



SUPERIOR UNIVERSITY

RESEARCH ROUNDUP

1st Quarter
Newsletter

**Unveiling the Pakistan's First Book on
"Workplace-Based Assessment
in OBGY from Learning to
Assessment"**
(Pg no. 07)

Superior University is Pakistan's First
collaborative partner with
Babson College, USA.
(Pg no. 03)

Research Commercialization Spotlight
(Pg no. 03)

Spotlight on Recent Industrial Visits.
(Pg no. 04)

Innovation at Superior!
(Pg no. 13)



Dr. Rashida Sultana
Associate Professor
Obstetrics & Gynaecology

ORIC

Office of Research, Innovation & Commercialization

Research Roundup 2024

ORIC Newsletter Quarter 1
January – March 2024

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 ventures.

Our Ethos

- Innovation
- Sustainability
- Commercialization
- Ethics
- Inclusivity
- Commitment

ORIC Performance

31

MOU

12

Superior's
Research Journals

1435

Research
Publications

PKR

64.19
Million

Research Grant

33

Multidisciplinary
Projects

33

Capacity Building
Activities

Research Publications: Showcasing Excellence

Superior University is proud to present its vibrant research community, which has contributed over **1430 research publications** across a diverse range of disciplines. With over **700 authors** involved, our institution is making significant strides towards becoming a leading research university in Pakistan.

Major Research Areas

Our research endeavors span a wide spectrum of disciplines, reflecting our dedication to advancing knowledge across various fields. Some of the major research areas include:

- | | | |
|---------------------------------------|---|---|
| 1.Computer Science | 10.Economics, Econometrics and Finance | 19.Nursing |
| 2.Engineering | 11.Physics and Astronomy | 20.Pharmacology, Toxicology and Pharmaceuticals |
| 3.Medicine | 12.Biochemistry, Genetics and Molecular Biology | 21.Immunology and Microbiology |
| 4.Mathematics | 13.Decision Sciences | 22.Arts and Humanities |
| 5.Business, Management and Accounting | 14.Chemical Engineering | 23.Health Professions |
| 6.Social Sciences | 15.Agricultural and Biological Sciences | 24.Earth and Planetary Sciences |
| 7.Environmental Science | 16.Chemistry | 25.Dentistry |
| 8.Energy | 17.Psychology | 26.Neuroscience |
| 9.Materials Science | 18.Multidisciplinary | 27.Veterinary |

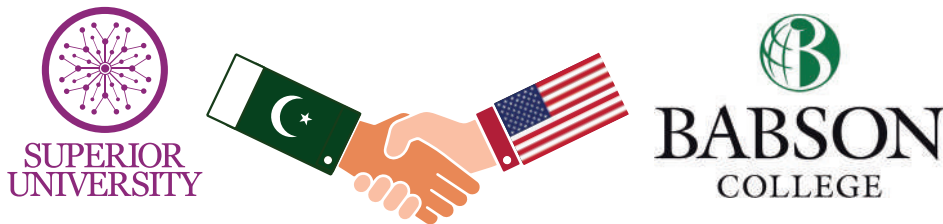
As we continue to expand our research initiatives, we remain committed to nurturing a collaborative environment that encourages interdisciplinary collaboration and fosters ground-breaking discoveries. Our aim is not only to produce high-quality research but also to create a lasting impact on the world around us.

Research Themes



Superior University is Pakistan's First collaborative partner with Babson College, USA

Another Milestone Achieved



Superior University has reached a significant milestone by becoming the inaugural collaborative partner of Babson College, USA in Pakistan.

Babson College, renowned as the premier global institute for entrepreneurship, has declared Superior University as its collaborative partner, acknowledging Superior's exceptional development of an ecosystem that fosters entrepreneurship, innovation, and student success across all disciplines.

This collaboration with Babson College not only enriches Superior University with entrepreneurial expertise but also facilitates cultural and knowledge exchange for the students and faculty members. As the leading entrepreneurial institution in Pakistan, we are dedicated to learning and implementing Babson's best practices while also sharing these insights with other institutions of Pakistan, catalyzing a positive transformation in the entrepreneurial landscape nationwide.

Research Commercialization Spotlight Trademark - Oh My Genius

Kids Entrepreneurship Program

Our trademark application for "Oh My Genius" has cleared the acceptance stage, signaling a major milestone in the trademark registration journey. This achievement underscores the uniqueness and strength of our brand. The next step involves the publication of our trademark in the trademarks journal, where it will be open for review by third parties.



