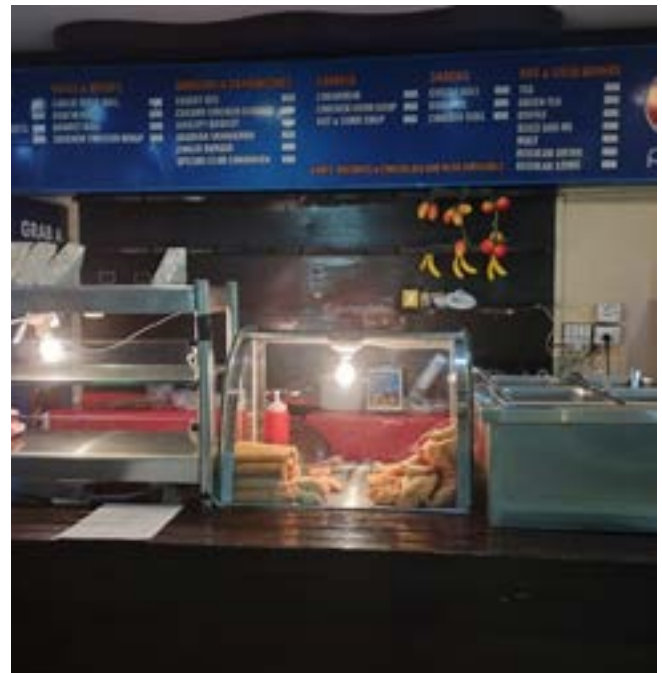
ILMA UNIVERSITY'S SUSTAINED COMMITMENT TO ZERO HUNGER

ILMA University is proud to announce the establishment of its Campus Food Pantry, a groundbreaking initiative aimed at combating food insecurity and contributing to the achievement of the United Nations Sustainable Development Goal (SDG) 2 - Zero Hunger.

In recognition of the pressing global issue of food insecurity, ILMA University has taken a significant step forward in support of its commitment to sustainability and social responsibility. The Campus Food Pantry, which officially opened its door, is a vital resource designed to ensure that no student goes hungry while pursuing their education.

The Campus Food Pantry is a testament to ILMA University's dedication to addressing the challenges associated with hunger. It provides a welcoming and stigma-free environment for students who may be facing food insecurity. Here, students have access to essential food

items, including non-perishable goods and fresh produce, ensuring that their nutritional needs are met.



ILMA STUDENT FOOD BANK'S REMARKABLE 2022: NOURISHING OVER 1,000 STUDENTS AND DISTRIBUTING 20,000 POUNDS OF FOOD

ILMA University established the ILMA Student Food Bank, pioneering a student-run initiative that was the first of its kind in the nation. This innovative endeavor was driven by a profound commitment to assist students facing the challenges of food insecurity. Food insecurity is a condition characterized by limited access to quality and diverse food, often resulting in disrupted eating patterns, and it can pose a significant barrier to academic success.

The ILMA Student Food Bank operates as a non-profit organization, relying on financial support to offer year-round assistance to ILMA students. Through a strategic partnership with the Greater Lansing Food Bank, the ILMA Student Food Bank can acquire food at reduced costs, significantly extending the impact of donations. With minimal overhead

expenses, the Food Bank maximizes the value of each dollar.

Over the course of the year 2022, the ILMA Student Food Bank continues its vital mission, serving over 1,000 students, many of whom have families, and distributing over 20,000 pounds of food. This ongoing commitment to student welfare and the fight against food insecurity underscores ILMA University's dedication to ensuring every student has the support they need to achieve academic success.

ILMA UNIVERSITY EMPOWERS LOCAL FOOD PRODUCERS WITH SEMINAR ON AGRICULTURAL TECHNOLOGY

ILMA University, a leader in education and community involvement, is excited to announce its upcoming seminar aimed at equipping local food producers with the latest technological advancements and knowledge. This event underscores the university's commitment to enhancing the local agriculture and food production sectors.

Scheduled under the title "Transforming Agriculture: Technology for Local Food Producers," the seminar is set to take place on 2nd July 2023 at ILMA University's campus, located at Korangi Creek Karachi. The primary goal of this seminar is to bridge the gap between traditional farming practices and modern technological solutions, empowering local food producers with essential skills and insights into how technology can elevate production, efficiency, and sustainability.

Key features of the seminar include presentations and workshops delivered by industry experts in agriculture technology, sustainable farming, and aquaculture. Attendees will have the opportunity to explore the latest innovations and tools in the agricultural and food production industry through a technology showcase. Practical demonstrations and interactive sessions will enable participants to gain hands-on experience with technology applications relevant to their operations, fostering an environment of experiential learning.



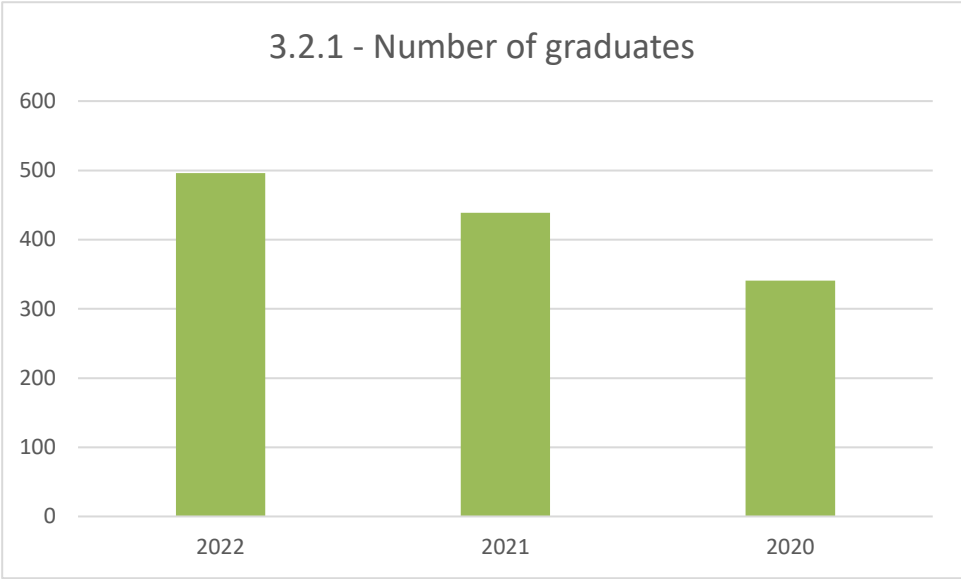
RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
Addressing the effect of meteorological factors and agricultural subsidy on agricultural productivity in India: a roadmap toward environmental sustainability	Muhammad Irfan	W	"Environmental Science and Pollution Research"
Trade Facilitation and Agriculture Sector Performance in Sub-Saharan Africa: Insightful Policy Implications for Economic Sustainability	Zhang Yu & Abdul Rehman Khan	W	"Frontiers in Environmental Science"
Determining Farmers' Awareness About Climate Change Mitigation and Wastewater Irrigation: A Pathway Toward Green and Sustainable Development	Muhammad Irfan	W	"Frontiers in Environmental Science"

3

**GOOD HEALTH
AND WELL-BEING**





ILMA UNIVERSITY PARTNERS WITH FATIMID FOUNDATION TO HOST A SUCCESSFUL BLOOD DONATION CAMP

ILMA University, a pioneering institution committed to advancing Sustainable Development Goal 3 (SDG 3): Good Health and Well-being, has partnered with the Fatimid Foundation to host a successful Blood Donation Camp at its Gulshan Campus on February 25, 2022. This initiative is a testament to ILMA University's dedication to promoting good health and well-being within its community.

The collaborative effort, made possible by the dedicated team from the Fatimid Foundation, led by Dr. Aziz Qamaruddin, Director, and Ms. Durakhshan Ali, Manager

BMD, brought together a team of medical professionals, including doctors and nurses, for the crucial task of collecting blood donations. This noble endeavor aimed to support cancer and thalassemia patients by ensuring a consistent supply of life-saving blood.

ILMA University's commitment to the principles of SDG 3 goes beyond the classroom, and this Blood Donation Camp serves as a prime example of the university's efforts to make a positive impact on the health and well-being of the community.



ILMA UNIVERSITY PARTNERS WITH DR. ESSA LABORATORY TO PROMOTE SDG 3 THROUGH DENTAL HYGIENE AWARENESS

ILMA University, a renowned institution dedicated to advancing Sustainable Development Goal 3 (SDG 3): Good Health and Well-being, has joined forces with Dr. Essa Laboratory & Diagnostic Centre to raise awareness about the importance of Dental Hygiene. This educational session was hosted on June 16, 2022, at ILMA University's main campus.

The enlightening session featured a delegation of experts, including Dr. Saqib Kaleem, a skilled BDS Dental Surgeon, and the accomplished Business Development Officers, Ms. Rimsha Afzal and Mr. Talha Fareed. Together, they delved into the critical topic of dental hygiene and its profound impact on overall well-being.



ILMA UNIVERSITY AND KAZIM TRUST JOIN HANDS TO ADDRESS LEARNING DISORDERS

ILMA University's Alumni & Placement Department joined forces with Kazim Trust to organize a highly informative session on "Attention-Deficit Hyperactivity & Learning Disorder." The event, held at the Main Campus on Saturday, September 10, 2022, aimed to shed light on these learning challenges and equip students with valuable insights to cope with them.

Ms. Ambreen Ali, Head of Services & Clinical Psychologist at Kazim Trust, served as the esteemed speaker for the

session. Her expertise and interactive approach captivated the audience, engaging them in meaningful discussions about learning disorders. Students actively raised questions and sought guidance, making the session a dynamic platform for sharing knowledge and fostering understanding. ILMA University's commitment to empowering its students was evident through this collaborative effort, which aimed to create a supportive learning environment for all.



NURTURING ENTREPRENEURS: ILMA UNIVERSITY HOSTS INSPIRING SESSION BY MR. WAQAS BADSHAH

The Faculty of Computer Sciences at ILMA University orchestrated an empowering Guest Speaker Session on “Problems & Opportunities of Entrepreneurship Development.” The session, conducted by the esteemed Mr. Waqas Badshah, Chief Executive Officer of Webnet Pakistan (Pvt.) Ltd., aimed to ignite the entrepreneurial spirit within students while providing invaluable industry insights.

The objective of ILMA University’s guest

speaker sessions is to bridge the gap between academia and industry, fostering experiential learning opportunities for students. By bringing industry experts like Mr. Waqas Badshah to the campus, the university aims to inspire and equip students with the knowledge and tools required for better career growth. The session became a platform for students to gain firsthand knowledge about the challenges and opportunities that await in the entrepreneurial realm.



ILMA UNIVERSITY EMPOWERS SDG 3: GOOD HEALTH AND WELL-BEING THROUGH THRILLING FUTSAL TOURNAMENT

ILMA University's Sports Club took a leap towards advancing Sustainable Development Goal 3 (SDG 3): Good Health and Well-being, by bringing the excitement of FUTSAL to life with a spirited tournament held in collaboration on December 14, 2022. The event saw students from both the Gulshan and Main Campus showcasing their athletic skills and sportsmanship on the field.

In a dazzling display of teamwork and determination, the Gulshan Campus emerged victorious, securing the top position in the tournament. Their exceptional performance was met with

due recognition and rewarded with a well-deserved Trophy and Certificates, presented by the esteemed Secretary (Acting) of Sindh Higher Education Commission of Pakistan, Mr. Noman Ahsan.

This event was not just a competition; it was a celebration of unity and camaraderie among participants from both campuses. The tournament brought together sports enthusiasts, encouraging them to pursue their passion for sports and physical fitness, thereby promoting the importance of a healthy and active lifestyle.



ILMA UNIVERSITY WITNESSES VICTORIOUS PAKISTAN VS. SRI LANKA WOMEN'S T20 SERIES

ILMA University had the honor of being invited by the Pakistan Cricket Board (PCB) to witness the thrilling International T20 Women's series between Pakistan and Sri Lanka. The matches took place at the iconic Southend Club, where both teams displayed exceptional talent and sportsmanship.

The series, consisting of three exhilarating matches, witnessed a remarkable performance by both teams. The Green Shirts displayed remarkable teamwork and determination, securing a triumphant victory with a score of 3-0. The series was a testament to the dedication and hard work of the players, capturing the hearts of cricket enthusiasts.

ILMA University students and faculty actively participated in the event, adding

to the enthusiasm and energy of the crowd. The university's presence was highly appreciated by the Pakistan Cricket Board (PCB), highlighting ILMA University's commitment to promoting sports and fostering a spirit of sportsmanship among its community.



TRIUMPH ON THE PITCH: ILMA UNIVERSITY HOSTS 3-DAY INTERCAMPUS CRICKET TOURNAMENT

ILMA University's Sports Department orchestrated an exhilarating 3-day Intercampus Cricket tournament on October 24, 2022, that brought together teams from across the university campuses. The spirited event showcased exceptional talent and sportsmanship, leaving a lasting impression on the participants and spectators alike.

Under the inspirational leadership of student captains Muhammad Suleiman and Muzammil Zafar, the runner-up and winning teams respectively displayed commendable skills and teamwork, earning them high praise from both the University staff and fellow students. The victorious team, captained by Muzammil Zafar, was especially celebrated for their outstanding performance on the pitch.



STUDENT WELL-BEING: FREE COUNSELING SESSIONS FOR MENTAL HEALTH AND STUDENT-RELATED ISSUES

ILMA University is deeply committed to the well-being of its students, recognizing that mental health is a vital component of overall student success. To support our students in facing the challenges that can arise during their academic journey, we offer free counseling sessions focused on addressing a wide range of mental health and student-related issues. These counseling sessions are provided by trained professionals who create a safe and confidential space for students to express their concerns, seek guidance, and work through personal challenges.

Our university understands that students may encounter a variety of stressors and emotional issues, and our free counseling services are designed to provide them with the necessary tools and support to cope with these challenges. We encourage students to take advantage of these sessions to enhance their mental well-being and create a positive and

nurturing environment that fosters their academic and personal growth. At ILMA University, we believe that investing in our students' mental health is an investment in their overall success and happiness.



EMPOWERING STUDENT WELL-BEING: ILMA UNIVERSITY'S MENTAL HEALTH SEMINARS

ILMA University is dedicated to promoting mental health and well-being among its students, recognizing the importance of addressing the unique challenges they may face during their academic journey. In line with this commitment, we regularly host Mental Health Seminars to create awareness and provide valuable insights into managing mental health effectively. These seminars feature expert speakers, psychologists, and counselors who engage with our students in an open and supportive environment, offering guidance on stress management, anxiety, depression, and other mental health concerns.

Our Mental Health Seminars serve as a platform for students to openly discuss and learn about mental health-related issues, encouraging a culture of understanding and support. Through these seminars, we aim to equip our students with the tools and knowledge

they need to navigate the ups and downs of academic life while promoting a healthier and more resilient campus community.





LIFE COACHING PROGRAM BY SYEDA RAFIA FASIH, CERTIFIED LIFE COACH AND A CERTIFIED MASTER PRACTITIONER OF NLP (NEURO-LINGUISTIC PROGRAMMING).

ILMA University made its mark again by organizing Life Coaching Session with Syeda Rafia Fasih, certified Life and Mental Coach from USA. The session was organized part of university's SDG plan under SDG 3 Good Health and Wellbeing. The session was held on 18th February 2022 at its Main Campus. The event started with a welcome note from honorable Registrar, ILMA University, Syed Kashif Rafi.

Syeda Rafia Fasih is also a Blogger, Influencer, critical thinker, goal planner,

and a certified Master Practitioner of NPL.

Syeda Rafia Fasih highly appreciated the students and the university and said that I am glad that the students of ILMA University are very capable, enthusiastic and able to comprehend the session's importance. Students thoroughly enjoyed the mesmerizing and interactive session with the Life Coach, Syeda Rafia Fasih.

RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
The long-term dynamic relationship between communicable disease spread, economic prosperity, greenhouse gas emissions, and government health expenditures: preparing for COVID-19-like pandemics	Syed Abdul Rehman Khan & Zhang Yu	W	Environmental Science and Pollution Research
Commodity and financial markets' fear before and during COVID-19 pandemic: Persistence and causality analyses	Oluwasegun B. Adekoya	W	Resources Policy
Assessing the nexus between COVID-19 pandemic-driven economic crisis and economic policy: lesson learned and challenges	Wasim Iqbal	W	Environmental Science and Pollution Research

Re-examining the nexuses of communicable diseases, environmental performance, and dynamics of sustainable Development in OECD countries	Zhang Yu	W	Environmental Science and Pollution Research
Factors Affecting Environmental Performance during the Covid-19 Period in the Leather Industry: A Moderated-Mediation Approach"	Shafique Ur Rehman	X	Journal of Competitiveness
Emotional Promiscuity and Emotional Intelligence: An Empirical Study	Afreen Faiza	Y	Specialusis Ugdymas
Who loves to forgive? The mediator mechanism of service recovery between brand love, brand trust and purchase intention in the context of food-delivery apps	Leonardo Aureliano-Silva	W	British Food Journal
A New V-Net Convolutional Neural Network Based on Four-Dimensional Hyperchaotic System for Medical Image Encryption	Shahid Karim	W	Security and Communication Networks
Does Servant Leadership Control Psychological Distress in Crisis? Moderation and Mediation Mechanism	Shagufta Zada	W	Psychology Research and Behavior Management

Factors Affecting Consumers Preferences during Covid-19 Pandemic: An Empirical Study with Evidence from Fast Food Industry in Karachi	Rehana Qurban Ali	Y	Academy of Strategic Management Journal
Emotional Intelligence And Self-Esteem: A Brief Inquiry	Afreen Faiza	NA	Elementary Education Online
Interventions for the Current COVID-19 Pandemic: Frontline Workers' Intention to Use Personal Protective Equipment	Muhammad Irfan	W	"Frontiers in Public Health
IoT-based real time clinical healthcare system for aging and underprivileged areas	Dr. Shahid Karim	Y	International Journal of Computational Vision and Robotics
The asymmetric nexus between air pollution and COVID-19: Evidence from a non-linear panel autoregressive distributed lag model	Muhammad Irfan	W	Environmental Research
Do Predictors of Health Facility Delivery Among Reproductive-Age Women Differ by Health Insurance Enrollment? A Multi-Level Analysis of Nigeria's Data	Romanus Osabohien & Mumal Mirza	W	Frontiers in Public Health
The impact of internet development on the health of Chinese residents: Transmission mechanisms and empirical tests	Muhammad Irfan	W	Socio-Economic Planning Sciences
Seeing Through Rose-tinted Glass: Exploring Forms of Self-deception Through Students Substance Usage Beliefs	Abdul Waheed Siyal	W	Journal of Human Values

Hyperspectral Imaging: A Review and Trends towards Medical Imaging	Shahid Karim	Y	Current Medical Imaging Reviews
Individual and community-level factors associated with non-institutional delivery of women of childbearing-age in Nigeria	"Romanus Osabohien & Ayesha Aziz "	Y	Humanities and Social Sciences Communications
Quality Management Practices and Inter-Organizational Project Performance: Moderating Effects of Inter-Organizational Communication, Relationship, and Process Conflicts in Healthcare	Shafique Ur Rehman	W	SAGE Open
Asymmetric effects of fine particulate matter and stringency policy on COVID-19 intensity	Muhammad Irfan	W	International Journal of Environmental Health Research
mRNA vaccines for COVID-19 and diverse diseases	"Muhammad Irfan "	W	Journal of Controlled Release
Probing the factors influencing cloud computing adoption in healthcare organizations: A three-way interaction model	"Rimsha Zahid "	W	Technology in Society
Vehicle collisions analysis on highways based on multi-user driving simulator and multinomial logistic regression model on US highways in Michigan	Irfan Ullah	W	International Journal of Crashworthiness

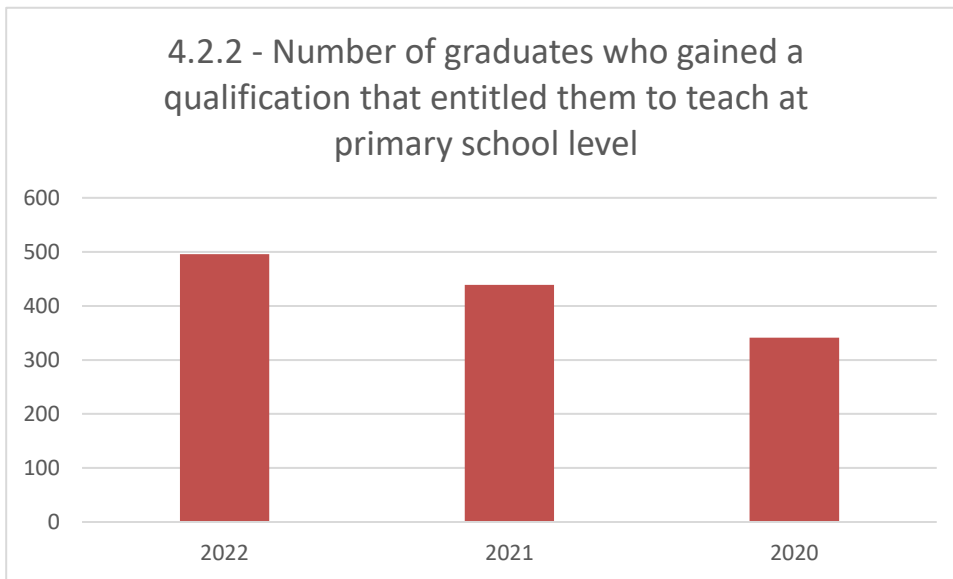
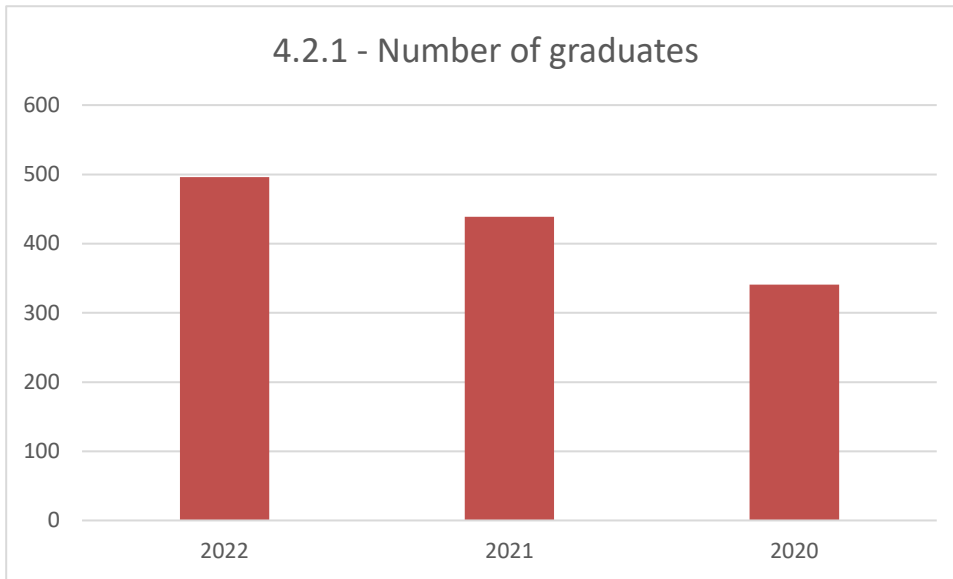
DAD-Net: Classification of Alzheimer’s Disease Using ADASYN Oversampling Technique and Optimized Neural Network	Gulnaz Ahmed & Mian Muhammad Sadiq Fareed	W	Molecules
Adolescent Deviant Behavior And Satisfaction With Life : A Brief Inquiry	Dr. Afreen Faiza	Y	Journal of Positive School Psychology
Modified Artificial Bee Colony Based Feature Optimized Federated Learning for Heart Disease Diagnosis in Healthcare	Asad Ali Shaikh	W	Applied Sciences (Switzerland)

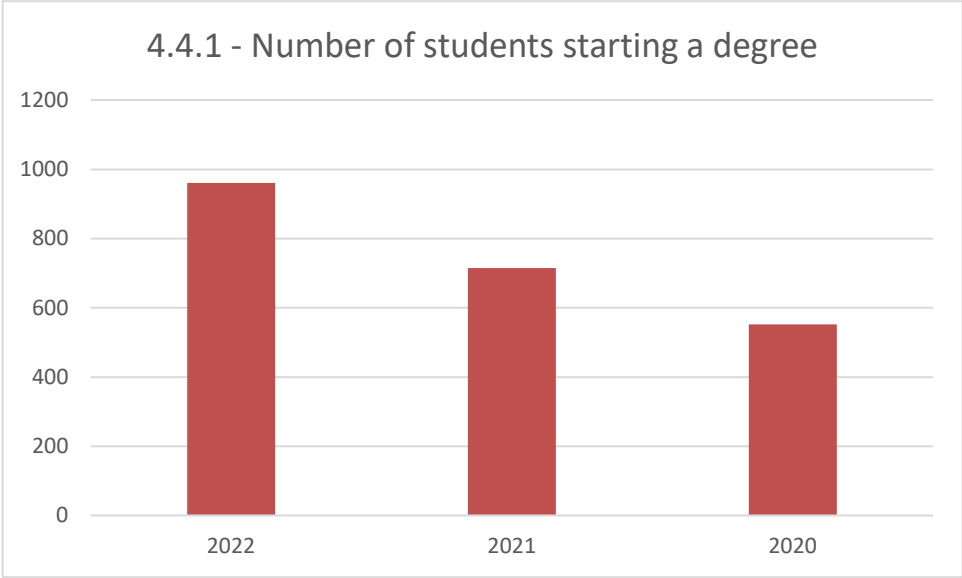
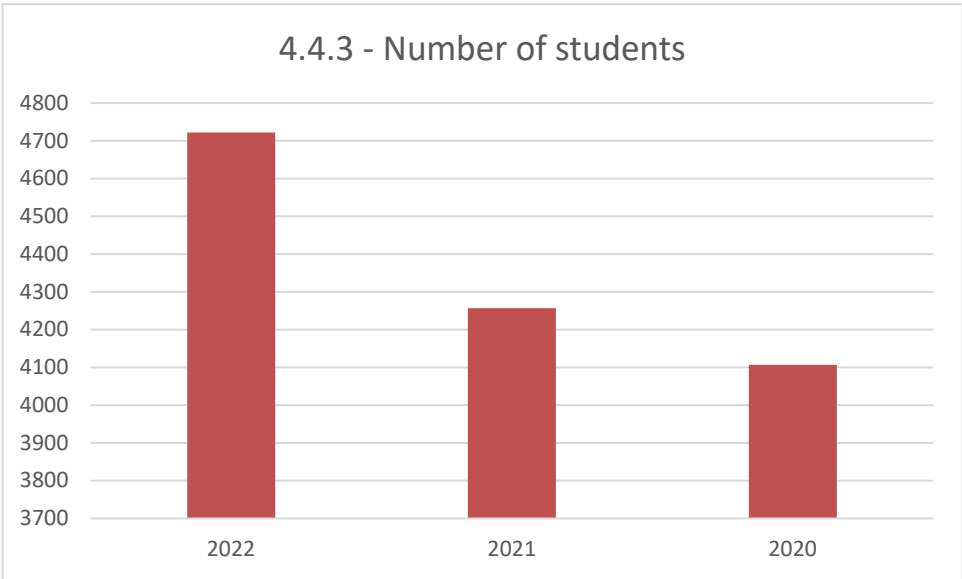


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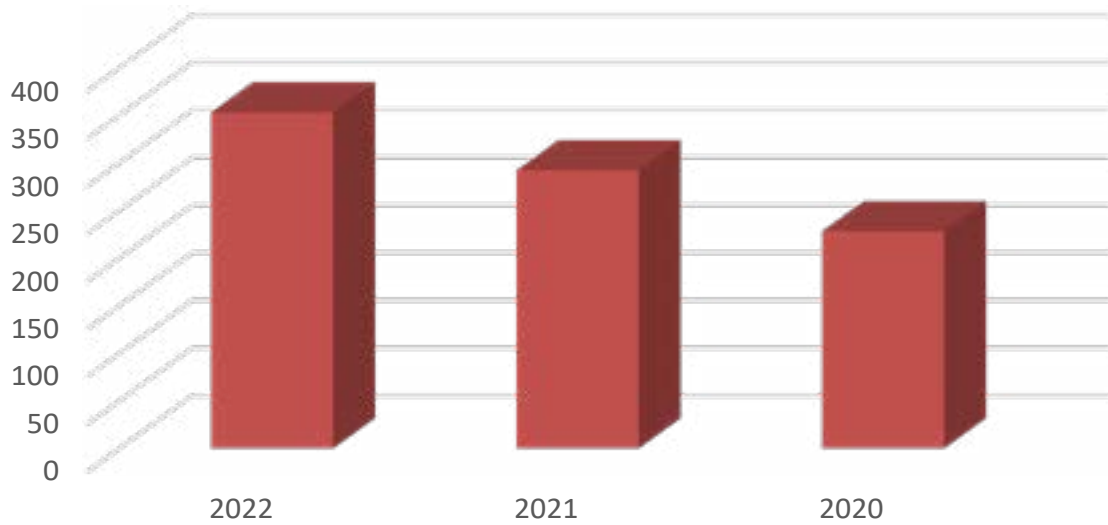
**QUALITY
EDUCATION**







4.4.2 - Number of first-generation students starting a degree



STRENGTHENING COLLABORATION: ILMA UNIVERSITY DELEGATION VISITS UNIVERSITY OF WAH

In a continued effort to bolster academic cooperation and foster mutually beneficial partnerships, a delegation from ILMA University recently visited the University of Wah. The visit marks a significant step forward in the implementation of a Memorandum of Understanding (MoU) signed earlier between the two esteemed institutions.

