



SUPERIOR UNIVERSITY

RESEARCH

ROUND-UP

QUARTER-2
2023

EMPOWERING
INNOVATION:



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ORIC

Office of Research, Innovation & Commercialization



Dr. Hina Zain

Assistant Professor
Department of Biological Sciences

RESEARCH ROUNDUP

Newsletter Quarter 2 | APRIL - JUNE, 2023

KNOW OUR ORIC

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

ORIC PERFORMANCE

63

KNOWLEDGE
EXCHANGE
ACTIVITIES

03

MEMORANDA
OF UNDER-
STANDING

12

SUPERIOR'S
RESEARCH
JOURNALS

177

SUPERIOR'S
RESEARCH
PUBLICATIONS
(2023)

SPOTLIGHT ON RECENT RECOGNITION

Superior University Earns Remarkable Recognition in THE Impact Ranking - 2023



We are thrilled to announce that Superior University has achieved remarkable recognition in the **Times Higher Education (THE) Impact Rankings 2023**. We are extremely proud to be ranked among the world's top 101-200 universities and among the top 10 universities in quality education in Pakistan. Superior University's exceptional

performance in the ranking reflects our unwavering commitment to providing a high-quality education that positively impacts society.

Earning an overall rank among the world's top 400 to 600 universities is a testament to our relentless pursuit of academic excellence and our dedication to fostering

a transformative learning environment for our students. This achievement highlights the hard work and dedication of our faculty, staff, and students who have consistently pushed boundaries and embraced innovation in education.

COLLABORATION CORNER

We are not growing alone but collaborating with national and international organizations for achieving shared goals of sustainable development. To date, our efforts have resulted in the establishment of over 250 MoUs (Memorandums of Understanding) with renowned public

universities, research organizations, corporate sectors, and industries.

These strategic partnerships serve as a cornerstone for our research initiatives, student exchange programs, joint research events, and various other

exciting collaborative efforts. Through these collaborations, we aim to harness collective expertise, resources, and perspectives to drive innovation and make a meaningful impact in our society.

Superior University Strengthens International Ties: Signs MOU with NingBo University of Technology, China

Superior University signed a Memorandum of Understanding (MOU) with NingBo University of Technology, China. This significant partnership aims to foster academic, scientific, and cultural cooperation between the two institutions across various faculties. Through this collaboration, we seek to benefit from each other's initiatives, expertise, working procedures, and support to researchers associated with both universities.

In a virtual meeting with representatives from Ningbo University of Technology, China, the honourable Rector of Superior University, **Prof. Dr. Sumaira**

Rehman, had the opportunity to highlight the modern pedagogical approaches that drive Superior's curricula. These approaches include our flagship 3U1M Program, which now includes the latest stream, Go Global, and the Entrepreneurial Teaching and Training Program (ETTP). These initiatives are designed to enhance the employability of our students while inviting them to explore the beauty and potential of Pakistan through the SEE Pakistan 2023 campaign. By establishing this collaboration, Superior University further strengthens its commitment to promoting collaborative

research, facilitating student and faculty exchanges, and fostering potential industry-academia alliances. We believe that such partnerships are instrumental in expanding knowledge boundaries, enhancing cultural understanding, and preparing our students for global challenges.



RESEARCH GOVERNANCE

4th Superior Journal Committee Meeting – 2nd June 2023

On June 2, 2023, the Office of Research Innovation and Commercialization (ORIC) organized the 5th Superior Journal Committee Meeting, which brought together all the members of the journal committee. The committee engaged in a

detailed discussion on Superior Journals and made valuable suggestions to enhance their work, development, and ensure best practices concerning quality. The Committee deliberated on the following subjects:

- Update on the issuance of calls for papers and submission frequency.
- Discussion of processing and operating issues related to the Open Journal Systems (OJS).
- Provide an overview of the current indexing status of the journal.
- Update on the number of citations achieved by each respective journal.
- Open discussion on any other relevant topics.

During the meeting, Mr. Yousaf Jamil, Director of Quality Enhancement Cell (QEC) Mr. Mudassir Kamran Registrar, Superior University and representative of the Faculty of Allied Health Sciences, Faculty of Business and Management Sciences, and Faculty of Pharmacy actively participated and provided their recommendations.



SUPERIOR IMPACT FUND

Superior University has established the Superior Impact Fund (SIF), an internal funding initiative aimed at supporting applied research projects based on competitive merit. The fund is dedicated to promoting high-quality scientific research that showcases strategic relevance and has a significant impact on the local industry and society. The main objective of SIF is to stimulate scientific excellence and the advancement of knowledge by granting Superior's researchers the autonomy to develop their research concepts and methodologies.

The competition for SIF grants was open to researchers within Superior University as well as selected collaborating organizations. Grant worth over PKR 50 million were awarded to deserving projects. Researchers participate by submitting rigorous proposals and delivering presentations, competing for these highly sought-after funds to support their innovative projects.

Dr. Hina Zain, an Assistant Professor in the Department of Biological Sciences, Faculty of Allied Health Sciences, emerged as a victorious recipient of a grant worth 0.29 million PKR from SIF. With this funding, Dr. Hina Zain is currently working on the development of a low-cost milk quality testing kit. The focus of her research is to create paper strips that can be easily used at home for milk testing purposes. These strips would be user friendly and could be used at home easily. **This Technology will help thousands of families, food authorities, and milk collection centers to test chemically adulterated milk rapidly. This innovative project is a significant step forward in the university's endeavors to create cost-efficient milk testing solutions.**

By supporting projects like Dr. Hina Zain's, Superior University aims to foster research and development activities that have a tangible impact on society and contribute to the advancement of scientific knowledge.