Spotlight on Recent Industrial Visits

Celebrating a milestone in academia-industry collaboration

An insightful report on Bilateral Trade between Sri Lanka and Pakistan

The Faculty of Economics and Commerce at City Campus - Superior University has made significant strides with their recent publication, "Interconnected Ambitions: Gujranwala's Business Centre & the Evolving Pakistan - Sri Lanka Landscape." This insightful report delves into the intricacies of bilateral trade between Sri Lanka and Pakistan, offering invaluable insights tailored specifically for the Gujranwala Business Centre.

Special commendation is due to Mr. Numan Aslam from City Campus and Dr. Rehan Usman from FET for their unwavering dedication and hard work in bringing this project to fruition. This achievement underscores Superior University's unwavering commitment to practical research and tangible impact, effectively bridging the gap between academia and industry needs. To read more about this please scan.



Exploring Hydroponics and Vertical Farming: A Productive Visit to NARC

A delegation from the Office of Research, Innovation, and Commercialization (ORIC)- Superior University recently embarked on a significant venture to the NARC-National Agricultural Research Centre in Islamabad.

Accompanying Dr. Tahir Zaidi were esteemed colleagues including Hamid Masood, Deputy Director of ORIC, Ms. Shamaila Perveen, Assistant Manager of Innovation & Commercialization, and Ms. Faiza Ali, Assistant Manager of Research from the Office. Together, they engaged in insightful discussions and productive exchanges during their visit.

The visit led through enriching interactions at the **Horticultural Research Institute (HRI)** and the **National Institute for Genomics and Advanced Biotechnology (NIGAB)**. These discussions were instrumental in exploring avenues for collaboration and innovation in agricultural technologies.



Exploring Collaborative Opportunities in Horticulture: A Visit to Agriculture House

The Office of Research, Innovation, and Commercialization (ORIC) and the Employability Center embarked on a significant visit to Agriculture House. The primary aim of this visit was to engage with key figures in the field, including Dr. Munawar Hussain Almas, Director of Training and Development at the Floriculture Wing, and Dr. Zahoor-ul-Hassan, Project Director.



The meeting proved to be highly productive, with discussions revolving around various initiatives in horticulture. Both parties expressed eagerness to explore opportunities for collaboration, with a keen interest in forming a joint venture with Superior University.

Bridging Academia with Industry: Exploring Operational Insights at Fatima Fertilizer Company LTD.

The Department of Business & Management Sciences, The Superior University - Rahim Yar Khan Campus recently organized an enlightening industrial visit to Fatima Fertilizer Company LTD. located in Saqidabad. This initiative was meticulously designed to offer students a firsthand understanding of operational intricacies within the industrial landscape, with a keen focus on identifying challenges and exploring potential avenues for business growth.

During the visit, participants had the invaluable opportunity to delve deep into the operational mechanisms of Fatima Fertilizer Company LTD. Furthermore, the industrial visit served as a platform for fostering meaningful collaborations between academia and industry.



Research Governance

6th Superior Journal Committee Meeting

ORIC hosted the 6th Superior Journal Committee Meeting on 19th February 2024. The Superior Journal Committee discussed Superior Journals in detail and made valuable suggestions to work, develop, and ensure best practices concerning quality.

- The committee explored various avenues to ensure the journal's inclusion in reputable indexing platforms.
- Ideas were exchanged on enhancing the visibility and impact of published research through effective indexing.
- Collaborative efforts were discussed to streamline the editorial process and maintain rigorous standards for manuscript evaluation.
- Committee members shared valuable insights and experiences to optimize the journal's procedures and maximize its reach within the academic community.
- Discussions also revolved around establishing partnerships with other institutions or organizations to further elevate the journal's profile and influence in the field.

The meeting was attended by Mr. Mudassar Kamran, Registrar of Superior University, Deans, and all the editorial members of the journal committee.