The ILMA University delegation, led by Mr. Fawwad Mahmood Butt, Director of Quality Assurance & Liaison, included Dr. Yasmeen Sultana, Dean of the Faculty of Media & Design, Ms. Sajida Qureshi, Deputy Director of Quality Assurance & Liaison, and several faculty members. The delegation was warmly received by the University of Wah, where they were welcomed by Prof. Dr. Jameel un Nabi, Vice Chancellor, Brig. Haroon Abbas Khan SI(M), (Retd), Registrar, Brig. (Retd.) Khalid Ahmed, Director of Quality Assurance & Enhancement, and other esteemed faculty members.

During the visit, both parties engaged in fruitful discussions to further explore and solidify the collaborative initiatives outlined in the MoU. The meeting proved to be highly productive, enabling an exchange of ideas, insights, and perspectives on academic development, research, and student-focused endeavors.



ILMA UNIVERSITY DELEGATION COLLABORATES WITH SINDH POLICE TO PROMOTE HIGHER EDUCATION

A delegation from ILMA University recently met with Deputy Inspector General South, Mr. Sharjil Kharal, at the DIG South Office on April 18, 2022, to explore ways to foster higher education opportunities for police officers and their children, with a special focus on the children of Shuhadas (martyrs). The meeting served as a platform for discussing initiatives aimed at advancing education and professional development within the law enforcement community.

Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt, Deputy Director Quality Assurance & Liaison Ms. Sajida Qureshi, Head of Administration & Security Mr. Raoun Farid, and Director Gulshan Campus Major (Retd.) Syed Faisal Hussain Shah, engaged in fruitful discussions with Deputy Inspector General South, Mr. Sharjil Kharal. The meeting also saw the participation of Insp. Ziaullah, Incharge of Karachi Police Training School (KPTS), and other senior officials of the Sindh Police.

The ILMA University delegation, comprising



ILMA UNIVERSITY DELEGATION MEETS DEPUTY DG PAKISTAN RANGERS (SINDH) TO FOSTER COLLABORATION FOR QUALITY EDUCATION

A delegation from ILMA University, led by Mr. Fawwad Mahmood Butt (Director Quality Assurance and Liaison), Major Syed Nasir Subzwari (Controller of Examinations), and Ms. Sajida Qureshi (Deputy Director Quality Assurance and Liaison), had the privilege of meeting with Brig. Rauf Shahzad, Deputy Director General of Pakistan Rangers (Sindh), on January 5, 2022. The purpose of the meeting was to explore avenues of collaboration to promote quality education across all segments of society.

During the meeting, Brig. Rauf Shahzad commended ILMA University's dedicated efforts in providing scholarships to deserving students, acknowledging the university's commitment to making education accessible and impactful.



CHANCELLOR DISCUSSES COLLABORATIVE INITIATIVES WITH STATION COMMANDER BRIGADIER

Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), held a productive meeting with Station Commander Brigadier Abid Ali Askari to explore opportunities for collaboration and discuss Ilma University's vital role in contributing to the Socio-Economic Development of Pakistan. The meeting took place at a mutual rendezvous, reflecting the commitment of both institutions towards fostering meaningful partnerships.

During the meeting, Chancellor Noman Abid Lakhani expressed his vision for Ilma University's active involvement in initiatives aimed at driving positive social and economic change in Pakistan. The discussions revolved around identifying areas of mutual interest where Ilma University's expertise and resources can be effectively harnessed for the betterment of society.



CHANCELLOR ENGAGES IN CONSTRUCTIVE DIALOGUE WITH CONSULATE GENERAL OF FRANCE

In a significant step towards fostering international partnerships, Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), engaged in a productive meeting with the Consulate General of France, Mr. Christian Testot. The discussions centered around the pivotal role of Ilma University in contributing to the Socio-Economic Development of Pakistan and identifying areas of mutual interest for collaboration.

During the meeting, Chancellor Noman Abid Lakhani shared his vision for Ilma University's active involvement in initiatives that drive positive societal impact and economic growth within Pakistan. Both parties explored avenues where Ilma University's expertise and resources can align with the goals of the Consulate General of France.



ILMA UNIVERSITY AND SIR SYED UNIVERSITY FOSTER ACADEMIC PARTNERSHIP

ILMA University extended a cordial invitation to Dr. Valiuddin, Vice-Chancellor of Sir Syed University of Engineering & Technology, for a significant discussion on academic and strategic collaboration. The meeting, held with great enthusiasm, aimed to explore new opportunities for mutual growth and strengthen the ties between the two esteemed institutions.

The Vice-Chancellor of ILMA University, Prof. Dr. Mansoor uz Zafar Dawood, warmly welcomed Dr. Valiuddin, and the occasion was marked by an exchange of souvenirs to symbolize mutual respect and appreciation for each other's contributions to academic excellence. As two prestigious universities, ILMA and Sir Syed are poised to create a robust partnership that will pave the way for innovative research, faculty exchange programs, and collaborative initiatives, benefiting students and academics alike. Through this collaboration, both institutions are committed to fostering an environment of excellence and progress

in the field of education and beyond.



FOSTERING COLLABORATION: ILMA UNIVERSITY WELCOMES UIT-UNIVERSITY DELEGATION

A momentous occasion took place at ILMA University Main Campus as the Vice Chancellor, Prof. Dr. Mansoor-uz-Zafar Dawood, and Registrar, Syed Kashif Rafi, extended a warm welcome to the distinguished delegation from UIT-University. The delegation, led by Vice Chancellor Dr. Johar, included Provost Dr. Zohaib Zaidi and HoD Computer Science, Prof. Dr. Rehan Inam. The meeting was centered around strengthening ties and promoting fruitful collaboration between the two prestigious institutions.

ILMA University's commitment to forging productive partnerships and expanding its academic horizons was evident in the meeting. Both institutions eagerly explored avenues for joint initiatives, faculty and student exchange programs, and collaborative research ventures. The exchange of ideas and expertise during the session set the foundation for a promising collaboration that promises

to enrich the educational experiences of both ILMA University and UIT-University students, fostering an environment of mutual growth and learning.



EMBRACING GLOBAL EXCELLENCE: ILMA UNIVERSITY AND DOKUZ EYLUL UNIVERSITY SIGN HISTORIC MOU

A landmark achievement in line with Chancellor Mr. Noman Abid Lakhani's visionary mission, ILMA University proudly inked a Memorandum of Understanding (MOU) with Dokuz Eylul University in Turkey, solidifying their commitment to promoting internationalization in education. The MOU opens new doors of opportunity for students to pursue their academic and career aspirations on an international stage through various scholarship programs.

This strategic pact aims to foster academic, non-academic, and research-based activities between the two reputable universities, enhancing the quality of education and paving the way for enriching opportunities for students and faculty through exchange programs, joint seminars, and conferences. ILMA University's unwavering commitment to harnessing such productive collaborations on a global scale is testament to its dedication to creating a vast impact and

nurturing excellence in higher education worldwide.



ILMA UNIVERSITY DELEGATION HONORED AT KARACHI POLICE TRAINING SCHOOL'S CERTIFICATE DISTRIBUTION CEREMONY

A delegation from ILMA University was extended a gracious invitation to the Certificate Distribution Ceremony held at Karachi Police Training School. The ceremony marked the successful completion of a comprehensive 3-day course on Basic Improvised Explosive Devices (IEDs) Awareness, Recognition, Search, and Incident Management. This course was a vital component of the Sindh Police Capacity Building Program, contributing to the skill enhancement of 25 dedicated Serving Police Officers from diverse zones.

The esteemed event took place on April 15, 2022, and was graced by the presence of ILMA University's Vice Chancellor, Prof. Dr. Mansoor uz Zafar Dawood, as the Chief Guest. Among the ILMA University representatives present were Director Quality Assurance and Liaison, Mr. Fawwad Mahmood Butt, Deputy Director, Ms. Sajida Qureshi, and Head

of Administration & Security, Mr. Raoun Farid.






LIFE COACHING PROGRAM BY SYEDA RAFIA FASIH, CERTIFIED LIFE COACH AND A CERTIFIED MASTER PRACTITIONER OF NLP (NEURO-LINGUISTIC PROGRAMMING).

ILMA University made its mark again by organizing Life Coaching Session with Syeda Rafia Fasih, certified Life and Mental Coach from USA. The session was organized part of university's SDG plan under SDG 3 Good Health and Wellbeing. The session was held on 18th February 2022 at its Main Campus. The event started with a welcome note from honorable Registrar, ILMA University, Syed Kashif Rafi.

Syeda Rafia Fasih is also a Blogger, Influencer, critical thinker, goal planner,

and a certified Master Practitioner of NPL.

Syeda Rafia Fasih highly appreciated the students and the university and said that I am glad that the students of ILMA University are very capable, enthusiastic and able to comprehend the session's importance. Students thoroughly enjoyed the mesmerizing and interactive session with the Life Coach, Syeda Rafia Fasih.



Meeting and Training of QECs organized by Higher Education Commission of Pakistan (HEC)

The Quality Assurance and Liaison Department of ILMA University comprising of Mr. Fawwad Mahmood Butt, Director and Ms. Sajida Qureshi, Deputy Director participated in Progress Review Meeting and Training of QECs organized by Higher Education Commission of Pakistan (HEC) on February 3-5, 2022 at NED University of Engineering and Technology Karachi. The program focused on Quality Assurance and Institutional Effectiveness and

included various focused group activities for redefining the frame work for improved Quality at institutional level within the ambit of research and innovation. Around 20+ universities/institutions from public and private sectors were welcomed by Vice Chancellor NED University of Engineering and Technology, Karachi followed by rigorous training under the able leadership of Mr. Nasir Shah, Managing Director-QAA of HEC



ILMA UNIVERSITY SUCCESSFULLY CONCLUDES MS-PHD PROGRAM REVIEW VISIT 2021-22

MS-PhD Program Review visit 2021-22 of ILMA University was conducted on 25 June, 2022 at its main campus. The External Review Panel comprised of Wing Comd. Syeda Jamila, Director QEC, Air War College Institute, Dr. Saima Baig, Director QEC, Sindh Madressatul Islam University.

While internal reviewers included Prof. Dr. M. Imtiaz Subhani, Dean Faculty of Management Sciences & Ms. Sajida Qureshi, Deputy Director Quality Assurance & Liaison. The Review Panel performed various activities, scrutinized the documentation and their findings were discussed with the Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood in presence of Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt, Registrar Syed Kashif Rafi at the end of the visit.



ILMA UNIVERSITY SUCCESSFULLY CONCLUDES THREE-DAY IPE REVIEW VISIT 2021-22

Three-days IPE Review visit 2021-22 of ILMA University was conducted on 23- 25 June, 2022 at its main campus. The External Review Panel comprised of Farman Raza, Director QEC, PAF KIET, Israr Ahmed, Director QEC, KASB Institute of Technology while internal reviewers included Dr. Yasmin Sultana, Acting Dean Faculty of Media & Design, Dr. Saifullah, Associate Professor Faculty of Management Sciences, Dr. Imran Shah, Head of Teaching Department-Business Administration and Dr. Ali Wazir, Head



of Teaching Department-Faculty of Computer Science. The Review Panel performed various activities, scrutinized the documentation and their findings were discussed with the Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood in presence of Focal Person Mr. Fawwad Mahmood Butt, Director Quality Assurance & Liaison & Registrar Syed Kashif Rafi at the end

ILMA UNIVERSITY DELEGATION FORGES ACADEMIC TIES WITH UNIVERSITY OF SWAT DURING PAKISTAN TOUR

ILMA University continues its mission of academic collaboration and knowledge exchange as it extends its reach to the University of Swat. On March 28, 2022, a high-level delegation from ILMA University embarked on a visit to the University of Swat, marking an important milestone in the pursuit of educational excellence and cooperation.

The ILMA University delegation was warmly received by Prof. Dr. Hassan Sher, Vice Chancellor of the University of Swat. The meeting provided a platform for both institutions to explore potential avenues of collaboration, share insights, and discuss mutual areas of interest in education and research.

The meeting was marked by open and productive discussions on a range of topics, including academic programs, research opportunities, faculty exchanges, and collaborative projects. Both universities expressed their eagerness to foster a

strong partnership that would benefit their respective student bodies and contribute to the advancement of knowledge and education.



ILMA UNIVERSITY AND METROPOLITAN UNIVERSITY PAVE THE WAY FOR MUTUAL GROWTH

ILMA University extended a warm invitation to Dr. Shahida Sajjad, Vice Chancellor of Metropolitan University, for a significant meeting at the campus. In the presence of ILMA University's esteemed Vice Chancellor, Prof. Dr. Mansoor-uz Zafar Dawood, and Registrar, Syed Kashif Rafi, the discussion revolved around multiple bilateral issues, focusing on strengthening ties and exploring new avenues for collaboration.

The meeting marked a pivotal moment for both institutions as they explored possibilities for faculty and student exchange programs, collaborative research activities, joint research publications, and the enhancement of curricular and extracurricular activities. The shared commitment to providing exceptional learning experiences for their students and creating an environment of academic excellence was evident in the discussions.



BRIDGING FUTURES: ILMA UNIVERSITY AND MILLENNIUM INSTITUTE OF TECHNOLOGY AND ENTREPRENEURSHIP (MITE) PURSUE COLLABORATIVE ENDEAVORS

A momentous occasion unfolded at ILMA University-Main Campus as the Vice-Chancellor, Prof. Dr. Mansoor uz Zafar Dawood, and Registrar, Syed Kashif Rafi, extended a warm welcome to Rector Huma Baqai from the esteemed Millennium Institute of Technology and Entrepreneurship (MiTE). The meeting was marked by a shared vision of promoting collaboration and fostering innovative opportunities between the two institutions.

As leaders in their respective fields, ILMA University and MiTE recognized the potential for mutual growth and development through collaboration. The focus of the meeting was to explore avenues for joint initiatives, faculty and student exchange programs, and innovative research ventures. By combining their expertise and resources, both institutions aim to empower their

students and faculty, preparing them to thrive in a dynamic and competitive global landscape.



GLOBAL OPPORTUNITIES UNFOLD: ILMA UNIVERSITY ORGANIZES OPEN HOUSE SESSIONS IN UAE UNIVERSITIES

ILMA University took a significant step towards fostering international education by organizing Open House sessions in UAE universities. These sessions provided a valuable platform for international students to explore their academic prospects and plan their future with expert guidance and support.

With a commitment to global education and cross-cultural exchange, ILMA University's Open House sessions offered a comprehensive overview of the diverse academic programs, scholarships, and resources available to international students. Through these informative sessions, aspiring students gained insights into the wide array of opportunities available at ILMA University, empowering them to make informed decisions about their educational journey.

The initiative marked a significant milestone in ILMA University's efforts to promote academic excellence and embrace diversity on a global scale. By

engaging with students from various backgrounds and nationalities, the university continues to establish itself as a beacon of knowledge and innovation, nurturing a future generation of global leaders.



EMBRACING GLOBAL HORIZONS: ILMA UNIVERSITY FORGES HISTORIC MOUS IN UAE

ILMA University, driven by its mission to provide students with the highest quality education through international partnerships and opportunities, marked a historic moment as it signed Memorandums of Understanding (MoUs) with two prestigious UAE institutions – Skyline University College Sharjah and The British University in Dubai.

These MoUs pave the way for exciting opportunities, including student and faculty exchanges, research collaborations, startup collaborations and funding, alliances for worldwide educational startups, and the chance for students to study in the UAE. Through these transformative partnerships, ILMA University continues to embrace global horizons and nurture a diverse learning environment, empowering students with an education that transcends borders and fosters international excellence.



CONNECTING MINDS ACROSS BORDERS: ILMA UNIVERSITY'S 1ST GLOBAL UNIVERSITIES

Under the esteemed patronage of Chancellor Mr. Noman Abid Lakhani (T.I.), ILMA University, in collaboration with Dokuz Eylul University in Turkey, orchestrated a momentous event - the 1st Global Universities Colloquium 2022. Held in Izmir, Turkey, on October 19, 2022, the Colloquium centered around the theme of "Internationalization of Quality Higher Education in Digitech World," attracting participation from renowned international experts.

The event also featured an interactive workshop on "Virtual Classrooms Challenges & Opportunities," led by Sajida Qureshi, Deputy Director of Quality Assurance & Liaison at ILMA University. The Colloquium witnessed a large number of participants, including students, faculty members, university leaders, and researchers, engaging in stimulating discussions and forging meaningful connections. The profound appreciation received from participants across the globe further solidified the Colloquium's impact and success.

The occasion culminated with a heartfelt vote of



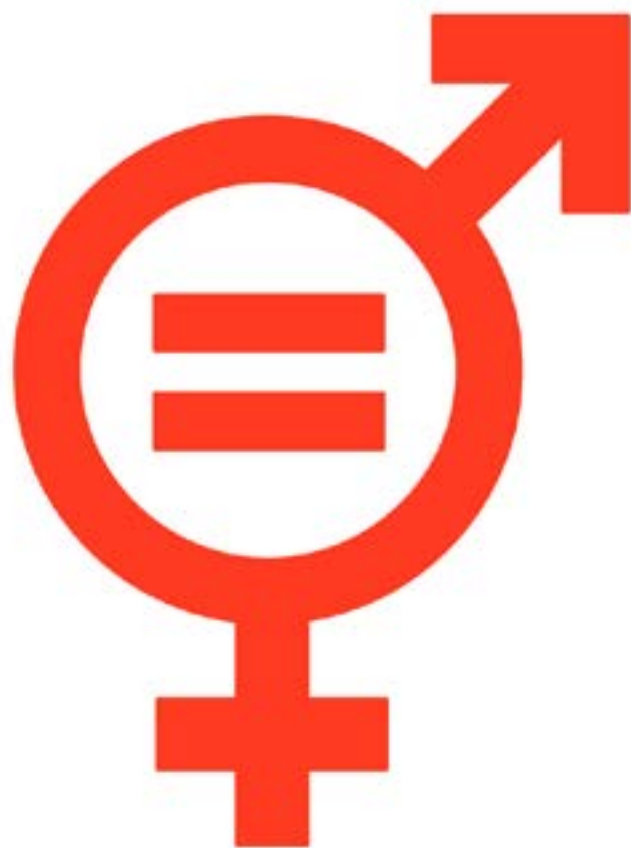
RESEARCH PUBLICATIONS

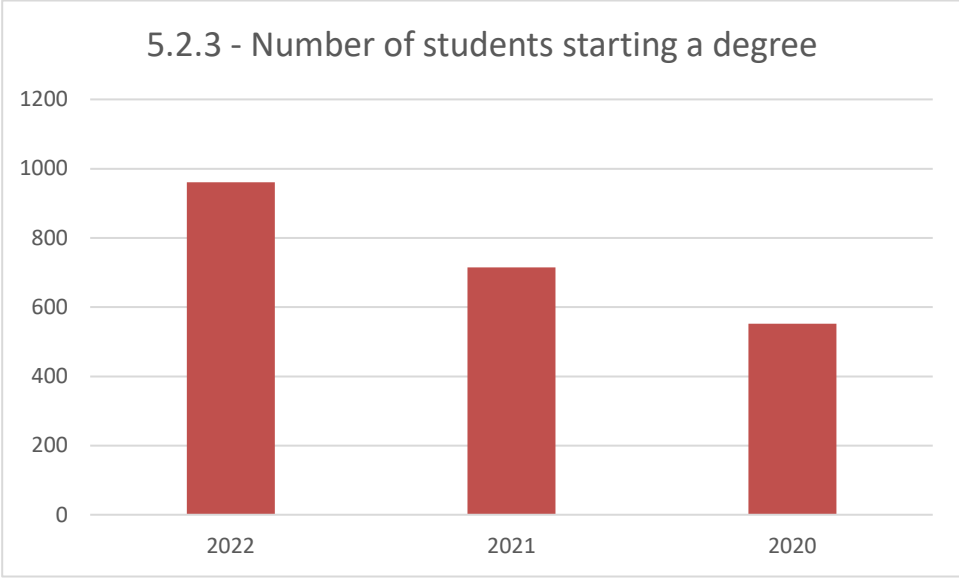
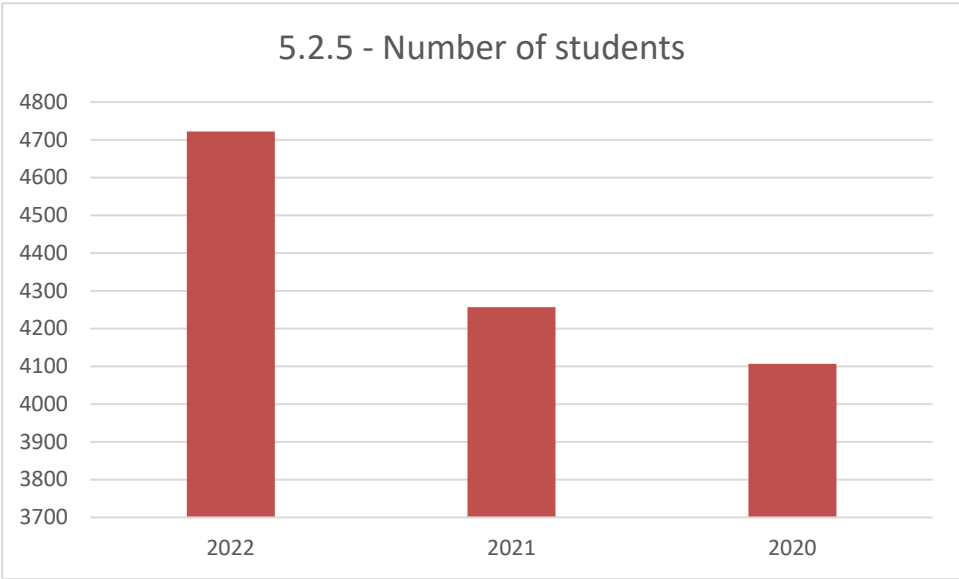
TITLE	ILMA Author	HJRS Category	Journal Name:
Towards AI-Enabled Approach for Urdu Text Recognition: A Legacy for Urdu Image Apprehension	Kamlesh Narwani	W	"IEEE Access"
"Information Literacy as a Predictor of Work Performance: The Mediating Role of Lifelong Learning and Creativity"	Javed Iqbal	W	"Behavioral Sciences"
"Analysis of the teaching quality on deep learning-based innovative ideological political education platform"	Awais Khan Jumani	Y	"Progress in Artificial Intelligence"
Virtual Reality and Augmented Reality for Education	Awais Khan Jumani	Book Chapter	"Taylor & Francis Group logo Book Multimedia Computing Systems and Virtual Reality"

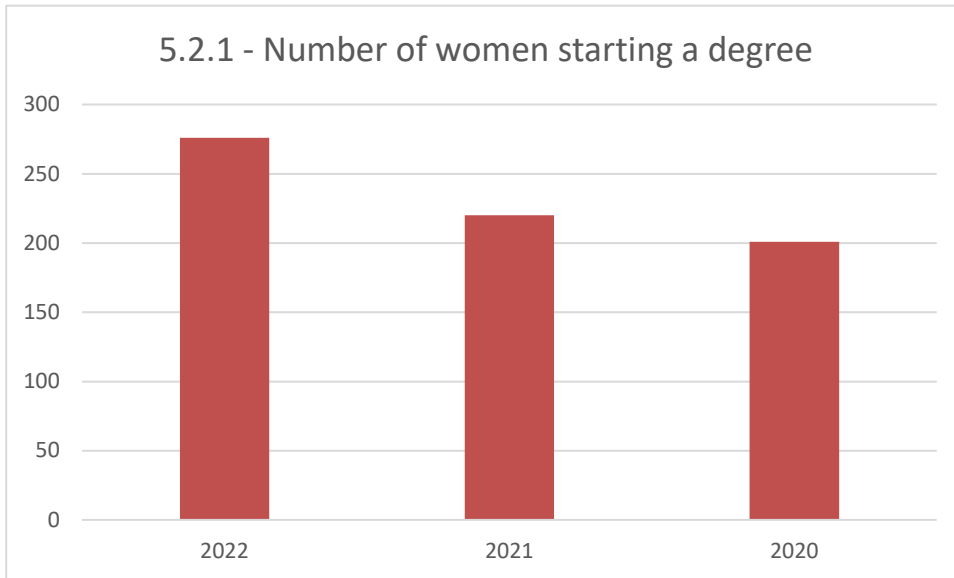
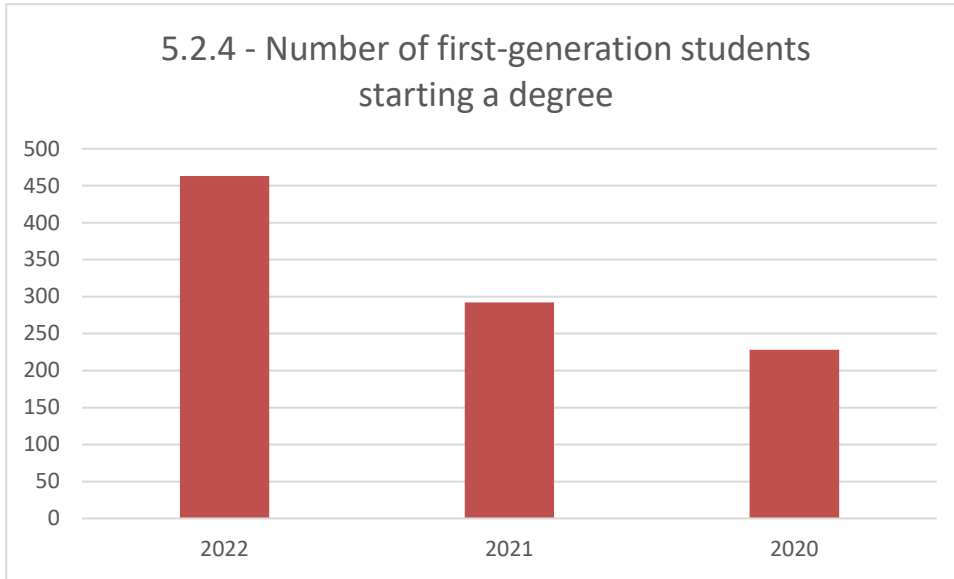
Uses And Impact Social Media By Parents Having Autistic Kids: A Critical Study	Yasmeen Sultana Farooqui	X	Webology
"Entrepreneurial intentions among business students: the mediating role of attitude and the moderating role of university support "	Temoor Anjum	W	"Education and Training "
The positive side of overqualification: examining perceived overqualification linkage with knowledge sharing and career planning	Shagufta Zada	W	"Journal of Knowledge Management "
Evaluation of In-Service Vocational Teacher Training Program: A Blend of Face-to-Face, Online and Offline Learning Approaches	Javed Iqbal	W	Sustainability
Impact of Organizational Justice on Job Performance among Teachers of Private Sector Universities, Pakistan: Authentic Leadership and Psychological Capital as Mediators	Sultan Salahuddin	X	"Central European Management Journal "
"The Quality optimization of the Facebook in access impacts of the academic performance on the university students. "	Asad Ali Shaikh & Riffat Saher	NA	Pakistan Journal of Engineering Technology and Science (PJETS)

