

RESEARCH

Round-up

Quarter 1, 2025
Newsletter

Superior Faculty Shines at Global Conferences

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Faculty members from the Faculty of Allied Health Sciences proudly represent Superior University on international platforms.

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Superior Scholar Earns National Recognition

A PhD scholar from Superior University appointed as Media Consultant to the Prime Minister of Pakistan.

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Dr. Bilal Ahmad

Associate Professor
Faculty of Business & Management Sciences
Assistant Director HR,
The Superior University, Lahore



Prof. Dr. Shahbaz Ahmad

Professor, Department of Education,
Faculty of Arts and Humanities,
The Superior University - Faisalabad
Campus



Ms. Hina Ahmed

Deputy Director Quality
Enhancement Cell (QEC)
The Superior University Lahore

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

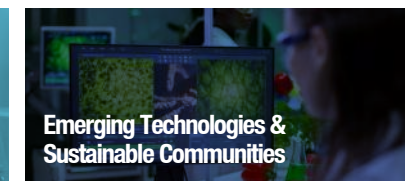
- 🔧 Innovation
- 🔧 Sustainability
- 🔧 Commercialization
- 🔧 Ethics
- 🔧 Inclusivity
- 🔧 Commitment

Research Themes

Aligned with the relevant Sustainable Development Goals (SDGs)



SDG 3: Good Health and Well-being
SDG 6: Clean Water and Sanitation
SDG 2: Zero Hunger
SDG 1: No Poverty



SDG 9: Industry, Innovation, and Infrastructure
SDG 11: Sustainable Cities and Communities
SDG 12: Responsible Consumption and Production



SDG 17: Partnerships for the Goals
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Innovation, and Infrastructure



SDG 2: Zero Hunger
SDG 12: Responsible Consumption and Production
SDG 13: Climate Action
SDG 15: Life on Land



SDG 16: Peace, Justice, and Strong Institutions
SDG 10: Reduced Inequalities
SDG 11: Sustainable Cities and Communities



SDG 5: Gender Equality
SDG 10: Reduced Inequalities
SDG 16: Peace, Justice, and Strong Institutions



SDG 4: Quality Education
SDG 11: Sustainable Cities and Communities
SDG 16: Peace, Justice, and Strong Institutions



SDG 13: Climate Action
SDG 14: Life Below Water
SDG 15: Life on Land



Research Publications: Showcasing Excellence

Superior University is proud to present its vibrant research community, which has contributed over 1900+ research publications across various disciplines.

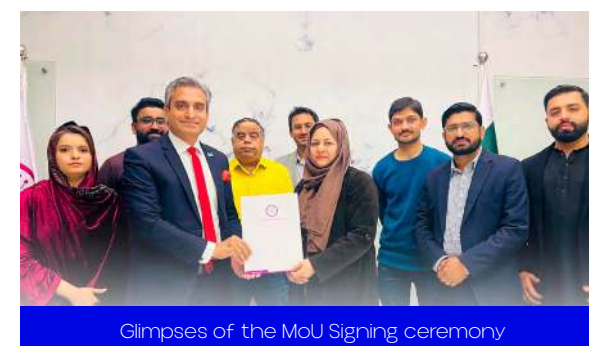
With over 960-plus authors involved, our institution is making significant strides towards becoming a leading research university in Pakistan.



Our Strategic Collaborations

Superior University Lahore Signs MoU with EvolvX Consulting

The Department of Software Engineering, Superior University Gold Campus, has entered into a Memorandum of Understanding (MoU) with EvolvX Consulting. This collaboration aims to introduce Neuroscience-Powered Personal Development and Leadership Programs for students and faculty. Through this partnership, students will gain access to cutting-edge tools and techniques rooted in neuroscience to enhance their leadership skills, personal growth, and professional performance. Superior University remains committed to providing innovative learning opportunities that empower its community to excel in an ever-evolving world.



Faculty of Pharmacy, Signs MoU with Chughtai Lab CADx

The Faculty of Pharmacy at Superior University successfully hosted the MoU Signing Ceremony between the Pharmacy Research and Testing Laboratory and Chughtai Lab CADx on 25th February 2025. This strategic collaboration is set to foster innovation in pharmaceutical research and diagnostic solutions. The MoU was officially signed by Prof. Dr. Abubakar Munir, with Dr. Kanwal Ashiq representing the Pharmacy Research and Testing Laboratory, Dr. Sana Amir representing CADx, and Dr. Khizer signing on behalf of Chughtai Lab CADx. This partnership marks a significant step toward strengthening academia-industry linkages in healthcare innovation.





Superior's Faculty of Allied Health Sciences delegation representing Superior University at international platforms.