Faculty Achievement

Unveiling the Pakistan’s First Book on “Workplace-Based Assessment in OBGY from Learning to Assessment”

Enhancing Skills for Post-Graduate Trainees, Consultants and Supervisors

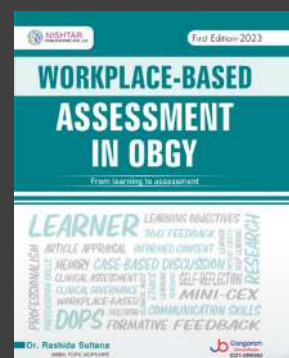
Dr. Rashida Sultana, an Associate Professor in Obstetrics & Gynaecology, boasts an impressive background in medical education and clinical practice. Graduating from Fatima Jinnah Medical College, she holds an FCPS in Obstetrics & Gynaecology and a MCPS-HPE from the College of Physicians and Surgeons Pakistan. With over a decade of teaching experience, she is an associate professor at Azra Naheed Medical College, Superior University, Lahore. Dr. Sultana’s expertise extends to medical education, evidenced by her certification in “Advance Life Support in Obstetrics” (ALSO) and her role as a master trainer for the “PPH Bundle Approach”.

She actively supervises and examines postgraduate trainees and has contributed significantly to research with 30 publications in HEC-recognized journals, displaying her proficiency in both qualitative and quantitative methodologies. Notably, she authored the book “Workplace-based Assessment in OBGY”, addressing the need for structured formative assessment in postgraduate training.

Workplace-based Assessment in OBGY” is a comprehensive guide designed to enhance the learning experience for postgraduate trainees in Obstetrics and Gynaecology. The book aims to integrate essential concepts like memory, learning, teaching, and communication skills into the realm of clinical practice.

It addresses the lack of structured formative assessment in postgraduate training by emphasizing the importance of periodic workplace-based assessments. By providing clear objectives, key points, and self-assessment tools, this book enables self-learning and skill evaluation.

It covers various aspects such as clinical skills, communication, professionalism, feedback, and research in a simple and learner-friendly format. Illustrated with photographs and sketches, it facilitates easy understanding and practice. Additionally, structured proformas for assessments and feedback are provided at the end of each chapter. This book fills a gap in the literature of Obstetrics and Gynaecology in Pakistan, making it a valuable resource for both trainees and practitioners in the field.



Author:



Dr. Rashida Sultana
Associate Professor
Obstetrics & Gynaecology

Capacity Building Initiatives - Knowledge Exchange Activities

An initiative for Research skill enhancement

The main goal of knowledge exchange activities is to increase the knowledge base of the participants, 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 student has the right knowledge to strengthen their skills to achieve their own and the university's research agenda. The Following KEAs were performed during the year.

Research Colloquia Series - 2024

Academic Writing in the Age of Artificial Intelligence

The colloquium aims to explore and analyze the intersection of academic writing and artificial intelligence, considering its implications for scholarship, ethics, and creativity in the modern age.

Outcomes:

- Enhanced efficiency and productivity
- Ethical considerations and implications
- Evolving role of human creativity
- Adaptation and integration for future scholarship



Dr. Usman Saeed
Assistant Professor
Department of Media Studies
Bayan College, Muscat, Oman

Electric Vehicles in Pakistan: Challenges & Opportunities

This colloquium investigates the challenges and opportunities surrounding the adoption and integration of electric vehicles (EVs) in Pakistan's automotive landscape.

Outcomes:

- Infrastructure readiness
- Policy Framework
- Economic feasibility
- Environmental impact



Engr. Muhammad Ajaz
EV Consultant and Master
Trainer, Pakistan.

Navigating the Publishing Landscape

This colloquium aims to provide insights and strategies for navigating the complex publishing landscape, including traditional and digital platforms, to help researchers and authors maximize their impact and reach.

Outcomes:

- Industry Insights
- Publication Strategies
- Author Resources
- Career Pathways



Dr. Raheel Yasin
Assistant Professor
UIR - Rabat Business School
University International of
Rabat, Morocco.

Selecting the Right Journal for Your Research

This colloquium aims to offer guidance and best practices for researchers in selecting the most suitable journal for their research findings, considering factors such as scope, audience, impact, and publication ethics.

Outcomes:

- Journal Criteria
- Research Fit
- Impact Factor
- Submission Process



Dr. Muhammad Shehzad Hanif
Assistant Professor
University of Central Punjab,
Lahore, Pakistan

Trainings

Intellectual Property

Aim of the Training:

- Introduce Intellectual Property laws, including Patent, trademark, copyright, and Design.
- Explain the features of the Patent System as outlined in the Patent Ordinance, 2000.
- Provide an understanding of the process of registering patents in Pakistan.

