

RESEARCH ROUND-UP



RESEARCH ROUND-UP QUARTER 2023

Won

funding project worth

5.8 MILLION PKR.

from CAS President's International
Fellowship Initiative (PIFI)
China (Page no. 5)

NEW INTELLECTUAL

Properties of the University
(Page no. 6)

Research
ENABLING
KNOWLEDGE
EXCHANGE **Week**
(Page no. 6)

ORIC
Office of Research, Innovation & Commercialization



**DR. SAIF UR
REHMAN**

Assistant Professor
Faculty of Engineering &
Technology

VISION

To be ranked among leading universities, driving research excellence, and market utility in Pakistan.

MISSION

Promote an innovative, vibrant and entrepreneurial environment to achieve research excellence with the aim of creating social impact, growing the knowledge economy, and formulating collaborative venture

OUR ETHOS

- INNOVATION
- SUSTAINABILITY
- COMMERCIALIZATION
- ETHICS
- INCLUSIVITY
- COMMITMENT

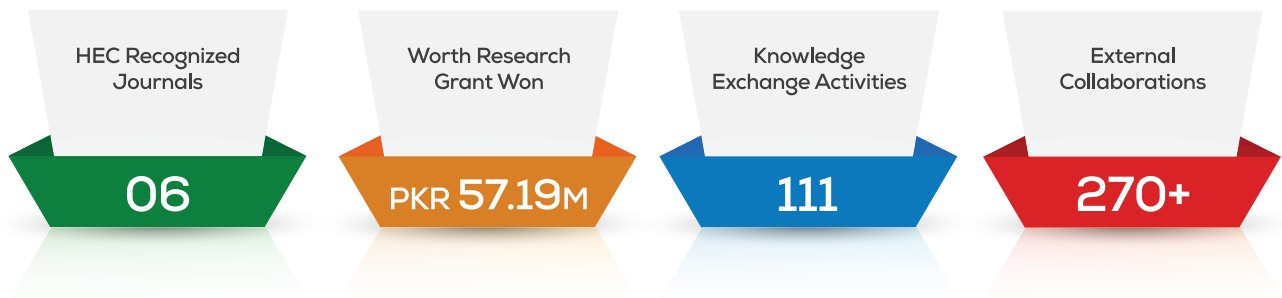


Figure 1: ORIC Performance at a glance

RESEARCH PUBLICATIONS

By conducting significant research across several disciplines, Superior University is trying to establish a vibrant research culture. Academic performance is mostly determined by publications, and we are pleased that our faculty are making valuable knowledge contributions to the national and international research community. ORIC feels excited to share the statistics of publications that have so far been published this year.

370

SUPERIOR'S RESEARCH JOURNALS

The superior university believes in offering value to the community of researchers through various knowledge exchange and dissemination activities. Quality journals play an important role in promoting research culture and knowledge exchange among academics. To contribute to quality research, Superior University publishes 11 Journals out of which 6 journals have been recognized by the HEC Journal Recognition System (HJRS). These journals are regularly publishing their issues. We are pleased to share that the following journals of Superior University have been recognized by HEC for the year 2022-23:

1. **International Journal of Management Research and Emerging Sciences**
2. **Journal of Biological and Allied Health Sciences**
3. **Journal of Entrepreneurship and Business Venturing**
4. **International Journal of Pharmacy & Integrated Health Sciences**
5. **Journal of Media and Entrepreneurial Studies**
6. **The Superior Journal of Physical Therapy and Rehabilitation**

RESEARCH GOVERNANCE

3rd Superior Journal Committee Meeting

ORIC hosted the 3rd Superior Journal Committee Meeting on 13th December 2022. The Superior Journal Committee discussed Superior Journals in detail and made valuable suggestions to work, develop and ensure best practices concerning quality. The Committee deliberated on the following subjects:

- **Manuscript submission rate**
- **Quantity of Peer-reviewing reports**
- **Adherence to HEC Plagiarism policy**
- **Timely Publishing**
- **Efforts for indexing in international indexes**
- **Citations**

The meeting was attended by all the editorial members of the journal committee.