DR. HINA ZAIN

CAPACITY BUILDING INITIATIVES

Knowledge Exchange Activities

A initiative for Research skill enhancement

15

COLLOQUIA

40

TRAININGS

03

SEMINARS

02

WEBINARS

02

CONFERENCE

The main goal of knowledge exchange activities is to increase the knowledge base of the participants, to foster collaboration and promote university-wide research. 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. These Knowledge exchange activities are tailored to meet the needs of the

participants. 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. The Following KEA were performed during the year.

Trainings Conducted during 2nd quarter

Statistical Analysis Tool – SPSS



MS. MAHAM SALEEM
Department of Human Nutrition
and Food Technology
Superior University, Lahore



MS. AMEENA QAISER BUTT
Department of Human Nutrition and
Food Technology,
Superior University, Lahore



MS. RIMSHA RAFIQUE
Department of Human Nutrition
and Food Technology,
Superior University, Lahore

The trainer focused on guiding the researcher the art of data management and conducting comprehensive statistical analysis using the versatile SPSS software, empowering researchers to uncover meaningful patterns, relationships, and insights in their data.



Outcomes:

- Proficient data management techniques using SPSS learned by participants
- Enhanced understanding of comprehensive statistical analysis using SPSS
- Improved ability to identify meaningful patterns and relationships within research data
- Empowered researchers with skills to uncover valuable insights from their data using SPSS

SPSS for Beginners



DR. ADNAN FATEH

Assistant Professor Department of Psychology
University of Central Punjab, Lahore

The trainer focused on guiding SPSS interface, including menus, toolbars, and data editor. Taught how to navigate through the software and customize the workspace according to your preferences.



Outcomes:

- Proficient navigation of the SPSS interface encompassing menus toolbars and the data editor.
- Skillful utilization of the software showcasing the ability to easily maneuver through various functions
- Customization of the workspace based on individual preferences enhancing efficiency and comfort.
- Thorough understanding of SPSS's features enabling efficient data analysis and interpretation.

Turnitin Access and Usage: Ways to avoid plagiarism



MR. QAISER IQBAL

Chief Librarian
The Superior University

The Trainer guided participants with a comprehensive understanding of Turnitin's features, access, and usage. During the session, participants learned about the various functionalities of Turnitin, including document submission, originality checking, similarity reports, and citation management. Additionally, Mr. Qaiser Iqbal shared best practices and strategies to help participants enhance their academic writing skills and avoid plagiarism pitfalls.



Outcomes:

- Comprehensive understanding of Turnitin's features and functionalities.
- Proficient knowledge of document submission originality checking similarity reports and citation management through Turnitin
- Enhanced academic writing skills acquired through shared best practices and strategies

Introduction to WarpPLS: A Powerful SEM Tool for Data Analysis



DR. MUHAMMAD SHEHZAD HANIF

Assistant Professor
UCP Business School, Lahore

Participants gained a deeper understanding of WarpPLS and its capabilities for conducting Structural Equation Modeling (SEM) in data analysis. They learned about the tool's features, functionalities, and how to apply it effectively in their research or analytical work.



Outcomes:

- Enhanced understanding of WarpPLS as a robust tool for Structural Equation Modeling (SEM) in data analysis.
- Comprehensive insight into the features and functionalities of WarpPLS enabling participants to leverage its potential for research and analytical endeavors.
- Practical knowledge gained on the effective application of WarpPLS empowering participants to utilize it confidently in their own projects.

Entrepreneurship Development for Students



DR. SHOAIB ASIM

(Ph.D. in Entrepreneurship),
Assistant Professor NFC Multan

The Entrepreneurship Development for Students training aimed to equip students with the knowledge and skills necessary to foster an entrepreneurial mindset and develop entrepreneurial ventures.



Outcomes:

- Participants gained a deep understanding of entrepreneurial traits and attitudes.
- Developed a proactive and innovative approach towards problem-solving.
- Learned techniques to generate, evaluate, and refine business ideas.

Randomised Control Trial: A Comprehensive Guide



MR. MUHAMMAD HAMZA SHAIKH

Professor Department of Periodontology,
Azra Naheed Dental College

The Randomised Control Trial: A Comprehensive Guide training aimed to provide participants with an in-depth understanding of the design, implementation, and analysis of randomized controlled trials (RCTs). RCTs are considered the gold standard for evaluating the effectiveness of interventions in various fields, including healthcare, social sciences, and education.



Outcomes:

- Gain a solid comprehension of the fundamental principles behind randomized controlled trials (RCTs) and their significance as the gold standard in intervention evaluation.
- Develop the skills to effectively design RCTs including randomization methods control group selection and blinding techniques.

TRAINING ON RESEARCH COMMERCIALIZATION

Transforming Ideas into Impact: Unlocking the Power of Research Commercialization

The Office of Research, Innovation, and Commercialization recently hosted a captivating series of training sessions entitled “Research Commercialization” for all the faculties. This captivating event aimed to delve into the dynamic fields of licensing, consultancy, and spin-off ventures, ultimately aiming to unleash the untapped potential of research commercialization. Led by Mr. Hamid Masood, the Deputy Director of ORIC, and Dr. Shafique Ahmed, the Manager of Innovation and Commercialization at Superior University, the training sessions

were thoughtfully curated to provide our exceptional educators with the essential skills and knowledge necessary to navigate these thrilling avenues successfully.