Office of Research, Innovation & Commercialization (ORIC) organized a Training titled Intellectual Property at Superior University, Lahore on 20th February 2024. Mr. Farukh Aamil, Chairman- Intellectual Property Organization of Pakistan was the trainer.



Mr. Farukh Aamil
Chairman
Intellectual Property
Organization of Pakistan

Research Commercialization: Licencing, Consultancy, and Spin-Off

The Office of Research, Innovation & Commercialization (ORIC) organized a Training for the School of Art & Design - Superior University titled Research Commercialization: Licencing, Consultancy, and Spin-Off at Conference Room Superior University 17-km, Main Raiwind Road, Lahore.

Aim of the Training

- Understand licencing processes for commercializing research.
- Explore consultancy opportunities based on research expertise.
- Learn to identify and develop spin-off ventures.
- Gain negotiation skills for agreements and contracts.
- Understand intellectual property protection strategies.
- Navigate regulatory and ethical considerations.
- Recognize the benefits and challenges of research commercialization.

The training aimed to empower participants with the knowledge and skills necessary to bridge the gap between innovative research and real-world applications within the creative industries. Through this training, participants gained insights into the processes of licencing intellectual property, providing consultancy services, and establishing successful spin-off ventures based on artistic and design-oriented research.



Mr. Hamid Masood
Deputy Director, ORIC



Dr. Shafique Ahmed
Manager I&C, ORIC

Mastering Impactful Publishing: A Concise Guide to Success in High-Impact Factor Journals

Aim of the Training:

- Equip participants with the knowledge required for academic and scientific publishing.
- Develop the skills necessary for effective publication in academic and scientific fields.
- Provide strategies to excel in the academic and scientific publishing process.

Office of Research, Innovation, and Commercialization (ORIC) organized a Training titled Mastering Impactful Publishing: A Concise Guide to Success in High-Impact Factor Journals on 25th January 2024 (Thursday) at The Superior University, Lahore. Dr. Fahad Khalid Associate Professor, Guilin University of Electronic Technology, China, and Alumni of Superior University was the esteemed trainer in this training.

A noteworthy acknowledgment extends to the Superior Employability Centre for facilitating the presence of Superior Alumni as the trainer for this event.



Dr. Fahad Khalid
Associate Professor,
Guilin University of Electronic
Technology, China

Navigating Research Referencing Styles & Management

Aim of the Training

- Offer practical insights to enhance research capabilities.
- Provide strategies for improving management skills.
- Foster a conducive environment for academic and professional excellence among participants.

Faculty of Business and Management Sciences CARBS - Chaudhary Abdul Rehman Business School organized a Training in collaboration with the Office of Research, Innovation & Commercialization titled Navigating Research Referencing Styles & Management on 13th January 2024 (Saturday) at The Superior University, Gold Campus, Lahore. Dr. Amer Hussain Adv. Dip MA (CIMA) (UK), OCS (USA), FCMA, Ph.D. (Pak) was the esteemed trainer.



Dr. Amer Hussain
Adv. Dip MA (CIMA) (UK), OCS
(USA), FCMA, Ph.D. (Pak)

Seminar: Application Programming Interface (API) Security: Intelligent Solutions and Challenges

Department of Information Technology - Superior University, Faculty of Computer Sciences and Information Technology organized a Seminar in collaboration with the Office of Research, Innovation & Commercialization titled Application Programming Interface (API) Security: Intelligent Solutions and Challenges on Wednesday, 10th January 2024 at The Superior University, Gold Campus.

We were honored to have Dr. Rasheed Hussain, Senior Lecturer at the Smart Internet Lab and Bristol Digital Futures Institute (BDFI), University of Bristol, United Kingdom, as our distinguished speaker.

Outcomes:

- Increased awareness among participants about the significance of API security and integrity.
- Enhanced understanding of the challenges and risks associated with APIs in the digital landscape.
- Adoption of effective measures to ensure the security and integrity of APIs in participants' respective environments.
- Improved ability to navigate and mitigate potential threats to API security and integrity.
- Promotion of best practices for maintaining API security and integrity in an interconnected digital ecosystem.



Dr. Rasheed Hussain
Senior Lecturer

Smart Internet Lab and Bristol
Digital Futures Institute (BDFI),

University of Bristol, United
Kingdom

Innovation at Superior!