KNOWLEDGE EXCHANGE ACTIVITIES

The knowledge exchange activities aim to promote university-wide research culture and set a benchmark for quality across the university. The office of Research Innovation & Commercialization under its “Knowledge Exchange Activities”, organized a series of workshops, training, seminars, and colloquia by renowned professional experts in all disciplines. ORIC ensures every faculty member and the student has the right knowledge to strengthen their skills to achieve their own and the university’s Researcher Agenda. Scientist / researcher from Malaysia, Jordan, United States of America, Thailand New Zealand, Qatar & Bulgaria along with national speakers gave their talks in various session. The Following KEA were performed during the year.



FACULTY ACHIEVEMENT

Dr. Hamayun Khan Senior Lecturer Department of Computer Science secured Runner-up Outstanding IEEE Branch Counselor/Advisor Award 2022 among 42 Universities. The award was conferred in the annual IEEE AGM 2022 held at Faletti Hotel Lahore on 17th December 2022 (Saturday). Dr. Hamayun was awarded appreciation souvenirs for his performance from Prof. Dr. Waqar, Director KICS UET Lahore, Prof. Dr. Amjad, Chair IEEE Lahore Section, Prof. Dr. Waqar ul Quonain Vice Chair NCAI Mr. Kashif Bashir, Deputy Director KICS UET Lahore & Vice-Chair IEEE Lahore Section.



RESEARCH PROJECT

Dr. Muhammad Haris Assistant Professor Faculty of Business and Management Sciences won 0.47 Million under the Joint Research Grant Category of FUI internal Funding Program as Co-PI Project titled Market Segmentation of Tourism based on Religious Motivations: A Study of Pakistani Market.



RESEARCH EXCELLENCE

DR. SAIF UR REHMAN

Assistant Professor
Faculty of Engineering &
Technology



Dr. Saif ur Rehman Assistant Professor, Faculty of Engineering & Technology was awarded a funded project worth 5.8 million Pkr. from CAS President's International Fellowship Initiative (PIFI). The project will be executed with the collaboration of GPL Photonics Lab at Changchun Institute of Optics, Fine Mechanics and Physics (CIOMP), Chinese Academy of Sciences (CAS), China. Dr. Saif's research began in the area of the development of photonics and laser matter-interaction applications using ultrawide ultrawideband and 2D materials. RF and high-power devices require highly reliable, small interruption time, and fast, switching. For this purpose, he proposed a device based on the ultra-wideband gap and 2D materials that can overcome these problems and these hybrid technologies are being tested for their fast speed and minimum power losses. All future photonic devices are associated with these materials and can achieve maximum efficiency through the proposed device.

WON
funding project worth
5.8 MILLION
from CAS President's
International Fellowship
Initiative, PIFI, China



中国科学院
CHINESE ACADEMY OF SCIENCES

NEW INTELLECTUAL PROPERTIES OF THE UNIVERSITY

Superior University is actively building its IP portfolio. In this quarter five different programs like SEP, Oh My Genius, Her Karobar, GRIP and Tec have been submitted to Intellectual Properties Organization (IPO) for the trade mark recognition.



CMACED's logo has been processed as a trademark for intellectual property protection. The trademark registration process is being handled by ORIC. The logo will now be protected under the Intellectual Property Rights Act.

SUPERIOR SPIN-OFF

Dr. Hassaan Iftikhar Hashmi Associate Professor | HOD (Interior, Graphic & Product Design) School of Art and Design has been a designer with a varied and diverse background, having studied Product & Industrial Design and having work experience in Product, Graphic, and Interior Design. and he Proposed the Spin-off titled Design Studio and this spin-off is a business founded by researchers to enhance the results of their own research activity and scientific knowledge, in which Superior University will be a partner.

RESEARCH GRANT & OPPORTUNITIES

ORIC has shared 12 International and National Research funding opportunities during the quarter. This function of ORIC is designed to help faculty members identify and apply for research funding opportunities that are relevant to their field of study and research interests. We have categorized the opportunities into international and national opportunities, and have provided detailed information about each opportunity, including eligibility criteria, deadlines, and contact information. Additionally, we have provided links to the websites of the funding organizations, so that faculty members can access additional information and apply for the opportunities.

