



IoBM Research Publications Analysis Report **2020-2021**

25 January 2022



Introduction

While we are traversing through this age of information, the standing of a Higher Education Institution (HEI) is measured through its quantum and quality of research. Research therefore, rightly forms an important aspect/theme of IoBM's strategic plan as well. In view of this fundamental reality, IoBM's Research Publication Analysis Report for the years 2020 & 2021 is presented herewith. This first ever biannual comparative analysis report is based on the data provided voluntarily by each college/department. The analysis has been conducted to find answers to the following pertinent questions:

- What is the role/contribution of each college/department to achieve institutional research mile stones?
- What is the general quality of research?
- Which local/International Journals are being targeted by our faculty for the publication of their research work?
- What is the general direction of our research i.e what is the subject wise spread of our institutional research?
- What is our frequency of participation/paper presentation at various local/International conferences?
- What is the level of our faculty in the contribution of Book Chapters or writing of Books?
- Who are the leading institutional researchers and what is their level and quality of contribution?

In the pursuit of answers to the above questions, some important findings have been made in the course of discussion/analysis and have been listed as such at the end while drawing some important deductions and conclusions. At the end some recommendations for the further improvement of research output and to invigorate research culture at IoBM have been made for the perusal and kind consideration of the higher management.

Notwithstanding the above, over the time research publication output has picked up at IoBM, A total of 90 publications were produced during 2020, whereas, 115 during 2021, however, as they say there is always room for improvement so could be the case with us. At the personal level I believe that this positive research impetus during the year 2021 is attributable to the much supportive and incentive laden revised Institution Research Policy of IoBM. Which speaks volumes about the realization of the importance of research by the higher management.

I wish professionally rewarding reading of the report by all the Deans and HoDs and am sure they shall draw even better personal insights to further enrich the research culture at their respective Colleges/Departments.

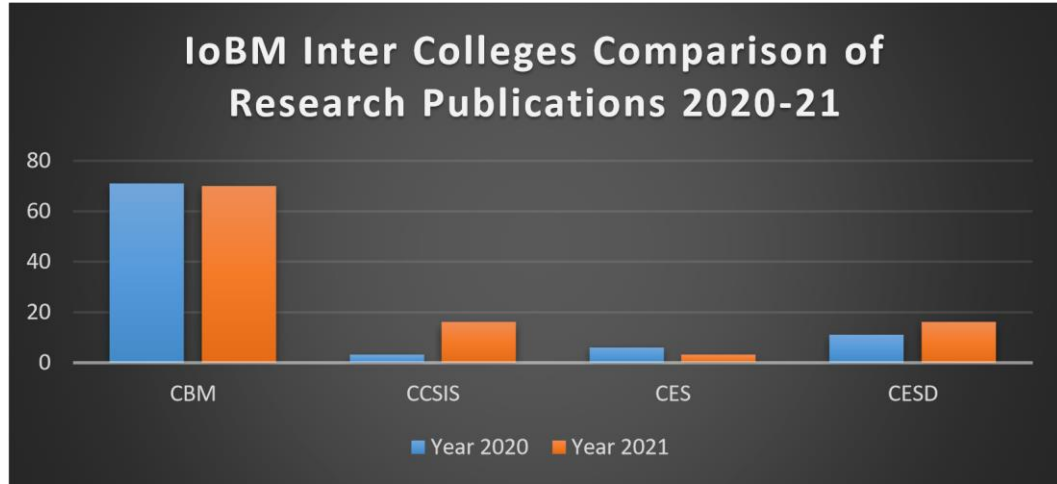
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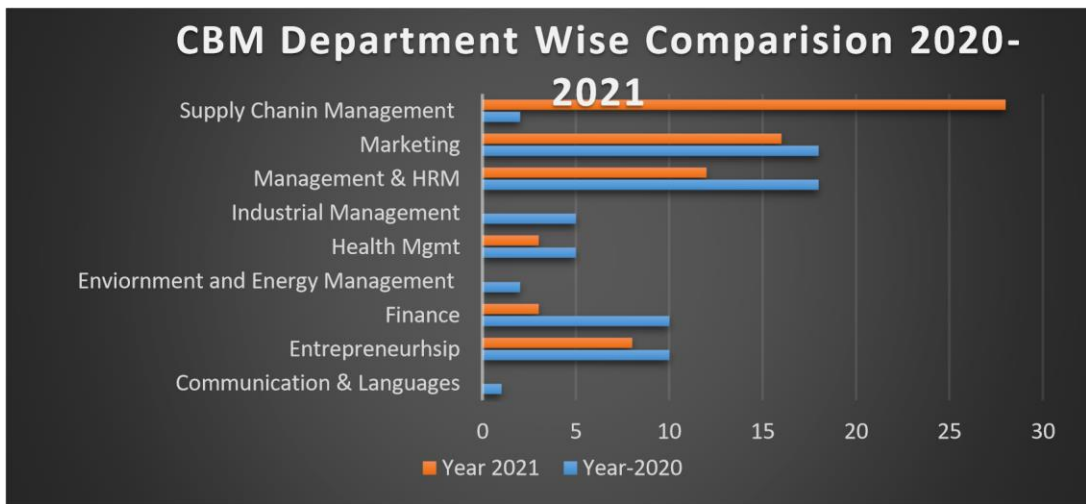
2. College Wise Research Publication Output

A total of 90 publications were produced during 2020, whereas, 102 during 2021. Generally all the colleges have shown better publications output during the year 2021, however, CBM stands out prominently during both the years under analysis. The output of publications of CBM has also been sustained i.e 70 and 71 for the years 2020 and 2021.