During the sessions, the faculties were enriched with valuable insights into various aspects of research commercialization. They gained a comprehensive understanding of operational modalities, learning how to effectively collaborate with external organizations. Moreover, they explored the intricacies of obtaining departmental approval,

utilizing institutional facilities, and managing conflicts of interest, ensuring a seamless integration of research and commercialization efforts. The training also addressed



frequently asked questions, providing clarity on potential concerns and challenges that may arise. Additionally, the faculties were introduced to relevant forms and were made aware of the extensive support provided by ORIC, further empowering them to embark

on their commercialization journeys with confidence.

The Office of Research, Innovation, and Commercialization remains committed to supporting and guiding our faculties in their pursuit of translating their research into tangible

solutions and driving meaningful change in the world.

FOR MORE
INFORMATION VISIT



INNOVATION AT SUPERIOR

Innovation at Superior is a series that showcases the innovative ideas and projects of students and faculty at Superior University in Pakistan. The series high-

lights the creativity and problem-solving skills of university researchers as they tackle real-world challenges and develop cutting-edge technologies. Each episode

features a different project and explores the process behind its development, as well as its potential impact on society. Videos featuring so far are

Shaping the future of healthcare and defense using MEMS Chip Technology

We are proud to share that Dr. Shafaat Ahmed Bazaz, Director ORIC is a seasoned professional with a remarkable 23 years of experience and expert in the field of Chip Design, MEMS (Micro electromechanical systems) and Bio-Medical instruments. His exceptional skills and research acumen have been recognized and rewarded with an impressive 142.3 million R&D fundings. Prof. Dr. Shafaat Ahmed Bazaz, the driving force behind cutting-edge research in Chip Design and Bio-Medical instruments, is making significant contributions to shape the future of healthcare and strategic organization.



2D materials for photonics to improve power distribution system

Dr Saif ur Rehman from the Faculty of Engineering & Technology is collaborating with Chinese Academy of Sciences to solve the national challenge of electricity distribution. He is fabricating 2D Photonic Devices to Improve Power Distribution Systems. This is a significant step forward in our efforts to create a more efficient and reliable energy infrastructure.



Developing hydrogel to repair damaged bones

We are proud to share that Dr. Syed Ahmed Shah, Assistant Professor, Faculty of Pharmacy is developing an efficient solution for bone tissue repair funded by the PASIFIC Marie Sktodowska-Curie, Polish Academy of Sciences, Poland. He is using cutting-edge hydrogel Technology to repair bone fractures. This research will improve the quality of life for countless individuals.



Developing milk testing paper strips

We are proud to announce that Dr. Hina Zain Assistant Professor, Department of Biological Sciences is developing a low-cost milk quality testing kit supported by the internal grant of the Superior University - Superior Impact Fund (SIF). She is developing paper strips That can be used at home easily. This is a significant step forward in our efforts to create a cost efficient milk-testing paper strip.



OUR KNOWLEDGE DISSEMINATION PLATFORMS

SUPERIOR RESEARCH JOURNALS

We believe 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 12 Journals out of which 6 journals are recognized by

the HEC Journal Recognition System (HJRS) has published their issues. We are pleased to share that the following journals of Superior University:

- International Journal of Management Research and Emerging Sciences (HEC Recognized)
- Journal of Biological and Allied Health Sciences (HEC Recognized)
- The Superior Journal of Physical Therapy & Rehabilitation (HEC Recognized)
- International Journal of Pharmacy and Integrated Health Sciences (HEC Recognized)
- Journal of Media and Entrepreneurial Studies (HEC Recognized)
- Journal of Entrepreneurship and Business Venturing (HEC Recognized)
- International Journal of Research in Economics and Commerce
- International Journal of Business and Finance Implications
- Journal of Innovative Computing and Emerging Technologies
- International Journal of Sciences and Emerging Technologies
- Superior Journal of Medical Education
- South Asian Journal of Medical Sciences
- Superior Law Review

The journal issues for this quarter

■ International Journal of Management Research and Emerging Sciences

Vol 13, Issue 2

No of the Papers Published: **09**

No. of Instutites Contributed: **15**

Indexed in 31 databases

■ International Journal of Pharmacy and Integrated Health Sciences

Vol 04, Issue 1

No of the papers published: **11**

No. of Instutites Contributed: **22**

Indexed in 25+ databases

CARBS BUSINESS REVIEWS

CHAUDHRY ABDUL REHMAN
BUSINESS SCHOOL

There are very few platforms available in the business schools of Pakistan where professionals and experts can share their practical knowledge and insights about their industry with others. Similarly, the knowledge produced by scholars through research papers does not reach managers and professionals because the language

and structure of research journals are not suitable for this audience. To bridge this gap, Chaudhry Abdul Rehman Business Schools has launched CARBS Business Review, a platform dedicated to providing insightful and thought-provoking articles, analysis, and commentary on various aspects of Pakistan's economic and social

landscape. CARBS Business Review will serve as a tool to bridge industry-academia gap and promote insights and best practices of Pakistani business leaders. These are the following articles which were published on CARBS Business Review during quarter.

