

RESEARCH

Round-up

Quarter 2, 2025
Newsletter

Superior at Babson: Empowering Entrepreneurship on the Global Stage

Mr. Muneeb Ahmed
Director CMACED
Represents Pakistan at Babson College, USA
under the 2024–2025 Babson Academy Scholarship
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Superior University at EURIE 2025:
Expanding Global Reach through
Strategic Alliances
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Ms. Tayyaba Farhat at
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BEMS Student Team Takes
1st Prize at NutriFusion 2025
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Know our ORIC

Vision

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

Mission

We are committed to transforming the lives of our students, faculty, staff, and alumni by providing an excellent learning and research environment that ensures success in their lives and careers. We believe in developing emotionally intelligent 'Superheroes' who can create social and economic impact through an entrepreneurial mindset to build a Superior Pakistan.

Our Ethos

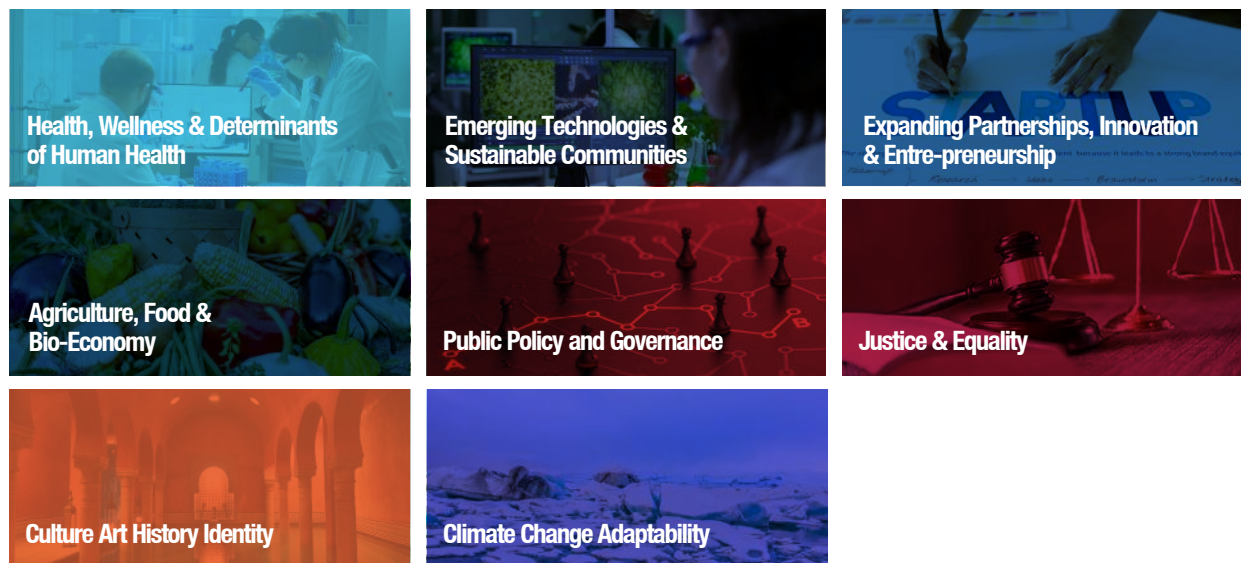
- 🔗 Innovation
- 🔗 Sustainability
- 🔗 Commercialization
- 🔗 Ethics
- 🔗 Inclusivity
- 🔗 Commitment



Our Strategic Research Themes

Transform knowledge into impact for a more inclusive and resilient future.

At Superior University, research drives real-world change. Rooted in the UN Sustainable Development Goals (SDGs), our thematic research tackles pressing local and global challenges. By bridging disciplines and sectors, we foster innovation that strengthens communities, drives economic growth, and champions environmental sustainability.