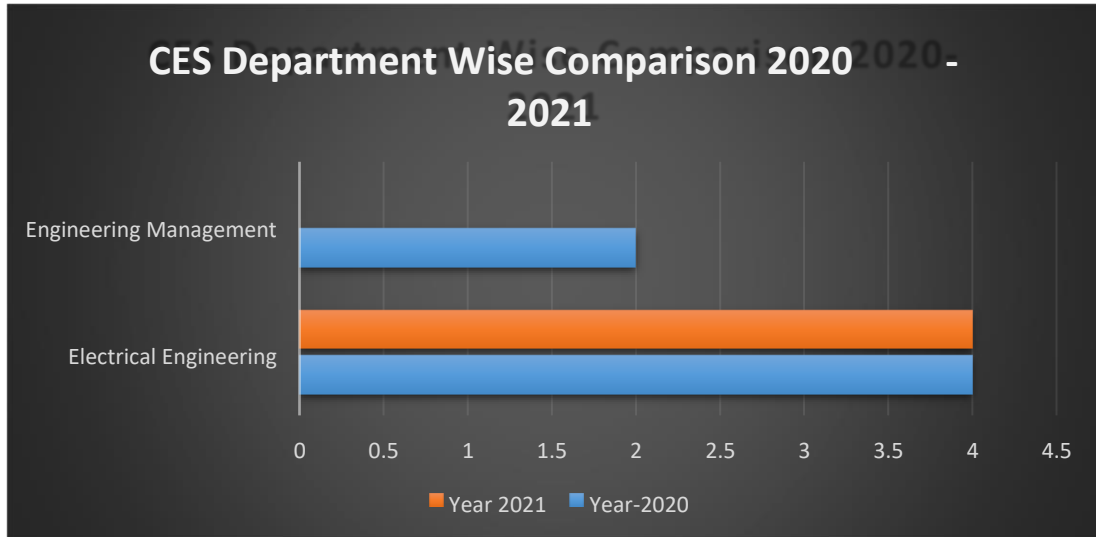
3. CBM Department Wise Research Publication Output

It has been observed that department wise publication output at CBM corresponds to the overall strength of that department, except for SCM department which has picked up prominently during the year 2021 due most of the contributions contributed by Dr. Shujjat Mubarik Dean CBM. At the same time except for SCM department rest of the departments have shown low output during 2021.



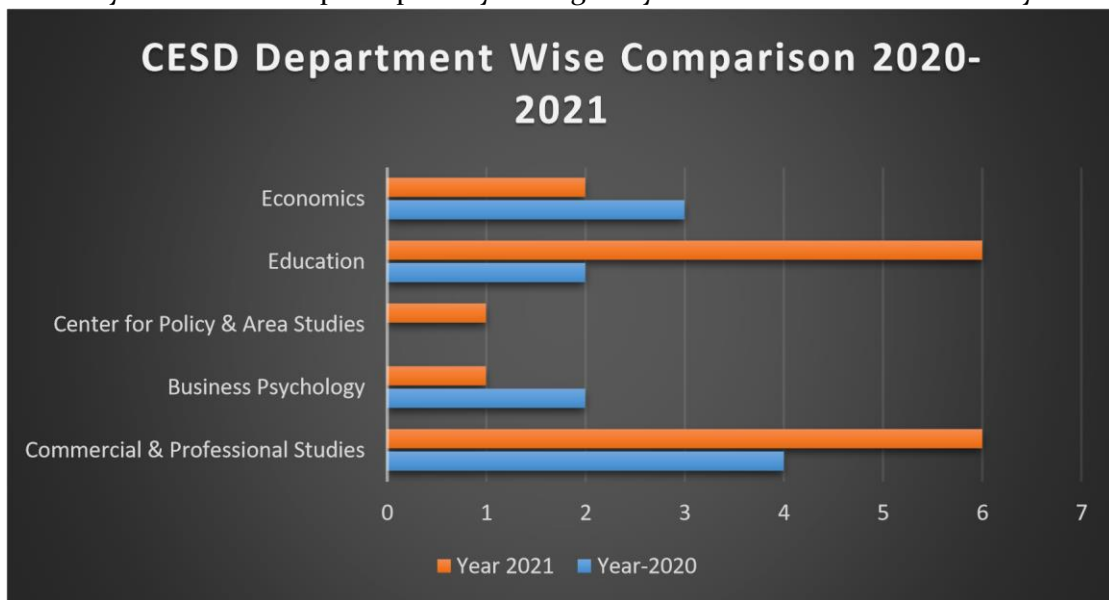
4. CES Department Wise Research Publication Output

At College of Engineering Science (CES), Electrical Engineering department has produced 4 publications for the year 2020 and 2021 respectively, whereas, Engineering Management department has produced 2 publications during 2020 and nil publication during 2021.