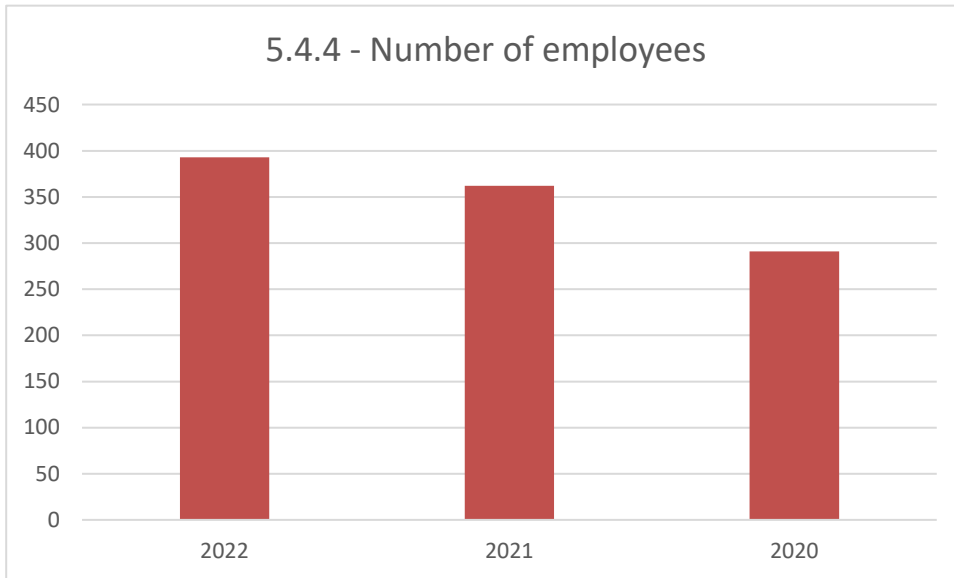
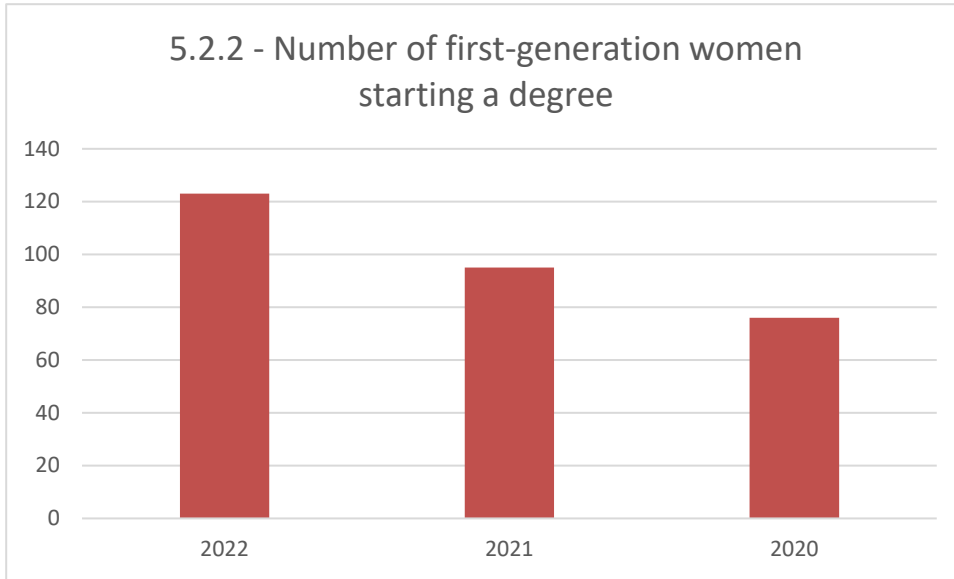
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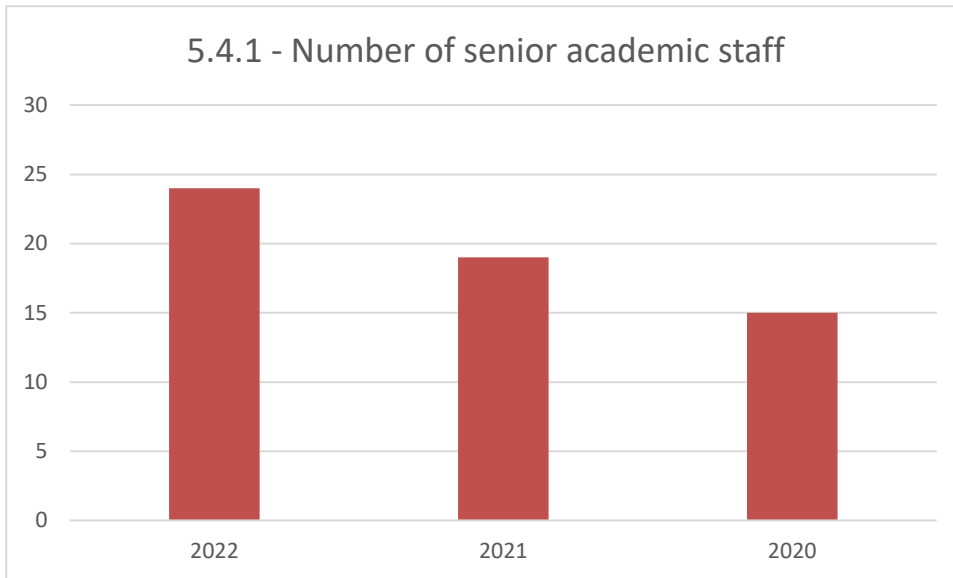
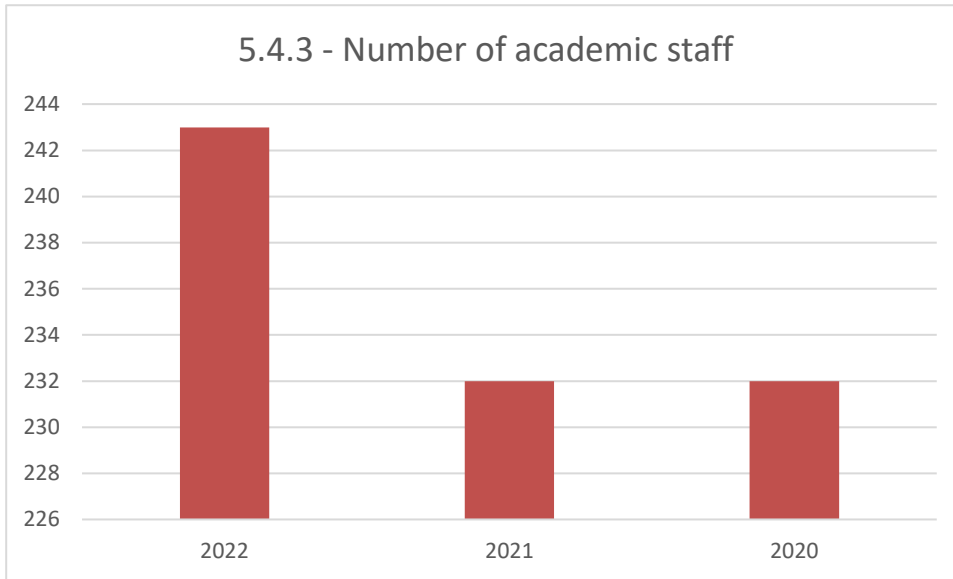
**GENDER
EQUALITY**

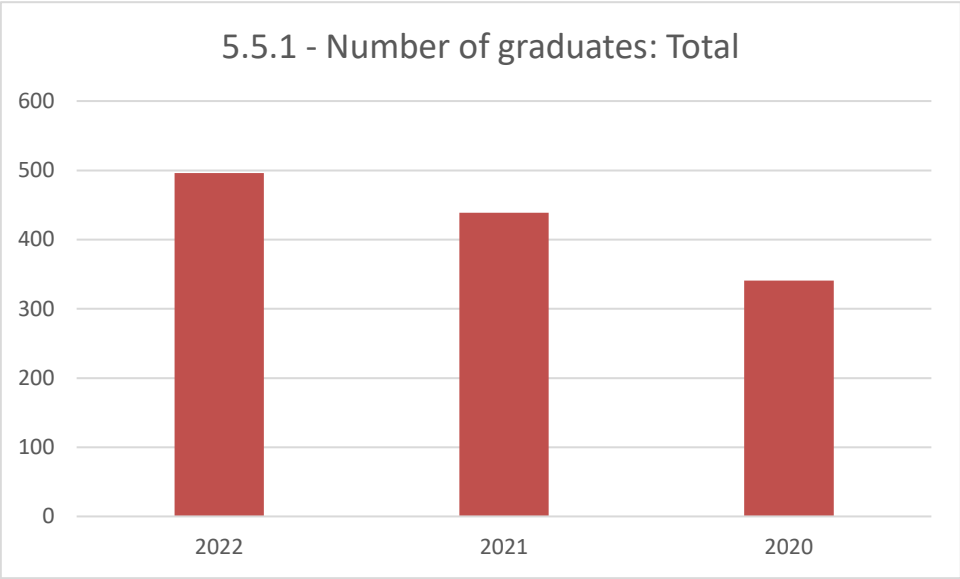
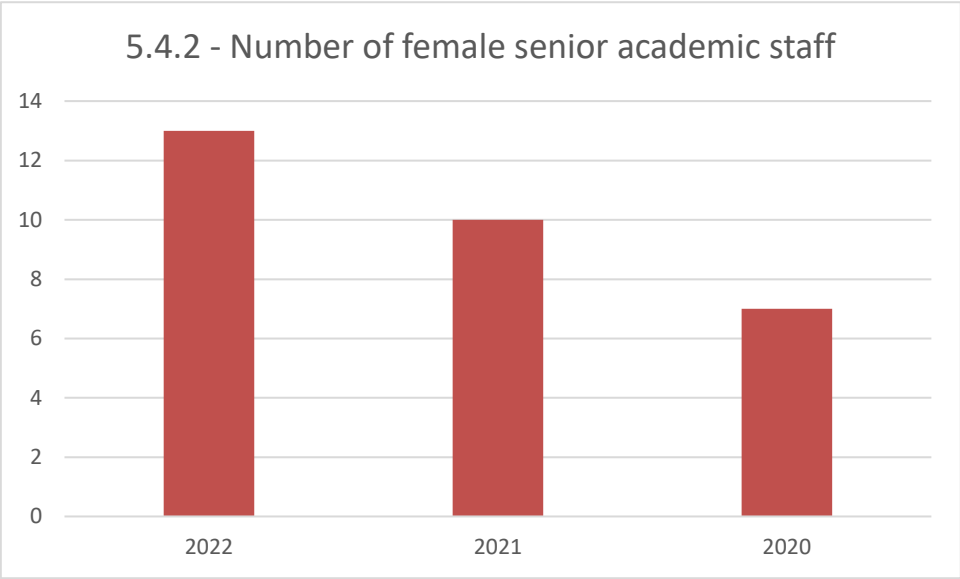


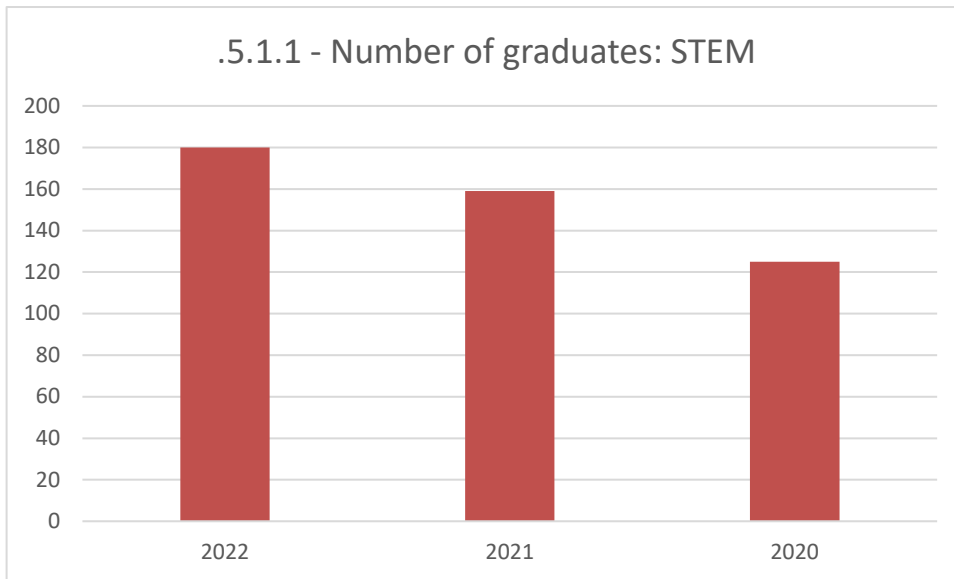
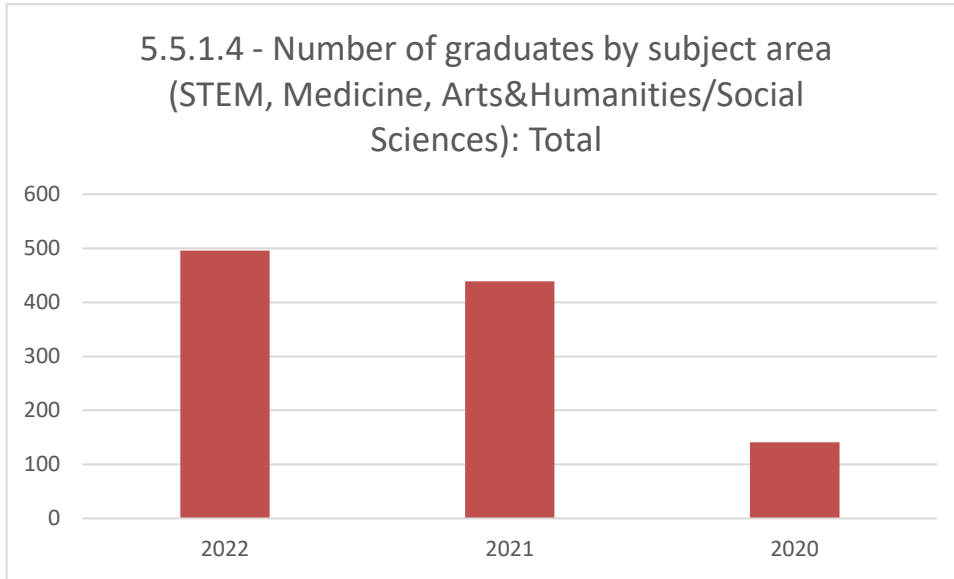


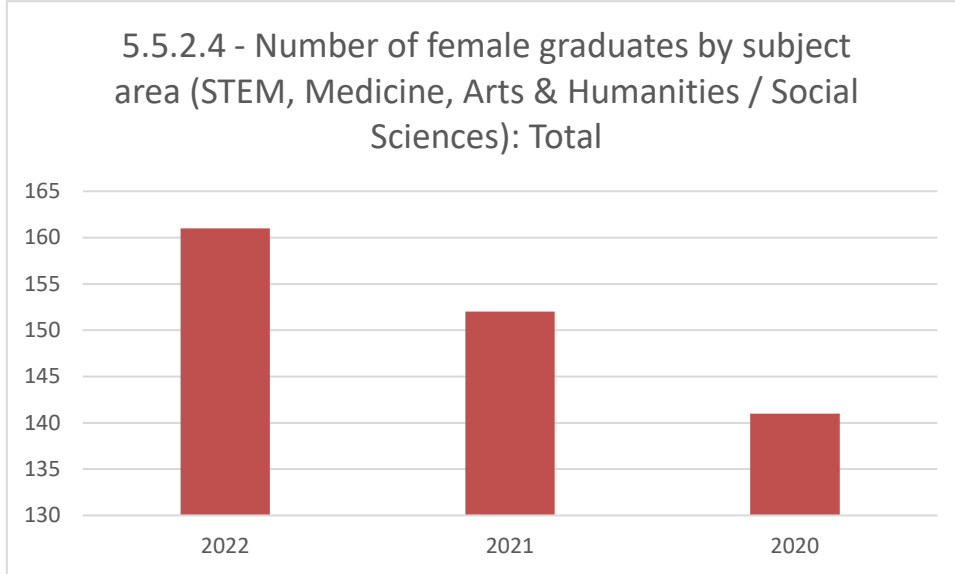
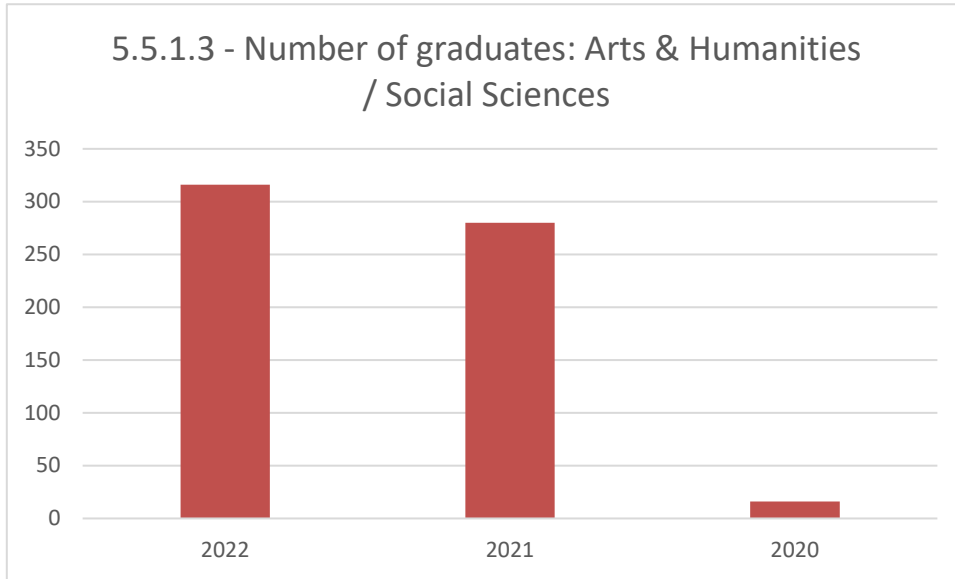


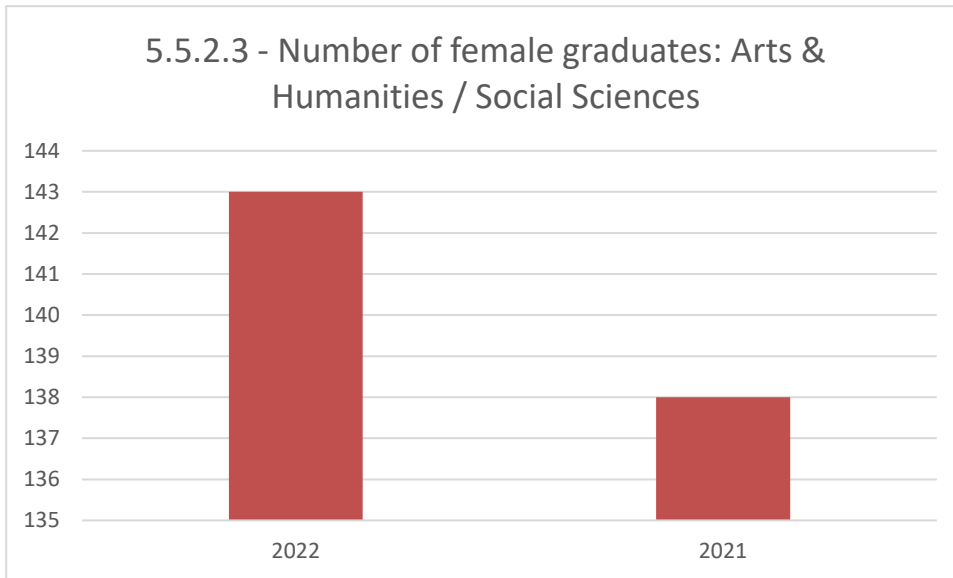
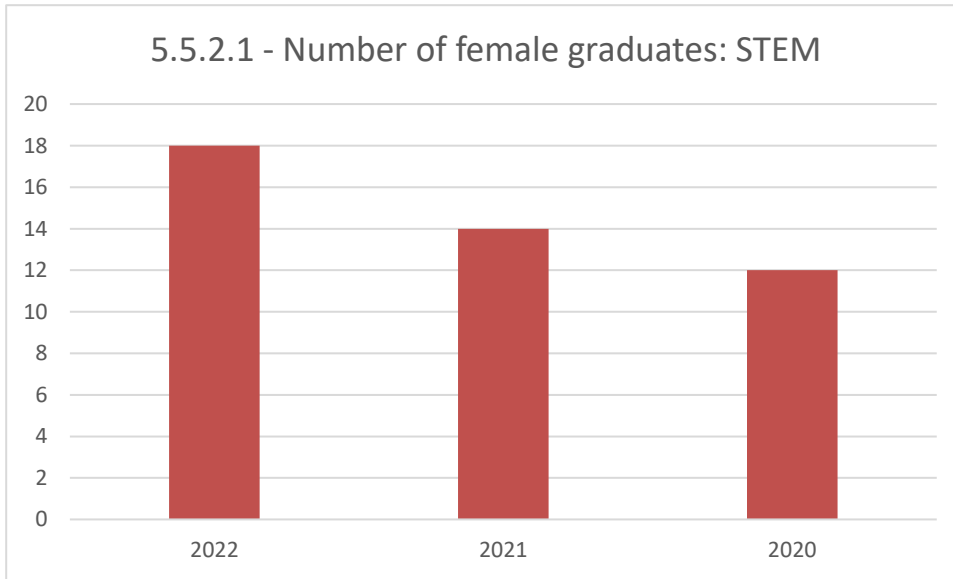












EMPOWERING WOMEN THROUGH EDUCATION: FAIZAN STEEL AND ALKARAM TOWEL INDUSTRIES LAUNCH 100% SCHOLARSHIP PROGRAM IN PARTNERSHIP WITH ILMA UNIVERSITY

Faizan Steel and AlKaram Towel Industries proudly announce a groundbreaking initiative in alignment with Sustainable Development Goal 5 (SDG 5) - Gender Equality. We are thrilled to introduce a 100% scholarship program specifically designed to empower women at ILMA University, supporting their educational journey and career aspirations.

This visionary program reflects our unwavering commitment to fostering equality and enabling women to unlock their full potential. Faizan Steel and AlKaram Towels understand the transformative power of education in breaking down gender barriers and propelling women into leadership roles within their communities.

Our aim is to eliminate financial barriers that often impede educational pursuits, allowing women to focus on their studies and personal growth without constraints.

By providing this scholarship, we hope to inspire more women to pursue higher education and become catalysts for positive change in society.

A representative from Faizan Steel and AlKaram Towels stated, "Empowering women is pivotal for the progress of our communities and our nation. We take immense pride in launching this scholarship program, enabling women to reach their full potential."

ILMA University, in partnership with Faizan Steel and AlKaram Towels, envisions this initiative as a catalyst for other organizations to invest in girls' education, contributing to the creation of a more equitable and inclusive society. Together, we are resolute in our commitment to providing unwavering support to women on their journey to higher education and professional success.

ILMA UNIVERSITY SHINES A SPOTLIGHT ON SDG 5 AND EMPOWERS FEMALE ALUMNI

ILMA University's Main Campus came alive with energy and enthusiasm on Saturday, September 24, 2022, as it hosted an inspiring Alumni Meet. Dr. Wazir Ali, Head of the Department of Computer Science, set the tone with a warm and welcoming address, setting the stage for a remarkable event that celebrated the university's accomplished alumni and their pivotal role in advancing Sustainable Development Goal 5 (SDG 5) while actively supporting and promoting its female alumnae.

This gathering was more than just a reunion; it was a purposeful initiative to foster a lasting and meaningful connection between ILMA University and its esteemed alumni. Recognizing the importance of SDG 5, which focuses on gender equality and empowering women, ILMA University proudly showcased the achievements and contributions of its

female alumni, serving as a beacon of inspiration and advocacy for gender equity.



ILMA UNIVERSITY CELEBRATES THE REMARKABLE ACHIEVEMENT OF DEAN, FACULTY OF MEDIA AND DESIGN, ON THE PUBLICATION OF HER FOURTH BOOK

ILMA University is proud to extend its heartfelt congratulations to its esteemed Dean of the Faculty of Media and Design on the publication of her fourth book, titled "FM RADIO: A TOOL OF COMMUNITY AWARENESS (A CASE STUDY OF QUETTA CITY)." This significant literary achievement marks yet another milestone in her illustrious career.



The book, a comprehensive exploration of the role of FM radio in promoting community awareness, sheds light on its profound impact on society, with a particular focus on Quetta City. It delves into the unique ways in which FM radio serves as a vital tool for disseminating information, fostering dialogue, and strengthening community bonds.



ILMA UNIVERSITY FOSTERS ENGAGING DIALOGUE ON INVESTMENTS THROUGH INTERACTIVE SESSION

ILMA University, renowned for its commitment to holistic education, hosted a dynamic and engaging session focused on investments. Students and faculty members enthusiastically participated in the session, which provided a platform for thought-provoking discussions and interactive activities.

The session, led by ILMA University's distinguished representatives Prof. Dr. Imtiaz Subhani, Dean of Faculty of Management Sciences, and Mr. Sardar Haziq, Events Coordinator, proved to be a hub of intellectual exchange. Attendees actively raised pertinent questions, delving into various aspects of investments and financial decision-making.



RENOWNED SPEAKER MS. NUSRAT ZEHRA RIZVI ENGAGES ILMA UNIVERSITY STUDENTS IN DISCUSSION ON GENDER IN MEDIA

ILMA University was privileged to welcome Ms. Nusrat Zehra Rizvi as a distinguished guest speaker in its Introduction to Media and Social Sciences class. The session, centered around the vital topic of “Gender in Media,” provided students with an eye-opening opportunity to explore the complexities and significance of gender equity in media narratives.

Ms. Nusrat Zehra Rizvi, an accomplished figure in the field of gender studies and media, engaged students in a thought-provoking discussion on the fundamental concept of gender equity. She emphasized that gender equity is the ongoing process of ensuring fairness and justice for both women and men in the distribution of resources, opportunities, and benefits.



ILMA UNIVERSITY WITNESSES VICTORIOUS PAKISTAN VS. SRI LANKA WOMEN'S T20 SERIES

ILMA University had the honor of being invited by the Pakistan Cricket Board (PCB) to witness the thrilling International T20 Women's series between Pakistan and Sri Lanka. The matches took place at the iconic Southend Club, where both teams displayed exceptional talent and sportsmanship.

The series, consisting of three exhilarating matches, witnessed a remarkable performance by both teams. The Green Shirts displayed remarkable teamwork and determination, securing a triumphant victory with a score of 3-0. The series was a testament to the dedication and hard work of the players, capturing the hearts of cricket enthusiasts.

ILMA University students and faculty actively participated in the event, adding to the enthusiasm and energy of the crowd. The university's presence was

highly appreciated by the Pakistan Cricket Board (PCB), highlighting ILMA University's commitment to promoting sports and fostering a spirit of sportsmanship among its community.



ILMA UNIVERSITY CELEBRATES OUTSTANDING GRADUATES AT THE 17TH CONVOCATION, WITH OVER 15 FEMALE GRADUATES RECEIVING GOLD MEDALS

ILMA University proudly hosted its 17th Convocation on Wednesday, February 9, 2022, at its main campus, a grand event that marked a significant milestone in the academic journey of its graduates. The convocation was graced by esteemed guests, including Chancellor Mr. Noman Abid Lakhani (T.I.), Vice-Chancellor Prof. Dr. Mansoor uz Zafar Dawood, and various distinguished figures from the academic and corporate world.

The convocation, a cherished tradition at ILMA University, was a celebration of academic excellence and the hard work and dedication of its graduates. It was a momentous occasion that brought together over 500 candidates from diverse faculties, including Management Sciences, Computer Sciences, Science & Technology, and Media & Design.

One of the most notable highlights of this convocation was the recognition of outstanding female graduates. ILMA University proudly awarded more than 15 gold medals to exceptional women who had demonstrated remarkable academic achievement and dedication to their fields of study. These gold medal recipients not only excelled in their academic pursuits but also served as an inspiration for future

generations of female leaders.