HEC Recognizes ORIC Superior University in the

'X Category' -

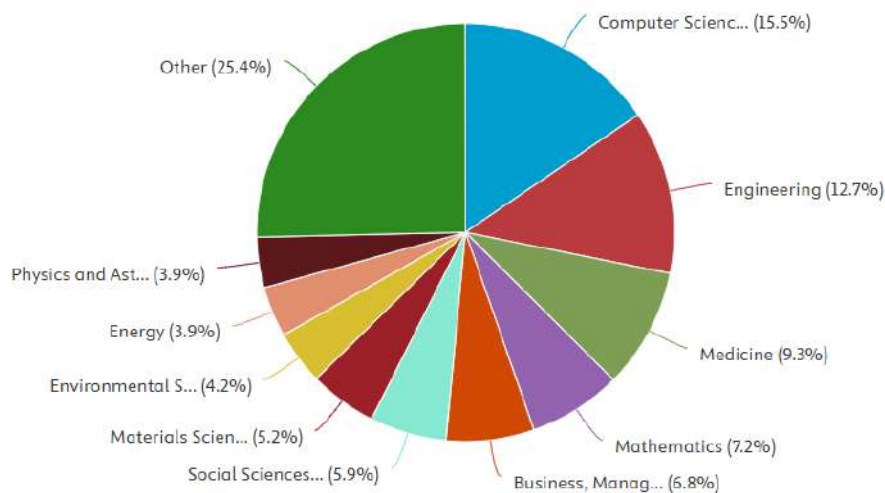
A Testament to Our Research Excellence



Our Research Productivity: Showcasing Excellence

Superior University is proud to present its vibrant research community, which has contributed over 1950+ research publications across various disciplines. With over 950-plus authors involved, our institution is making significant strides towards becoming a leading research university in Pakistan.

Documents by subject area



Our Strategic Collaborations



Strengthening Global Presence and Strategic Alliances



10 YEARS

Istanbul
April 8-10, 2025



Superior University Strengthens Global Footprint at the 10th Annual EURIE Summit, Turkey.

Superior University marked a significant milestone through its impactful Superior University's International Office marked an important step toward global engagement by participation in the 10th Annual EURIE Summit held in Turkey. The team signed several key Memoranda of Understanding (MOUs), reflecting the University's continued focus on building strong international partnerships and creating global learning opportunities for students.

EURIE serves as a central platform that brings together higher education institutions from across the world and the Eurasian region. Superior University's involvement demonstrates a clear commitment to expanding academic collaboration, joint programs, and student mobility initiatives.

These new agreements will support broader international exposure, enabling students and faculty to benefit from shared resources, cross-border academic experiences, and meaningful exchange programs.





Strengthening Global Research Ties: Visit of Professor Paul Denny from Durham University

Superior University had the privilege of welcoming Professor Paul Denny from Durham University, UK, to our campus. A distinguished Fellow of the Royal Society of Biology, Professor Denny is renowned for his internationally recognized research in Biosciences, with a focus on combating parasitic diseases such as leishmaniasis and malaria. His work has earned him notable acclaim, including the Medical Research Council (MRC) Outstanding Team Impact Prize.

The visit provided a valuable opportunity for academic exchange, as faculty and researchers engaged in discussions on potential research collaborations, joint initiatives, and knowledge-sharing in the fields of Parasitology and Biomedical Sciences. Professor Denny's extensive experience and insights offered inspiration and direction for future partnerships that align with Superior University's commitment to impactful, globally relevant research.



Superior University Hosts Delegation from Allied Health Professional Council to Strengthen Regulatory Alignment

The Faculty of Allied Health Sciences at Superior University had the privilege of hosting a high-level delegation from the Allied Health Professional Council (AHPC) to engage in strategic dialogue on the effective implementation of the Council's regulatory policies and professional standards.

The meeting was chaired by Prof. Dr. Muhammad Naveed Babur, Dean – Faculty of Allied Health Sciences, alongside Mr. Mudassar Kamran, Registrar – Superior University, and Prof. Dr. Nauman Majeed, Director – Quality Enhancement Cell (QEC). The AHPC delegation was led by Dr. Sajid Mehmood, President of – Allied Health Professional Council.

Discussions focused on aligning academic and administrative processes with AHPC regulations, advancing professional standards, and strengthening quality assurance mechanisms within allied health education. The dialogue also explored opportunities for joint initiatives aimed at capacity building, academic excellence, and regulatory compliance.