1. Maximizing Employee Motivation: Some Practical Recommendations

DR. MUHAMMAD ZIA ASLAM

Assistant Professor

Faculty of Business & Management Sciences

Superior University, Lahore

Employee motivation extends beyond pay and benefits, often overlooked by some companies assuming these are sufficient. To ensure commitment and enthusiasm, successful companies use additional strategies. Motivated employees go the extra mile to help the company succeed, influenced by their willingness to exert effort. Direction, intensity, and persistence are essential components of motivation, affecting task performance. Motivated employees complete necessary tasks proactively with energy and speed, while unmotivated ones do the minimum. Employees with motivation desire to make a difference and remain dependable, exceeding minimum expectations. Company leaders can maximize motivation by addressing basic psychological needs like autonomy, competence, and relatedness. Non-monetary rewards like appreciation, praise, and gestures can also boost motivation. Interactional justice, trust in leadership, and valuing employees are key factors in creating a positive cycle of motivation, effort, and performance.



2. Mr. Artificial Intelligence (AI); Are you replacing human beings?

DR. MUHAMMAD RAFIQ

Associate Professor

Faculty of Business & Management Sciences

Superior University, Lahore

The impact of AI on the job market is a topic of ongoing debate among experts. Some believe AI displaces human labor and leads to increased unemployment, while others argue it creates new opportunities. Concerns arise over the potential replacement of human workers by AI, which could have negative economic repercussions. On the other hand, proponents suggest AI can enhance productivity and open up new areas of the economy by automating mundane tasks, allowing individuals to focus on more significant aspects of their work.

The effects of AI on employment are complex and influenced by evolving technologies, societal adjustments, and legislative responses. While AI may replace workers in certain industries, it also creates opportunities in emerging fields like AI research, data analysis, and cybersecurity. Encouraging ongoing discussions, research, and continuous upskilling are vital to navigating this changing landscape and seizing AI's potential. While predictions suggest some jobs may be at risk, new employment opportunities



3. Reimagining Business Education in the wake of current socio-economic challenges of Pakistan

DR SAMI ULLAH BAJWA

Dean

**Faculty of Business and Management Sciences
Superior University, Lahore**

The recent intermediate exam results in Pakistan's commerce field reveal the need to rethink business education. While 27% of students achieved top grades, 61% passed with lower grades, often overlooked by business schools. Many of these students come from disadvantaged backgrounds, lacking access to quality education and grooming opportunities. The selective approach of top-tier business schools excludes deserving students, leading to a shortage of skilled human capital for small enterprises.

Alternative options like vocational training and agriculture have limited promise due to weak infrastructure and economic challenges. Inadequate business environments hinder entrepreneurship. However, these students possess potential if given encouragement and guidance. Business schools must adapt their programs to cater to their needs and foster an entrepreneurial mindset. Neglecting



4. Unveiling the Hidden Treasures of Pakistan's Salt

MIAN MUHAMMAD ASHRAF

Lecturer

**Department of Management & Administrative Sciences,
University of Narowal, Narowal**

The Salt Range in northern Punjab, Pakistan, presents a unique tourist destination with well-developed infrastructure. It boasts a rich geological sequence, earning the name "Field Museum of Geology." The area is abundant in well-preserved fossils, attracting interest for research and commerce. The construction of a natural history museum or recreational facility is recommended, with the support of international experts and relevant organizations. The Salt Range also offers valuable mineral resources like rock salt and limestone for various industries. Its historical significance includes connections to Alexander the Great and Al-Baruni's scientific work. Developing trekking tourism and promoting the area's cultural heritage could attract domestic and international investments with



5. Ecotourism: The need of the Hour

SAMRAN TARIQ

PhD scholar

Superior University, Lahore

Global warming presents a significant threat to our planet, with plastic toxins affecting marine life and entering the human food chain. Embracing ecotourism is crucial to protect biodiversity and combat climate change. Pakistan, as the 8th most vulnerable nation to climate change, should focus on sustainable tourism initiatives to mitigate the impact. The government has started exploring ecotourism projects, but more efforts are needed, like sponge cities to manage floods and regulating hunting activities. Eco-lodges and low-impact activities such as bird-watching and wild safaris are examples of ecotourism practices travelers can adopt. Ecotourism projects should prioritize preserving the environment and educating visitors to minimize negative impacts. As advocates for sustainable travel, we must



6. The Cultural Treasures of Skardu: Exploring the Khaplu, Shigar, and Kharpocho Forts

SAUD MAHBOOB NUTKANI

Ph.D. Scholar
Superior University, Lahore

Skardu, located in the northern part of Pakistan, is a cold desert region known for its stunning natural beauty, including towering peaks, lush valleys, and glistening glaciers. The Karakoram Mountain range with peaks like Broad Peak and Gasherbrum is a major attraction for trekkers. The region's diverse population, including Balti, Shina, and Burusho peoples, adds to its rich cultural heritage, showcased in local museums and festivals. Skardu offers white-water rafting on the Indus River and therapeutic hot springs like Katpana. The area is also famous for spiritual and religious tourism with notable shrines and historical forts like Khaplu, Shigar, and Kharpocho. Despite being remote and underdeveloped, Skardu is a must-visit destination for adventurers and cultural enthusiasts, with a variety of activities to offer. However, tourists should respect local customs and traditions and be prepared for limited facilities.