Research Week

ENABLING KNOWLEDGE EXCHANGE

Research Week is an initiative of ORIC Superior conceived in the light of directions by Prof. Dr. Sumaira Rehman, Rector Superior University. The two-fold purpose behind Research Week is to 'Celebrate and Communicate' the amazing research initiatives being taken by faculties of the Universities. Celebration of research and

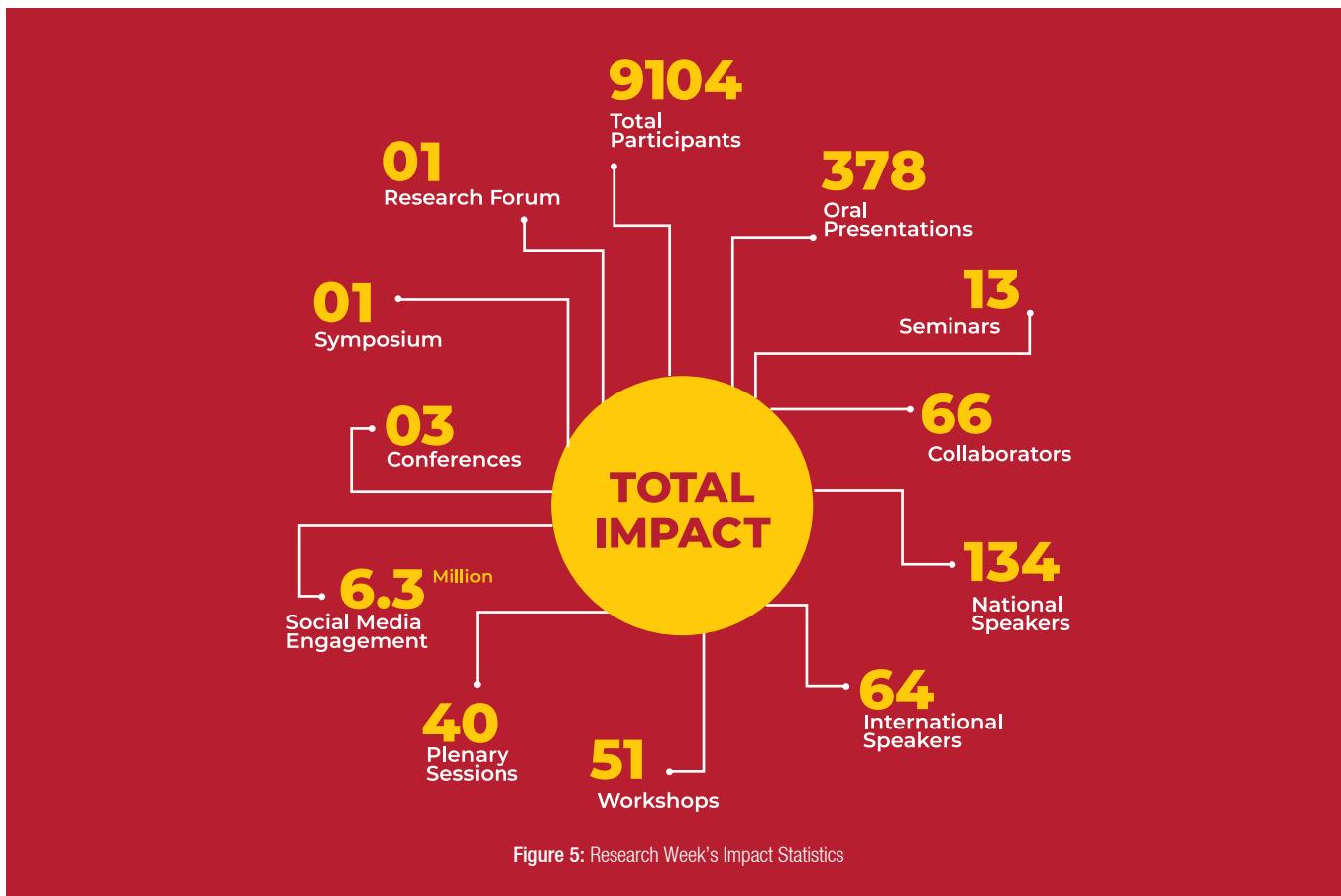
allied knowledge production activities at university and wider levels along with communication of knowledge outputs and especially achievements by faculty form the contours of Research Week by Superior University. First Research Week was celebrated in March 2022 with a focus on internal stakeholders and capacity building of faculty and postgraduate students. Supplementing the efforts undertaken in the first Research Week, the second Research Week of the year has been planned by ORIC in consultation with different faculties to extend the outreach of knowledge exchange activities to external stakeholders.