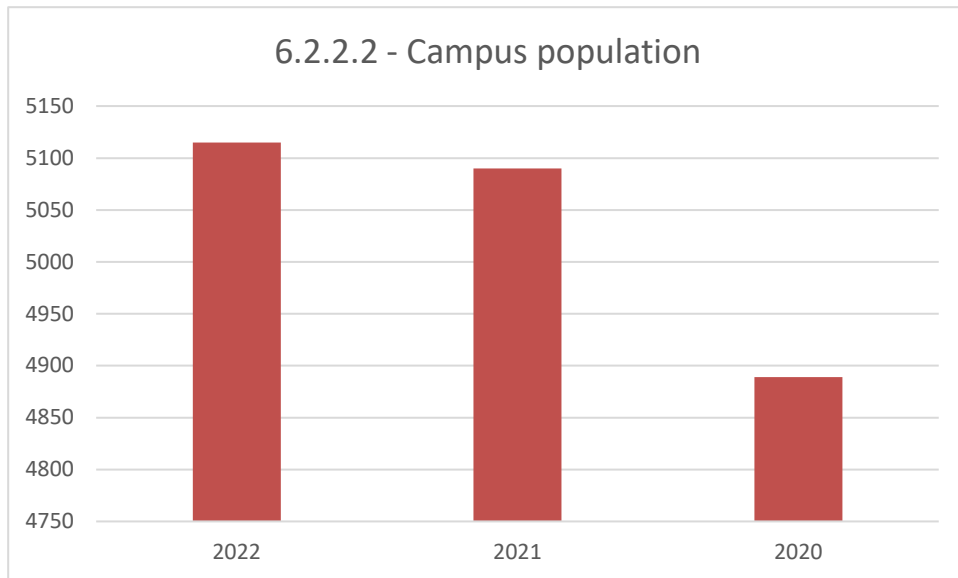
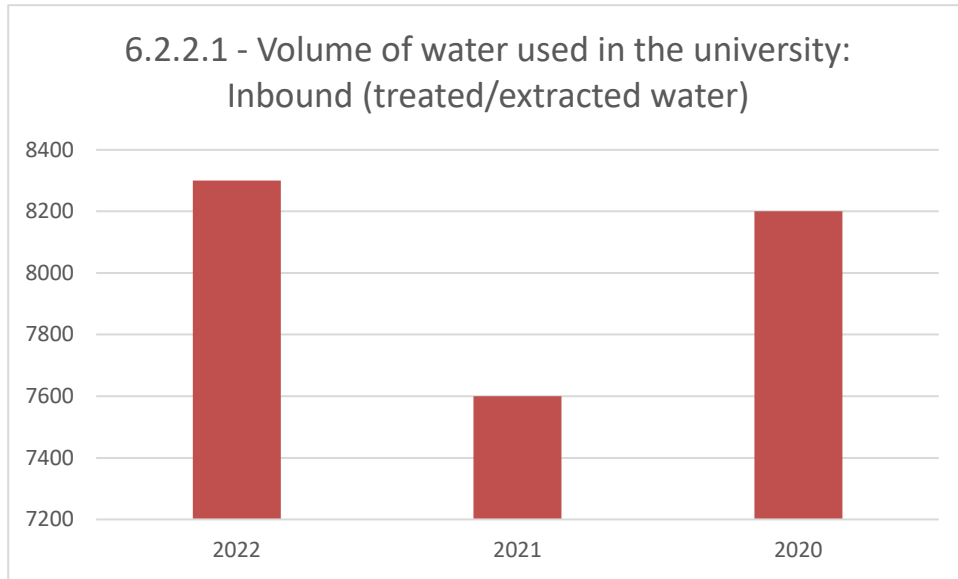
RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
The Nexus among Family Business, Household Finances and Women Empowerment: Evidence from PDHS 2017-18	Raja Rehan	Y	"Nurture"
Sustainable corporate governance and gender diversity on corporate boards: evidence from COVID-19	Sitara Karim	W	"Economic Research-Ekonomska Istrazivanja"
Women engagement in agriculture and human capital development in developing countries: An African sub-regional analysis	Romanus Osabohien & Kanwal Hammad Lakhani	W	"PLoS ONE"

6

**CLEAN WATER
AND SANITATION**





ILMA UNIVERSITY'S CUTTING-EDGE WATER TREATMENT INITIATIVES PROMOTE SUSTAINABLE WASTEWATER MANAGEMENT

ILMA University is proud to announce its commitment to environmental sustainability through the implementation of state-of-the-art wastewater treatment systems that ensure the responsible use of water resources.

As a part of our ongoing commitment to reducing our environmental footprint, ILMA University has installed advanced water treatment facilities that efficiently process and recycle wastewater. These systems, which are closely monitored and maintained, exemplify our dedication to sustainable practices.

Key highlights of our wastewater management initiatives include:

1. **Advanced Water Treatment System:** ILMA University's water treatment system employs cutting-edge technologies to treat wastewater, removing contaminants and pollutants. The system is designed to recycle treated water for various campus

needs, reducing the strain on local water resources.

2. **Monitoring and Quality Control:** Our water treatment processes are meticulously monitored to maintain high standards of water quality.

3. **Water Septic Tanks:** In addition to our advanced water treatment system, ILMA University also employs water septic tanks as an integral part of our wastewater management infrastructure.

ILMA University's commitment to responsible water management aligns with our broader sustainability initiatives, striving to create a more eco-friendly campus environment. We believe that through these measures, we are making a positive contribution to conserving local water resources and reducing our impact on the environment.

PIONEERING WATER CONSERVATION IN COMPLIANCE WITH NATIONAL STANDARDS

ILMA University proudly announces its steadfast commitment to responsible water management by rigorously adhering to water conservation standards and policies set forth by esteemed regulatory bodies. In alignment with the guidelines established by the Sindh Building Control Authority (SBCA), Karachi Water and Sewerage Board (KWSB), National Water Policy, Sindh Environmental Protection Agency (SEPA), and the National Conservation Strategy of Pakistan, ILMA University has taken proactive measures to ensure the prudent use of this invaluable resource.

Our university recognizes the paramount importance of water conservation, especially in regions where water scarcity is a growing concern. By embracing these recognized standards and policies, ILMA University not only contributes to the sustainable utilization of water but also sets a benchmark for responsible water management in the educational sector.

Our commitment extends to the implementation of water-efficient technologies and practices within our campus infrastructure. From water-efficient fixtures to xeriscaping and rainwater harvesting, ILMA University continually seeks innovative ways to minimize water use and reduce its environmental impact.



ILMA University employs water-saving landscaping practices, including the use of drought-tolerant plants, to reduce water usage and promote sustainability.



ILMA UNIVERSITY PROMOTES SUSTAINABLE PRACTICES WITH FREE SEMINAR ON GOOD WATER MANAGEMENT

ILMA University, a pioneer in academic excellence and environmental responsibility, organized a highly informative and impactful free seminar on water management. The event, held on 24th Oct 2022, gathered students, faculty, and the local community, aiming to raise awareness and understanding of responsible water management practices.

Water conservation has become a paramount concern in our ever-changing world. ILMA University, recognizing the urgency of this issue, took the initiative to educate and empower attendees,

equipping them with knowledge and tools to promote sustainable water practices. The seminar emphasized the importance of water conservation and the roles individuals, communities, and institutions play in securing a sustainable future.

ILMA University's commitment to sustainability extends beyond the classroom, and the university recognizes its role in nurturing responsible environmental stewardship. The free seminar on good water management underscores our dedication to providing educational opportunities that make a real-world impact.



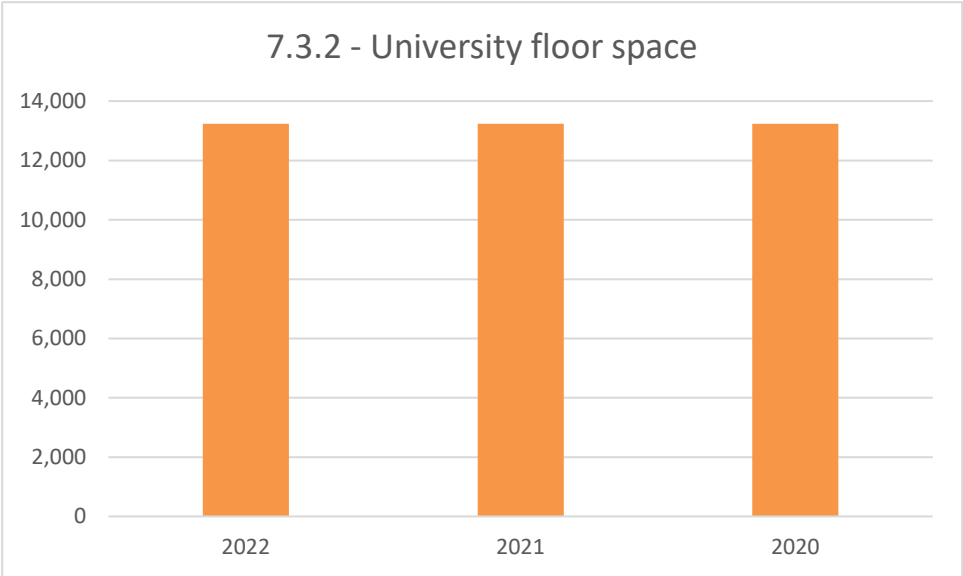
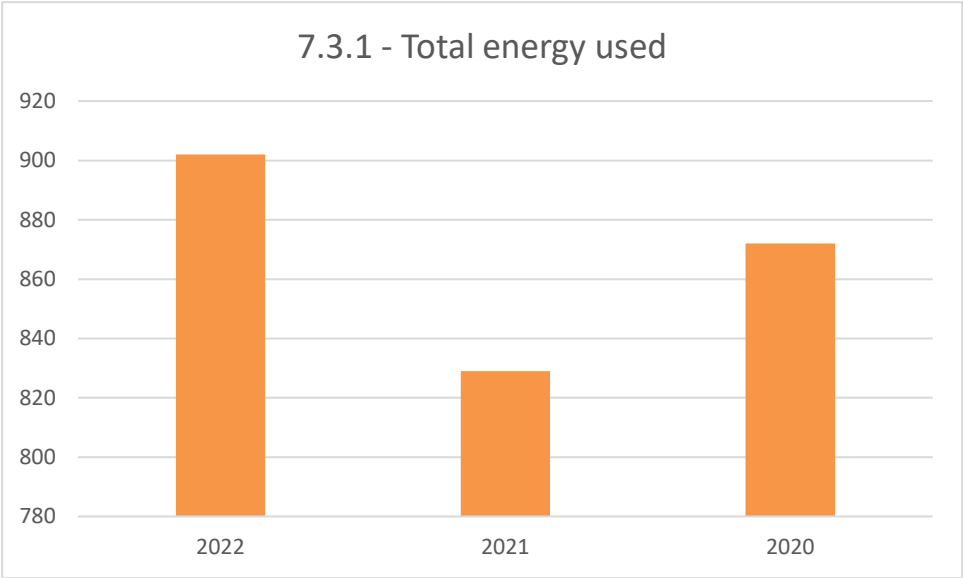
RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
Environmental technology and wastewater treatment: Strategies to achieve environmental sustainability	Syed Abdul Rehman Khan	W	Chemosphere
Correction to: Smart IoT and Machine Learning-based Framework for Water Quality Assessment and Device Component Monitoring	Muhammad Irfan	W	Environmental Science and Pollution Research

7

**AFFORDABLE AND
CLEAN ENERGY**





ILMA UNIVERSITY CHAMPIONS SUSTAINABILITY WITH WORKSHOP ON ENERGY EFFICIENCY AND CLEAN ENERGY

ILMA University proudly announces the successful culmination of its highly anticipated workshop, held on July 2, 2022, dedicated to promoting the paramount importance of energy efficiency and clean energy. This event underscores ILMA University's unwavering commitment to environmental sustainability and its fervent dedication to fostering awareness and eco-conscious practices within the community.

The workshop provided an illuminating platform for students, faculty, and the general public to delve into the critical significance of energy conservation and the shift towards cleaner, more sustainable energy sources. With renowned experts and thought leaders in the field of sustainability and energy conservation as keynote speakers, participants gained invaluable insights and real-world experiences.

The significance of this workshop lies in its contribution to addressing climate

change and promoting environmental sustainability. By championing energy efficiency and clean energy, ILMA University empowers individuals and communities to make informed choices that will shape a more sustainable and eco-conscious future for all.



ILMA UNIVERSITY SOLAR POWER





ILMA UNIVERSITY EXPLORES COLLABORATIVE OPPORTUNITIES WITH CANTONMENT BOARD CLIFTON (CBC)

A delegation from ILMA University paid a visit to the Cantonment Board Clifton (CBC) office on April 20, 2022, to discuss avenues for promoting higher education and fostering a spirit of learning among CBC officers and their children. The meeting, held at the CBC office, also included a tour of the newly constructed state-of-the-art buildings designed to enhance customer facilitation through digital infrastructure.

Led by Mr. Muhammad Saleem Hassan Wattoo, Cantonment Executive Officer, the meeting provided an opportunity for both ILMA University and CBC representatives to engage in a productive dialogue aimed at strengthening collaboration between the two institutions. The discussions

revolved around the potential initiatives and programs that could be developed to support the higher education aspirations of CBC officers and their families.



RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
The role of renewable energy consumption and health expenditures in improving load capacity factor in ASEAN countries: Exploring new paradigm using advance panel models	Asif Razzaq	W	"Renewable Energy "
Clean energy consumption, economic growth, and environmental sustainability: What is the role of economic policy uncertainty?	Zahoor Ahmed	W	"Renewable Energy "
Inspecting energy consumption, capital formation and economic growth nexus in Pakistan	Raja Rehan	W	Sustainable Energy Technologies and Assessments

How Do Renewable Energy, Economic Growth and Natural Resources Rent Affect Environmental Sustainability in a Globalized Economy? Evidence From Colombia Based on the Gradual Shift Causality Approach	Zahoor Ahmed	W	"Frontiers in Energy Research "
Dynamic influence of natural resources, financial integration and eco-innovation on ecological sustainability in EKC framework: Fresh insights from China	"Mubeen Abdur Rehman "	W	"Resources Policy "
Energy efficiency, carbon neutrality and technological innovation: a strategic move towards green economy	Zhang Yu	W	"Economic Research-Ekonomska Istrazivanja "
Renewable energy transition and environmental sustainability through economic complexity in BRICS countries: Fresh insights from novel Method of Moments Quantile regression	Asif Razzaq	W	Renewable Energy
How volatility in green financing, clean energy, and green economic practices derive sustainable performance through ESG indicators? A sectoral study of G7 countries	Asif Razzaq	W	Resources Policy

Do renewable energy consumption and financial globalisation contribute to ecological sustainability in newly industrialized countries?	"Asif Razzaq "	W	"Renewable Energy "
"Clean and green: the relevance of hotels' website quality and environmental management initiatives for green customer loyalty "	Shafique Ur Rehman	W	"British Food Journal "
Information transmission in regional energy stock markets	Sitara Karim	W	"Environmental Science and Pollution Research "
Transition towards ecological sustainability through fiscal decentralization, renewable energy and green investment in OECD countries	Asif Razzaq	W	"Renewable Energy "
Nexuses between crude oil imports, renewable energy, transport services, and technological innovation: a fresh insight from Germany	Zhang Yu	X	"Journal of Petroleum Exploration and Production Technology "
Towards sustainable development in the European Union countries: Does economic complexity affect renewable and non-renewable energy consumption?	"Zahoor Ahmed "	W	"Sustainable Development "

"Influence of fiscal decentralization and renewable energy investment on ecological sustainability in EU: What is the moderating role of institutional governance?"	"Asif Razzaq "	W	"Renewable Energy "
Does structural transformation in economy impact inequality in renewable energy productivity? Implications for sustainable development	Kashif Raza Abbasi	W	Renewable Energy
Investigating the nexuses between transportation Infrastructure, renewable energy Sources, and economic Growth: Striving towards sustainable development	Zhang Yu	W	Ain Shams Engineering Journal
CLIMATE FINANCE IN THE WAKE OF COVID-19: CONNECTEDNESS OF CLEAN ENERGY WITH CONVENTIONAL ENERGY AND REGIONAL STOCK MARKETS	SITARA KARIM	X	"Climate Change Economics "
The Coal, Petroleum, and Gas Embedded in the Sectoral Demand-and-Supply Chain: Evidence from China	Zhang Yu	W	Sustainability
Asymmetric effects of high-tech industry and renewable energy on consumption-based carbon emissions in MENA countries	"Asif Razzaq "	W	"Renewable Energy "

The effect of gross domestic product, urbanization, trade openness, financial development, and renewable energy on CO2 emission	Muhammad Suhrab & Jahangeer Ahmed Soomro	W	"Environmental Science and Pollution Research "
Oil price changes and stock returns: Fresh evidence from oil exporting and oil importing countries	Sitara Karim	X	Cogent Economics and Finance
Analyze the environmental sustainability factors of China: The role of fossil fuel energy and renewable energy	"Kashif Raza Abbasi "	W	Renewable Energy
How critical are resource rents, agriculture, growth, and renewable energy to environmental degradation in the resource-rich African countries? The role of institutional quality	Oluwasegun B. Adekoya & Muhammad Suhrab	W	Energy Policy
The impact of renewable energy, internet use and foreign direct investment on carbon dioxide emissions: A method of moments quantile analysis	"Kashif Raza Abbasi "	W	"Renewable Energy "
Another perspective towards energy consumption factors in Pakistan: Fresh policy insights from novel methodological framework	Kashif Raza Abbasi	W	Energy
Energy Efficiency in the Post-COVID-19 Era: Exploring the Determinants of Energy-Saving Intentions and Behaviors	Muhammad Irfan	W	"Frontiers in Energy Research "

Prioritizing and overcoming biomass energy barriers: Application of AHP and G-TOPSIS approaches	Muhammad Irfan	W	Technological Forecasting and Social Change
"Renewable and non-renewable energy consumption in Bangladesh: The relative influencing profiles of economic factors, urbanization, physical infrastructure and institutional quality"	Muhammad Irfan	W	"Renewable Energy"
Financial development, renewable energy and CO2 emission in G7 countries: New evidence from non-linear and asymmetric analysis	Saif Ullah	W	renewable energy
Impact of Oil Price, Economic Growth and Urbanization on CO2 Emissions in GCC Countries: Asymmetry Analysis	Zhang Yu	W	Sustainability
Energy efficiency and Jevons' paradox in OECD countries: policy implications leading toward sustainable development	Abdul Rehman Khan	X	"Journal of Petroleum Exploration and Production Technology"

Nexus Between Energy Efficiency, Renewable Energy Consumption, Foreign Direct Investment, Energy Consumption, Global Trade, Logistics and Manufacturing Industries of Emerging Economies: In the Era of COVID-19 Pandemic	Syed Abdul Rehman Khan	W	"Frontiers in Environmental Science "
A novel Sustainable Development Goal 7 composite index as the paradigm for energy sustainability assessment: A case study from Europe	Muhammad Irfan	W	Applied Energy
Links among energy intensity, non-linear financial development, and environmental sustainability: New evidence from Asia Pacific Economic Cooperation countries	Muhammad Irfan	W	Journal of Cleaner Production
Linking energy transitions, energy consumption, and environmental sustainability in OECD countries	Muhammad Irfan	W	Gondwana Research
Integrating the Role of Green Fiscal Policies With Energy Prices Volatility and Energy Efficiency: Presenting a COVID-19 Perspective	Junaid Jamshid & Romanus Osabohien	W	Frontiers in Energy Research
The asymmetric influence of renewable energy and green innovation on carbon neutrality in China: Analysis from non-linear ARDL model	Asif Razzaq	W	Renewable Energy

A Path Towards Green Revolution: How do Environmental Technologies, Political Risk, and Environmental Taxes Influence Green Energy Consumption?	Zahoor Ahmed	W	"Frontiers in Environmental Science "
Do natural resources, economic growth, human capital, and urbanization affect the ecological footprint? A modified dynamic ARDL and KRLS approach	Kashif Raza Abbasi	W	"Resources Policy "
Investigating the Impact of Transport Services and Renewable Energy on Macro-Economic and Environmental Indicators	Zhang Yu	W	"Frontiers in Environmental Science "
Prediction of electric vehicle charging duration time using ensemble machine learning algorithm and Shapley additive explanations	Irfan Ullah	W	"International Journal of Energy Research "
The asymmetric effect of temperature, exchange rate, metals, and investor sentiments on solar stock price performance in China: evidence from QARDL approach	Asif Razzaq	W	"Environmental Science and Pollution Research "
Sustainable environment, energy and finance in China: evidence from dynamic modelling using carbon emissions and ecological footprints	Mubeen Abdur Rehman	W	Environmental Science and Pollution Research

Effect of Financial Development, Foreign Direct Investment, Globalization, and Urbanization on Energy Consumption: Empirical Evidence From Belt and Road Initiative Partner Countries	Atta Ullah & Muhammad Sheraz	W	Frontiers in Environmental Science
Nexus between tourism, hydropower, and CO2 emissions in India: fresh insights from ARDL and cumulative fourier frequency domain causality	Kashif Raza Abbasi	W	"Environment, Development and Sustainability"
Energy transition for meeting ecological goals: Do economic stability, technology, and government stability matter?	Zahoor Ahmed	W	"Frontiers in Environmental Science"
The role of financial stress, oil, gold and natural gas prices on clean energy stocks: Global evidence from extreme quantile approach	Ummara Razi	W	"Resources Policy"
The socioeconomic factors of investment-induced petroleum consumption: case of fast developing Chinese economy	"Zhang Yu & Syed Abdul Rehman"	X	Journal of Petroleum Exploration and Production Technology
Do renewable energy consumption and green trade openness matter for human well-being? Empirical evidence from European Union countries	Zahoor Ahmed	W	"Social Indicators Research"
The effect of green finance and unemployment rate on carbon emissions in china	Muhammad Irfan	W	"Frontiers in Environmental Science"

Assessing the Role of Green Finance and Education as New Determinants to Mitigate Energy Poverty	Syed Abdul Rehman Khan	W	"Frontiers in Psychology "
Nexus between green technology innovation, green financing, and CO2 emissions in the G7 countries: The moderating role of social globalisation	Syed Abdul Rehman Khan	W	"Sustainable Development "
How technological innovation and institutional quality affect sectoral energy consumption in Pakistan? Fresh policy insights from novel econometric approach	"Kashif Raza Abbasi "	W	"Technological Forecasting and Social Change "
Revealing the Impacts of Banking Sector Development on Renewable Energy Consumption, Green Growth, and Environmental Quality in China: Does Financial Inclusion Matter?	Raja Rehan	W	"Frontiers in Energy Research "
Grey wolf optimizer-based machine learning algorithm to predict electric vehicle charging duration time	Irfan Ullah	W	"Transportation Letters "
Asymmetric effects of high-tech industry and renewable energy on consumption-based carbon emissions in MINT countries	Asif Razzaq	W	"Renewable Energy "

<p>The dynamic influence of renewable energy, trade openness, and industrialization on the sustainable environment in G-7 economies</p>	<p>"Mubeen Abdur Rehman "</p>	<p>W</p>	<p>"Renewable Energy "</p>
<p>Evaluating Barriers on Biogas Technology Adoption in China: The Moderating Role of Awareness and Technology Understanding</p>	<p>Muhammad Irfan</p>	<p>W</p>	<p>"Frontiers in Environmental Science "</p>
<p>Green Investment for Sustainable Business Development: The Influence of Policy Instruments on Solar Technology Adoption</p>	<p>Muhammad Irfan</p>	<p>W</p>	<p>"Frontiers in Energy Research "</p>
<p>Recent Trends, Challenges, and Future Aspects of P2P Energy Trading Platforms in Electrical-Based Networks Considering Blockchain Technology: A Roadmap Toward Environmental Sustainability</p>	<p>Muhammad Irfan</p>	<p>W</p>	<p>"Frontiers in Energy Research "</p>
<p>Do green innovation and financial globalization contribute to the ecological sustainability and energy transition in the United Kingdom? Policy insights from a bootstrap rolling window approach</p>	<p>Ummara Razi</p>	<p>W</p>	<p>"Sustainable Development "</p>



Race to environmental sustainability: Can renewable energy consumption and technological innovation sustain the strides for China?	Muhammad Irfan	W	"Renewable Energy "
How Do Financial Development and Renewable Energy Affect Consumption-Based Carbon Emissions?	Husam Rjoub	Y	"MATHEMATICAL AND COMPUTATIONAL APPLICATIONS "
The key role of renewable energy consumption, technological innovation and institutional quality in formulating the SDG policies for emerging economies: Evidence from quantile regression	"Asif Razzaq & Ahsan Anwar"	W	"Energy Reports "
The dynamic effect of information and communication technology and renewable energy on CO2 emission: Fresh evidence from panel quantile regression	Ahsan Anwar	W	"Frontiers in Environmental Science "
Evaluating natural resources volatility in an emerging economy: The influence of solar energy development barriers	"Muhammad Irfan "	W	"Resources Policy "
"How do renewable energy consumption, financial development, and technical efficiency change cause ecological sustainability in European Union countries? "	Muhammad Irfan	X	"Energy and Environment "

Towards Sustainable Environment in G7 Nations: The Role of Renewable Energy Consumption, Eco-innovation and Trade Openness	Muhammad Irfan	W	"Frontiers in Environmental Science "
"Waste-to-Renewable Energy Transition: Biogas Generation for Sustainable Development "	Muhammad Irfan	W	Frontiers in Environmental Science
Renewable energy, nonrenewable energy, and environmental quality nexus: An investigation of the N-shaped Environmental Kuznets Curve based on six environmental indicators	"Zahoor Ahmed "	W	"Energy "
Green growth and environmental quality in top polluted economies: the evolving role of financial institutions and markets	"Zahoor Ahmed "	W	Environmental Science and Pollution Research
How do green energy technology investments, technological innovation, and trade globalization enhance green energy supply and stimulate environmental sustainability in the G7 countries?	"Zahoor Ahmed "	W	"Gondwana Research "
Nexus between international trade, renewable energy, and transport services: Leading toward practical implications and trade policies	Zhang Yu & Abdul Rehman Khan	W	Frontiers in Environmental Science



Environmental degradation, renewable energy, and economic growth nexus: Assessing the role of financial and political risks?	"Zahoor Ahmed "	W	Journal of Environmental Management
Influence of economic policy uncertainty and financial development on renewable energy consumption in the BRICST region	"Asif Razzaq "	W	"Renewable Energy "
Natural resources, energy efficiency transition and sustainable development: Evidence from BRICS economies	Asif Razzaq	W	"Resources Policy "
Investigating the inverted N-shape EKC in the presence of renewable and nuclear energy in a global sample	Kashif Raza Abbasi	W	"Clean Technologies and Environmental Policy "
Modeling of machine learning with SHAP approach for electric vehicle charging station choice behavior prediction	Irfan Ullah	W	"Travel Behaviour and Society "
How does fiscal decentralization lead to renewable energy transition and a sustainable environment? Evidence from highly decentralized economies	"Asif Razzaq "	W	"Renewable Energy "
The trade-off between energy consumption, economic growth, militarization, and CO2 emissions: does the treadmill of destruction exist in the modern world?	"Zahoor Ahmed "	W	"Environmental Science and Pollution Research "