Innovation at Superior is a series that showcases the innovative research ideas and projects of students and faculty at Superior University in Pakistan. The series highlights 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. The videos featured so far are...



Dr. Tehreem Masood: A Trailblazer in Technology and Healthcare Advancements

Dr. Tehreem Masood, Head of the Software Engineering Department at Superior University's Faculty of Computer Sciences & Information Technology, holds a Ph.D. in Computing from Université de Lyon, DISP lab-INSA Lyon, France. Her extensive research spans Intelligent Decision Support Systems, Analytical and predictive Models for Service Sustainability, COVID-19 and Healthcare, Machine Learning and Deep Learning, Web Services and Service-Oriented Architectures, Performance Analysis, Semantic Web, and Software Testing. Regarded as a pioneer, Dr. Tehreem has achieved remarkable milestones in academia, research, and technology. Notable accolades include receiving the Erasmus Mundus Scholarship and serving as Asia-Europe Foundation's Country Coordinator in 2021. Her contributions to the EU's Horizon 2020 Program and her tenure as a Senior Software Engineer in the Pakistan Airforce underscore her expertise in real-world applications. Dr. Tehreem's current endeavors focus on revolutionizing early detection methods for critical illnesses such as Lung Cancer, Brain Tumor, and Breast Cancer. Her overarching goal is to lead a community of researchers dedicated to advancing technology for the betterment of humanity, particularly in healthcare and decision support. Her research aims to enhance diagnostic accuracy and treatment effectiveness, improve efficiency and reliability of web services, advance medical imaging for early detection, and contribute to the advancements in Machine Learning and Deep Learning.



Dr. Tehreem Masood
HoD Department of Software Engineering
Faculty of Computer Sciences & Information Technology

Research Papers:

Keeping Chickens Safe from Harmful Mold Toxins with Helpful Bacteria

Pakistan's poultry industry, valued at Rs1.1 trillion, faces challenges due to aflatoxin contamination in chicken feed. In a 42-day study led by Mr. Ashiq Ali, 180 broiler birds were divided into six groups to investigate the impact of aflatoxins and *Lactobacillus plantarum*. Results showed that administering *Lactobacillus plantarum* alongside aflatoxins improved bird health, enhancing weight gain, organ health, and blood parameters. This research highlights the potential of beneficial bacteria in mitigating aflatoxin risks, offering a promising solution for poultry health globally.



Dr. Ashiq Ali
Assistant Professor
Faculty of agriculture and
veterinary Sciences

Exploring the Impact of Vibration from Electric Toothbrushes on Orthodontic Patients

Approximately 3.5 million teenagers and children begin wearing braces annually, as reported by the Orthodontics Association. Typically, orthodontic treatment spans 24-36 months, posing challenges such as increased dental issues risk and decreased patient compliance. In response, researchers are actively seeking methods to expedite the process. Dr. Aisha Akbar, from ANDC, spearheaded research investigating the efficacy of localized vibrations and electric toothbrushes. The study involved 30 patients undergoing orthodontic treatment, comparing outcomes between the vibration-applied side and the control side. Interestingly, utilizing an electric toothbrush with vibrations did not significantly influence tooth movement or anchorage loss. Patients reported practicality and comfort with the electric toothbrush, and no adverse effects were noted. Ultimately, the study concluded that the additional vibrations did not accelerate tooth movement or compromise the stability of neighboring teeth.



Dr. Aisha Akbar
Registrar in Orthodontics
Azra Naheed Dental College

Exploring the role of rivaroxaban medicine in treating heart and chronic kidney disease

Rivaroxaban is a commonly prescribed medication for individuals with atrial fibrillation (AF), a heart condition. However, AF often coexists with chronic kidney disease (CKD), affecting 10-15% of patients and doubling the risk of stroke while increasing bleeding complications. Prof. Dr. Nasir Iqbal of ANMC, The Superior University, Lahore, led a study involving 280 patients to examine the effects of Rivaroxaban in individuals with CKD. The findings revealed that Rivaroxaban use heightened the risk of stroke and bleeding in this population. Interestingly, the occurrence of bleeding was not correlated with factors such as age, gender, or the duration of CKD, emphasizing the complex interplay between medication management and comorbidities in individuals with AF and CKD.