STRATEGIC OBJECTIVE

// *Support Knowledge Exchange Activities through continuous engagement with academic/sectoral collaborators.* **//**

CALENDAR OF KNOWLEDGE EXCHANGE ACTIVITIES IN THE RESEARCH WEEK

DATE	DAY	FACULTY/ DEPARTMENT	EVENT	TITLE/THEME
1st & 2nd December 2022	Thursday and Friday	Faculty of Business and Management Sciences	International Conference on Management Research 2022 (ICMR)	Entrepreneurial & Sustainability prospects in post-pandemic world
5th December 2022	Monday	Faculty of Pharmaceutical Sciences	Seminar	Strengthening the bridge between academic and Industrial Research for Innovation and Commercialization
5th December 2022	Monday	Azra Naheed Medical College	Workshop	Placenta Accreta Spectrum: A Continuously Evolving Challenge
5th & 6th December	Monday & Tuesday	School of Art & Design	Cultural and Creative Fest 2022	Cultural Fest
6th & 7th December 2022	Tuesday and Wednesday	School of Art & Design	Talk Sessions	International Design and Innovative Talks (IDIT)
7th December 2022	Wednesday	Faculty of Allied Health Sciences & CMACED	Training	Maternal & Morbidity Knowledge About Reproductive Health Family Planning Gender-Based Violence and Its Mitigation Strategies.
7th December 2022	Wednesday	Faculty of Computer Science & Information Technology	Symposium	IEEE-CS Superior Technical Symposium 2.0
8th December 2022	Thursday	Department of Mass Communication	Forum	Emerging trends of media entrepreneurship: Insights from diverse media markets and gender perspectives
9th December 2022	Friday	Office of Research, Innovation & Commercialization	Training	Proposal Submission for Technology Development Fund (TDF)
10th December 2022	Saturday	Faculty of Economics and Commerce	Conference	1st International Research Conference on Finance, Economics, and Humanities
9th – 11th December 2022	Friday – Sunday	Faculty of Allied Health Sciences	Conference	RASCON International Rehabilitation & Allied Health Sciences Conference



ICMR International Conference on Management Research
ENTREPRENEURIAL & SUSTAINABILITY
 Prospects in Post Pandemic World

The Faculty of Business and Management Sciences Organized its 13th International Conference on Management Research titled Entrepreneurial and Sustainability Prospects in Post-Pandemic World on 1st & 2nd December 2022. This annual ICMR conference solidifies and reflects Superior University's commitment to promoting credible and pertinent academic research. Mr. Raja Yassir Humayun, Provincial Minister of Punjab for Higher Education and Information Technology, Pro-Rector, Superior University, Prof. Dr. Mohammad Nizamuddin, Rector, International Green University, Prof. Dr. Khaleeq ur Rehman, Chief Executive, PIQC, Dr. Kamran Moosa, Dean, Faculty of Business and Management Sciences, Superior University, Prof. Dr. Sami Bajwa, and other renowned guests graced the conference with their worthy presence. Seasoned industrialists and professionals on the panel shared their suggestions to navigate the troubling crises faced by Pakistan's economy after the COVID-19 pandemic in this event. This conference hosted different parallel discussions in which keynote speakers from 13 countries representing 25 national and international universities presented more than 200 research papers that primarily focused on achieving sustainability prospects in the post-pandemic world. The following activities were performed in ICRM; CPEC Forum, Entrepreneurship Talk, Policy Dialogue. 5 pieces of training were delivered by well-known trainers and the training was as follows.