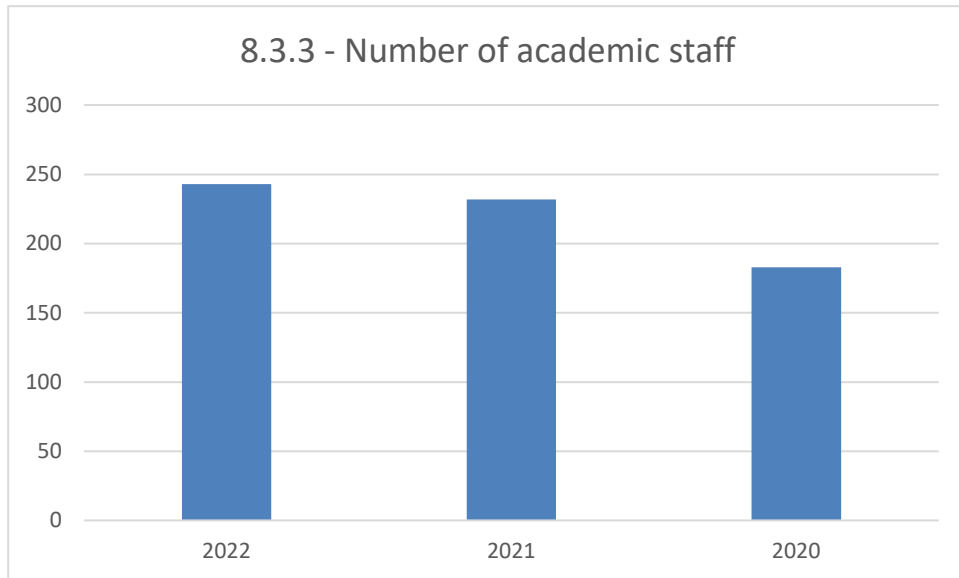
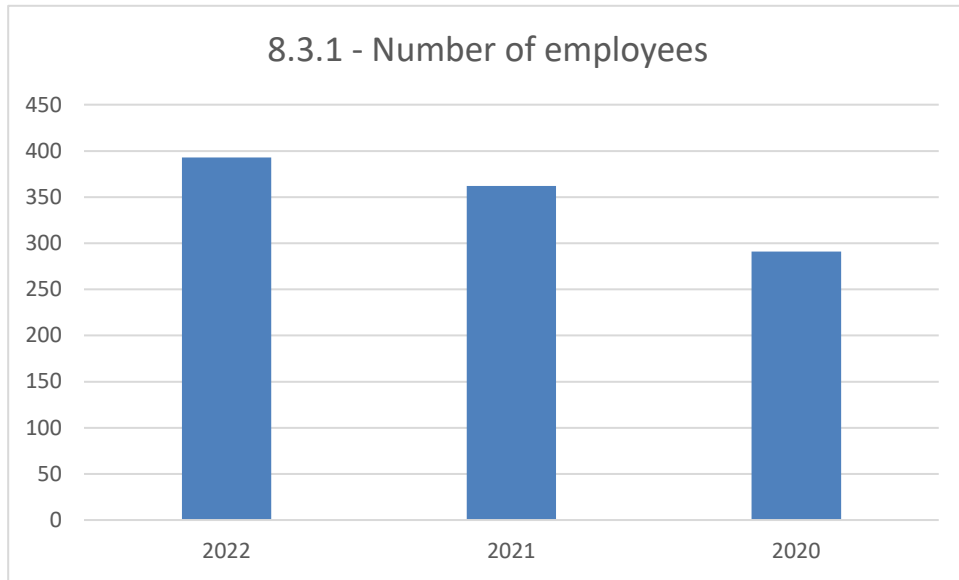
"Modeling the economic viability and performance of solar home systems: a roadmap towards clean energy for environmental sustainability"	Muhammad Irfan	W	Environmental Science and Pollution Research
Influencing factors of consumers' buying intention of solar energy: a structural equation modeling approach	"Muhammad Irfan"	W	Environmental Science and Pollution Research
How to improve total factor energy efficiency under climate change: does export sophistication matter?	Muhammad Irfan	W	"Environmental Science and Pollution Research"
Does the potency of economic globalization and political instability reshape renewable energy usage in the face of environmental degradation?	Husam Rjoub	W	"Environmental Science and Pollution Research"

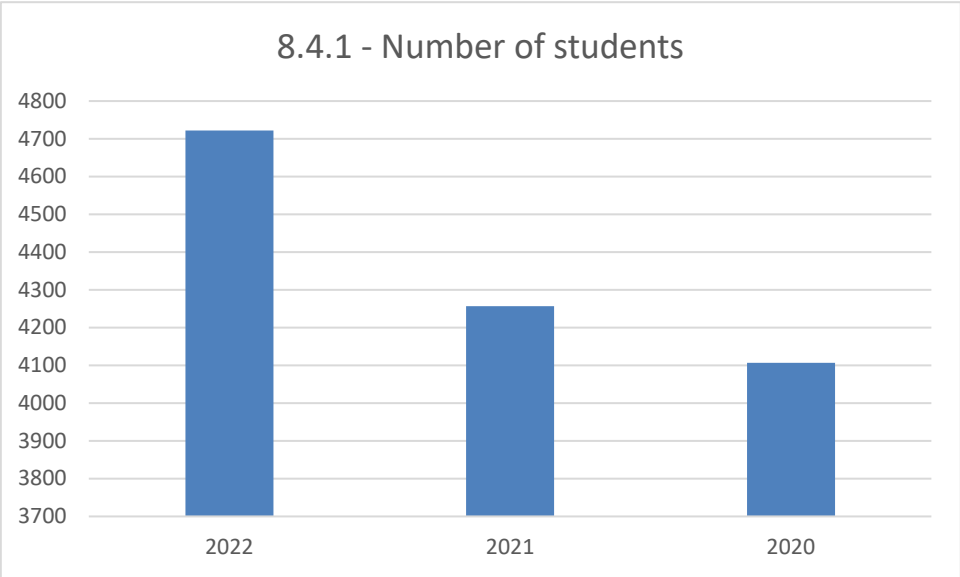
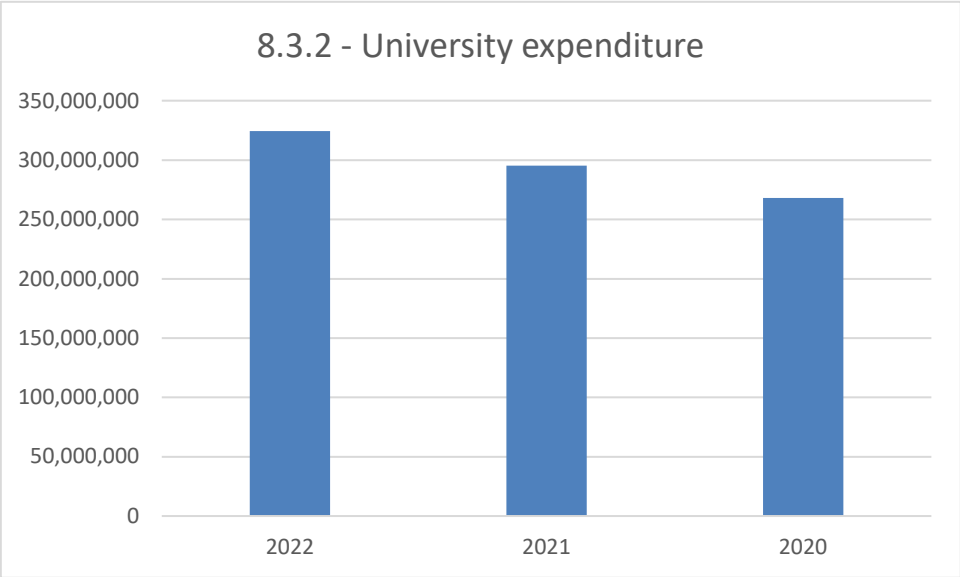


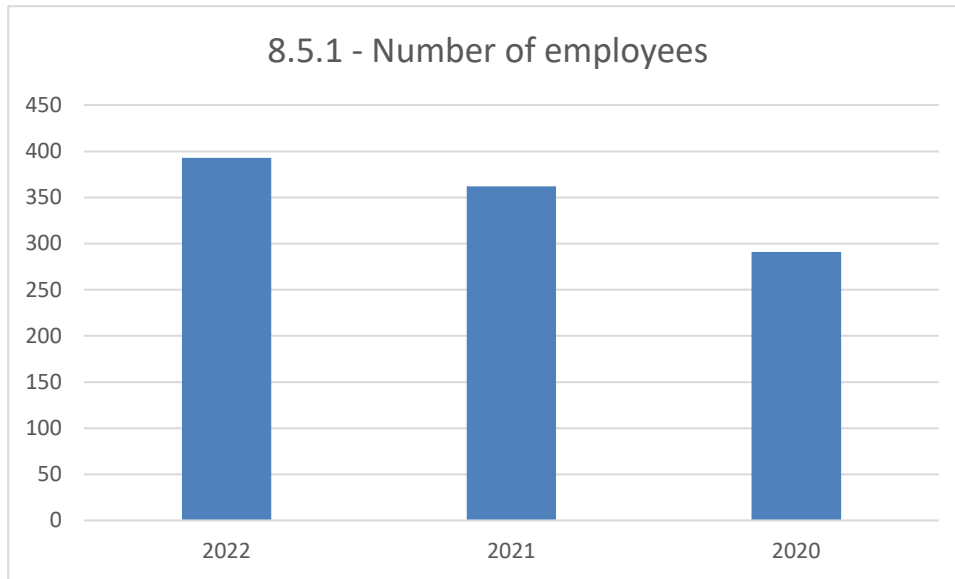
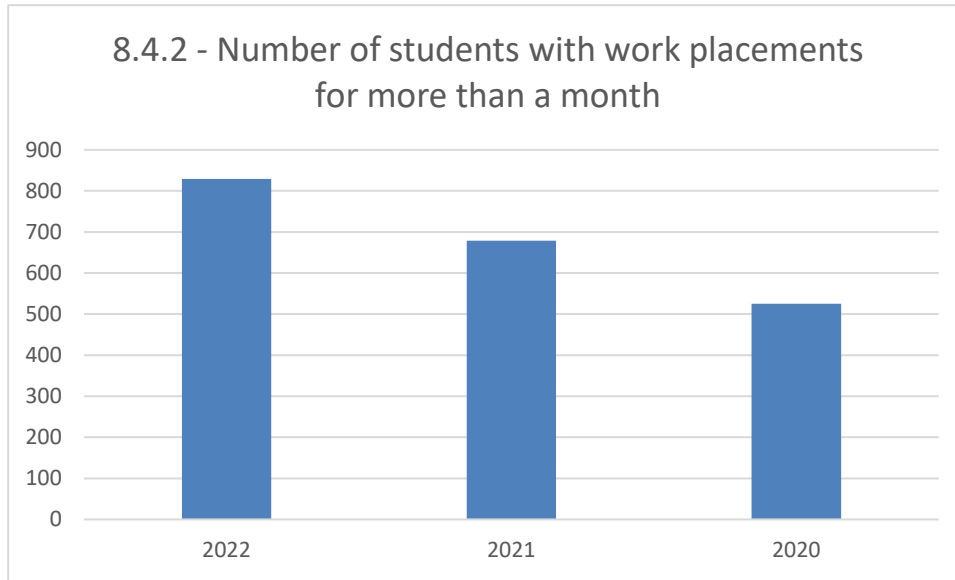
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DECENT WORK AND ECONOMIC GROWTH











RENOWNED HR MANAGER AND TRAINER IMPARTS VALUABLE INSIGHTS ON CAREER PLANNING AT ILMA UNIVERSITY

ILMA University was honored to host the accomplished HR Manager and Trainer, Mr. Muhammad Atif Ali, on the 12th of April 2022. Mr. Ali delivered an enlightening session to students, shedding light on the intricacies of career planning and making the right choices for a successful start in the professional world.

During the session, Mr. Muhammad Atif Ali shared invaluable insights into the art of aligning one's career aspirations with the demands of the job market. He emphasized the importance of understanding industry requirements and continuously enhancing skills through a dedicated learning process.



ILMA UNIVERSITY FOSTERS ENGAGING DIALOGUE ON INVESTMENTS THROUGH INTERACTIVE SESSION

ILMA University, renowned for its commitment to holistic education, hosted a dynamic and engaging session focused on investments. Students and faculty members enthusiastically participated in the session, which provided a platform for thought-provoking discussions and interactive activities.

The session, led by ILMA University's distinguished representatives Prof. Dr. Imtiaz Subhani, Dean of Faculty of Management Sciences, and Mr. Sardar Haziq, Events Coordinator, proved to be a hub of intellectual exchange. Attendees actively raised pertinent questions, delving into various aspects of investments and financial decision-making.



EMPOWERING FUTURE LEADERS: ILMA UNIVERSITY'S GUEST SPEAKER SESSION ON INTERVIEW PREPARATION AND CAREER BUILDING

On October 28, 2022, the Faculty of Computer Sciences at ILMA University hosted a highly informative and insightful Guest Speaker Session on "Interview Preparation Techniques & Career Building." The session, led by Mr. Adil Malik, Regional Business Development Manager at Positive Impact School of Emerging Sciences, aimed to equip students with essential skills for excelling in interviews and building successful careers.

ILMA University's commitment to providing experiential learning opportunities was evident through this guest speaker session. By inviting industry experts like Mr. Adil Malik, the university seeks to bridge the gap between academic knowledge and practical industry know-how, fostering better career growth for its students.



HR EXPERT SHARES TIPS ON HOW TO GIVE AN EFFECTIVE INTERVIEW

The multi talented professional HR trainer and consultant having more than 20 years of consultancy experience visited ILMA University and conducted highly interactive session with business students, the session was about “How to give an effective interview”. He highlighted major questions posed by the interviewers generally, interpersonal skills and importance of communication (verbal and non-verbal).



RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
Asymmetric impact of renewable and non-renewable energy on the industrial sector in Pakistan: Fresh evidence from Bayesian and non-linear ARDL	Kashif Raza Abbasi	W	Renewable Energy
Turkish Lira crisis and its impact on sector returns	"Sitara Karim "	W	"Finance Research Letters "
Quantifying the hedge and safe-haven properties of bond markets for cryptocurrency indices	Sitara Karim	X	"Journal of Risk Finance "
Exploring the linkage between export diversification and ecological footprint: evidence from advanced time series estimation techniques	Zahoor Ahmed	W	"Environmental Science and Pollution Research "
The exposure of the US tourism subsector stocks to global volatility and uncertainty factors	Sitara Karim	W	"Current Issues in Tourism "

The Attributions To Human Resource Policy: Implications With Work Family Person Environment Fit (WFPEF)	Ghulam Akbar Khaskheli	X	Webology
Linking Ethical Leadership to Followers' Knowledge Sharing: Mediating Role of Psychological Ownership and Moderating Role of Professional Commitment	Shagufta Zada	W	"Frontiers in Physiology "
Do global factors drive the interconnectedness among green, Islamic and conventional financial markets?	Sitara Karim	X	"International Journal of Managerial Finance "
Asymmetric connectedness across Asia-Pacific currencies: Evidence from time-frequency domain analysis	Sitara Karim	W	"Finance Research Letters "
Intra-Firm Value Co-Creation: Role of High-Performance Work Practices	Ghulam Akbar Khaskheli	Y	"Turkish Online Journal of Qualitative Inquiry "
How Classy Servant Leader at Workplace? Linking Servant Leadership and Task Performance During the COVID-19 Crisis: A Moderation and Mediation Approach	Shagufta Zada	W	"Frontiers in Physiology "
Pathways to decarbonization in India: the role of environmentally friendly tourism development	Asif Razzaq	W	"Environmental Science and Pollution Research "

Investigating economic growth and natural resource dependence: An asymmetric approach in developed and developing economies	Zhang Yu	W	Resources Policy
Impact of tourism on sustainable development in BRI countries: The moderating role of institutional quality	Saif Ullah	W	"PLoS ONE "
Servant Leadership Behavior at Workplace and Knowledge Hoarding: A Moderation Mediation Examination	Shagufta Zada	W	Frontiers in Physiology
Impact of business innovation on future employment in Nigeria	Syed Kashif Rafi & Romanus Osabohien	X	"Managerial and Decision Economics "
Revisiting the EKC Hypothesis With Export Diversification and Ecological Footprint Pressure Index for India: A RALS-Fourier Cointegration Test	MA Rehman	W	Frontiers in Environmental Science
Systems Approach to Address Human Resource Issues: A Case in a Commercial Livestock Farm in Southern Nigeria	Daniel E. Ufu & Owais Saleem	W	"SAGE Open "
Adoption of innovative strategies to mitigate supply chain disruption: COVID-19 pandemic	Zhang Yu	W	"Operations Management Research "

Do Strategic Human Resources and Artificial Intelligence Help to Make Organisations More Sustainable? Evidence from Non-Governmental Organisations	Husam Rjoub	W	Sustainability
Gastronomic Tourism and Tourist Motivation: Exploring Northern Areas of Pakistan	Shagufta Zada	W	"International Journal of Environmental Research and Public Health "
Social entrepreneurship and future employment in Nigeria	"Romanus Osabohien & Jahangeer Ahmed Soomro "	W	"International Social Science Journal "
Macroeconomic factors and financing strategies in working capital: Evidence from China	Zahoor Ahmed	W	International Journal of Finance and Economics
Impact of Managerial Trustworthy Behavior on Employee Engagement: Mediating Role of Perceived Insider Status	Imran Ahmed Shah	W	Frontiers in Psychology
Linking Transformational and Despotic Leadership to Employee Engagement: Unfolding the Role of Psychological Distress as a Mediator	Shafique Ur Rehman	W	Sustainability

CORPORATE GOVERNANCE AND FIRM PERFORMANCE IN EMERGING MARKETS IN PAKISTAN	Sana Nawaz	Y	"PalArch's Journal of Archaeology of Egypt/ Egyptology "
Does Currency Depreciation Certainly Result in Positive Trade Balance? Evidence from Pakistan	Raja Rehan	X	"Competitive Education Research Journal (CERJ) "
Unleashing the mechanism among salesforce control system, salesforce ambidexterity, and emotional exhaustion to enhance the competitive advantage of organizations	Muhammad Irfan	W	"Frontiers in Psychology "
Modeling oil price uncertainty effects on economic growth in Mexico: a sector-level analysis	Muhammad Irfan	W	"Environmental Science and Pollution Research "
Shame: Does It Fit in the Workplace? Examining Supervisor Negative Feedback Effect on Task Performance	Shagufta Zada	W	"Psychology Research and Behavior Management "
Ambidextrous Leadership and Service Recovery Performance Under B2B Selling Context: An Examination Through Service Innovation Capability	Muhammad Irfan	W	"SAGE Open "
Does financial stress wreak havoc on banking, insurance, oil, and gold markets? New empirics from the extended joint connectedness of TVP-VAR model	Muhammad Irfan	W	"Resources Policy "

DOES THE INVESTMENT GROWTH ANOMALY EXIST IN STOCK MARKET? EVIDENCE FROM PAKISTAN	Raja Rehan	Y	"Pakistan Journal of International Affairs "
Would the inequality of environmental quality affect labor productivity and the income gap? Evidence from China	Muhammad Irfan	W	Journal of Environmental Planning and Management
Abusive Supervision Impact on Employees' Creativity: A Mediated-Moderated Perspective	Muhammad Irfan	W	"Sustainability "
Does the financialization of natural resources lead toward sustainability? An application of advance panel Granger non-causality	Mubeen Abdur Rehman	W	"Resources Policy "
Mediating role of social support on the relationship between social commerce constructs and buyers' trust	Shafique Ur Rehman	X	"International Journal of Web Based Communities "
Retesting the EKC hypothesis through transmission of the ARMEY curve model: an alternative composite model approach with theory and policy implications for NAFTA countries	Muhammad Irfan	W	Environmental Science and Pollution Research
"Natural resources and financial development: Role of business regulations in testing the resource-curse hypothesis in ASEAN countries "	"Muhammad Irfan "	W	"Resources Policy "

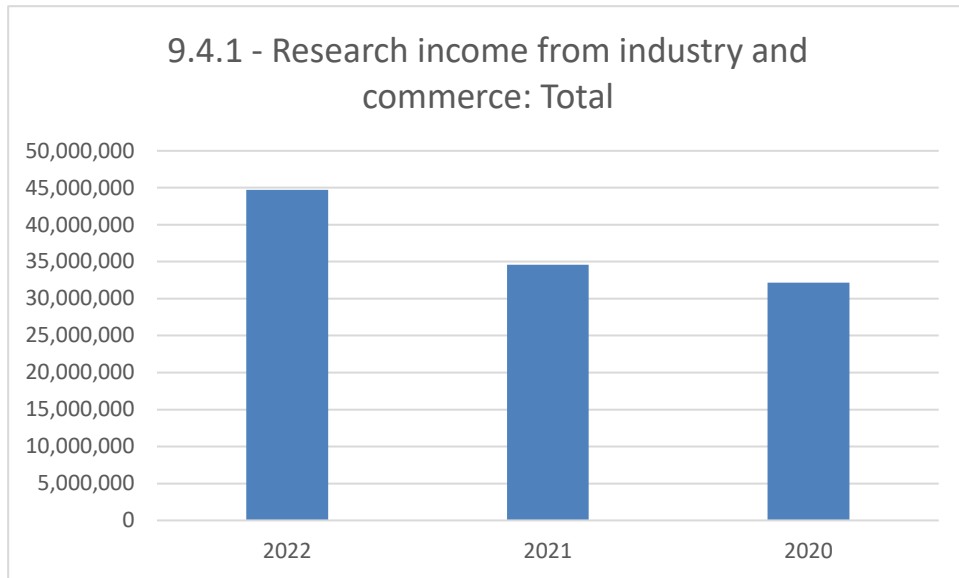
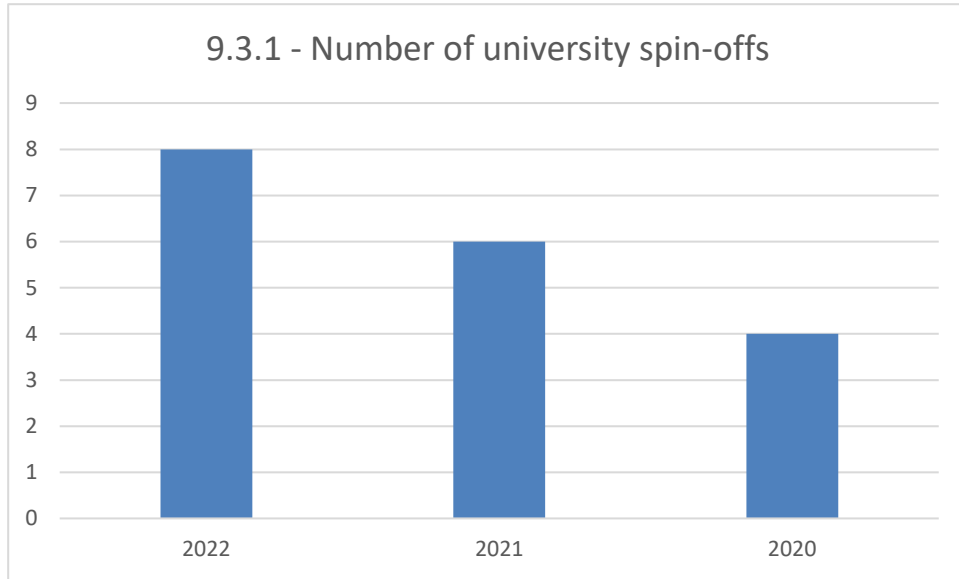
Determinants of Social Commerce Usage and Online Impulse Purchase: Implications for Business and Digital Revolution	"Muhammad Irfan "	W	Frontiers in Psychology
"Impact on Employee performance in Pakistan Automotive Manufacturing Sector from Goal Setting, Engagement of Employee and Workplace Optimism"	Rashid Ali, Muhammad Kaleem Khan & Muhammad Ali	Y	"Periodicals of Social Sciences "
CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING: A SEM ANALYSIS OF FINANCIAL CAPABILITY	Syeda Sadaf Seraj	Y	"Journal of Journalism, Media Science & Creative Arts "

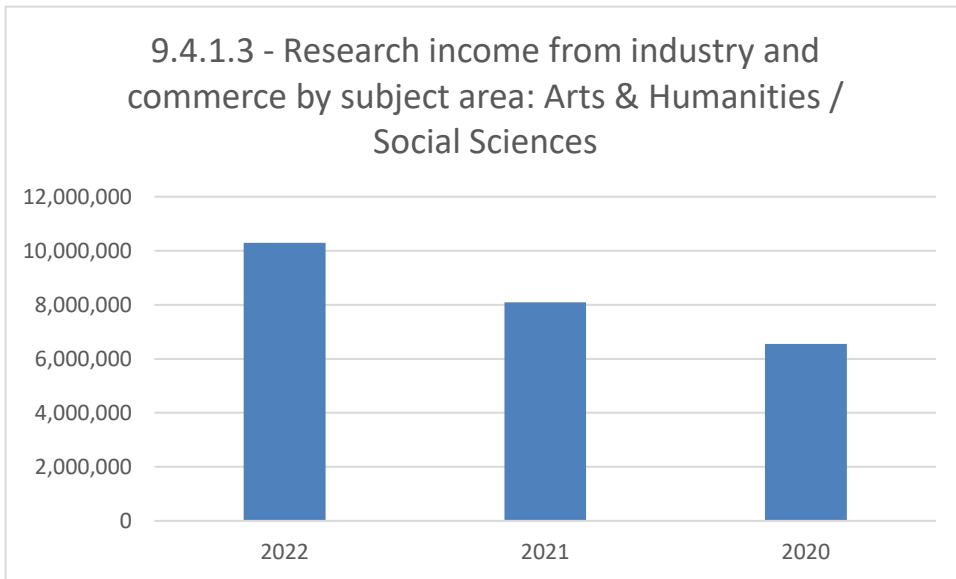
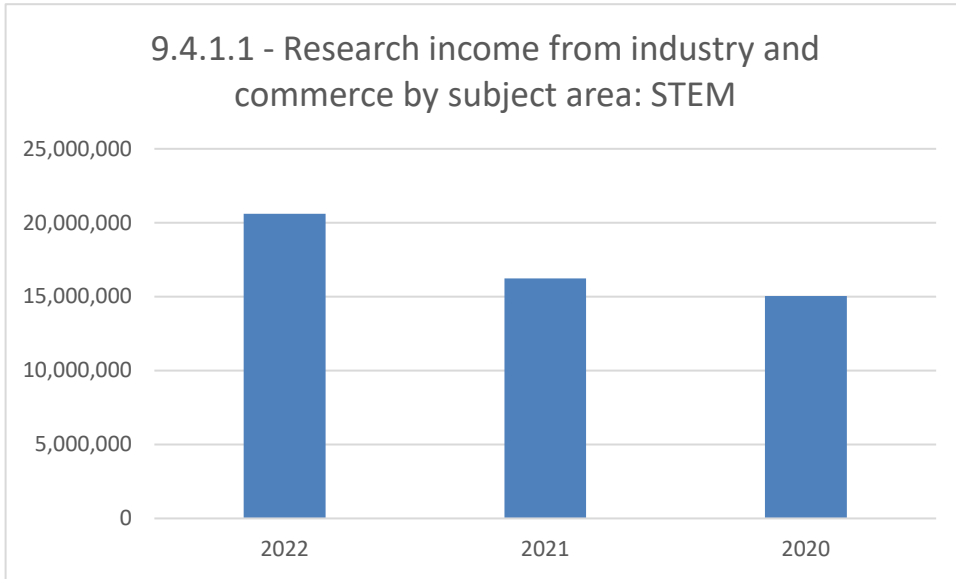