Capacity Building Initiatives

Knowledge Exchange Activities

At Superior University, we believe that meaningful research is not confined to laboratories and academic journals – it thrives through dialogue, practice, and shared learning. Our knowledge exchange activities are designed to foster a vibrant research culture by building the capabilities of students, faculty, and staff through targeted engagement, skill development, and collaborative opportunities.

Throughout the year, the Office of Research, Innovation & Commercialization (ORIC) conducted a series of dynamic capacity-building sessions aimed at:

Enhancing research communication skills

Translating research into commercial and social impact

Aligning academic activities with the Sustainable Development Goals (SDGs)

Bridging the gap between academia and industry

These initiatives featured workshops, panel discussions, industry-academia dialogues, expert training sessions, and peer learning opportunities across faculties – all rooted in the ethos of innovation, inclusivity, and excellence.



Faculty Achievement



CMACED Director Mr. Muneeb Ahmed Awarded 2024–2025 Babson Academy Scholarship



Superior University is proud that Mr. Muneeb Ahmed, Director of the Chaudhry Muhammad Akram Center for Entrepreneurship Development (CMACED), has been awarded the esteemed 2024–2025 Babson Academy Scholarship at Babson College, USA—a leading institution globally recognized for its focus on entrepreneurship education.

Mr. Muneeb's selection from a competitive international applicant pool is a strong recognition of his commitment to advancing entrepreneurial thinking and education. His work continues to inspire and empower emerging changemakers within and beyond the Superior community.

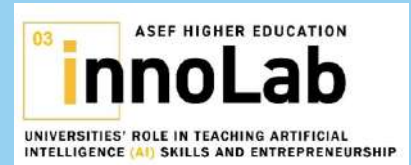
As part of this honor, Mr. Muneeb represented Pakistan at the renowned Price-Babson Symposium for Entrepreneurship Educators held in June 2025. His participation not only showcases the excellence of CMACED's model of applied entrepreneurship but also reinforces Superior University's vision for global engagement, academic distinction, and leadership with purpose.



Mr. Muneeb Ahmed,
Director
Chaudhry Muhammad Akram
Center for Entrepreneurship
Development (CMACED)



Ms. Tayyaba Farhat Represents Pakistan at ASEF InnoLab6



Superior University is pleased to share that Ms. Tayyaba Farhat, Senior Manager at ID92/ETTP, has been selected as one of the top eight participants from Pakistan for the prestigious ASEF InnoLab6, organized by the Asia-Europe Foundation (ASEF). This international initiative brings together educators and professionals from across Asia and Europe to explore "The Role of Universities in Skills for an AI-Powered Future." Ms. Farhat's selection is a proud achievement that not only highlights her professional excellence but also signifies Pakistan's growing contribution to global conversations around education, innovation, and future-ready skills.

Her participation reflects Superior University's commitment to fostering global engagement, encouraging thought leadership, and shaping the future of higher education in a rapidly evolving digital landscape.



Ms. Tayyaba Farhat,
Senior Manager
ID92/ETTP



Dr. Syed Ahmed Shah Received the **Award at the 10th Invention to Innovation Summit 2025**



Dr. Syed Ahmed Shah was honored with the Innovation Award at the 10th Invention to Innovation Summit 2025. Held annually, the Invention to Innovation Summit brings together researchers, industry leaders, and policymakers to celebrate transformative ideas and impactful technologies. Dr. Ahmed's recognition among innovators from across the country marks a significant achievement for both him and the Faculty of Pharmacy.

His work reflects a strong commitment to advancing healthcare solutions through creative thinking, scientific rigor, and applied research values that lie at the heart of Superior University's academic mission.



Dr. Syed Ahmed Shah
Assistant Professor
Faculty of Pharmacy

85th Annual Meeting of the Academy of Management (AOM 2025)



Dr. Bilal Ahmad, Associate Professor at the Faculty of Business & Management Sciences and Assistant Director HR, The Superior University, Lahore, has achieved a significant academic milestone with the acceptance of his research paper titled "Psychopaths in Managerial Roles: The Impact of Egocentricity on Subordinates' Career Sustainability" at the esteemed 85th Annual Meeting of the Academy of Management (AOM 2025).