A 34-member delegation from the Faculty of Allied Health Sciences at Superior University, led by Dean Prof. Dr. Muhammad Naveed Babur, visited Istanbul Aydın Üniversitesi in Türkiye. The visit offered students a unique opportunity to explore the campus, engage with faculty members, and gain firsthand insight into the university's academic environment. The delegation also visited several prestigious associated hospitals, where students observed advanced healthcare practices, innovative technologies, and patient-centered care models in action. This international exposure allowed students to learn directly from global healthcare experts, deepen their understanding of international health systems, and experience the cultural richness of Türkiye. The visit also included interactive sessions, campus tours, and discussions on collaborative learning and research opportunities between the two institutions.



As a sponsoring partner of the event, Superior University reaffirmed its commitment to driving innovation, sustainability, and digital transformation within business education. Through active participation in such prestigious forums, the University continues to play a leading role in shaping the future of business education in Pakistan and beyond.



The conference brought together academic leaders, policymakers, and industry experts to discuss new trends, challenges, and opportunities in the evolving global economy. CARBS faculty engaged in critical conversations aimed at strengthening academia-industry linkages, enhancing curriculum relevance, and preparing students to become dynamic business leaders equipped for a rapidly changing world.

CARBS Faculty Participates in the 12th Dean's and Director's Conference by NBEAC

CARBS - Chaudhary Abdul Rehman Business School - Superior University proudly participated in the 12th Dean's and Director's Conference, organized by the National Business Education Accreditation Council (NBEAC). The conference, held at the Pearl-Continental Hotel in Lahore, centered around the theme **"Contextualizing Business Education for a Sustainable, Digital, and Inclusive Future."**

Faculty Achievement



Celebrating & Communicating

Superior Faculty Representation at
Intl. Conferences
Intl. Entrepreneurship
Research Conference
(IERC 2025), Saudi Arabia

Ms. Hina Ahmed, Deputy Director of the
Quality Enhancement Cell (QEC)

at The Superior University Lahore, proudly participated in the
prestigious International Entrepreneurship Research Conference
(IERC 2025).

Her research paper, titled *"Digital Transformation and Its
Impact on Entrepreneurial Ecosystems: Navigating
Opportunities and Challenges,"* was accepted for
presentation at the event.

The conference was held from January 21 to 23, 2025, at the Prince
Mohammed bin Salman College of Business and Entrepreneurship
(MBSC) in King Abdullah Economic City, Saudi Arabia. Recognizing her
academic contribution, MBSC awarded Ms. Ahmed a full scholarship,
covering conference registration, travel, and accommodation.

I ♥ MBSC

IERC'25

Highlights Included:



- Keynotes by globally renowned scholars
- Thematic sessions and panel discussions
- Networking opportunities with academics, practitioners, and policymakers
- Doctoral Consortium and Research Bootcamp for PhD students
- Publishers and Entrepreneurs Market Place



International Conference on Modern Educational Technology (ICMET 2024), Tokyo, Japan

Dr. Shahbaz Ahmad, Professor at the Department of Education, Faculty of Arts and Humanities, The Superior University – Faisalabad Campus, participated as a Technical Program Committee member at the 6th International Conference on Modern Educational Technology (ICMET 2024), held in Tokyo, Japan, from December 13 to 15, 2024.

The conference brought together global experts to discuss advancements in educational technology, covering key themes such as technology-enhanced learning, digital transformation, innovation in core curriculum teaching, and future skills development. Dr. Ahmad's involvement reflects Superior University's active contribution to global academic discourse and commitment to innovation in education.



Prof. Dr. Shahbaz Ahmad,
Professor, Department of Education,
Faculty of Arts and Humanities,
The Superior University – Faisalabad
Campus

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

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
Associate Professor
Faculty of Business & Management
Sciences & Assistant Director HR,
The Superior University, Lahore

Student Achievement



Superior PhD Scholar Appointed as Media Consultant by Prime Minister of Pakistan

Mr. Usman Ahmed Bhatti, an outstanding PhD scholar from the School of Media Studies, Superior University, has been appointed as the Media Consultant for Overseas Pakistanis by the Honourable Prime Minister of Pakistan, Shehbaz Sharif.

This prestigious appointment is a testament to Mr. Bhatti's academic excellence, professional capabilities, and Superior University's commitment to nurturing impactful leaders in media and communication. His new role signifies a proud moment for the university and highlights the national recognition of its scholars on influential platforms.

Superior Student Completes Prestigious Global Health Certification

Muhammad Tayyeb, an MS Allied Health Sciences student at Superior University, has successfully completed the Fogarty International Certification Course on Non-Communicable Diseases (NCDs), offered by Aga Khan University (AKU) in collaboration with Duke University, through a full scholarship.

This six-month, transformative program enriched his understanding of NCD prevention and management, providing valuable insights into addressing global health challenges. Muhammad Tayyeb expressed deep gratitude for the opportunity to learn from renowned global experts and looks forward to applying this knowledge to create a meaningful impact in both academic and professional arenas.