7. Ratti Galli Lake: A Hiker's Heaven in the Azad Jammu and Kashmir Region

SAUD MAHBOOB NUTKANI

Ph.D. Scholar
Superior University, Lahore

Starting from the cultural capital of Pakistan, Lahore, our travel takes us to the serene and untouched region of Azad Jammu and Kashmir. A seven-hour road journey from Lahore leads to Muzaffarabad, where the rich history and culture can be explored, along with outdoor activities like hiking and paragliding. Ratti Galli, a picturesque village, awaits trekkers and hikers at an altitude of 7,000 feet. The trek starts from Chakothei, about 60 kilometers from Muzaffarabad, offering breathtaking views and a mix of challenging terrains. A 4x4 jeep ride to Ratti Galli Lake rewards travelers with magnificent vistas and a chance to interact with friendly locals. The lake's crystal-clear waters and surrounding peaks make it a perfect spot for fishing and camping. Paragliding enthusiasts can also take off from the mountain tops for an unforgettable experience. Azad Jammu and Kashmir, with its natural beauty and diverse activities, is a must-visit destination for adventure and nature lovers, especially including Ratti Galli in their travel plans.



8. Pakistan- An Inchoate Tourists' Paradise on Earth

AMARA AWAN

Ph.D. Student
Superior University, Lahore

Pakistan is a diverse and unique tourist destination, boasting historical and natural wonders. From snow-capped mountains and glaciers to lush valleys, rivers, and the Arabian Sea, the country offers unmatched beauty. Gilgit-Baltistan attracts mountaineers and trekkers with its majestic mountain ranges and stunning landscapes. Khyber Pakhtunkhwa captivates with Swat Valley's beauty and cultural heritage. Punjab showcases rich culture and religious sites, while Sindh features shrines and historical marvels like Mohenjo Daro. Balochistan, though unexplored, has historical sites and delightful cuisine. Despite its potential, Pakistan ranks low in the Travel and Tourism Index, necessitating a comprehensive tourism policy and effective branding to unlock its hidden potential.



9. Is Tourism In Pakistan Headed Towards A Roadblock Or A Reanimate?

KHURRAM SHAHZAD

Associate Professor

Forman Christian College Lahore

Tourism's impact on economic sectors is recognized globally, with contributions to GDP through lodging, food services, transportation, and more. Pakistan's tourism industry faced challenges post-9/11 and the recent COVID-19 pandemic, leading to questions about its recovery. Despite setbacks, the industry experienced promising growth before the pandemic, with a GDP contribution of 5.9% in 2019 and 3.7% in 2021. The country's international tourism ranking improved, reaching 83rd out of 117 nations. Pakistan's natural beauty, historical sites, and the China-Pakistan Economic Corridor offer tourism potential. Revitalizing the industry requires enhancing infrastructure, regulations, and affordable facilities. Cooperation among government



10. Dynamic Change of Tourism Under the Occurrence of Flood 2022

HAMMAD AKHTAR

General Manager Programs

Alkhidmat Foundation Pakistan

Pakistan's wealth of tourist attractions has earned it a reputation as a sought-after destination, particularly in the northern areas known as "Paradise on Earth." Tourism contributes significantly to the economy and offers solace and self-reflection for visitors. While various travel modes exist, well-developed road infrastructure is crucial, although natural disasters like recent floods have diverted focus from tourism development to economic stability efforts. Though strides have been made in disaster response and minimization of human losses, infrastructure damage remains a challenge, affecting tourism prospects. Recent floods caused substantial economic losses and infrastructure damage, impacting the tourism industry. Poverty-related crimes and deteriorating law and order amplify tourists' fears. Successful tourism relies on well-maintained infrastructure, reliable



11. Can Pakistan become the World's Best Tourist Destination?

NATASHA SAMAN

PhD scholar

Superior University, Lahore

The global tourism industry's rapid expansion highlights its crucial role in national economies. Pakistan's diverse cultural offerings, stunning landscapes, and untapped potential make it an ideal tourist destination. Despite these advantages, Pakistan ranks low in the International Travel and Tourism Development Index. To improve, the country must prioritize a stable economy and safe environment for tourists. Addressing sectarian issues and terrorism through operations can enhance the nation's image, and political stability is essential. Utilizing platforms like e-portals, social media, and international events can showcase Pakistan's strengths and culture. A positive global image can attract tourists, benefiting the economy through spending on flights, hotels, and more. Targeting neighbouring countries and implementing a tourist-friendly visa policy is vital. Affordable lodging and quality transportation, including promoting village tourism, can enhance the experience.