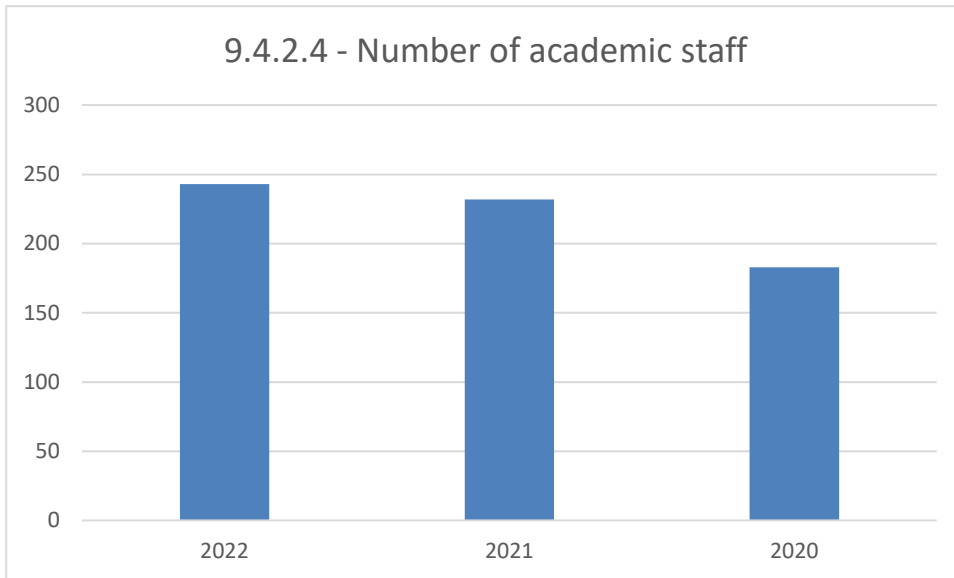
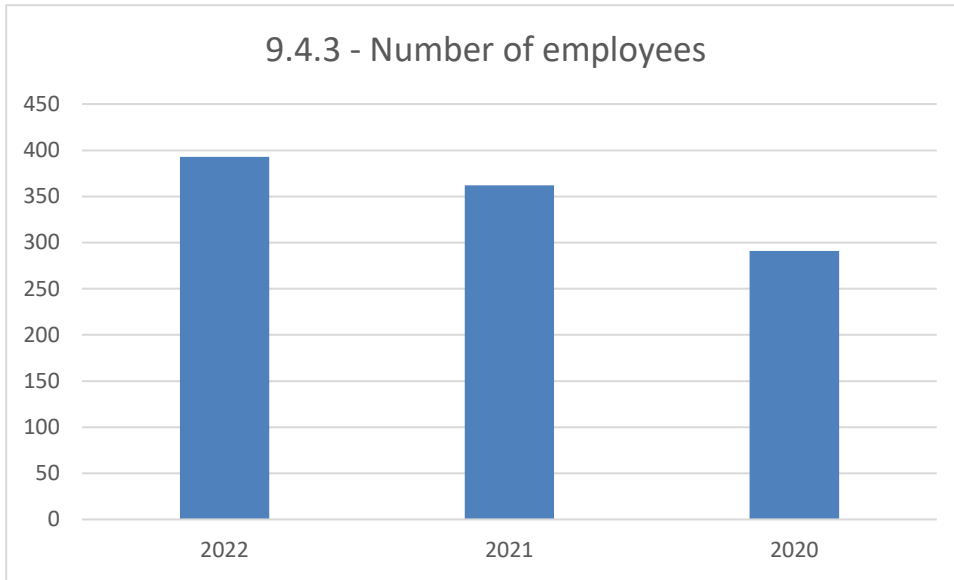
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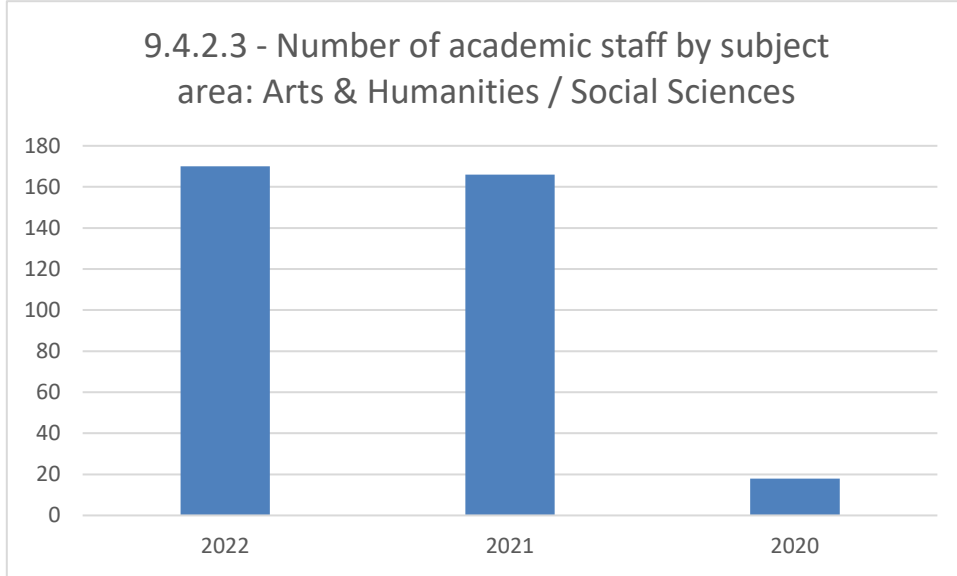
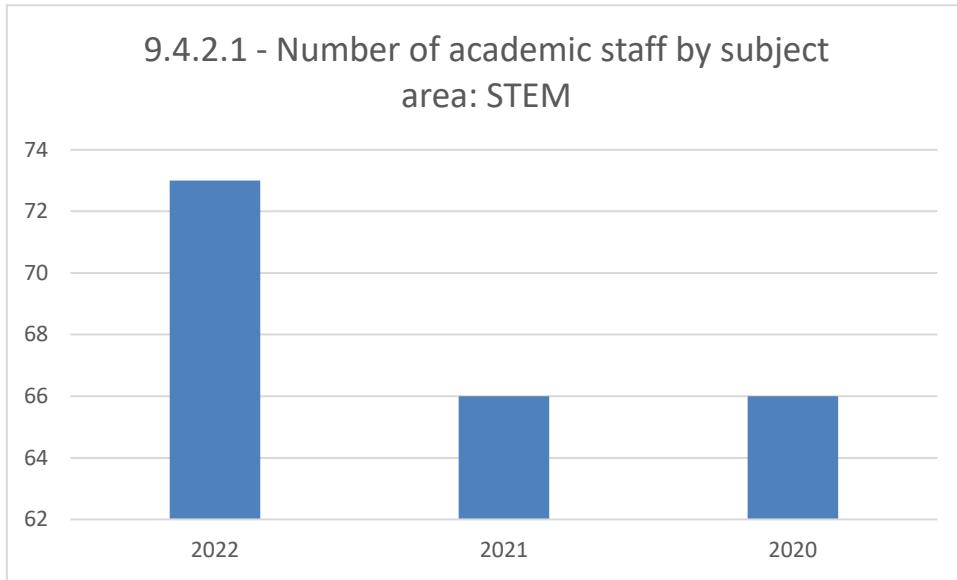
**INDUSTRY, INNOVATION
AND INFRASTRUCTURE**











ORGANIZED GUEST SPEAKER SESSION ON “ENTREPRENEURSHIP OPPORTUNITY FOR BUSINESS STUDENTS

Class of Entrepreneurship and Information and Business Management organized Guest Speaker Session on “Entrepreneurship Opportunity for Business Students & Map to Analyse Entrepreneurs in Pakistan”. This session was conducted by Mr. Faisal Serwer

(Deputy Director State Bank of Pakistan). Vice-Chancellor, Prof. Dr. Mansoor uz Zafar Dawood along with Dr. Waheed and Ms. Hanefan Shaikh (Lecturer) presented Souvenir to Mr. Serwer.



RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
The role of Financial Development and Technological Innovation towards Sustainable Development in Pakistan: Fresh insights from consumption and territory-based emissions	Kashif Raza Abbasi	W	"Technological Forecasting and Social Change"
What abates environmental efficiency in African economies? Exploring the influence of infrastructure, industrialization, and innovation	Sitara Karim	W	"Technological Forecasting and Social Change"
"Digital transformation, smart technologies, and eco-innovation are paving the way toward sustainable supply chain performance"	Zhang Yu	W	Science Progress
Impact of digital information systems on supply chain performance: a mediation of integrations and green practices	Syed Abdul Rehman Khan	Conference proceeding	2021 International Conference on Physics, Computing and Mathematical (ICPCM2021)

Technological Revolution and Circular Economy Practices: A Mechanism of Green Economy	Zhang Yu	W	Sustainability
Digital technology and circular economy practices: future of supply chains	Zhang Yu	W	"Operations Management Research"
Sustainable supply chain management and green technologies: a bibliometric review of literature	Zhang Yu	W	Environmental Science and Pollution Research
Circular economy and digital technologies: An evolving trend in environmental research	"Syed Abdul Rehman Khan "	W	"Integrated Environmental Assessment and Management"
Impact of social media technologies on environmental collaboration and green innovation: a mediation–moderation model	Muzzammil Wasim Syed	W	Kybernetes
Examining the interrelatedness of NFTs, DeFi tokens and cryptocurrencies	Sitara Karim	W	"Finance Research Letters"
The dynamic nexus of E-Government, and sustainable development: Moderating role of multi-dimensional regional integration index in Belt and Road partner countries	Saif Ullah	W	"Technology in Society"
Composite fiscal decentralisation and green innovation: Imperative strategy for institutional reforms and sustainable development in OECD countries	Asif Razzaq	W	Sustainable Development

Asymmetric connectedness between Google-based investor attention and the fourth industrial revolution assets: The case of FinTech and Robotics & Artificial intelligence stocks	Oluwasegun B. Adekoya & Owais Saleem	W	"Technology in Society "
Financial Inclusion, Technological Innovations, and Environmental Quality: Analyzing the Role of Green Openness	Zahoor Ahmed	W	"Frontiers in Environmental Science "
Innovation in Multimedia Using IoT Systems	Awais Khan Jumani	Book Chapter	"Taylor & Francis Group logo Book Multimedia Computing Systems and Virtual Reality"
The impact of balanced scorecard in estimating the performance of banks in Palestine	Shafique Ur Rehman	X	"EuroMed Journal of Business "
MEDIATING ROLE OF SOCIAL SUPPORT ON THE RELATIONSHIP BETWEEN SOCIAL COMMERCE CONSTRUCTS AND BUYERS' TRUST	Shafique Ur Rehman	X	"International Journal of Web Based Communities "
Environmental impact of fiscal decentralization, green technology innovation and institution's efficiency in developed countries using advance panel modelling	Asif Razzaq	X	"Energy and Environment "

Decision Making With an Alternative Mindset in an Online Shopping Environment: Identifying User Intentions Toward Facebook-Commerce	Abdul Waheed Siyal	W	"Frontiers in Physiology "
The Impact of IR 4.0 on Circular Economy and Operational Performance to Spur Financial Performance: A Game Changer Strategy	Syed Abdul Rehman Khan	NA	Advances in Social Science, Education and Humanities Research
Impact of Resources and League Strategy on Organizational Performance: An Empirical Study in the Context of the Apparel Supply Chain	Syed Abdul Rehman Khan	Conference proceeding	2021 3rd International Conference on Applied Machine Learning (ICAML)
Modeling consumers' information acquisition and 5G technology utilization: Is personality relevant?	Muhammad Irfan	W	"Personality and Individual Differences "
IPM-Model: AI and metaheuristic-enabled face recognition using image partial matching for multimedia forensics investigation with genetic algorithm	Dr. Shahid Karim	W	"Multimedia Tools and Applications "
The effect of IFRS 8 on segments disclosure practices in South East Asia	Shafique Ur Rehman	X	"Journal of Financial Reporting and Accounting "
Spatial spillovers and threshold effects of internet development and entrepreneurship on green innovation efficiency in China	Muhammad Irfan	W	Technology in Society

An Ideology of Sustainability under Technological Revolution: Striving towards Sustainable Development	Zhang Yu	W	Sustainability
Impact of stakeholders' pressure on green management practices of manufacturing organizations under the mediation of organizational motives	Asif Razzaq	W	"Journal of Environmental Planning and Management"
Lean Entrepreneurship and SME Practice in a Post COVID-19 Pandemic Era: A Conceptual Discourse from Nigeria	Daniel E. Ufua & Hammad Tahir	X	"Global Journal of Flexible Systems Management"
Investigating antecedents of mobile payment systems' decision-making: a mediated model	Shafique Ur Rehman	X	"Global Knowledge, Memory and Communication"
The Impact of Customer Experience and Customer Engagement on Behavioral Intentions: Does Competitive Choices Matters?	Shagufta Zada	W	"Frontiers in Psychology"
Identifying and analyzing the barriers of Internet-of-Things in sustainable supply chain through newly proposed spherical fuzzy geometric mean	"Zhang Yu"	W	"Computers and Industrial Engineering"
Adoption of technological innovation and recycling practices in automobile sector: under the Covid-19 pandemic	S. Abdul Rehman	W	"Operations Management Research"

Greening South Asia with Financial Liberalization, Human Capital, and Militarization: Evidence from the CS-ARDL Approach	Asif Razzaq	X	"Energy and Environment "
Environmental MCS package, perceived environmental uncertainty and green performance: in green dynamic capabilities and investment in environmental management perspectives	Shafique Ur Rehman	X	"Review of International Business and Strategy "
Volatilities in Market Shares through Financial Fundamentals for Global Automobile Industry	Muhammad ImtiazSubhani	NA	Volatilities in Market Shares through Financial Fundamentals for Global Automobile Industry
Investigating the role of economic complexity in sustainable development and environmental sustainability	Dr. Zahoor Ahmed	W	"International Journal of Sustainable Development and World Ecology "
Brand Love: Role of Online Customer Experience, Value Co-creation, and Relationship Quality	Shagufta Zada	W	"Frontiers in Psychology "
A Fuzzy-Logic Approach Based on Driver Decision-Making Behavior Modeling and Simulation	Irfan Ullah	W	"Sustainability "
Online Customer Experience Leads to Loyalty via Customer Engagement: Moderating Role of Value Co-creation	Shagufta Zada	W	Frontiers in Psychology

How do economic and financial factors influence green logistics? A comparative analysis of E7 and G7 nations	Zahoor Ahmed	W	"Environmental Science and Pollution Research "
Supply chain analytics and post-pandemic performance: mediating role of triple-A supply chain strategies	Zhang Yu	X	"International Journal of Emerging Markets "
Does the nature of Government matter when market share of imported automobiles explain the local production of automobile	"Muhammad Imtiaz Subhani "	NA	Transportation Research Procedia
Effect of Product Assortment, Internet of Things, Order Fulfillment, Green on Purchase Intention Through the Mediating Role of Shopping Assistance	Zhang Yu	X	"Journal of Advanced Manufacturing Systems "
Introduction to Internet of Things with Flavor of Blockchain Technology	Waqas Ahmed Siddique & Awais Khan Jumani	Book Chapter	Taylor & Francis Group an Informa Business
How infrastructure development and technical efficiency change caused resources consumption in BRICS countries: Analysis based on energy, transport, ICT, and financial infrastructure indices	Asif Razzaq	W	"Resources Policy "
Sustainable organizational performance through blockchain technology adoption and knowledge management in China	Asif Razzaq	W	"Journal of Innovation and Knowledge "

INFRASTRUCTURE-FDI CURSE AND INSTITUTIONAL QUALITY IN BELT AND ROAD HOST COUNTRIES	ASIF RAZZAQ	X	"Singapore Economic Review "
Technological changes, financial development and ecological consequences: A comparative study of developed and developing economies	Asif Razzaq	W	Technological Forecasting and Social Change
Logistics performance and environmental sustainability: Do green innovation, renewable energy, and economic globalization matter?	Zahoor Ahmed	W	"Frontiers in Environmental Science "
Towards environmental sustainability: Do financial risk and external conflicts matter?	"Zahoor Ahmed "	W	"Journal of Cleaner Production "
Exploring the technical and behavioral dimensions of green supply chain management: a roadmap toward environmental sustainability	Muhammad Irfan	W	"Environmental Science and Pollution Research "
"Influence mechanism between green finance and green innovation: Exploring regional policy intervention effects in China "	Muhammad Irfan	W	Technological Forecasting and Social Change
Industrial-Innovative Paradigm of Social Sustainability: Modeling the Assessment of Demoehtical, Demographic, Democratic, and Demoeconomic Factors	Muhammad Irfan	W	"Sustainability "

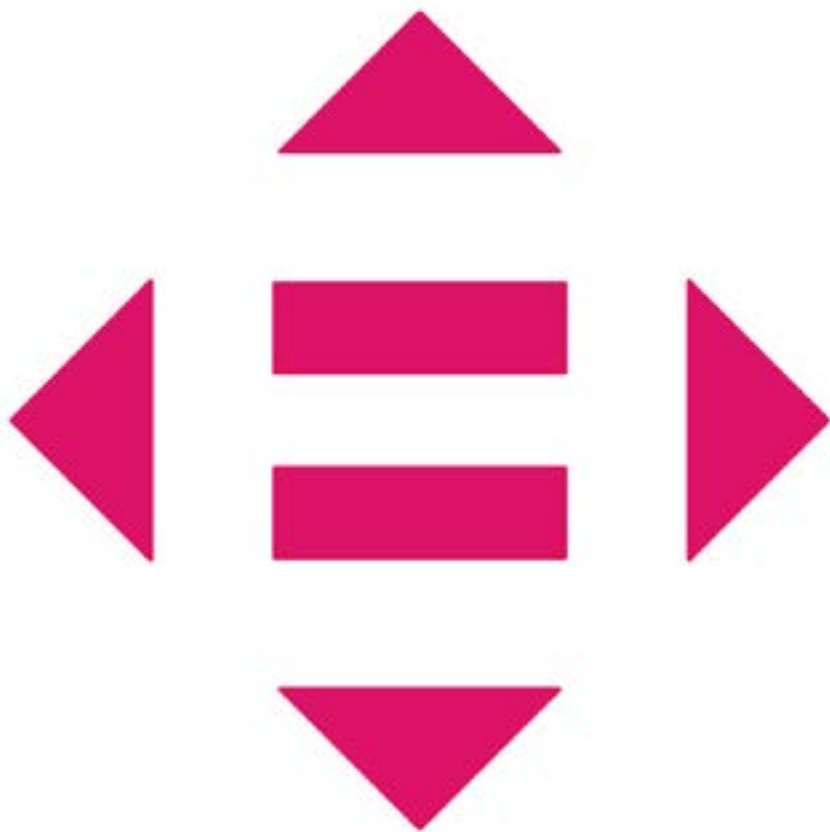
Relating Sustainable Business Development Practices and Information Management in Promoting Digital Green Innovation: Evidence From China	Muhammad Irfan	W	Frontiers in Psychology
Dynamic association between socio-economic, environmental and logistic operations: Evidence from SSA BRI host countries	Irfan Ullah	W	"Frontiers in Environmental Science "
A Novel Approach to Classify Telescopic Sensors Data Using Bidirectional-Gated Recurrent Neural Networks	Mian Muhammad Sadiq Fareed	X	"Applied Sciences "
Game analysis on the internet + closed-loop supply chain considering the manufacturer's impact on promotional effect	Zhang Yu & Abdul Rehman Khan	W	"Operations Management Research "
Manufacturer EOQ with Considering Customer Stochastic Demand, Different Inspective Strategies and Raw Material Quality Defect	Syed Abdul Rehman Khan	X	"Journal of Advanced Manufacturing Systems "
Current state and future directions of green and sustainable finance: a bibliometric analysis	Sitara Karim	X	"Qualitative Research in Financial Markets "

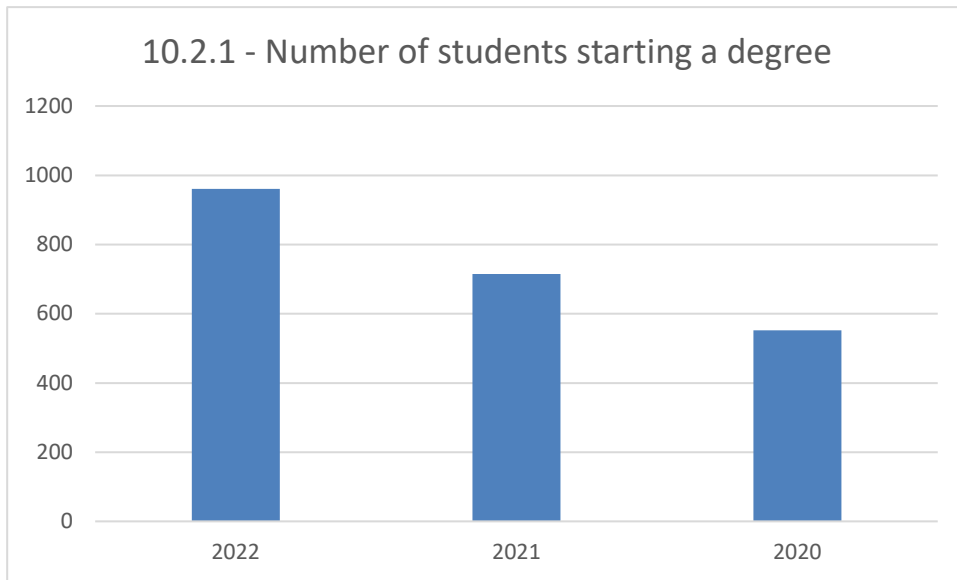
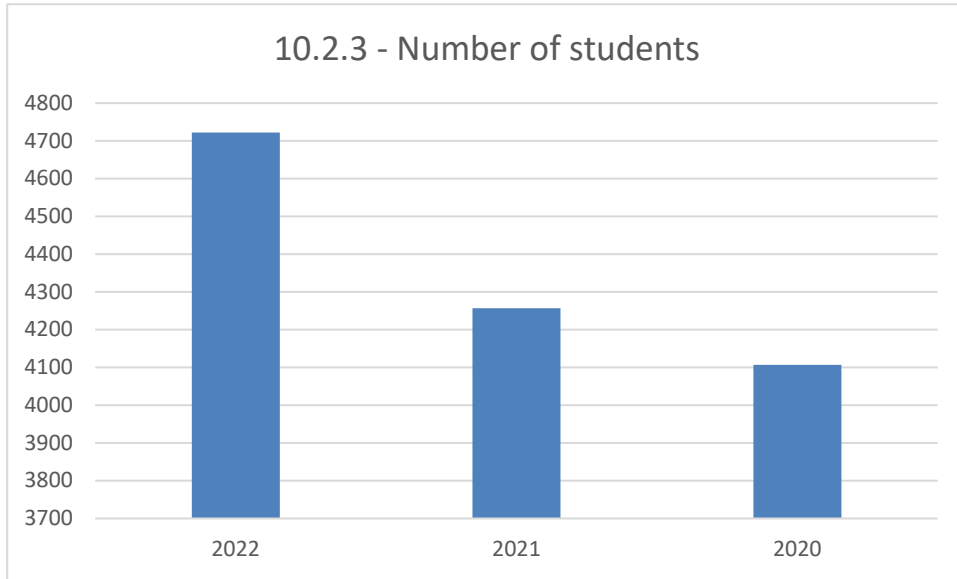
Inclusive infrastructure development, green innovation, and sustainable resource management: Evidence from China's trade-adjusted material footprints	"Asif Razzaq "	W	Resources Policy
Good versus bad information transmission in the cryptocurrency market: Evidence from high-frequency data	"Sitara Karim "	W	"Journal of International Financial Markets, Institutions and Money "
"Dynamic Influence of Digital and Technological Advancement on Sustainable Economic Growth in Belt and Road Initiative (BRI) Countries "	Atta Ullah	W	"Sustainability "
"Tail-event driven NETWORK dependence in emerging markets "	"Sitara Karim "	W	"Emerging Markets Review "
The role of environmental regulation, industrial upgrading, and resource allocation on foreign direct investment: evidence from 276 Chinese cities	Muhammad Irfan	W	Environmental Science and Pollution Research

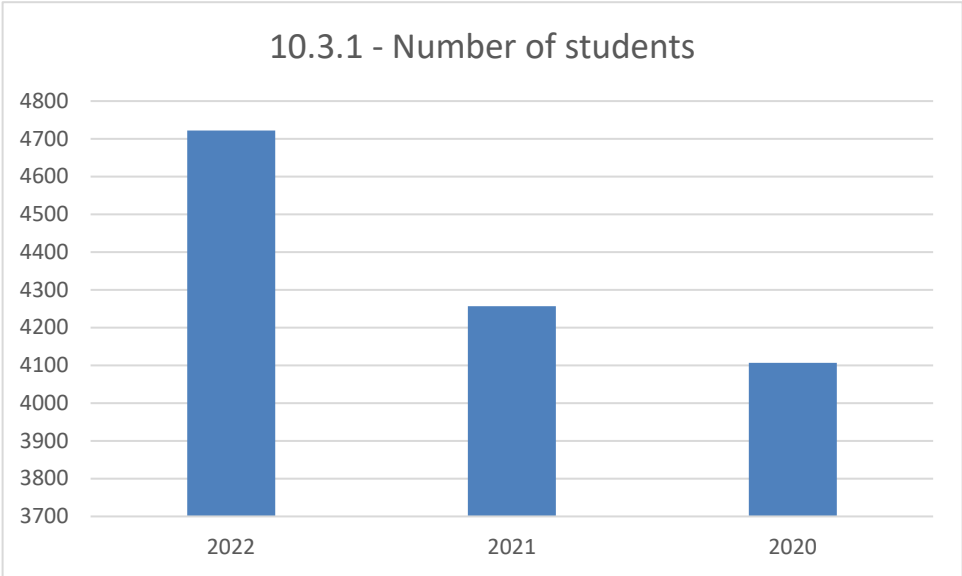
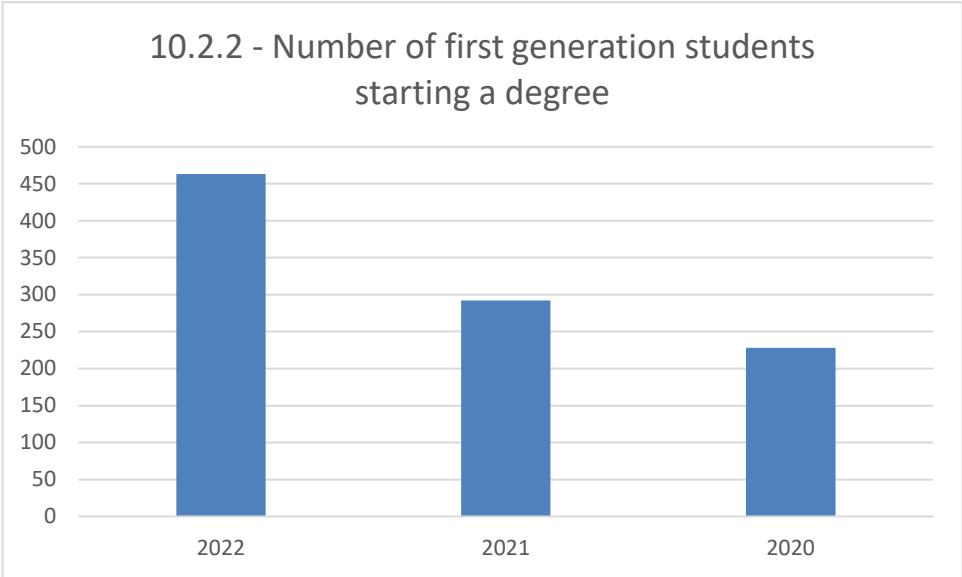


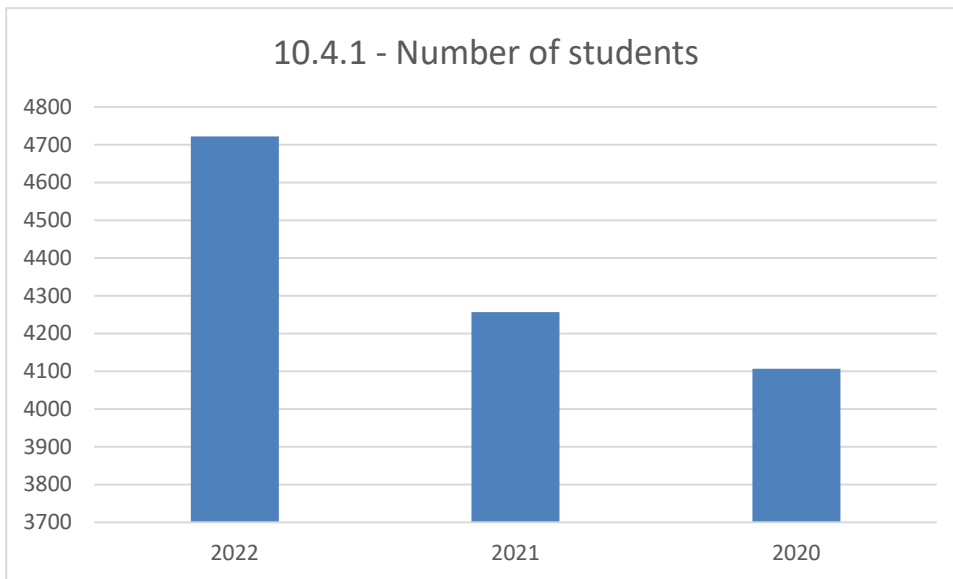
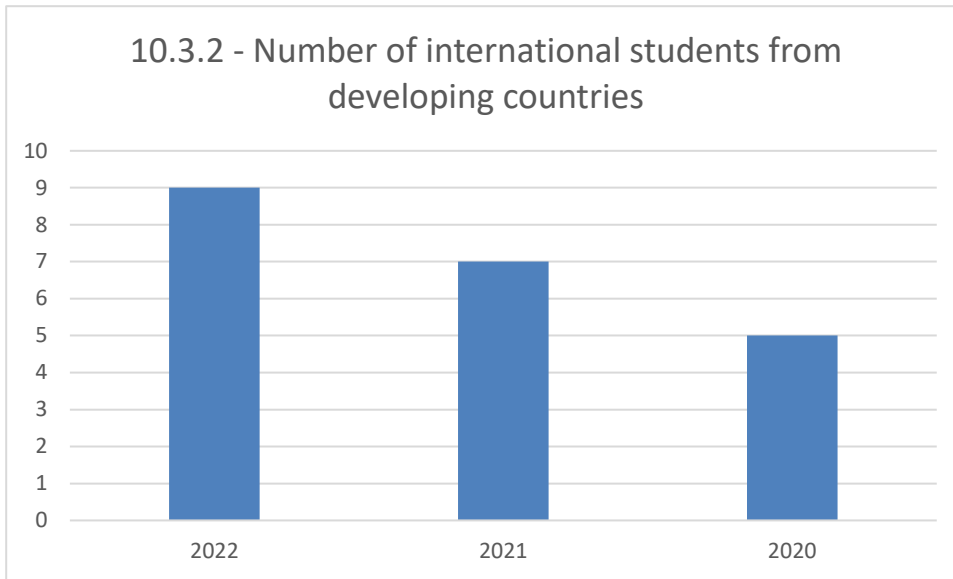
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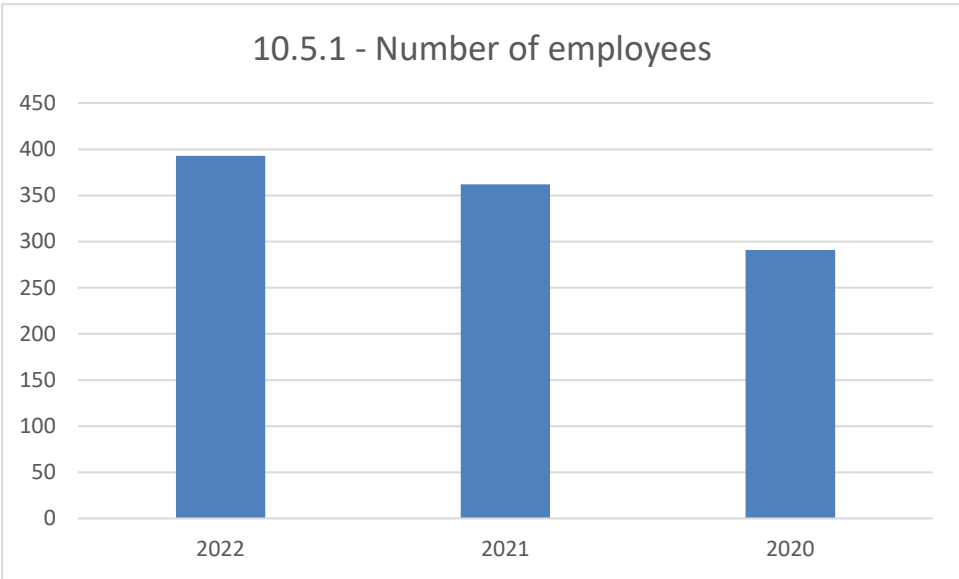
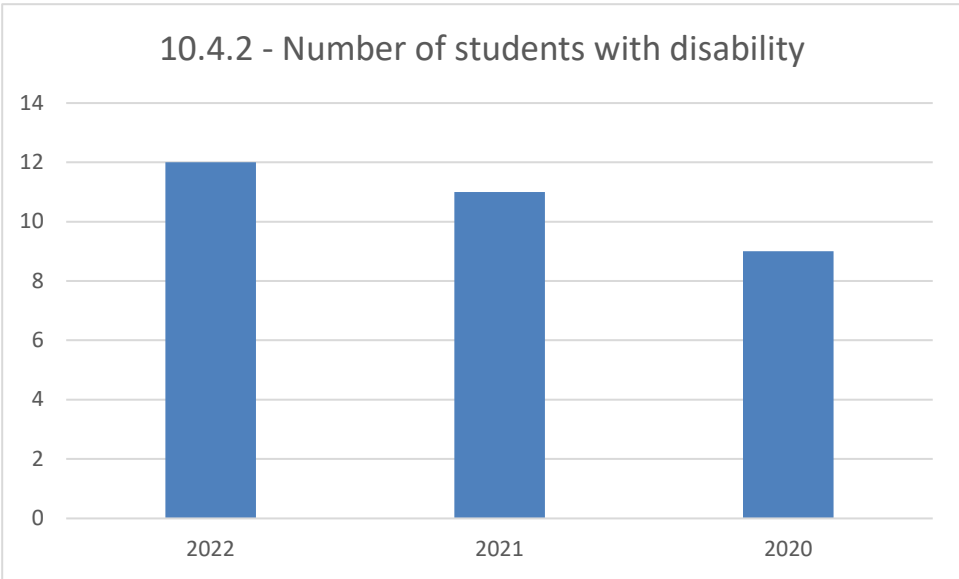
REDUCED INEQUALITIES