The conference will take place in July 2025 in Copenhagen, Denmark, and is recognized as one of the world's most prestigious gatherings of management scholars. Dr. Ahmad's contribution highlights Superior University's growing impact in global research and thought leadership in organizational behaviour and human resource management.



Dr. Bilal Ahmad
Assistant Professor
Faculty of Business & Management
Sciences &
Assistant Director HR,
The Superior University, Lahore

4th Finnish Academy of Marketing Conference, Finland



**Finnish
Academy
of Marketing**

Hassan Javaid, PhD Scholar at the Faculty of Social Sciences and Assistant Director, Office of Marketing and Communication, The Superior University, Lahore, has had his research paper titled "Timeless or Obsolete? Rethinking Traditional Advertising's Role in the AI-Powered Market" accepted for presentation at the prestigious 4th Finnish Academy of Marketing Conference, to be held on June 17-18, 2025, at Tampere University, Finland.



Hassan Javaid,
Assistant Director
Office of Marketing and
Communication,
The Superior University, Lahore



Student Achievement



Students' Applied Research in Action

BEMS Team Wins 1st Prize in Food Product Development at NutriFusion 2025

Students of the Bachelor of Eastern Medicine & Surgery (BEMS) program have won 1st Prize in the Intra-University NutriFusion 2025 – Food Product Development Competition. Under the guidance of Dr. Marium Ahsan, Lecturer, Department of Eastern Medicine, Faculty of Pharmacy, the students showcased their skills in food innovation, formulation, and development, presenting a functional food product inspired by the principles of Eastern medicine and aligned with modern nutritional needs.

This competition aimed to encourage creative approaches to health-oriented food solutions by combining traditional knowledge with contemporary dietary science. The winning team demonstrated excellence in product design, nutritional value, market relevance, and presentation.



PG student selected for HEC's International Mobility Program

Ms. Maryam Javed has been awarded a scholarship under the International Mobility Program by the Higher Education Commission (HEC) of Pakistan.

Through this competitive program, Ms. Javed will conduct part of her doctoral research at the UM Business School in Malaysia, engaging in cross-cultural academic exchange and collaborative research. Her selection reflects the academic strength and research caliber nurtured at CARBS and represents a significant step forward in advancing Superior University's vision of becoming Pakistan's Leading Research University.



Ms. Maryam Javed,
PhD Scholar
Chaudhary Abdul Rehman
Business School (CARBS)



Scan the code
to explore this
innovative solution.

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.



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 publishing 11 journals, with 8 of them recognized 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

ISSN - 2223-5604
E-ISSN 2313-7738



HEC Recognized

For more information and submission, please scan

Journal of Entrepreneurship and Business Venturing

ISSN- 2957-6652
E- ISSN 2791-1195



HEC Recognized

For more information and submission, please scan

Journal of Biological and Allied Health Sciences

ISSN - 2957-458
E-ISSN - 2790-6094



HEC Recognized

For more information and submission, please scan

International Journal of Pharmacy and Integrated Health Sciences

ISSN 2958-1656
E- ISSN 2789-2840



HEC Recognized

For more information and submission, please scan

Journal of Media and Entrepreneurial Studies

E- ISSN 2791-1330



HEC Recognized

For more information and submission, please scan

International Journal of Research in Economics and Commerce

ISSN - 2413-4074



HEC Recognized

For more information and submission, please scan

International Journal of Business and Finance Implications

ISSN - 2791-0695



HEC Recognized

For more information and submission, please scan

Journal of Innovative Computing and Emerging Technologies

E-ISSN - 2788-7499



HEC Recognized

For more information and submission, please scan

The Superior Journal of Physical Therapy & Rehabilitation

E- ISSN 2789-9403
P- ISSN 2957-4579



For more information and submission, please scan

International Journal of Sciences and Emerging Technologies

ISSN No. 2789-3200
E-ISSN 2409-2959



For more information and submission, please scan

South Asian Journal of Medical Sciences

ISSN: 2414-2182
E- ISSN 2227- 586X



For more information and submission, please scan

CARBS Business Review

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 the industry-academia gap and promote insights and best practices of Pakistani business leaders.