12. Icy Behavior Could Freeze Tourism

NISAR AHMAD

M&E

Department of a leading humanitarian organization

During a freezing January evening, my family and I faced perilous conditions on Lawari Road while traveling to Chitral. Lucky to be rescued by locals who offered assistance, shelter, and food, this incident highlighted the role of local behavior in shaping a tourist destination's reputation. Sadly, the tragic snowstorm in Murree showcased distressing incidents where locals took advantage of stranded tourists, charging inflated prices and causing loss of life. Such acts of kindness from locals often go unnoticed, while cold behavior tarnishes the tourism industry's image. Islam encourages nature exploration and travel, viewing tourists as deserving of hospitality. Pakistan's diverse beauty, landscapes, and historical sites have tourism potential, as seen by its progress on the Travel and Tourism Development Index. To achieve economic growth through



13. Domestic Commerce Policy of Pakistan: A Promising Step Towards Economic Growth

DR SAMI ULLAH BAJWA

Dean

**Faculty of Business and Management Sciences
Superior University, Lahore**

Pakistan's domestic commerce potential has been historically overlooked but is gaining attention through the government's new Policy on Domestic Commerce. This policy is a positive step, particularly in light of the country's economic crisis. The policy focuses on facilitation, resource allocation, and regulatory interventions to support sustainable domestic commerce, highlighting transportation, warehousing, and information technology. The recognition of the interdependence between international and domestic commerce is commendable, as it affects supply chains and prices. The policy's vision, mission, and objectives are comprehensive, yet there are gaps such as addressing the significant informal economy (40% of GDP) and conflicts in the agricultural sector among provinces. Including agriculture in the policy could mitigate such conflicts. Effective implementation will require collaboration,



14. The Tourism Industry of Pakistan, Strategy, and Rivalry

SYEDA MAHWISH RAZA

Ph.D. scholar

Superior University, Lahore

Tourism is a multifaceted industry with connections to transportation, accommodation, food, and more, creating significant job opportunities. Pakistan's natural beauty and historic sites offer a range of attractions, categorized into archeology, cultural, leisure, and religious tourism. The World Travel and Tourism Council reported that tourism contributed 5.7% of Pakistan's GDP in 2019, but the COVID-19 pandemic caused a 25% decline in 2020. While the country has great potential, there are challenges to overcome. Domestic tourism comprises the majority of spending, while international tourism accounts for a smaller portion. Prioritizing health and safety measures, along with effective marketing and branding, are essential. Pakistan's position in the Travel and Tourism Index has improved, but sustaining progress requires prioritizing safety, developing strategies, diversifying



15. Exploring Pakistan's Coastal Treasures: The Rise of Southern and Coastal Tourism

MARYAM JAVED

Lecturer

University of Gujrat, Gujrat

Coastal tourism thrives on a unique blend of resources, including water, marine biodiversity, beaches, and rich heritage, forming a solid foundation. While Pakistan's northern and Kashmir regions are known for their breathtaking tourist destinations, the potential of its southern and coastal areas remains untapped. With a coastline spanning around 1,050 km, Pakistan boasts stunning beaches like Gadani, Jiwani, and Kund Malir with untapped tourism potential. Balochistan's 700 km coastline holds promise, but lack of infrastructure limits its benefit from tourism. The Makran Coastal Highway offers a remarkable drive along the Arabian Sea, yet these gems remain underdeveloped. Coastal areas have often been overlooked in general tourism planning, despite their economic potential. Nations like India and the Maldives have successfully harnessed their coastlines for tourism revenue, illustrating its significance globally. Coastal tourism has the power to boost the economy, generate employment opportunities, and provide foreign exchange gains. This sector holds immense potential for both host countries and local communities, contributing to economic growth and



16. Role of tourism in the development of sustainable entrepreneurship

DR. SARFRAZ ZAMAN

Assistant Professor

Chaudhary Abdul Rahman Business School

Superior University, Lahore

Sustainable entrepreneurship involves managing businesses that are environmentally conscious, socially responsible, and economically viable. Tourism can contribute to sustainable entrepreneurship by balancing economic, social, and environmental factors. Pakistan's natural landscapes, cultural heritage, and historical landmarks provide great potential for sustainable tourism development. By implementing sustainable practices and promoting local products and services, Pakistan can establish a thriving tourism industry that benefits the environment, community, and economy. Tourism can stimulate economic growth by creating jobs, generating foreign exchange through visitor expenditure, and boosting infrastructure development. The tourism industry has witnessed significant growth in recent years, with the potential to contribute significantly to Pakistan's economy. However, successful tourism development requires strategic planning, investment, infrastructure development, sustainable practices, and effective marketing campaigns. To fully realize tourism's potential for sustainable entrepreneurship, good governance, infrastructure development, and stakeholder participation are crucial, ensuring environmental protection, social development, and economic prosperity.



17. Can We Navigate the Path Towards Responsible and Accountable AI Practices?

MOMINA HAMID

Lecturer

Forman Christian College

The rapid evolution of artificial intelligence (AI) emphasizes the urgency of ethical and accountable AI practices. The global AI technology market is projected to grow significantly, reaching a market value of \$190.61 billion by 2025, contributing to a potential 26% increase in the world GDP by 2030. Key ethical concerns related to AI, including bias, transparency, privacy, and safety, are gaining widespread attention. Developing explicit ethical frameworks and principles is vital for responsible AI practices. Governments, industry leaders,



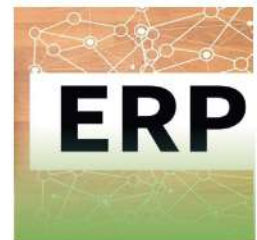
researchers, and policymakers must collaborate to establish standards that address issues like bias reduction, transparency, privacy protection, and safety. Interdisciplinary cooperation involving ethicists, sociologists, policymakers, and affected groups can identify ethical challenges and develop comprehensive ethical AI practices. Embracing ethical principles in AI research and deployment fosters trust, social benefits, and AI's potential for good. Transparency and explainability are critical for accountability and trust in AI systems. Users need to understand the decision-making processes of AI systems, and research is ongoing to create explainable AI. Acknowledging limitations and biases is essential to prevent misuse. Responsible AI practices must prioritize data security and privacy, ensuring informed consent, adhering to laws, and implementing robust security measures to protect data