Youth Nutrition at National Dialogue



Students from the Department of Human Nutrition and Food Technology, Faculty of Allied Health Sciences, Superior University, actively participated in the Children/Youth Nutrition Dialogue: Little Leaders, Big Impact – Pakistan's Young Voices.



This national event served as a platform to amplify the voices of children and youth in conversations around food security and nutrition. It encouraged young leaders to share actionable ideas and innovations aimed at transforming food systems and addressing malnutrition in Pakistan and beyond. Organized by the National Alliance for Safe Food, GAIN Pakistan, and Nutrition Dialogues, the event was themed "Young Leaders: Shaping the Future of Food Systems & Global Nutrition." Superior students proudly presented their research and insights, reinforcing the university's commitment to nurturing future leaders in public health and nutrition.

Sector Day at Superior

Golden Pearl[®]
COSMETICS

Creating
indigenous
solutions
for the
cosmetics
industry

ORIC at Superior University, in collaboration with Golden Pearl Cosmetics (Pvt.) Ltd., is championing low-cost, locally driven innovations in the cosmetics sector. As part of this initiative, Dr. Ahmed Shah (Faculty of Pharmacy), Dr. Fiza Nasim, and Dr. Qurat-ul-Ain (Faculty of Allied Health Sciences) presented three research projects focused on replacing imported chemicals with locally sourced ingredients, promoting import substitution and cost-effective process optimization.



Sector Day Objectives:



Replacing imported chemicals with locally sourced, natural alternatives significantly reduces foreign exchange outflows.

Supports national economic resilience by lessening dependence on global supply chains.

Helps industries maintain profitability while offering competitive pricing to consumers.

Encourages the use of regional agricultural and botanical resources, creating new value chains and income streams.

Fosters a culture of applied research where academic projects directly address real-world industry challenges.

Leads to co-developed innovations, patents, and even potential product commercialization.

Special appreciation to our esteemed industry guests, Mr. Ansar Javed, Senior Production Manager, and Mr. Muhammad Mohsin Khan, Assistant Manager Quality Control, Golden Pearl Cosmetics, for their valuable insights and support in bridging the gap between academia and industry.



Discover the Pharmacy Research & Testing Laboratory



The Pharmacy Research & Testing Laboratory at The Superior University offers a one-stop solution for all your pharmaceutical research needs. Our state-of-the-art lab is designed to empower researchers, scientists, and students with cost-effective and reliable testing options.

Comprehensive Testing Services Under One Roof

- Wide range of pharmaceutical and research-focused tests
- Bulk testing options for cost savings
- Reliable and high-quality testing solutions

Who We Serve

- Researchers & Scientists
- Pharmaceutical Companies
- Academic Institutions
- University Students
- Research Groups & Laboratories



Note to Users

- This lab is strictly for research purposes – perfect for drug interaction studies, efficacy evaluation, and pharmaceutical R&D.
- We do not offer diagnostic or patient care services.
- We welcome collaborations with universities, institutions, and research groups to co-create innovation.
- All data generated is intended solely for academic and scientific advancement, in full compliance with ethical research standards.

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.



Scan the code to explore this innovative solution.

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	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 HEC Recognized	International Journal of Business and Finance Implications HEC Recognized	International Journal of Sciences and Emerging Technologies
Superior Journal of Medical Education	South Asian Journal of Medical Sciences	The Superior Journal of Physical Therapy & Rehabilitation

Our Journals Earned Prestigious International Indexing

International Journal of Management Research and Emerging Sciences (IJMRES) Earns Prestigious International Indexing

We are proud to share that The International Journal of Management Research and Emerging Sciences (IJMRES), a publication of Superior University, has been successfully indexed in several renowned international academic databases. This remarkable achievement reflects the journal's growing global recognition and Superior University's commitment to high-impact research.

IJMRES is now indexed in:



This accomplishment is a testament to the quality, credibility, and international relevance of research published by our faculty and contributors.

Explore the Journal at: <https://ijmres.pk/index.php/IJMRES>

For queries: editor.ijmres@superior.edu.pk

International Journal of Pharmacy and Integrated Health Sciences (IJPIHS) Secures Global Indexing Across Prestigious University Libraries

We are delighted to announce that the International Journal of Pharmacy and Integrated Health Sciences (IJPIHS), proudly published by Superior University, has been officially indexed in the library resources of six globally renowned universities. This milestone underscores our university's dedication to advancing health sciences research with global impact.

IJPIHS is now indexed in the libraries of:



This recognition further affirms the journal's academic excellence and Superior University's commitment to contributing meaningful, interdisciplinary research to the global scholarly community.

Visit IJPIHS at: <https://ijpihs.pk/index.php/IJPIHS>

For queries: editor.ijmres@superior.edu.pk

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

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