5. CESD Department Wise Research Publication Output

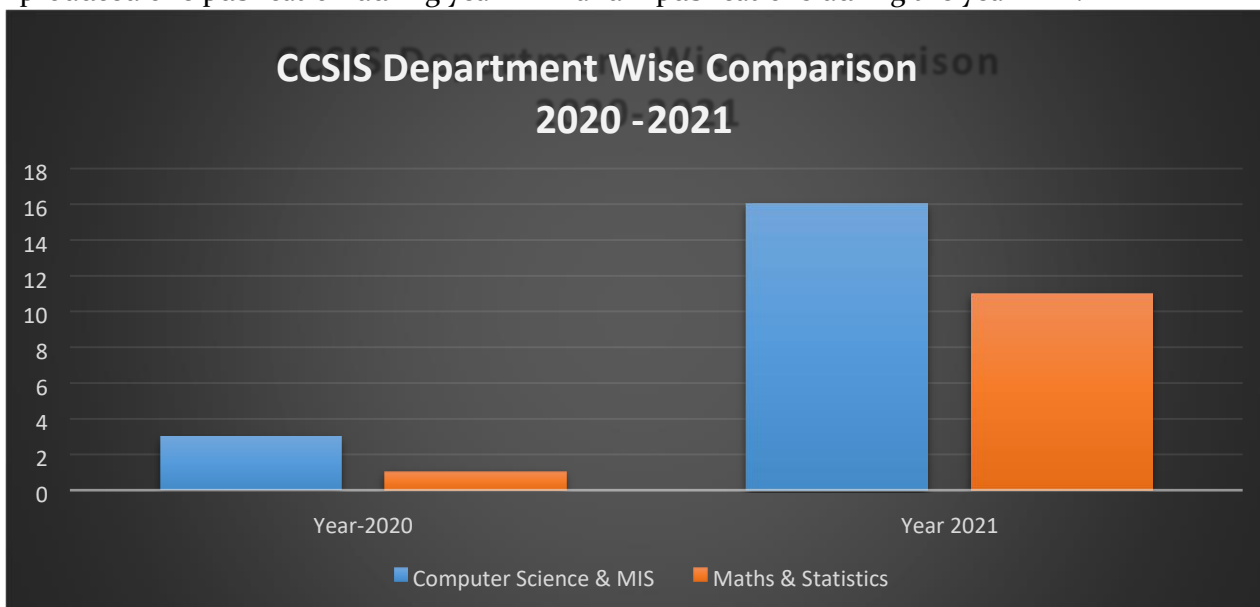
At CESD the Education and Commercial & Professional Studies departments are leading prominently in research output especially during the year 2021. The center for Policy and



Areas study department produced nil publication during 2020 and one publication during 2021.

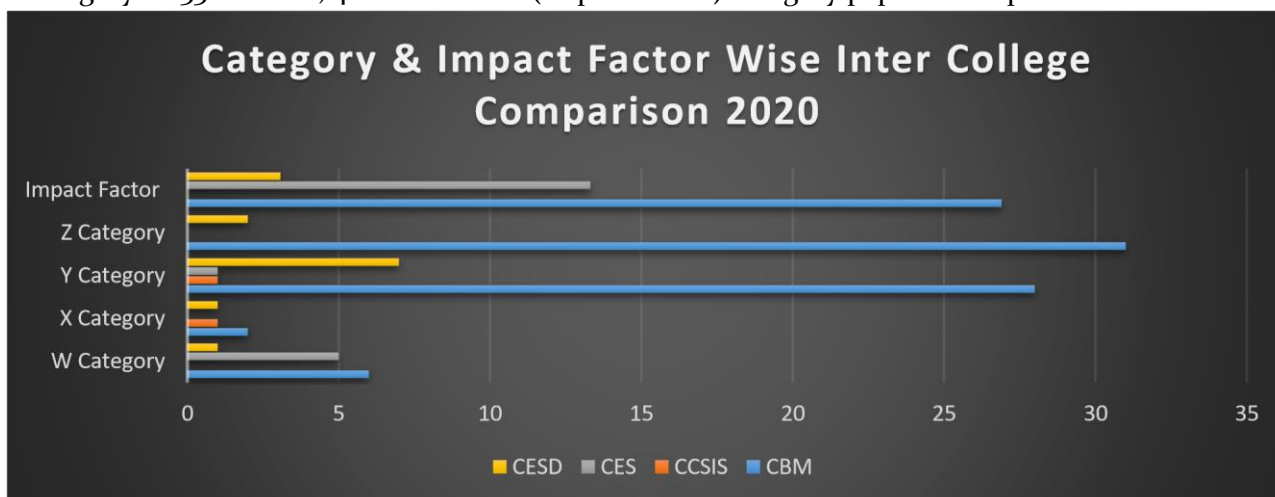
6. CCSIS Department Wise Research Publication Output

At CCSIS the department of CS & MIS has produced 3 publications during the year 2020 and 16 publications during the year 2021, Whereas, Maths and Statistics department produced one publication during year 2020 and 11 publications during the year 2021.