18. Transparency, Merit, and Accountability: The Advantages of ERP Systems as Major Resisters to Change

DR. BILAL AHMAD

Associate Professor
Faculty of Business and Management Sciences
Superior University, Lahore

Enterprise Resource Planning (ERP) systems offer complex organizational handling, process integration, and management reporting. A well-chosen ERP system can enhance transparency, merit, and accountability within organizations. Overcoming resistance to change, especially in the public sector, remains a challenge for change management consultants. However, Pakistani public sector entities are increasingly adopting technology-driven systems. Addressing resistance requires an open discussion of underlying reasons. Successful ERP implementation strategies should emphasize the system's positive aspects and integrate them into performance management. Key Performance Indicators (KPIs) related to transparency, merit, and accountability should be part of the Performance Management System (PMS) to foster standard behavior. Collaboration between change management consultants and public sector entities is crucial for successful ERP implementation. Optimistic stakeholder attitudes rely on change management consultants highlighting the ERP's benefits. Collaboration between consultants and organizations is vital to address



19. Brand Lift through Societal Marketing: Evidence from Gourmet Foods, Pakistan

DR. MUHAMMAD BILAL MAJID

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Ch. Abdul Rehman Business School (CARBS)
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Societal marketing transcends traditional approaches by considering both consumer needs and long-term benefits for society and organizations. It aims to attain sustainable competitive advantage, positive brand image, and strong customer relationships by prioritizing societal well-being. This approach requires strategic marketing decisions that align with organizational goals, consumer needs, and broader societal interests. Societal marketing enhances brand reputation as businesses demonstrate commitment to social and environmental causes. This fosters customer loyalty, word-of-mouth, and media attention. Such initiatives also cultivate emotional connections between brands and consumers, leading to repeat purchases and advocacy. Societal marketing attracts socially-conscious consumers who align with brand values. It enables differentiation from competitors and positions brands as leaders in corporate social responsibility. Authenticity is essential for success, ensuring actions align with values and community needs. Gourmet Foods Corporation, a Pakistani food retail chain, exemplifies successful societal marketing through initiatives like alms houses, community sponsorships, and employee well-being. These strategies have contributed to a 65% annual revenue increase, demonstrating the positive impact



20. Fiverr is Future

DR. SARFRAZ ZAMAN

Assistant professor

Chaudhary Abdul Rahman Business School

Pakistan has emerged as a prominent player in the freelancing industry, ranking as the highest traffic country on Fiverr and the second highest in terms of sellers, following the US. It's also the fourth-ranked freelancing country globally. The Ministry of IT and Telecommunication reports that freelancers contributed to 14.77% of the country's ICT export remittances, totaling \$2.616 billion in FY22. This trend is fueled by Pakistan's young population, where 65% are under 35 and seek employment opportunities. The favorable



However, there are challenges:

- Lack of Awareness
- Language Barriers
- Limited Technology
- Trust and Payment Issues
- Skill Gaps

Solutions involve:

- Government Support
- Private Sector Collaboration
- Education
- NGOs

Benefits of freelancing include Job Opportunities, Flexibility, Skill Growth, Economic Growth, Entrepreneurship, Global Reach and Poverty Alleviation.

To address challenges, collaboration between governments, organizations, and individuals is crucial. Initiatives like raising awareness, offering training programs, improving infrastructure, integrating freelancing education, and fostering private sector collaboration will support and protect freelancers, thereby benefiting Pakistan's economy and society.

Celebrating ^{AND} COMMUNICATING

Dr. Shafaat Bazaz Elevates Prime Minister's Youth Project Idea Pitching Competition as Distinguished Judge

In a remarkable display of expertise and commitment to fostering innovation, Dr. Shafaat Bazaz, a distinguished faculty member and Director ORIC of Superior University, participated as a judge in the prestigious Prime Minister's Youth Project - Largest Idea Pitching Competition. The event, held on June 17 and 18, gathered Pakistani students and fresh graduates from various disciplines who presented their startup ideas in a bid to win awards of up to RS 2 million. The Prime Minister's Youth Project - Largest Idea Pitching Competition served as a platform to nurture innovation and entrepreneurial endeavors across the country. Dr. Bazaz's role as a judge showcased Superior University's commitment to promoting innovation and its position as a leading institution in academia.



DR. MUHAMMAD ARIF AS RISING STAR IN RESEARCH

We are delighted to share the extraordinary accomplishments of Dr. Arif, a distinguished member of our research community. Dr. Arif has recently secured multiple prestigious research grants, highlighting his exceptional expertise and dedication. Notably, he has received grants from esteemed institutions such as The National Natural Science Foundation of China, Guangdong Provincial Natural Science Foundation, and the Key Project of the National Natural Science Foundation of China. The grants awarded to Dr. Arif include a remarkable RMB 630,000 from The National Natural Science Foundation of China, RMB 1,000,000 from the Guangdong Provincial Natural Science Foundation (Key Project Initiative), and an impressive RMB 2,550,000 from the Key Project of the National Natural Science Foundation of China. These grants speak to the exceptional quality and significance of Dr. Arif's research endeavors.