Entrepreneurship Educators	Qualitative Data Analysis	Theoretical Framework
Writing Winning Grants	Systematic Literature Review	

IMPACT STATISTICS



Figure 6: ICMR'S Impact Statistics



ICMR Closing Ceremony Group Picture



Mr. Raja Yassir Humayun, Provincial Minister of Punjab for Higher Education and Information Technology



Dr. Sami Ullah Bajwa, Dean – Faculty of Business and Management Sciences Presenting Award to Pro-Rector Prof. Dr. M. Nizam ud Din



Mr. Hamid Masood – Deputy Director ORIC expresses his kind words at the Opening of Research Week



Dr. Rana Nadir Idrees – HOD Department of Management Sciences addressing the ICMR audience



Dr. Sami Ullah Bajwa, Dean – Faculty of Business and Management Sciences addressing the Conference on Entrepreneurial and Sustainability Prospects in the Post-Pandemic World

STRENGTHENING THE BRIDGE BETWEEN ACADEMIC AND INDUSTRIAL RESEARCH FOR INNOVATION AND COMMERCIALIZATION

The Faculty of Pharmacy organized a Research Seminar titled Strengthening the bridge between academic and Industrial Research for Innovation and Commercialization on 5th December 2022. This seminar raised awareness about the importance of strengthening the bridge between academic and industrial research for innovation and commercialization in the pharmaceutical sector. This event also highlighted the required savvy strategic, organizational, and managerial decisions that will be the defining characteristics of the future of the pharmaceutical landscape by United States Based, Dr. Ishaq Bukhari and Dr. Khalil Ali Ahmed. Dr. Arham Sabir, a renowned name in the field, also graced the event with his worthy presence and highlighted the importance of research to advance in the field of pharmaceutical sciences while answering the questions of faculty members and students.

Figure 7:
Research Seminar's Impact Statistics



PLACENTA ACCRETA SPECTRUM: A CONTINUOUSLY EVOLVING CHALLENGE

Azra Naheed Medical College, Department of Obstetrics and Gynaecology organized a seminar & workshop on 5th December 2022. This event focused on raising awareness of the condition, promoting the appropriate use of cesareans, and improving the quality of care for those who develop Placenta Accreta Spectrum. Prof. Dr. Maimoona Hafeez, Prof. Dr. Muhammad Tayyab, and Prof. Dr. Nadia Badar were the keynote speakers who appraised the attendees about the interventions to decrease the risk of developing Placenta Accreta Spectrum in women.

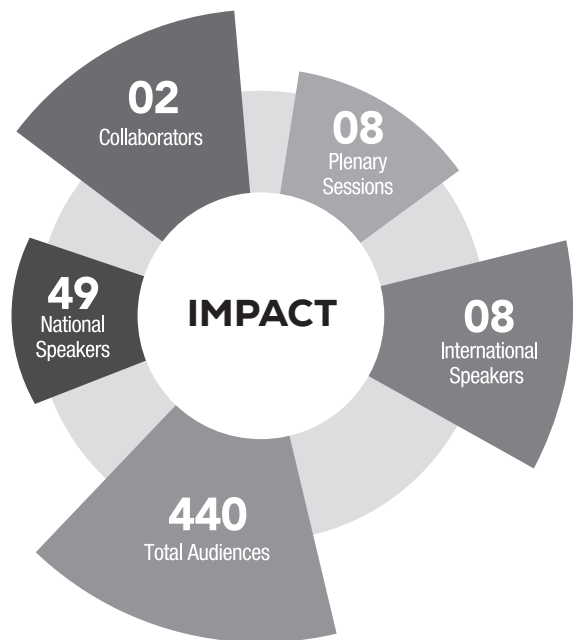


CREATIVE & CULTURAL FEST'22

The School of Art & Design in collaboration with the Superior Culture & Heritage Society organized Creative & Cultural Fest'22 on 5th to 6th December 2022. The event showcased the talent of students through new designs and unique ideas in its fun-filled cultural activities and exhibitions. It was a platform for students to explore their creativity and develop their skills in research and design. Research Week provided an opportunity for students to present their research projects and ideas to the public. It was also a great way to network with other students and professionals in the field. Turkish culture was also made a part of this event to promote intercultural harmony. By Inviting people from different backgrounds to participate in the event was a great way to promote understanding and respect for different cultures. Chairman, The Superior Group, Prof. Dr. Chaudhry Abdul Rehman, and Rector, Superior University, Prof. Dr. Sumaira Rehman, graced the event with their worthy presence and praised the efforts of the faculty and students. While IDIT arranged various national and international speakers, seasoned industrialists, and renowned names in the fields of architecture, interior design, graphics design, and fine arts joined this event to underline the importance of developing design knowledge, ranging from cognition and philosophy to methodologies and tools.