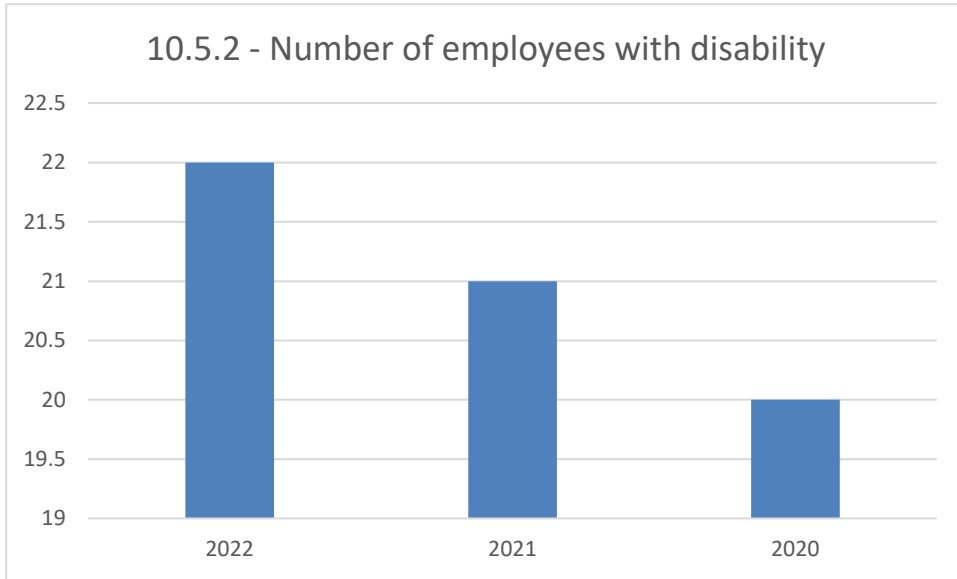












International Women's Day - She Rose

ILMA University organized an event to celebrate International Women's Day on March 12, 2023. The event was called "She-Rose" and it was held at the university's main campus in Karachi.

The event was attended by women from all walks of life, including students, faculty, staff, and members of the community. The event featured speeches, panel discussions, and performances by women artists.

The theme of the event was "Break the Bias" and it focused on the challenges faced by women in society. The speakers and panelists discussed the importance of gender equality and empowerment.

One of the highlights of the event was a speech by Dr. Aftab Imam, District Governor, Rotary International District 3271 & Chief Commissioner, FBR. In his speech, Dr. Imam highlighted the importance of women in society and called for greater gender equality.

Another highlight of the event was a panel discussion on "Break the Bias: Working Together in Harmony". The panel discussion featured women from different walks of life, including a lawyer, a doctor, a business leader, and a human rights activist. The panelists discussed the challenges faced by women in their respec-



ILMA University Delegation Visits KFC Lahore to Appreciate Deaf and Dumb Staff

A delegation from ILMA University visited the KFC restaurant in Lahore on Monday as part of their corporate social responsibility (CSR) activities. The delegation was led by the university's vice-chancellor, Dr. Hassan Mohiuddin.

The delegation met with the deaf and dumb staff members of the restaurant and interacted with them. They also appreciated the restaurant's management for providing employment opportunities to people with disabilities.

Dr. Mohiuddin said that the visit was an eye-opening experience for the delegation. He said that it was important to create awareness about the challenges faced by people with disabilities and to provide them with opportunities to participate in the workforce.

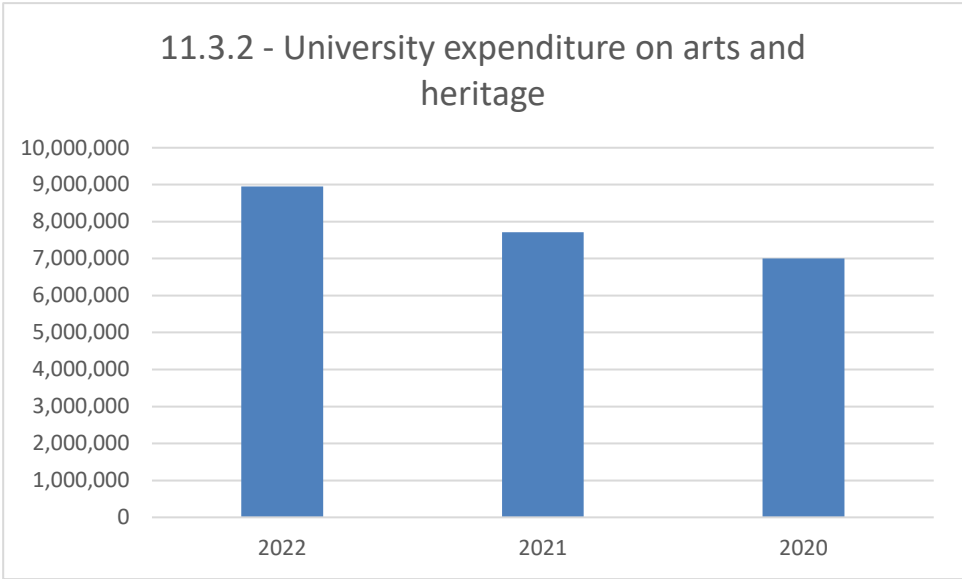
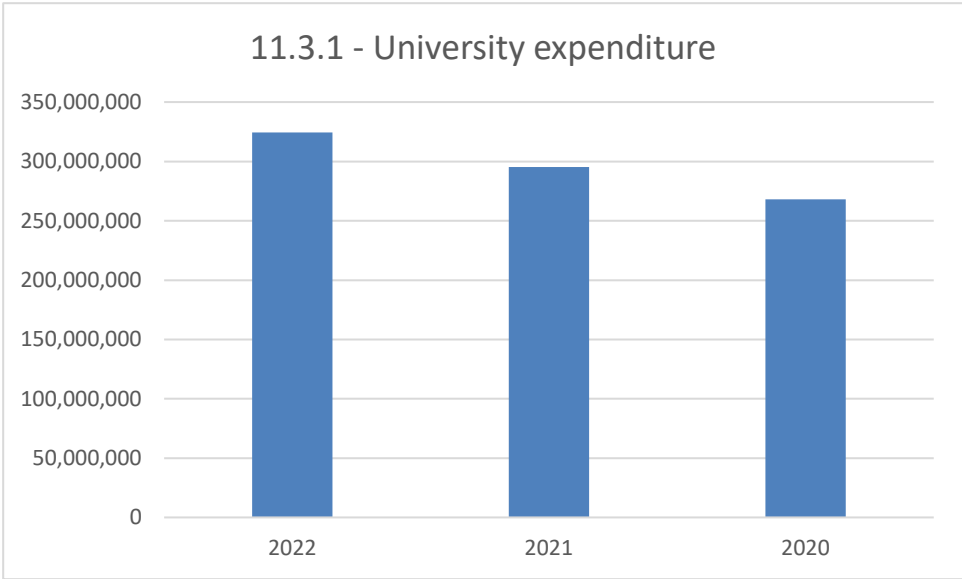


RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
The impact of multinational companies on inequality in Western Balkan countries	Arshian Sharif	X	"Review of International Business and Strategy "
Do Corruption, Inflation and Unemployment Influence the Income Inequality of Developing Asian Countries?	Dr. Raja Rehan	NA	International Journal of Applied Economics, Finance and Accounting
Do Globalization, Technology Adoption and Economic Development Influence Income Inequality in Developing Asian Nations?	Dr. Raja Rehan	NA	Asian Journal of Economics and Empirical Research

11 SUSTAINABLE CITIES AND COMMUNITIES





Fashion Design Students Showcase Artistic Brilliance at Campus Exhibition



The talented students of Fashion Design at Ilma University, under the guidance of Ms. Farheen Zaidi, took center stage as they hosted a captivating art pieces exhibition simultaneously at both campuses. The event served as a platform to showcase the students' artistic prowess and innovative approach to fashion design.

The exhibition not only provided an opportunity for the students to exhibit their art pieces but also fostered a sense of camaraderie and inspiration among the faculty and students of Ilma University. The passion and dedication of the students shone through their artistic creations, leaving a lasting

impact on all attendees.

The success of the exhibition was a testament to the unwavering commitment of Ilma University in nurturing creativity and providing a conducive environment for students to explore their artistic potential. The event left a lasting impression on all those present and further reinforced Ilma University's position as a hub for fostering artistic brilliance and innovation in the field of fashion design.



ILMA Style Gala: Unleashing the Fashion Icons of Tomorrow

ILMA University took the fashion industry by storm with its grand entrance into the world of couture through the ILMA Style Gala! Held at the university campus, this elite event showcased the talent and creativity of ILMA's student designers, setting the stage for a promising future in the world of fashion.

The iconic fashion show mesmerized the audience with stunning ensembles from student designers, each reflecting a unique blend of innovation and style. The gala not only provided a platform for aspiring designers to launch their clothing brands but also celebrated the fusion of culture and fashion, breaking barriers and bridging gaps among nations.





ILMA University's Food Gala: A Gastronomic Delight

ILMA University's campus came alive with delectable aromas and mouthwatering flavors during the much-anticipated ILMA Food Gala. The event, organized by the university's Food Club, was a gastronomic delight that celebrated the diverse culinary talents of the students.

The Food Gala featured a wide array of food stalls, each offering a unique and delicious assortment of dishes from various cuisines. From traditional Pakistani delicacies to international favorites, the event catered to every palate and left visitors spoiled for choice.

Students from different departments came together to showcase their cooking skills and passion for food. The event not only provided a platform for budding chefs to demonstrate their culinary prowess but also allowed them to interact with food enthusiasts and gather valuable feedback.

The lively ambiance of the Food Gala was further accentuated by live music performances and entertaining activities, creating a perfect setting for students, faculty, and visitors to enjoy a memorable evening of good food and camaraderie.



ILMA University's Winter Carnival and Musical Night: A Creative Extravaganza

ILMA University's Faculty of Media & Design brought the spirit of the season to life with an enchanting Winter Carnival held at its main campus, followed by an entertaining musical night. The event was made possible through the collaboration of ILMA Students Clubs and the dynamic ILMA Students Activity Council (ISAC).

The Winter Carnival provided an excellent platform for students to showcase their artistic prowess and creativity. The campus came alive with vibrant stalls and exhibits, where students proudly displayed their innovative works of art and design. From stunning paintings to captivating sculptures, the carnival was a celebration of diverse creative expressions.

The event received an overwhelming response from students and visitors alike, who were captivated by the array of talent on display. It served as a testament to the university's commitment to nurturing and celebrating the artistic spirit of its students.

Following the Carnival, the musical night lit up the campus with melodious tunes and infectious rhythms. The lively performances by talented students added to the festive atmosphere, making it an unforgettable evening of music and merriment.

ILMA University continues to provide a thriving



RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
Does composite fiscal decentralization reduce trade-adjusted resource consumption through institutional governance, human capital, and infrastructure development?	"Asif Razzaq "	W	"Resources Policy "
How public expenditure in recreational and cultural industry and socioeconomic status caused environmental sustainability in OECD countries?	Muhammad Irfan	W	"Economic Research- Ekonomiska Istrazivanja "
Public Preferences Towards Car Sharing Service: The Case of Djibouti	Irfan Ullah	W	"Frontiers in Environmental Science "
The Nexus among Good E-Governance Practice, Decentralization, and Public Administration for Sustainable Local Development	Husam Rjoub	X	"Discrete Dynamics in Nature and Society "

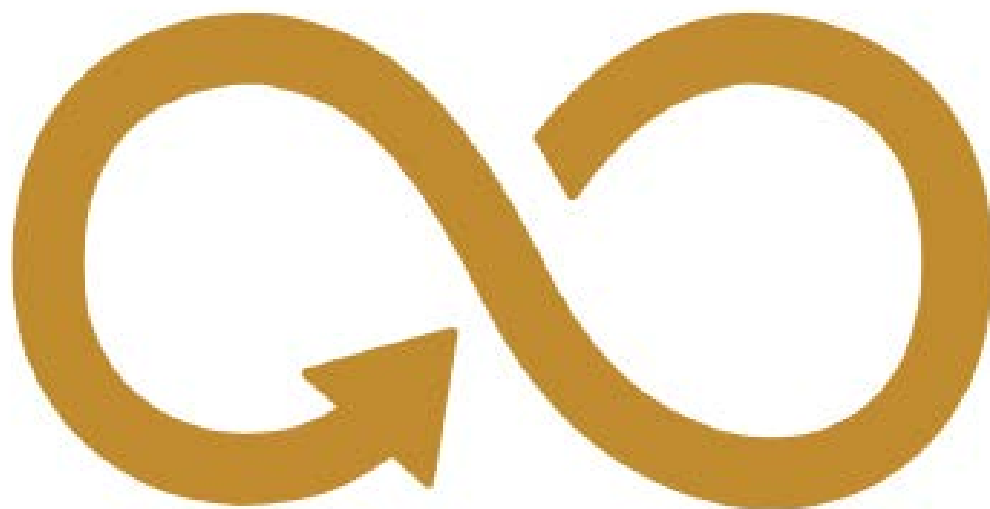
The Environmental Effects of Urbanization, Education, and Green Innovation in the Union for Mediterranean Countries: Evidence from Quantile Regression Model	Ammar Ali Gull	W	"Energies "
Do heavy-duty and passenger vehicle emissions standards reduce per capita emissions of oxides of nitrogen? Evidence from Europe	Zahoor Ahmed	W	"Journal of Environmental Management "
Spatio-temporal heterogeneity of logistics CO2 emissions and their influencing factors in China: An analysis based on spatial error model and geographically and temporally weighted regression model	Syed Abdul Rehman Khan	W	Environmental Technology and Innovation
"Modeling for Insights: Does Fiscal Decentralization Impede Ecological Footprint?"	Zahoor Ahmed	W	International Journal of Environmental Research and Public Health
Modeling COVID-19 Impact on Consumption and Mobility in Europe: A Legacy Toward Sustainable Business Performance	Muhammad Irfan	W	"Frontiers in Environmental Science "
Impact of urbanization and economic growth on environmental quality in western africa: Do manufacturing activities and renewable energy matter?	"Zahoor Ahmed "	W	"Frontiers in Environmental Science "

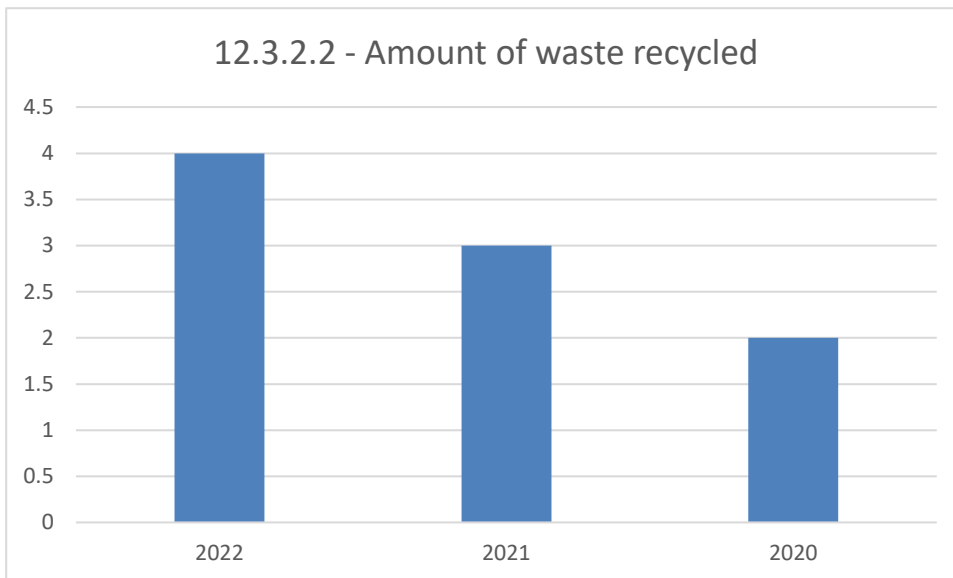
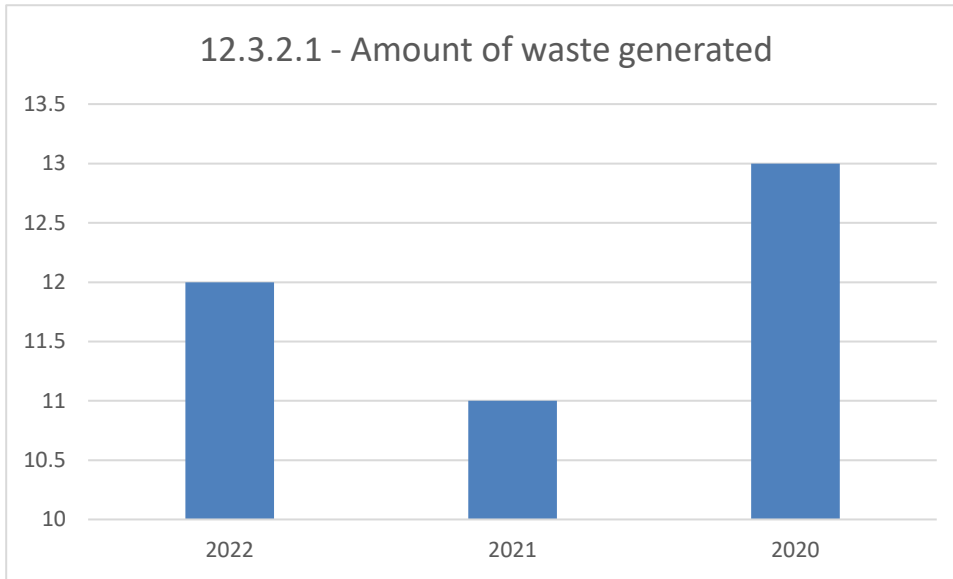
Implementing the Maximum Likelihood Method for Critical Gap Estimation under Heterogeneous Traffic Conditions	Irfan Ullah	W	Sustainability
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12

**RESPONSIBLE
CONSUMPTION
AND PRODUCTION**





RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
A self-assessment tool for evaluating the integration of circular economy and industry 4.0 principles in closed-loop supply chains	Syed Abdul Rehman Khan	W	"International Journal of Production Economics "
An evolutionary game analysis on price competition in recycling industry between large and small enterprises of China	Syed Abdul Rehman Khan	W	"Waste Management and Research "
A systematic literature review on circular economy practices: challenges, opportunities and future trends	Zhang Yu	X	Journal of Entrepreneurship in Emerging Economies
Green capabilities and green purchasing practices: A strategy striving towards sustainable operations	Syed Abdul Rehman Khan	W	"Business Strategy and the Environment "
A systematic literature review on circular economy practices: challenges, opportunities and future trends	Zhang Yu	X	Journal of Entrepreneurship in Emerging Economies

Exploring essential factors to improve waste-to-resource recovery: A roadmap towards sustainability	"Syed Abdul Rehman Khan "	W	"Journal of Cleaner Production "
Environmental disclosures and corporate attributes, from the lens of legitimacy theory: a longitudinal analysis on a developing country	Shafique Ur Rehman	X	"European Journal of Management and Business Economics "
Environmental sustainability orientation and corporate social responsibility influence on environmental performance of small and medium enterprises: The mediating effect of green capability	Shafique Ur Rehman	W	"Corporate Social Responsibility and Environmental Management "
The role of environmental management accounting and environmental knowledge management practices influence on environmental performance: mediated-moderated model	Shafique Ur Rehman	W	"Journal of Knowledge Management "
The Decision-Making Analysis on End-of-Life Vehicle Recycling Extending Producer Responsibility Policy in the Context of Remanufacturing	Zhang Yu	Y	"ROMANIAN JOURNAL OF TRANSPORT INFRASTRUCTURE "



Firm characteristics, governance mechanisms, and ESG disclosure: how caring about sustainable concerns?	Asif Razzaq	W	"Environmental Science and Pollution Research "
A Bibliometric Analysis of End-of-Life Vehicles Related Research: Exploring a Path to Environmental Sustainability	Zhang Yu	W	"Sustainability "
The nexus between environmental strategy and environmental performance: analyzing the roles of green product innovation and mechanistic/organic organizational structure	Zahoor Ahmed	W	"Environmental Science and Pollution Research "
Improving Consumer-Based Green Brand Equity: The Role of Healthy Green Practices, Green Brand Attachment, and Green Skepticism	Syed Abdul Rehman Khan & Zhang Yu	W	"Sustainability "
"Green capabilities, green purchasing, and triple bottom line performance: Leading toward environmental sustainability "	"Zhang Yu "	W	"Business Strategy and the Environment "
Waste management and green technology: future trends in circular economy leading towards environmental sustainability	"Zhang Yu "	W	Environmental Science and Pollution Research

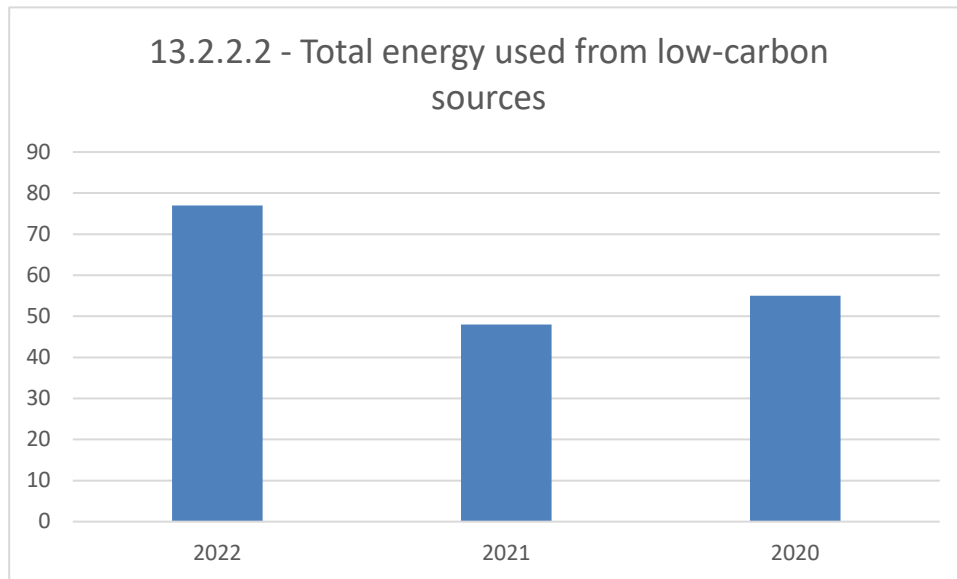
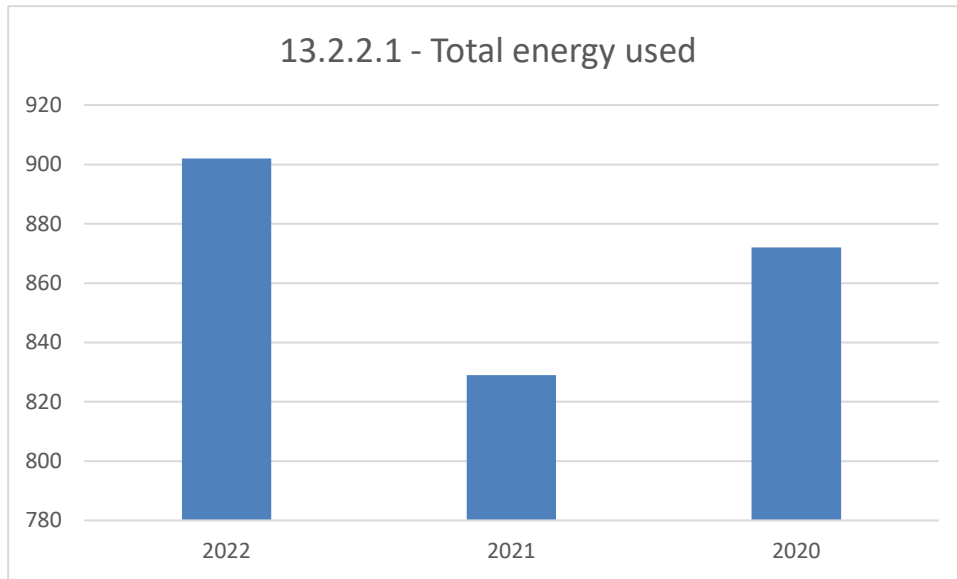
<p>Waste management and green technology: future trends in circular economy leading towards environmental sustainability</p>	<p>Zhang Yu</p>	<p>W</p>	<p>"Environmental Science and Pollution Research"</p>
<p>How does consumer-to-consumer community interaction affect brand trust?</p>	<p>Zhang Yu & Abdul Rehman Khan</p>	<p>W</p>	<p>"Frontiers in Environmental Science"</p>



13

**CLIMATE
ACTION**





ILMA UNIVERSITY EXPLORES COLLABORATIVE OPPORTUNITIES WITH CANTONMENT BOARD CLIFTON (CBC)

A delegation from ILMA University paid a visit to the Cantonment Board Clifton (CBC) office on April 20, 2022, to discuss avenues for promoting higher education and fostering a spirit of learning among CBC officers and their children. The meeting, held at the CBC office, also included a tour of the newly constructed state-of-the-art buildings designed to enhance customer facilitation through digital infrastructure.