In addition to securing these remarkable grants, Dr. Arif has also excelled in his academic contributions. He has been actively engaged in international collaborations, particularly through the Mobility Project between China Guangzhou University and the University "Stefan cel Mare" of Suceava, Romania. The joint project, titled "Intelligent Techniques for Monitoring Degenerative Brain Diseases Using Wearable Sensor Network," has been successfully pursued under the Number "PN-III-P3-3.1-PM-E-CN-2018-0070" and has showcased Dr. Arif's commitment to global scientific advancements.

Moreover, Dr. Arif's academic prowess is reflected in his numerous publications and recognition within the scientific community. With 210 publications to his credit, Dr. Arif has made a significant impact on his field. His research has garnered an impressive cumulative Impact Factor of 350 and has been cited over 2600 times, underscoring the substantial influence of his work.

Furthermore, Dr. Arif's dedication extends beyond his research. He has been recognized for his exceptional contributions by winning two best paper awards, displaying his excellence in scientific writing and



DR. MUHAMMAD ARIF

presentation skills. Additionally, he has served as a lead guest editor for 15 special issues, showcasing his leadership and expertise in organizing academic discourse. Furthermore, Dr. Arif has taken on editorial roles for two books, further solidifying his status as a prolific author and contributing member of the scholarly community.

We must also acknowledge Dr. Arif's active involvement in academic conferences. He has served as a general chair for two conferences, leading the way in shaping intellectual discourse and fostering collaborations within the scientific community.

Dr. Arif's achievements exemplify the pinnacle of dedication, passion, and scholarly excellence. His outstanding contributions to the field of research make us immensely proud, and we extend our warmest congratulations to him for his unwavering commitment and remarkable successes. We look forward to witnessing the continued impact of Dr. Arif's work as he pushes the boundaries of knowledge and innovation.

FACULTY SPOTLIGHT

EXCELLENCE UNVEILED

We proudly shine a spotlight on Faisal Fayyaz, an esteemed Senior Lecturer within the Faculty of Allied Health Sciences at Superior University. With an MPhil in Total Quality Management, Faisal brings a wealth of experience. His remarkable journey is punctuated by accolades, including the prestigious Innovative Luminary Award 2023 by GRA-Global Recognition Awards. Faisal's academic prowess is complemented by a distinguished Roll of Honor from renowned institutions like Government College Lahore, Forman Christian College Lahore, and Govt. College of Physical Education, Punjab University.

Faisal Fayyaz's trailblazing spirit has been internationally recognized, earning him an Honorary Doctorate Award in both Sports Science and Computer Science from the multiple International and National Universities. Notably, he clinched the Grand Prize at the Microsoft Pakistan Developer Conference in 2005, highlighting his technological prowess. Faisal is a respected Editorial Board Member of the Asia Pacific Journal of Advanced Education and Technology.

Beyond academia, Faisal Fayyaz's impact extends to the realm of sports. He served as the Team Manager for the Pakistan Gymnastics Team in the 5th Central South Asian Artistic Gymnastics Championship held in Dhaka, Bangladesh in 2021. His research interests encompass a diverse array, ranging from Sports Biomechanics and Sports Nutrition to cutting-edge fields like Artificial Intelligence, Virtual Reality, Educational Technologies, and Cyberspace Security. Faisal's infectious optimism, a central aspect of his personality, fuels his endeavors.

Faisal Fayyaz's athletic achievements are equally noteworthy, with 2 Gold Medals and 4 Bronze Medals garnered in National Games & National Gymnastics Championships from 1997 to 1999 in Peshawar. His involvement reaches the echelons of national sports administration, as he holds key positions such as Associate Secretary of the Pakistan Gymnastics Federation, Treasurer of the Punjab Gymnastics Association, and Vice President of the Lahore Division & District Gymnastics Association. His exceptional dedication also led to the Global Educator Award 2022 from the International Confederation of Principals & International Council of Educators.

In essence, Faisal Fayyaz's journey is a testament to his indomitable spirit, unwavering commitment, and versatile expertise, making him a true luminary in the academic, technological, and sports arenas.



MR. FAISAL FAYYAZ

We are thrilled to showcase Khurram Nasir, a dedicated Senior Lecturer within the Department of Optometry and Vision Sciences at the Faculty of Allied Health Sciences. With an MS in Optometry and over 1 year of experience at Superior University, Khurram's influence in the field is substantial. With 7 years of both teaching and clinical experience in Optometry, he brings a wealth of knowledge to our academic community. Notably, Khurram's commitment extends beyond the classroom, as he has orchestrated more than 50 Medical and Eye Camps, highlighting his dedication to community outreach. He's earned certifications from the Brien Holden Vision Institute in Australia across 3 distinct courses, underscoring his pursuit of excellence. His impactful "OPTOMETRY WITH KHURRAM" YouTube channel boasts a substantial following, both nationally and internationally. Furthermore, he has initiated two Certified Courses, emphasizing Opticianry Skills and Dispensing Optics. Khurram's research pursuits encompass a wide array of interests including Vision Impairment & Chronic Eye Disease, Gene Mutation in Retinoblastoma, Behavioral Optometry, Optometric Ocular Medication, Low Vision & Mobility, Glaucoma & Visual Function, Pediatric Optometry, and Traumatic Brain Injury.



MR. KHURRAM NASIR

OUR TEAM



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