The School of Art & Design organized International Design and Innovative Talks (IDIT) 6th & 7th December 2022. Various national and international speakers, seasoned industrialists, and renowned names in the fields of architecture, interior design, graphics design, and fine arts joined this event to underline the importance of developing design knowledge, ranging from cognition and philosophy to methodologies and tools. This event served as a platform to highlight the importance of design knowledge and new cross-disciplinary research leading to innovation and creativity.





SUPERIOR TECHNICAL SYMPOSIUM 20

Powered by Superior IEEE Society

EXPLORING NEW HORIZONS FOR RESEARCH & INNOVATION

Superior University's Faculty of Computer Science & Information Technology organized Superior Technical Symposium 2.0 – powered by Superior IEEE Society – which is themed on Exploring New Horizons for Research & Innovation at Superior University, Gold Campus, Lahore.

The 2nd Superior Technical Symposium 2.0 featured research seminars, panel talks, and training workshops incorporating emerging technology trends and the future of computing providing the students with an opportunity to interact with the national digital industry leaders and accomplished academics. The event also featured exciting competitions related to software design, coding, web & mobile application development, and e-gaming. 30 companies graced the event with their worthy presence. Moreover, HODs, faculty members, and students from different departments also participated in this glorious event. During the symposium, a total number of 112 papers were presented while a Thesis Competition & Poster Exhibition of 35 Ph.D. students was also held at the symposium. 12 Session Chairs from 10 different Universities chaired the sessions. Chairman Punjab Higher Education Commission-PHEC, Dr. Shahid Munir graced the event with his presence while the Vice Chancellor University of Azad Jammu and Kashmir, Dr. Zakaria Zakir; Vice Chancellor, the University of Technology Punjab, Prof. Dr. Rauf-i-Azam; Pro-Rector Superior University, Prof. Dr. Nizamuddin, Dean Faculty of Business and Management Sciences Dr. Samiullah Bajwa also attended the symposium.

- 01** International Speakers
- 15** National Speakers
- 50+** Oral Presentations
- 01** Plenary Sessions
- 05** Workshop
- 05** Seminar
- 01** Plenary Session
- 10** Industrial Keynote speeches
- 35** Industrial CEOs/CTOs
- 15** Academic & Govt organization Guests
- 500+** students participated in competitions and won 50K prizes
- 1000** students attended the panel discussion trainings seminar workshops



Figure 10: Symposium's Impact Statistics

KHUD KO PEHCHAANO

Maternal and Morbidity Knowledge about Reproductive Health, Family Planning, Gender-based Violence, and its Mitigation Strategies

The Faculty of Allied Health Sciences and Chaudhry Muhammad Akram Center for Entrepreneurship Development, in collaboration with Green Star, organized a training session titled “Maternal and Morbidity Knowledge about Reproductive Health, Family Planning, Gender-based Violence, and its Mitigation Strategies” on 7th December 2022. This training session aimed to improve social indicators and accelerate economic growth in Punjab by facilitating innovative and entrepreneurial approaches to population planning, targeting the poorest and the most underserved communities. This training session was held under the Khud ko Pehchaano initiative, an awareness program powered by Punjab Population Innovation Fund (PIIF), to create an enabling environment for achieving population goals.



EMERGING TRENDS OF MEDIA ENTREPRENEURSHIP:

Insights from diverse media markets and gender perspectives

The Department of Mass Communication organized a Research Forum titled Emerging Trends of Media Entrepreneurship: Insights from diverse media markets and gender perspectives on 8th December 2022. Renowned speakers boasting exceptional research profiles briefed the attendees with insights from diverse media markets and gender perspectives to identify the emerging landscape of the media entrepreneurship industry. The event envisioned the evolution of media entrepreneurship given the foresight of emerging new tools, new demands of consumers, and improvement in the quality and accessibility of technologies in the future.