Prof. Dr. Nasir Iqbal
Associate Professor
Azra Naheed Medical College

Possible Indicators of Diabetic Retinopathy in Type-Two Diabetes

In Pakistan, 111.77% of the population suffers from type 2 diabetes, with an alarming 80% at risk of developing diabetic retinopathy, a severe eye complication associated with diabetes. Dr. Kanwal Ijaz undertook a study to investigate blood substances among individuals with type 2 diabetes. Analyzing data from 80 patients, she categorized them based on diabetic retinopathy presence and conducted a thorough analysis. The study unveiled lower levels of serum albumin and elevated levels of glycated albumin and angiotensin-2 in the blood of those with diabetic retinopathy. These findings suggest a potential association between these substances and the onset and progression of type 2 diabetes. Monitoring these markers could offer valuable insights into the management of type 2 diabetes and its complications, particularly diabetic retinopathy. The study's identification of increased levels of glycated albumin and angiotensin-2 in type 2 diabetics underscores their probable involvement in the pathogenesis and advancement of diabetic retinopathy.



Dr. Kanwal Ijaz
Azra Naheed Dental College

Unveiling the potential of Gold Nanoparticles in hydrogel for rapid Wound Healing

Scientists at Superior University have successfully engineered distinctive cubic and rectangular gold particles utilizing gel extracted from *Cydonia oblonga* seeds. These gold particles have demonstrated notable efficacy in combating germs and expediting wound-healing processes. Dr. M. Mudassir Iqbal is currently spearheading research endeavors aimed at exploring the diverse potential applications of hydrogel-based synthesis for producing gold nanoparticles. The primary focus of this research is to enhance the antimicrobial properties and wound-healing capabilities of these nanoparticles. Initial findings from the study indicate that the application of gold particles to wounds in mice resulted in accelerated wound healing. Furthermore, analysis revealed heightened activity of healing-related genes in the presence of these gold particles. Overall, the study presents promising evidence supporting the antimicrobial and wound-healing properties of these gold particles, suggesting their potential therapeutic applications.



Dr. Muhammad Mudassir Iqbal

Program Leader
Department of Chemistry,
Faculty of Sciences

Exploring the Impact of High Heels on Neck Pain in Women

Neck pain stands as the fourth leading cause of disability globally, following heart disease, lung infections, and heart problems. Roughly 27 out of every 1000 individuals in the population are affected by this condition. Despite high heels enhancing female physical attractiveness, they pose risks to the knees, spine, and neck. Dr. Rubab Naqvi, Assistant Professor in the Department of Physical Therapy and Rehabilitation Sciences at the Faculty of Allied Health Sciences in Superior University, conducted a comprehensive review of studies spanning from 2016 to 2021. The findings reveal that while high heels increase height, they significantly reduce trunk flexion, leading to a forward-leaning posture that can cause instability by altering the body's centre of mass. Additionally, young adults who wear high heels experience greater strain on their neck muscles compared to older adults. Surprisingly, the research suggests that the type and width of heels have less impact on cervical pain and function than the height of the heels themselves.



Dr. Rubab Naqvi

Assistant Professor
Faculty of Allied Health
Sciences

Our knowledge dissemination platforms

Superior's Research Journals

The commitment of Superior University to fostering a robust research environment is evident through its dedication to knowledge dissemination and exchange. Recognizing the pivotal role played by esteemed journals in cultivating a vibrant research culture, the university takes pride in its publication of 12 journals, with 7 of them acknowledged by the HEC Journal Recognition System (HJRS). These recognized journals persistently release their issues, furthering the university's contribution to quality research. 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)	Journal of Innovative Computing and Emerging Technologies (HEC Recognized)	International Journal of Research in Economics and Commerce
International Journal of Business and Finance Implications	International Journal of Sciences and Emerging Technologies	Superior Journal of Medical Education	South Asian Journal of Medical Sciences

Expanding Horizons: Our Journals Make Waves in New Databases

In the dynamic realm of academic publishing, the mark of success often lies in the reach and accessibility of scholarly work. This quarter, we are thrilled to announce that our esteemed journals have achieved yet another milestone in their journey toward global recognition.

International Journal of Management Research and Emerging Sciences (IJMRES) Now Indexed in EBSCO

This inclusion in EBSCO marks a pivotal moment for IJMRES and reaffirms our commitment to excellence in academic publishing. EBSCO's vast network and reputation for providing high-quality scholarly resources will significantly enhance the visibility and accessibility of the research published in IJMRES.