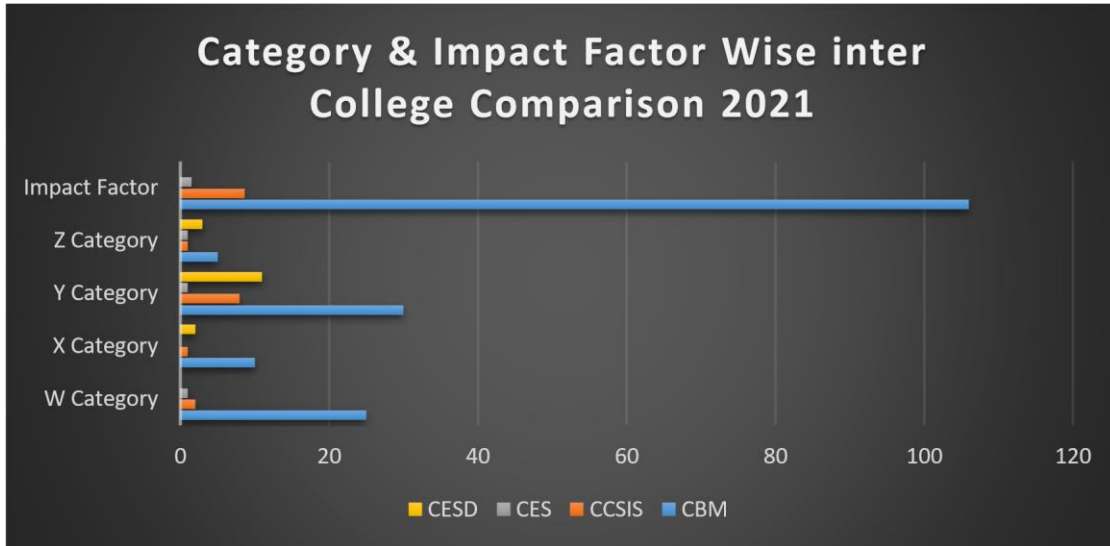
7. Category and Impact Factor wise inter Colleges Comparison

During the year 2020 most of the ‘Y’ category papers have been produced i.e 37 followed by ‘Z’ category i.e 33 whereas, 4 ‘X’ and 12 ‘W’ (Impact factor) category papers were produced.



The overall summed up institutional impact factor during the year 2020 was 43.31. However, during the year 2021 a prominent improvement in the quality of publications output has been observed and most of the ‘Y’ category papers have been produced i.e 50 followed by 28

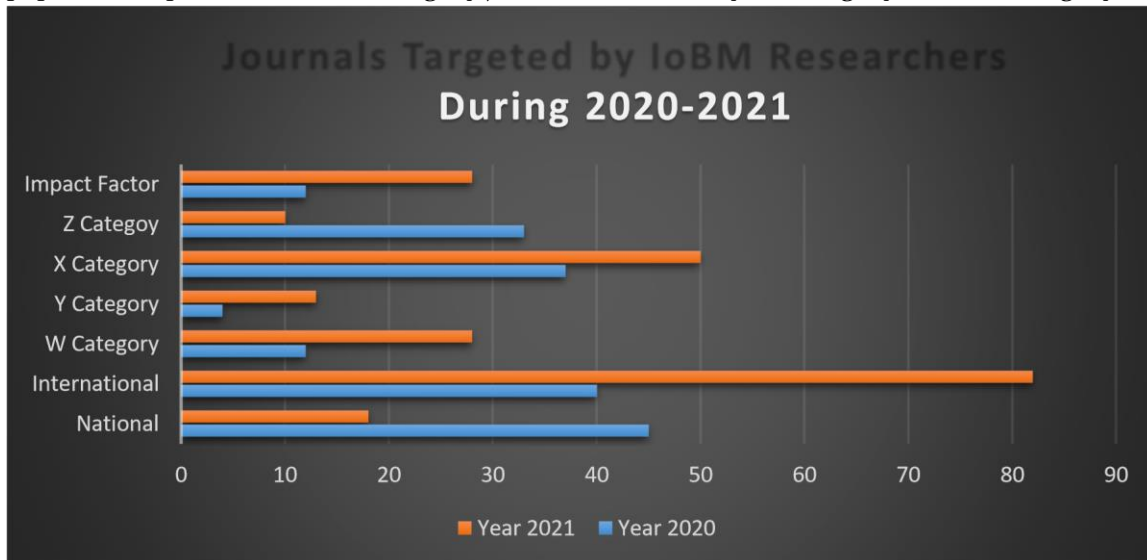
'W' (Impact factory) category, whereas, 13 'X' and only 10 'Z' category papers were produced. The summed up institutional impact factor during the year 2021 was 116.18.



Furthermore, it is noteworthy that during the year 2021 there has been remarkable increase in the impact factor publications which has improved the overall institutional impact factor. The major contribution to this end has been from CBM.

8. Journals Targeted by IoBM Researchers

During the year 2020 IoBM researchers have mostly targeted local journals, and most of the papers were published in 'X' category journals followed by 'Z' category and 'W' category