117 Deligates

05 National Speaker



PROPOSAL SUBMISSION FOR TECHNOLOGY DEVELOPMENT FUND

The Office of Research, Innovation, and Commercialization (ORIC) organized a training session titled 'Proposal Submission for Technology Development Fund' on Friday, 9th December 2022. Mr. Kashif Talib Chaudhary, CEO Symtera Technologies; Mr. Adeel Baig, CEO IT Falcon Consulting and Mr. M. Abdullah Afzal, CEO Rada Technologies graced the event with their worthy presence. Dr. Ghulam Sarwar, Coordinator Technology Development Fund, HEC Pakistan, was the trainer at this event. The trainer apprised the attendees of how the Higher Education Commission aims to help institutions of higher learning serve as engines for Pakistan's socioeconomic development, and how the HEC has taken this initiative to finance proposals for completed interdisciplinary applied research for prototype development and industrial value addition for tech based on the creation of a product.



07 Universities Participated



111 Participants



ICFH

FINANCE ECONOMICS HUMANITIES International Research Conference on Financial Economics & Humanities

The faculty of Economics & Commerce organized the 1st International Conference on Finance, Economics & Humanities (ICFH) on 10th December 2022. The landmark conference hosted international keynote speakers from 15 different countries, 110 oral papers were presented, 2 seminars and 15 training workshops were conducted and 14 internationally renowned journals were also present at the conference. Dr. Rafaqat Ali Akbar, Institute of Education and Research Punjab University, and Hafiz Zafer Ahmed, Principle Hailey College of Commerce, Punjab University were the guests of honor at this event. This conference explored the methods of embracing change and transformation in business through innovation and creativity in turbulent times. This event encouraged a systematic exchange of advanced and inventive ideas in collaboration with international, public, and private organizations enduring the contemporary issues under multi-disciplinary domains of finance, economics, and humanities while serving as a bridge between business practitioners and national & international researchers to ensure sustainable growth amidst post-pandemic recovery.

International Speakers
+ Session chair



Training/Workshop



Total no of Delegates



Oral Presentations



Total number of collaborations with
research journals and universities





1ST INTERNATIONAL REHABILITATION AND ALLIED HEALTH SCIENCES CONFERENCE (RASCON)

The faculty of Allied Health Sciences organized the 1st International Rehabilitation and Allied Health Sciences Conference (RASCON) on 9th – 11th December 2022. This event aims to foster an interdisciplinary approach by bringing together reputed speakers and researchers from across the globe to instill emerging evidence-based techniques and interventions among Superior Students through informative and engaging national and international hands-on training and workshops. A total of 76 international and national speakers also took part in multiple sessions and delineated the importance of Rehabilitation Sciences to the students of AHS. Punjab's Minister of Law, Mr. Khurram Shahzad Virk was the guest of honor at this event. The faculty also organized a Gala Dinner for the national and international speakers, dignitaries and guests to conclude the first day of this landmark conference. It was the biggest conference on Rehabilitation Sciences in the history of Pakistan. At the end of the event, souvenirs and certificates were distributed among the honorable guests, keynote speakers, paper presenters, and workshop facilitators.



Uniting the World of Rehabilitation and Allied Health Sciences



EXCITING INITIATIVES COMING UP..

PODCAST SERIES

ORIC will be launching a podcast series that will feature interviews with leading innovators and entrepreneurs from around the world. The podcast will provide insights into the latest trends and technologies in innovation and will also feature stories of successful innovators and entrepreneurs.

INNOVATION VIDEOS

Innovation Videos: In first Quarter of 2023 ORIC will launch a series of videos that will showcase the latest innovations in the industry by students and faculty members of the Superior University.

RESEARCH VIDEOS

Research Videos: In first Quarter of 2023 ORIC will launch a series of videos that will highlight research of Superior university featuring researchers and expected impact of the research on the society. The videos will feature interviews with leading researchers in the Superior University.

OUR TEAM



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