Led by Mr. Muhammad Saleem Hassan Wattoo, Cantonment Executive Officer, the meeting provided an opportunity for both ILMA University and CBC representatives to engage in a productive dialogue aimed at strengthening collaboration between

the two institutions. The discussions revolved around the potential initiatives and programs that could be developed to support the higher education aspirations of CBC officers and their families.



ILMA JOINS HANDS WITH CANTONMENT BOARD KORANGI CREEK FOR TREE PLANTATION DRIVE TO FOSTER A CLEAN AND GREEN PAKISTAN

ILMA University embraced the new year 2022 with a remarkable collaboration alongside Cantonment Board Korangi Creek (CBKC) by organizing a Tree Plantation Drive on Saturday, January 01, 2022. The initiative aimed to contribute towards a cleaner and greener Pakistan, showcasing ILMA University's commitment to environmental sustainability and social responsibility.

The drive resonated well with the students and faculty members who actively engaged in the activity, motivated by the aspiration to create a positive impact. The participants embraced the experience with the shared commitment that this tree plantation drive marks just the beginning of a series of noble endeavors, with a promise to

continue working towards a cleaner and greener Pakistan.



ILMA UNIVERSITY HOSTS SEMINAR ON CLIMATE CHANGE RISKS: SHAPING A SUSTAINABLE FUTURE

ILMA University takes a significant step in addressing one of the most pressing global challenges of our time by organizing a comprehensive seminar on "Climate Change Risks and Sustainable Solutions." This event underscores ILMA's commitment to creating awareness and fostering dialogue on climate change-related issues.

The seminar, held on Aug 23 2023 at ILMA University's main campus, brought together esteemed experts, researchers, and thought leaders to discuss the evolving landscape of climate change risks and the urgent need for sustainable solutions. The event featured keynote presentations, panel discussions, and interactive sessions that provided attendees with valuable insights and strategies to combat the ever-growing challenges posed by climate change.

Climate change is a global issue with far-reaching consequences for the

environment, society, and the economy. ILMA University recognizes the importance of being at the forefront of addressing these challenges.

As part of ILMA University's commitment to sustainability, the seminar emphasized the importance of integrating climate-resilient practices into various fields, from education and research to industry and policymaking. The event encouraged participants to take away actionable strategies for addressing climate change risks in their respective domains.

ILMA University continues to be a leader in promoting education and awareness on vital global issues, and this seminar on climate change risks is just one of many initiatives aimed at creating a more sustainable and resilient future.

RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
"Analysis of the Impact of Livestock Structure on Carbon Emissions of Animal Husbandry: A Sustainable Way to Improving Public Health and Green Environment "	Muhammad Irfan	W	"Frontiers in Public Health "
MEASURING THE IMPACT OF ECONOMIC POLICIES ON CO2 EMISSIONS: WAYS TO ACHIEVE GREEN ECONOMIC RECOVERY IN THE POST-COVID-19 ERA	"Muhammad Irfan "	X	"Climate Change Economics "
State-of-the-art sustainable approaches for deeper decarbonization in Europe – An endowment to climate neutral vision	Muhammad Irfan	W	Renewable and Sustainable Energy Reviews
Characteristics and Evolution of China's Carbon Emission Reduction Measures: Leading Towards Environmental Sustainability	S. Abdul Rehman	W	"Frontiers in Environmental Science "

Carbon dioxide intensity of GDP and environmental degradation in an emerging country	Kashif Raza Abbasi	W	"Environmental Science and Pollution Research "
Testing the directional predictability between carbon trading and sectoral stocks in China: New insights using cross-quantilogram and rolling window causality approaches	Asif Razzaq	W	"Technological Forecasting and Social Change "
Another look at the nexus between economic growth trajectory and emission within the context of developing country: fresh insights from a nonparametric causality-in-quantiles test	Husam Rjoub	W	"Environment, Development and Sustainability "
Green Finance Strategies for the Zero-Carbon Mechanism: Public Spending as New Determinants of Sustainable Development	Zhang Yu	W	"Frontiers in Environmental Science "
"Do climate technology, financialization, and sustainable finance impede environmental challenges? Evidence from G10 economies "	"Asif Razzaq "	W	"Technological Forecasting and Social Change "

<p>Do climate technologies and recycling asymmetrically mitigate consumption-based carbon emissions in the United States? New insights from Quantile ARDL</p>	<p>"Asif Razzaq "</p>	<p>W</p>	<p>"Technological Forecasting and Social Change "</p>
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14

LIFE

BELOW WATER



ILMA UNIVERSITY HOSTS SEMINAR ON WATER IRRIGATION PRACTICES: ENHANCING SUSTAINABILITY

ILMA University is pleased to announce its upcoming seminar on “Water Irrigation Practices: Enhancing Sustainability,” scheduled for May 4, 2022, at ILMA Main Campus. This seminar gathers experts, researchers, and stakeholders to explore innovative irrigation techniques, sustainable agriculture, and effective water resource management. The event underscores ILMA University’s commitment to addressing water scarcity challenges and fostering collaboration among academia, industry, and government organizations.

The seminar will feature esteemed keynote speakers and experts in the field who will share insights into challenges and opportunities in water irrigation practices. Open to all, the event aims to engage students, researchers, policymakers, and industry professionals passionate about advancing sustainable water management. For registration and additional information, please visit ILMA

University’s official website.

ILMA University continues its commitment to promoting research and education on vital issues, contributing to sustainable agriculture and water management practices. This seminar is a significant step toward enhancing sustainability in water irrigation and fostering responsible resource management.



ILMA UNIVERSITY TO HOST SEMINAR ON SUSTAINABLE UTILIZATION OF OCEANS AND SEAS

ILMA University is excited to announce its forthcoming seminar, "Sustainable Utilization of Oceans and Seas," scheduled for October 17, 2022. This seminar will bring together experts, researchers, and stakeholders to address pressing issues concerning the responsible and sustainable management of our oceans and seas.

The event will focus on a wide range of critical topics, including sustainable fisheries, ocean pollution mitigation, marine ecosystem preservation, and the exploration of ocean-based renewable energy sources. ILMA University, committed to fostering awareness and education on these vital issues, invites students, researchers, policymakers, and industry professionals to participate and contribute to the discourse on sustainable ocean practices and the preservation of our marine environments.



ILMA RAISE ZERO PLASTIC AWARENESS WITH SEMINAR

ILMA University is proud to announce its forthcoming seminar on “Zero Plastic Awareness,” scheduled to take place on September 7, 2022. This event underscores ILMA’s unwavering commitment to environmental sustainability and responsible resource management.

The seminar will bring together students, faculty, environmental experts, and community members to discuss and explore innovative ways to reduce plastic consumption, both on and off campus. By fostering dialogue and awareness, ILMA University aims to inspire and empower individuals to make eco-conscious choices in their daily lives.

At the heart of this seminar is the recognition that our environment and ecosystems face a growing threat from plastic waste. Through discussions, presentations, and interactive sessions, participants will gain insights into the impact of plastic on our planet and discover practical, sustainable

alternatives to single-use plastics.



ILMA UNIVERSITY PIONEERS “ZERO PLASTIC CAMPUS” INITIATIVE TO RAISE ENVIRONMENTAL AWARENESS

ILMA University is proud to introduce its groundbreaking “Zero Plastic Campus” initiative, aimed at raising environmental awareness and spearheading a significant reduction in plastic usage across its campus.

With a deep commitment to environmental sustainability, ILMA University has embarked on a journey to minimize plastic consumption and promote eco-friendly alternatives. The “Zero Plastic Campus” initiative is a comprehensive effort designed to transform the university into an environmentally responsible institution, setting an inspiring example for students, staff, and the wider community.

The initiative will encompass various components, including:

Plastic-Free Campaign: ILMA University is launching a campus-wide campaign to educate and engage students and staff in reducing their reliance on single-use plastics. Workshops, seminars, and awareness programs will be conducted to promote sustainable practices.

Eco-Friendly Alternatives: The university will actively encourage the use of eco-friendly alternatives such as reusable bags, containers, and utensils. Plastic waste reduction stations will be strategically placed across the campus.

Zero Plastic Events: ILMA University will host a

series of zero-plastic events, including plastic-free weeks, seminars on sustainable living, and community clean-up drives to create a plastic-conscious campus environment.

Sustainability Partnerships: The university is forging partnerships with environmentally responsible vendors, fostering the procurement of sustainable and eco-friendly products on campus.

ILMA University’s “Zero Plastic Campus” initiative aligns with its broader commitment to environmental stewardship and responsible resource management. This initiative aims to inspire a generation of environmentally conscious individuals and encourage the adoption of sustainable habits that extend beyond the campus.

The university welcomes collaboration with like-minded organizations, individuals, and the community to join in this important effort to eliminate plastic waste. Together, we can create a healthier and more sustainable future for all.

15

LIFE
ON LAND



ILMA UNIVERSITY SEMINAR HIGHLIGHTS SUCCESSFUL PROMOTION OF CONSERVATION AND SUSTAINABLE LAND UTILIZATION

ILMA University organized seminar on “Promoting Conservation and Sustainable Utilization of Land,” held on October 26, 2022. The event brought together experts, conservationists, researchers, and community members to address the vital need for responsible land management.

The seminar provided a valuable platform for participants to discuss and share insights on land conservation strategies, sustainable land use practices, wildlife preservation, and community engagement. The collaborative efforts and shared knowledge during the seminar have further emphasized the importance of responsible land management in preserving ecosystems and ensuring sustainable resource utilization.

ILMA University is grateful to all attendees, speakers, and contributors who made this seminar a success. By collectively working toward a more sustainable and ecologically responsible future, we aim to make a lasting impact on the preservation and sustainable utilization of our land.



RESEARCH PUBLICATIONS

Title	ILMA Author	HJRS Category	Journal Name:
The potency of natural resources on ecological sustainability in PIIGS economies	"Asif Razzaq "	W	
Revisiting economic and non-economic indicators of natural resources: Analysis of developed economies	Muhammad Irfan	W	
Forest and mineral volatility and economic performance: Evidence from frequency domain causality approach for global data	Muhammad Irfan	W	



16

**PEACE, JUSTICE
AND STRONG
INSTITUTIONS**



ILMA UNIVERSITY CELEBRATES SUCCESSFUL STUDENT COUNCIL ELECTIONS 2022

ILMA University is pleased to announce the successful conclusion of the Student Council Elections for the year 2021-2023. After an engaging and spirited election process, we are excited to introduce Mr. Muhammad Muzammil as the newly elected President of the ILMA University Student Council.

The Student Council Elections at ILMA University provide students with a valuable opportunity to engage in the democratic process and elect representatives who will advocate for their needs and ideas.

Mr. Muhammad Muzammil's victory in the presidential race reflects the confidence and support of the student body. His commitment to improving the university experience and representing the student community has been evident throughout the campaign.

ILMA University extends its warmest congratulations to Mr. Muhammad Muzammil and all the elected candidates who will hold various positions within the Student Council. We also commend the active participation of all students who took part in this important process.

The Student Council plays a pivotal role in enhancing the academic and extracurricular environment of our university, and the newly elected representatives will work collaboratively

to make a positive impact on the ILMA community.



ILMA UNIVERSITY CHANCELLOR AND AIR VICE MARSHAL DISCUSS COLLABORATIVE INITIATIVES

In a significant meeting, ILMA University's Honorable Chancellor, Mr. Noman Abid Lakhani (T.I.), engaged with Air Vice Marshal Zaeem Afzal, Southern Command, Pakistan Air Force. The discussion centered on ILMA University's contribution to Pakistan's socio-economic development and shared interests to enhance student welfare. A university memento was presented to Air Vice Marshal to commemorate the occasion.



ILMA UNIVERSITY EXPLORES COLLABORATIVE OPPORTUNITIES WITH CANTONMENT BOARD CLIFTON (CBC)

A delegation from ILMA University paid a visit to the Cantonment Board Clifton (CBC) office on April 20, 2022, to discuss avenues for promoting higher education and fostering a spirit of learning among CBC officers and their children. The meeting, held at the CBC office, also included a tour of the newly constructed state-of-the-art buildings designed to enhance customer facilitation through digital infrastructure.

Led by Mr. Muhammad Saleem Hassan Wattoo, Cantonment Executive Officer, the meeting provided an opportunity for both ILMA University and CBC representatives to engage in a productive dialogue aimed at strengthening collaboration between the two institutions. The discussions revolved around the potential initiatives and programs that could be developed to support the higher education aspirations of CBC officers and their families.



CHANCELLOR DISCUSSES COLLABORATIVE INITIATIVES WITH STATION COMMANDER BRIGADIER

Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), held a productive meeting with Station Commander Brigadier Abid Ali Askari to explore opportunities for collaboration and discuss Ilma University's vital role in contributing to the Socio-Economic Development of Pakistan. The meeting took place at a mutual rendezvous, reflecting the commitment of both institutions towards fostering meaningful partnerships.

During the meeting, Chancellor Noman Abid Lakhani expressed his vision for Ilma University's active involvement in initiatives aimed at driving positive social and economic change in Pakistan. The discussions revolved around identifying areas of mutual interest where Ilma University's expertise and resources can be effectively harnessed for the betterment of society.



CHANCELLOR ENGAGES IN CONSTRUCTIVE DIALOGUE WITH CONSULATE GENERAL OF FRANCE

In a significant step towards fostering international partnerships, Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), engaged in a productive meeting with the Consulate General of France, Mr. Christian Testot. The discussions centered around the pivotal role of Ilma University in contributing to the Socio-Economic Development of Pakistan and identifying areas of mutual interest for collaboration.

During the meeting, Chancellor Noman Abid Lakhani shared his vision for Ilma University's active involvement in initiatives that drive positive societal impact and economic growth within Pakistan. Both parties explored avenues where Ilma University's expertise and resources can align with the goals of the Consulate General of France.



ILMA UNIVERSITY ORGANIZES WORKSHOP ON CRIME, CORRUPTION, AND BRIBERY TO PROMOTE SUSTAINABLE DEVELOPMENT GOAL 16

On July 17, 2022, ILMA University organized a workshop on crime, corruption, and bribery to promote Sustainable Development Goal (SDG) 16, which calls for peace, justice, and strong institutions. The workshop brought together experts from academia, government, and the private sector to discuss the challenges and opportunities in addressing these issues in Pakistan.

“Crime, corruption, and bribery are major obstacles to sustainable development in Pakistan,” said Dr. Mansoor uz Zafar Dawood, Vice Chancellor of ILMA University. “They undermine economic growth, erode public trust, and perpetuate inequality. This workshop is an important step in raising awareness of these issues and developing solutions to address them.”

The workshop covered a range of topics,

including the definition and scope of crime, corruption, and bribery; their impact on Pakistan’s economy and society; and strategies for prevention and detection. Participants also discussed the role of civil society, the media, and the private sector in promoting peace, justice, and strong institutions.

The workshop was a valuable opportunity for participants to learn from each other and share ideas on how to address crime, corruption, and bribery in Pakistan. It is hoped that the workshop will contribute to the development of effective strategies to promote SDG 16 and build a more peaceful and just society for all.

04 RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
"Investigating the moderating impact of crime and corruption on the economic growth of Bangladesh: Fresh insights "	Zhang Yu	Y	
Intrinsic Conflict Among Nigerian Public Security Forces: A Systems Model for Compliant Security Service Delivery in Nigeria	D. E. Ufua & Muhammad Yaseen	X	
Noble Leadership	Dr. Muhammad Younus Qadri	Complete Book	
"Fifth Generation war between India and Pakistan in the perspective of Regional Security: A Study of Daily Dawn and Times of India's News Coverage. (January 1st.2020 to December 31st.2021)."	Dr. Fazli Hussain	X	

SecurityRisks And Threats To Journalists In Pakistan: A Critical Analysis Of Media Landscape In Pakistan	Dr. Fazli Hussain	X	
The Islamic State (IS): Threat of terrorism and policy issues in relation to sectarianism	Muhammad Ibrar	X	
A MEDITATION ROLE OF TRANSFORMATIONAL LEADERSHIP IN BRINGING SOCIO-POLITICAL STABILITY IN PAKISTAN	Dr. Yasmeen Sultana Farooqui	X	
"CONTENT ANALYSIS OF CARTOONS PUBLISHED IN THE DAILY JANG AND DAILY DAWN: A STUDY OF THE CARICATURED EXPRESSION OF NEWS"	Dr. Syeda Maliha Begum	Y	

17

**PARTNERSHIPS
FOR THE GOALS**



ILMA UNIVERSITY DELEGATION COLLABORATES WITH SINDH POLICE TO PROMOTE HIGHER EDUCATION

A delegation from ILMA University recently met with Deputy Inspector General South, Mr. Sharjil Kharal, at the DIG South Office on April 18, 2022, to explore ways to foster higher education opportunities for police officers and their children, with a special focus on the children of Shuhadas (martyrs). The meeting served as a platform for discussing initiatives aimed at advancing education and professional development within the law enforcement community.

The ILMA University delegation, comprising Director Quality Assurance & Liaison Mr. Fawwad Mahmood Butt, Deputy Director Quality Assurance & Liaison Ms. Sajida Qureshi, Head of Administration & Security Mr. Raoun Farid, and Director Gulshan Campus Major (Retd.) Syed Faisal Hussain Shah, engaged in fruitful discussions with Deputy Inspector General South, Mr.

Sharjil Kharal. The meeting also saw the participation of Insp. Ziaullah, Incharge of Karachi Police Training School (KPTS), and other senior officials of the Sindh Police.



ILMA UNIVERSITY SHOWCASES INNOVATIVE IT PROJECTS AT RTS 2022 EXPO

ILMA University actively participated in the Regional Technology Summit (RTS) 2022 Expo, a significant event highlighting innovative projects from educational institutions in Sindh. The expo facilitates collaboration between universities, industries, and research organizations, with a focus on advancing research and promoting the commercialization of innovative projects.

During the event, a distinguished Chief Guest visited the ILMA University stall and praised the institution's exceptional contributions in the field of IT. The Chief Guest commended the innovative projects showcased by ILMA University, recognizing the institution's commitment to excellence.

Key members of ILMA University's delegation included Vice Chancellor Prof. Dr. Mansoor uz Zafar Dawood, Registrar Syed Kashif Rafi, and several faculty members from various departments. ILMA University's active participation in the RTS 2022 Expo underscores its dedication to fostering collaboration and driving advancements in technology and research.



ILMA UNIVERSITY DELEGATION MEETS DEPUTY DG PAKISTAN RANGERS (SINDH) TO FOSTER COLLABORATION FOR QUALITY EDUCATION

A delegation from ILMA University, led by Mr. Fawwad Mahmood Butt (Director Quality Assurance and Liaison), Major Syed Nasir Subzwari (Controller of Examinations), and Ms. Sajida Qureshi (Deputy Director Quality Assurance and Liaison), had the privilege of meeting with Brig. Rauf Shahzad, Deputy Director General of Pakistan Rangers (Sindh), on January 5, 2022. The purpose of the meeting was to explore avenues of collaboration to promote quality education across all segments of society.



During the meeting, Brig. Rauf Shahzad commended ILMA University's dedicated efforts in providing scholarships to deserving students, acknowledging the university's commitment to making education accessible and impactful.

ILMA UNIVERSITY PRESIDENT HONORED AT QATAR'S NATIONAL DAY CELEBRATION

On December 12, 2022, a momentous occasion was celebrated as Mr. Faraz Abid Lakhani, President of ILMA University and Special Assistant to the Honorable Chief Minister of Sindh, Syed Murad Ali Shah, was extended a gracious invitation to join the festivities commemorating the National Day of Qatar. The prestigious event was hosted by H.E. Mishal M. Al Ansari, the Consulate General of the State of Qatar in Karachi, at the elegant Movenpick Hotel.

The celebration marked the spirit of unity, pride, and heritage of the State of Qatar, and Mr. Faraz Abid Lakhani's presence added to the significance of the occasion. As a distinguished guest, he was warmly welcomed and acknowledged for his notable contributions to the field of education and his role as a key advisor to the Chief Minister of Sindh.

The event was an opportunity to strengthen cultural ties and foster diplomatic relations between Qatar and Pakistan, as well as to appreciate the shared values of friendship and cooperation. Mr. Faraz Abid Lakhani's presence at the celebration showcased the commitment of ILMA University to promoting global connections and academic excellence.



ILMA UNIVERSITY SHINES AT INTERNATIONAL MUSIC CONFERENCE IN COLLABORATION WITH UT AUSTIN

ILMA University was honored to receive an invitation to participate in the prestigious International Music Conference, organized in collaboration with the University of Texas at Austin (UT Austin), as part of the U.S.-Pakistan University Partnerships Grants Program. The conference, held from March 14 to 16, 2022, provided a platform for global dialogue on music and its profound impact on culture and society.

ILMA University proudly accepted the invitation, with representation from the esteemed Faculty of Media & Design. The ILMA delegation included Associate Professor and Dean, Dr. Yasmin Sultana, and Assistant Professor, Dr. Fazli Hussain, both prominent figures in the field of media and design. Additionally, students from the Department of Media

Science joined the delegation, contributing their enthusiasm and perspective to the conference.



ILMA UNIVERSITY EXPLORES SYNERGY WITH PAKISTAN RANGERS (SINDH) DURING “A DAY OUT WITH RANGERS”

ILMA University, known for its commitment to holistic education and community engagement, took part in “A Day Out with Rangers” at the Rangers Training Centre & School on May 31, 2022. This event, organized by Pakistan Rangers (Sindh), aimed to strengthen connections and explore mutual synergies.

Led by Vice Chancellor Prof. Dr. Mansoor Uz Zafar Dawood, the ILMA University delegation, including faculty members and staff, engaged in a day of activities designed to gain insights into the Rangers’ operations and their vital role in maintaining peace and security. The day included demonstrations of combat abilities, performances showcasing the Rangers’ talents, and hands-on experiences with modern weaponry and ammunition, highlighting their commitment to combat illicit activities.

ILMA University’s participation in this event underscores its commitment to building partnerships, fostering understanding, and

contributing to the betterment of society by engaging with key stakeholders like the Rangers.



ILMA UNIVERSITY CHANCELLOR AND AIR VICE MARSHAL DISCUSS COLLABORATIVE INITIATIVES

In a significant meeting, ILMA University's Honorable Chancellor, Mr. Noman Abid Lakhani (T.I.), engaged with Air Vice Marshal Zaeem Afzal, Southern Command, Pakistan Air Force. The discussion centered on ILMA University's contribution to Pakistan's socio-economic development and shared interests to enhance student welfare. A university memento was presented to Air Vice Marshal to commemorate the occasion.



ILMA UNIVERSITY EXPLORES COLLABORATIVE OPPORTUNITIES WITH CANTONMENT BOARD CLIFTON (CBC)

A delegation from ILMA University paid a visit to the Cantonment Board Clifton (CBC) office on April 20, 2022, to discuss avenues for promoting higher education and fostering a spirit of learning among CBC officers and their children. The meeting, held at the CBC office, also included a tour of the newly constructed state-of-the-art buildings designed to enhance customer facilitation through digital infrastructure.

Led by Mr. Muhammad Saleem Hassan Wattoo, Cantonment Executive Officer, the meeting provided an opportunity for both ILMA University and CBC representatives to engage in a productive dialogue aimed at strengthening collaboration between the two institutions. The discussions revolved around the potential initiatives and programs that could be developed to support the higher education aspirations of CBC officers and their families.



Meeting and Training of QECs organized by Higher Education Commission of Pakistan (HEC)

The Quality Assurance and Liaison Department of ILMA University comprising of Mr. Fawwad Mahmood Butt, Director and Ms. Sajida Qureshi, Deputy Director participated in Progress Review Meeting and Training of QECs organized by Higher Education Commission of Pakistan (HEC) on February 3-5, 2022 at NED University of Engineering and Technology Karachi. The program focused on Quality Assurance and Institutional Effectiveness and included various focused group activities

for redefining the frame work for improved Quality at institutional level within the ambit of research and innovation. Around 20+ universities/institutions from public and private sectors were welcomed by Vice Chancellor NED University of Engineering and Technology, Karachi followed by rigorous training under the able leadership of Mr. Nasir Shah, Managing Director-QAA of HEC



Connecting Minds Across Borders: ILMA University's 1st Global Universities Colloquium

Under the patronage of Chancellor Mr. Noman Abid Lakhani (T.I.), ILMA University, in collaboration with Dokuz Eylul University in Turkey, hosted the 1st Global Universities Colloquium 2022 in Izmir, Turkey, on October 19, 2022. This event revolved around the theme of “Internationalization of Quality Higher Education in Digitech World” and attracted renowned international experts as keynote speakers, representing prestigious institutions worldwide.

The Colloquium included an interactive workshop on “Virtual Classrooms Challenges & Opportunities,” led by Sajida Qureshi, Deputy Director of Quality Assurance & Liaison at ILMA University. The event brought together a diverse group of participants, including students, faculty members, university leaders, and researchers, fostering stimulating discussions and valuable connections. The Colloquium received profound appreciation from participants globally, emphasizing its significance and success.



CHANCELLOR DISCUSSES COLLABORATIVE INITIATIVES WITH STATION COMMANDER BRIGADIER

Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), held a productive meeting with Station Commander Brigadier Abid Ali Askari to explore opportunities for collaboration and discuss Ilma University's vital role in contributing to the Socio-Economic Development of Pakistan. The meeting took place at a mutual rendezvous, reflecting the commitment of both institutions towards fostering meaningful partnerships.

During the meeting, Chancellor Noman Abid Lakhani expressed his vision for Ilma University's active involvement in initiatives aimed at driving positive social and economic change in Pakistan. The discussions revolved around identifying areas of mutual interest where Ilma University's expertise and resources can be effectively harnessed for the betterment of society.



CHANCELLOR ENGAGES IN CONSTRUCTIVE DIALOGUE WITH CONSULATE GENERAL OF FRANCE

In a significant step towards fostering international partnerships, Honorable Chancellor of Ilma University, Mr. Noman Abid Lakhani (T.I.), engaged in a productive meeting with the Consulate General of France, Mr. Christian Testot. The discussions centered around the pivotal role of Ilma University in contributing to the Socio-Economic Development of Pakistan and identifying areas of mutual interest for collaboration.

During the meeting, Chancellor Noman Abid Lakhani shared his vision for Ilma University's active involvement in initiatives that drive positive societal impact and economic growth within Pakistan. Both parties explored avenues where Ilma University's expertise and resources can align with the goals of the Consulate General of France.



RESEARCH PUBLICATIONS

TITLE	ILMA Author	HJRS Category	Journal Name:
"IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR: A CASE OF GARMENTS INDUSTRY OF PAKISTAN"	Dr. Anum Bhatti	Y	International Journal of Advanced Research in Engineering and Technology
IMPACT OF CHINA-PAKISTAN ECONOMIC CORRIDOR (CPEC) ON AGRICULTURAL SECTOR OF PAKISTAN	Dr. Asif Kamran	Other	Fourteenth International Conference on Management Sciences & Engineering Management
"ROLE OF RESOURCES IN TEAM WORK ENGAGEMENT: A STUDY OF BANKING SECTOR OF PAKISTAN "	Dr. Anum Bhatti	Y	International Journal on Emerging Technologies

"THE ASYMMETRIC EFFECT OF PUBLIC PRIVATE PARTNERSHIP INVESTMENT ON TRANSPORT CO2 EMISSION IN CHINA: EVIDENCE FROM QUANTILE ARDL APPROACH"	Mr. Arshian Sharif	W	Journal of Cleaner Production
"POLITICAL ACTIVISM IN GENERATION Y: A GLOBAL PHENOMENON"	Shahzad Ali	Y	Pakistan Business Review
INTERVENING ANALYSIS OF INTERNET MARKETING BETWEEN THE RELATIONSHIP OF BRAND AWARENESS AND ONLINE PURCHASE DECISION OF MOBILE PRODUCTS AMONG THE STUDENTS OF HEIS IN PAKISTAN	Mr. Awais Khan Jumani	X	Indian Journal of Science and Technology
E-COMMERCE WEB CRAWLING TO FACILITATE CONSUMERS FOR ECONOMICAL CHOICES	Ms. Soobia Saeed	Y	International Journal of Advanced Computer Systems and Software Engineering
GOVERNMENT SPENDING SHOCKS AND ECONOMIC GROWTH: ADDITIONAL EVIDENCE FROM CYCLICAL BEHAVIOR OF FISCAL POLICY	Mr. Olumide Olusegun Olaoye	Y	JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES



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