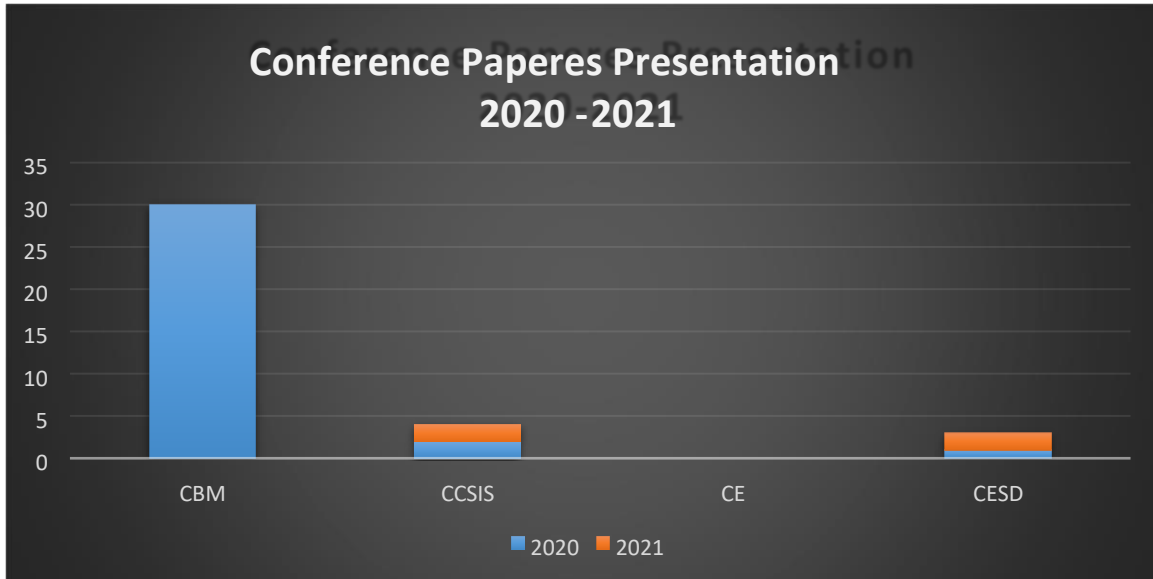
Journals Targeted by IoBM Researchers

journals. However, a phenomenal increase in international publications has been observed during the year 2021. Most of the papers during 2021 were published in 'X' category journals

followed by 'W' (impact factor) category, whereas, few and very few papers have been published in 'Y' and 'Z' categories journals respectively. It can therefore, be safely concluded that during the year 2021, the research output at IoBM has improved both quantitatively and qualitatively. This is partly also attributable to the introduction of Journal Recognition System (JRS) by the HEC, as HEC would only count those papers to the credit of researchers which are included in the JRS list.

9. Conference Papers Presentations

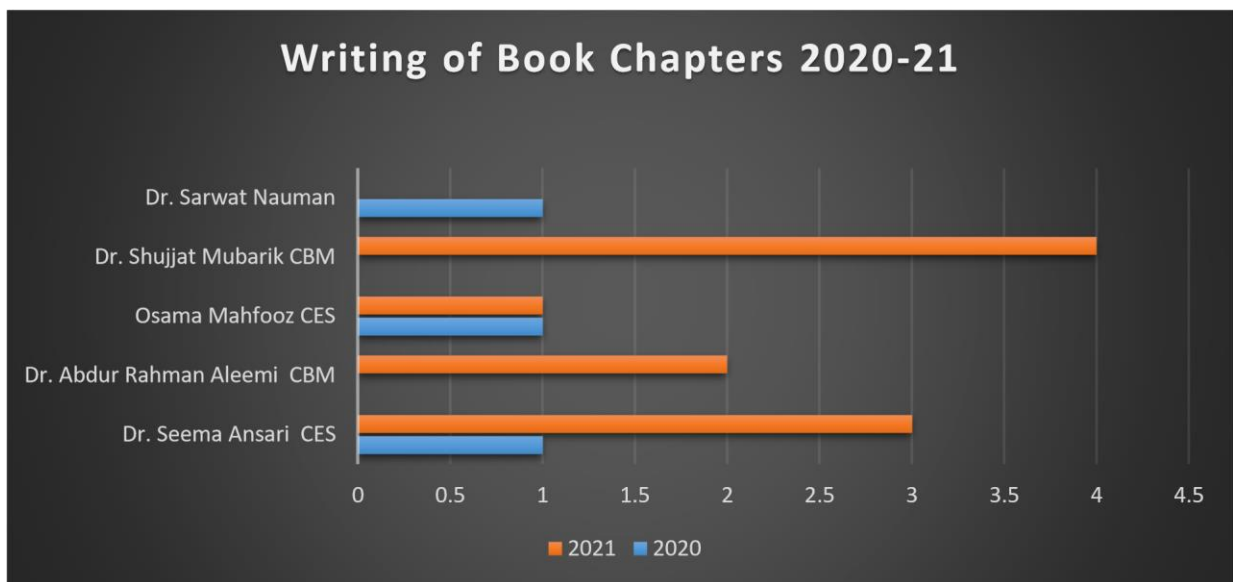
Due to the onslaught of Covid-19 in Pakistan since Jan 2020 and closures of HEIs world over



since March 2020, it is understandable that physical participation in national/international conferences was not possible. However, some conferences did take place online and were availed by the researchers of IoBM as well. Conclusively conference paper participation remained generally on the decline during 2020-21 given the Covid-19 constraints. CBM faculty presented 30 conference papers during 2020 but could not participate in any of the conferences during 2021, CCSIS participated in two conferences each during 2020 and 2021 respectively, CESD participated in only one conference during 2020 and two during 2021. CE faculty on the other hand could not participate in any of the conferences during 2020 and 2021.