EBSCO
Information Services

International Journal of Pharmacy and Integrated Health Sciences Now Indexed in Chemical Abstracts Service (CAS) and ResearchGate

This significant milestone underscores the commitment of IJPIHS to advancing scholarly research in the fields of pharmacy and integrated health sciences. The inclusion of IJPIHS in CAS and ResearchGate amplifies the visibility and accessibility of our journal's valuable contributions to the global academic community.

CAS, renowned for its comprehensive coverage of chemical literature and indexing of high-quality scientific research, provides researchers, scholars, and practitioners with access to a wealth of cutting-edge information and insights. Likewise, ResearchGate serves as a dynamic platform for collaboration, networking, and dissemination of research findings among peers.



CAS[®]
A DIVISION OF THE
AMERICAN CHEMICAL SOCIETY



CARBS BUSINESS REVIEW

A Knowledge Sharing Platform by 1st Entrepreneurial Business School of Pakistan

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.

Scan for more information:



Directorate for Postgraduate Studies (DOPS)

Superior University is dedicated to fostering student success and academic excellence, and to further this commitment, the Directorate is envisaged to function as a central platform for improving rigour and quality of research in postgraduate programs through standardized policies, processes, and governance mechanisms across the University. The Directorate works with Deans and other stakeholders to ensure compliance with HEC guidelines and University policies for postgraduate research and facilitate students in producing high-quality research and timely completion of their degrees.

Vision

To build capacity, expand horizons, empower scholars, and unlock their limitless academic and research potential.

Mission

Promote an innovative, vibrant, and entrepreneurial environment to achieve research excellence to create social impact, grow the knowledge economy, and formulate collaborative ventures.

Initiatives

Research Edge
Program

Postgraduate Mastery
Program (PMP)

Research Edge Program

The Research Edge is a research capacity-building program designed to equip postgraduate students at Superior University with the necessary knowledge, skills, and competencies before the commencement of their regular classes.

The specific objectives of the program include providing students with the orientation of our research governance system, augmenting their research and communication skills, fostering collaboration and networking, promoting ethical research practices, and enhancing research productivity.

Under Research Edge seasoned scholars provide the following four hands-on trainings to all MS/MPhil and PhD students before commencement of their first semester.

- 1.Orientation of Superior Research Culture and Resources
- 2.Research Databases and Journal Ranking System
- 3.Literature Search and Management
- 4.Indexing, Plagiarism, Thesis/Paper Formatting and data analysis software

Scan for more information:



Postgraduate Mastery Program (PMP)

The Postgraduate Mastery Program (PMP) is a research capacity-building program designed to equip faculty members with the necessary knowledge, skills, and competencies.

The objectives of this training program for faculty members encompass enhancing their proficiency in governance and administration, fostering capacity building, streamlining the automation of research governance systems, ensuring compliance with the HEC Graduation Policy, and refining skills for effective supervision. Through these initiatives, faculty members aim to bolster their understanding of institutional governance structures, develop proficiency in administrative tasks, harness technological advancements to streamline research processes, adhere to academic policies, and optimize supervision techniques for fostering student success and research excellence.

Under PMP seasoned scholars provide the following training to PG Program Leaders, DOPS Representatives, and PG Coordinators.

- Governance, Administration, and Capacity Building Plans
- Automation of Research Governance System
- HEC Graduation Policy and Effective Supervision



OUR INCREDIBLE TEAM



MR. HAMID MASOOD
Deputy Director,
ORIC



**Dr. Shafique Ahmed
Awan**
Manager Innovation &
Commercialization,
ORIC



MS. FAIZA ALI
Assistant Manager
Research, ORIC



**MS. SHAMAILA
PARVEEN**
Assistant Manager
Innovation & Commercialization,
ORIC



MS. JAVERIA ATTA
Assistant Manager
Research Communication,
ORIC



MR. USMAN ABBAS
Research Associate,
ORIC



EDITORIAL TEAM

EDITOR: MS. JAVERIA ATTA

E-NEWSLETTER: MR. USMAN ABBAS

DESIGNER: ARSAL AHMAD

Website: oric.superior.edu.pk

Email: oric@superior.edu.pk

University Campus: 17-KM, Main Raiwind Road, Lahore