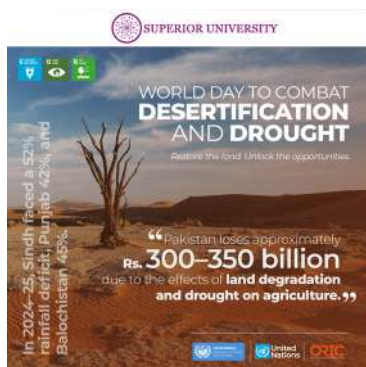


Scan for more
information



United Nations International Day Celebrations

At our university, we actively commemorate United Nations International Day Celebrations as a meaningful platform to spotlight our research contributions aligned with global priorities. These observances serve as strategic opportunities to showcase how our academic community addresses pressing global challenges through research that resonates with the United Nations Sustainable Development Goals (SDGs). By aligning our knowledge production with internationally recognized themes, we not only raise awareness within our campus community but also reaffirm our commitment to impactful, socially responsible, and globally relevant research. These celebrations reflect our dedication to fostering a culture of innovation, sustainability, and global citizenship.



Coming up.....

3rd International Rehabilitation & Allied Health Sciences Conference (RASCON-25)

Pakistan's largest and most visionary gathering in Rehabilitation and Allied Health Sciences returns this year with dual chapters-national and international-bringing global perspectives and local innovation together on one platform

3rd RASCON 2025

International Rehabilitation & Allied Health Sciences Conference



SUPERIOR UNIVERSITY

Theme

Sustainable Rehabilitation and Allied Health Sciences: AI, Ethics, and Multidisciplinary Innovations

The Pakistan's largest-ever Rehabilitation and Allied Health Sciences Conference (RASCON) takes a bold leap forward this year, evolving into a truly global forum for innovation, collaboration and sustainability. For the first time-ever, its national and international chapters will come together on a unified platform, enabling a rich exchange of ideas, perspectives, and practices across borders. By connecting local insights with global expertise, this landmark edition of RASCON sets the tone for a new era in rehabilitation and allied health sciences - one that is smarter, more inclusive, and deeply rooted in sustainable progress.

Who Should Attend?

All Rehabilitation and Allied Health Care Professionals, including but not limited to

- Policymakers
- Researchers
- Scientists
- Academicians
- Clinicians
- Postgraduate and Undergraduate Students
- Scholars
- Alumni

Event Highlights

- National and International Chapters
- Hands-on Training Sessions
- Workshops
- Plenary Sessions
- Oral / Poster Presentations
- Istanbul Cruise Dinner
- Gala Dinner



Important Dates

• Registration Started

15th April 2025

registration@rasconpk.org

• Last Date for Registration

Early Birds: PKR 350,000/-

Deadline: 15th May 2025

Regular: PKR 400,000/-

Deadline: 31st July 2025

• RASCON (National Chapter)

16th October 2025 - Lahore, Pakistan

• RASCON (International Chapter)

4th - 14th November 2025

Istanbul, Türkiye

Call for Abstracts

Deadline: 30th June 2025

abstract@rasconpk.org

In Partnership With



RASCON (National Chapter)

16th October 2025

Pearl Continental (PC) Hotel, Lahore, Pakistan

RASCON (International Chapter)

4th - 14th November 2025

Istanbul Aydin University & UHS Istanbul, Türkiye
(2 Days Conference, 8 Days Adventure)

RASCON-25 SECRETARIAT

Faculty of Allied Health Sciences
Superior University, 17 KM Raiwind Road, Lahore
info@rasconpk.org

CHAIRMAN RASCON

Prof. Dr. Muhammad Naveed Balur
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FACULTY OF
ALLIED HEALTH
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Shiksha

WAFN

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ESQ

SUPERIOR FAHS

100% Quality

17

Meet the Team

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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

Assistant Manager



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