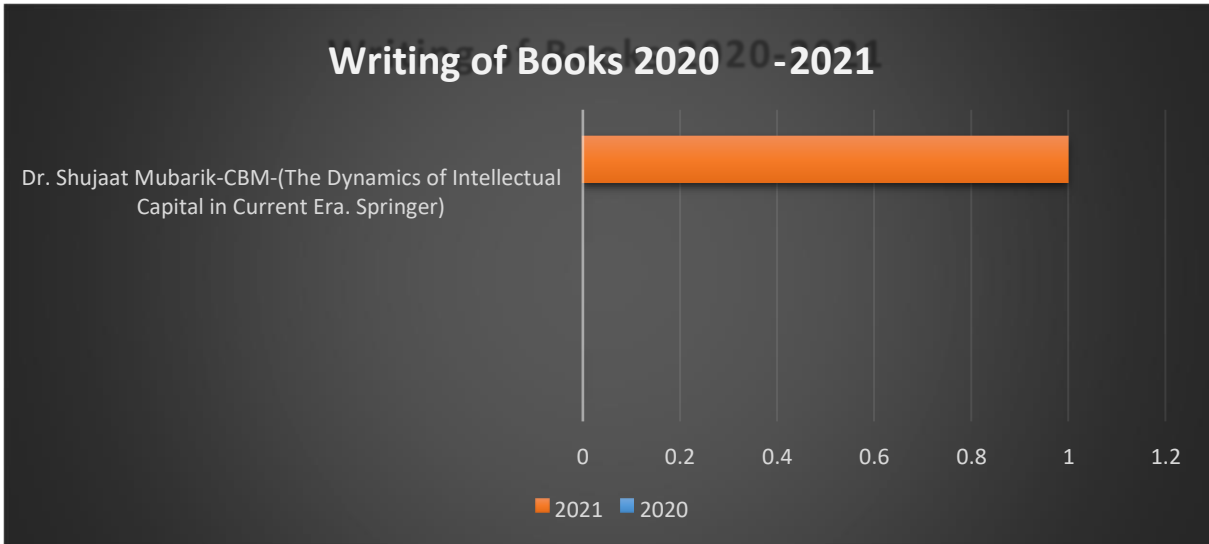
10. Writing of Book Chapters

A few of the faculty members have been involved in the writing of Book Chapters. Dr. Shujjat Mubarik has written 4 book chapters during 2021. Dr. Seema Ansari from CES contributed one chapter during 2020, while 3 during 2021. Osama Mahfooz also from CES contributed one chapter each during 2020 and 2021. Dr. Abdur Rehman Aleemi from CBM contributed two chapters during 2021, while Dr. Sarwat Nauman has contributed one chapter during the year 2020. Overall book chapters contribution by IoBM faculty have lot of room to improve, however, it is opined that this low contribution is perhaps due to the fact that HEC gives low priority to the writing of Book Chapters than a paper publication by the PhD faculty.



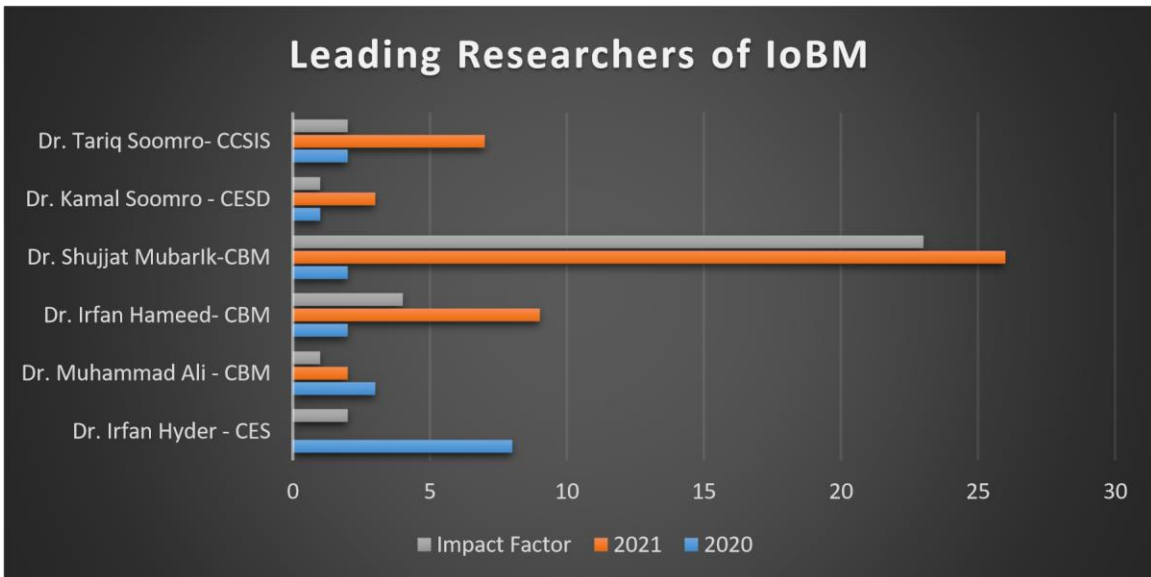
11. Book Writings

The undertaking of book writings by IoBM faculty has been extremely low. No book was produced during the year 2020; However, Dr. Shujaat Mubarik has contributed one book during 2021 titled, “*The Dynamics of Intellectual Capital in Current Era*”. Published by Springer.



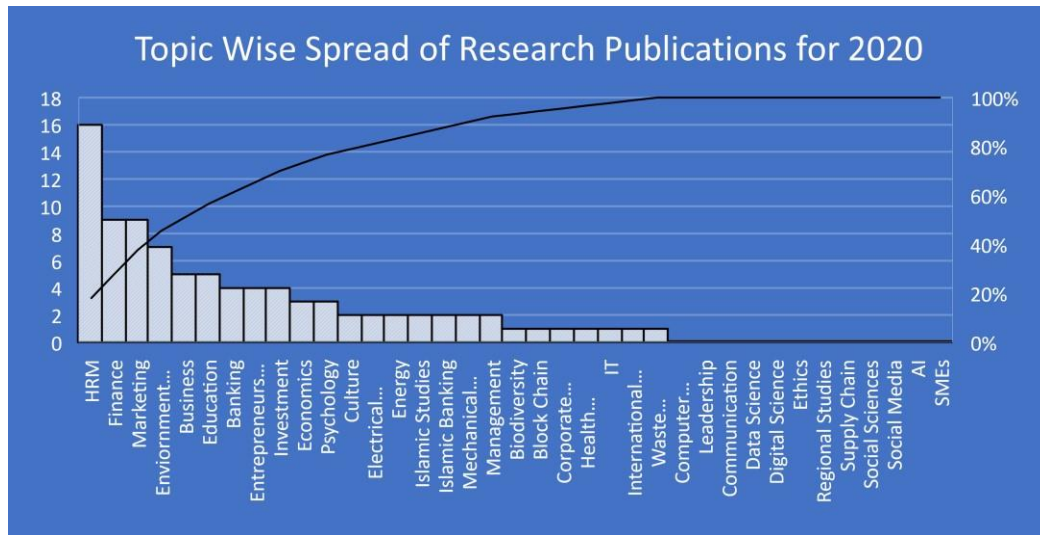
12. Leading Researchers of IoBM during 2020-2021

The leading researchers of IoBM have been shown in the graph below. All those researchers who have published at least three publications in any of the years under evaluation i.e 2020 & 2021 but having at least one of those as Impact Factor publication, qualified as leading researchers. Dr. Shujjat Mubarik Dean CBM is clearly leading with his high number of impact factor publications especially during the year 2021 followed by Dr. Irfan Hameed also from CBM.

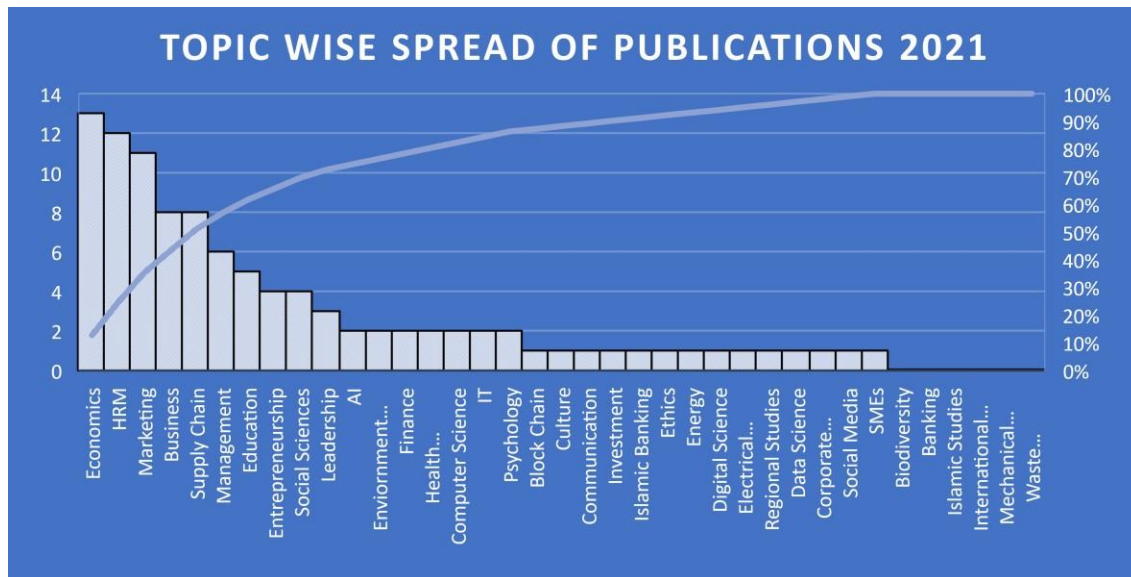


13. Subject/Topic wise Spread of Research Publications

The subject/topic wise distribution of the research papers has been shown in the tables below for the years 2020 & 2021. Most of the research publications during the year 2020 have been produced in the field of HRM, Finance, Marketing, Environmental Sciences followed by Business and Education. At the same time very few papers have been written on Corporate governance, Block Chains, IT, International Relations and Waste Management. However, almost no paper has been written on the important subjects of AI, SMEs, Supply Chain, Leadership, Communication and Linguistics, Data Science, Regional studies and Ethics.



On the other hand during the year 2021, most of the research papers have been produced in the fields of Economics, Marketing and Supply Chain followed by Education and Social Sciences. Two papers each were written on AI, Finance, Computers and Psychology. Very few papers were produced in the fields of Culture, Investment, Ethics, Digital Science, Regional Studies, Corporate Governance and SMEs. However, almost no paper was produced in the fields of Banking, International Relations and Waste Management. A huge decline was witnessed in the field of Finance which remains a point of concern being an important subject of Business Management. However, the field of SCM has phenomenally improved with the production of 8 papers during the year 2021.



14. Findings

Following findings have been made in the course of above discussion and analysis:

- Research publications output at IoBM has progressively improved especially the year 2021 there has seen phenomenal increase both quantitatively and qualitatively. A total of 90 publications were produced during 2020, whereas, 102 during 2021.
- Amongst the colleges, CBM has been leading in research output. The greater number of PhD faculty and enrolled PhD scholars seems to be the major reason behind this distinction.
- Department wise publication output at CBM corresponds to the overall strength of that department, except for SCM department which has picked up prominently during the year 2021.
- At College of Engineering Science (CES), Electrical Engineering department has been leading during both the years, Engineering Management department has produced 2 publications during 2020 only.
- At CESD the Education and Commercial & Professional Studies departments are leading in research output. The center for Policy and Area study department produced one publication only during 2021.
- At CCSIS the department of CS & MIS has been leading while, no input was received from the department of Mathematics/Statistics and Actuarial Sciences.

- During the year 2020 most of the 'Y' category papers have been produced i.e 37 followed by 'Z' category i.e 33 whereas, 4 'X' and 12 'W' (Impact factor) category papers were produced.
- During the year 2021 a great improvement in the quality of publications output has been observed both quantitatively and qualitatively most of the 'Y' category papers have been produced i.e 50 followed by 28 'W' (Impact factor) category, whereas, 13 'X' and only 10 'Z' category papers were produced.
- The overall summed up institutional impact factor during the year 2020 was 43.31 which during the year 2021 has jumped to 116.18 indicating higher number of impact factor publications during 2021.
- During the year 2020 IoBM researchers have mostly targeted local journals, and most of the papers were published in 'X' category journals followed by 'Z' category and 'W' category journals.
- A phenomenal increase in international publications has been observed during the year 2021.
- Most of the papers during 2021 were published in 'X' category journals followed by 'W' (impact factor) category, whereas, few and very few papers have been published in 'Y' and 'Z' categories journals respectively.
- The overall enhancements in quality of publications is partly attributable to the introduction of Journal Recognition System (JRS) by the HEC, as HEC would only count those papers to the credit of researchers which are included in the JRS list.
- Due to Covid-19 since Jan 2020 and closures of HEIs world over, the research papers presentation at national and international forums remained low.
- A few of the faculty members have been involved in the writing of Book Chapters and there exists a lot of room for improvement. This low contribution is partly due to the fact that HEC gives low priority to the writing of Book Chapters than a paper publication by the PhD faculty.
- Book writings by IoBM faculty has been generally low. During 2020 Dr. Aliya Sikander from CBM and Dr. Sarwat Nauman from CESD have written one book each during, whereas, Dr. Shujjat Mubarik has written one book during the year 2021.

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- Most of the research publications during the year 2020 have been produced in the fields of HRM, Finance, Marketing, Environmental Sciences followed by Business and Education. Very few papers were written on Corporate Governance, Block Chains, IT, International Relations and Waste Management and no paper was written on the important subjects of AI, SMEs, Supply Chain, Leadership, Communication and Linguistics, Data Science, Regional studies and Ethics.
- During the year 2021, most of the research papers have been produced in the fields of Economics, Marketing and Supply Chain followed by Education and Social Sciences. Two papers each were written on AI, Finance, Computers and Psychology. Very few papers were produced in the fields of Culture, Investment, Ethics, Digital Science, Regional Studies, Corporate Governance and SMEs. Almost no paper was produced in the fields of Banking, International Relations and Waste Management. A huge decline was witnessed in the field of Finance which remains a point of concern being an important subject of Business Management. The field of SCM has phenomenally improved with the production of 8 papers during the year 2021.
- At the individual level Dr. Shujjat Mubarik Dean CBM has distinguished himself as leading researcher with his high number of impact factor publications especially during the year 2021 followed by Dr. Irfan Hameed also from CBM.
- Notwithstanding the above findings, it is strongly expected that with the implementation of revised institutional research policy, which contains lot of incentives for the prospective researcher, the overall research publications output is expected to further increase Insha'Allah.

15. Recommendations

In the light of above findings following recommendations are made to further rejuvenate the research culture at IoBM:

- This analysis report should be produced every year by the Office of the Director Research, which also forms the part of strategic plan of our ORICS.
- An yearly event by the name, “**IoBM’s Yearly Publication Review**” be institutionalized starting with this year where this report should be formally presented by the Director Research. The said event is to be planned and conducted by the Office of the Director Research.
- During the Yearly Publication Review, the research efforts of the faculty be appropriately acknowledged at College, Department and Individual levels. This

activity shall inculcate a spirit of healthy competition at college/department/Individual levels resultantly increasing quality and quantity of research output at IoBM, which is much required for the acquisition of reputed international accreditations.

- The best performing College and Department may be awarded a **shield** or **Trophy**, whereas, best performing individuals may be awarded with a **Certificate** and a **Cash Prize** as deemed appropriate.
- The prize winners may be finalized by a committee of senior faculty members in the light of this report to be formed under the supervision of Rector IoBM to maintain the transparency.
- To showcase our research efforts/gains at higher pedestal, some reputed dignitaries, members of BoG or high officials from HEC may be invited to the event.

16. Conclusion

In the light of fore goings, it's concluded that over all research output at IoBM remained generally satisfactory and especially during 2021 a higher number of publications have been produced. However, fact remains that there is still lot of room to improve in terms of Impact factor publications and writing of Book Chanters/Books. It is strongly opined that institutionalization of, "*IoBM's Yearly Publication Review*" as proposed above to appropriately acknowledge research undertakings by the faculty shall certainly help to invigorate the research culture at IoBM creating a healthy sense of competition across Colleges/Departments and individuals alike. In the light of this report we can conduct the first such event at any convenient time during next month to be planned by the office of the Director Research upon the approval of the worthy President. The said event shall also facilitate us to project our research activities at a higher forum.

Dr. Muhammad Arif

Director Research