



# IoBM Research Publications Analysis Report **2021-2022**

29 December 2023



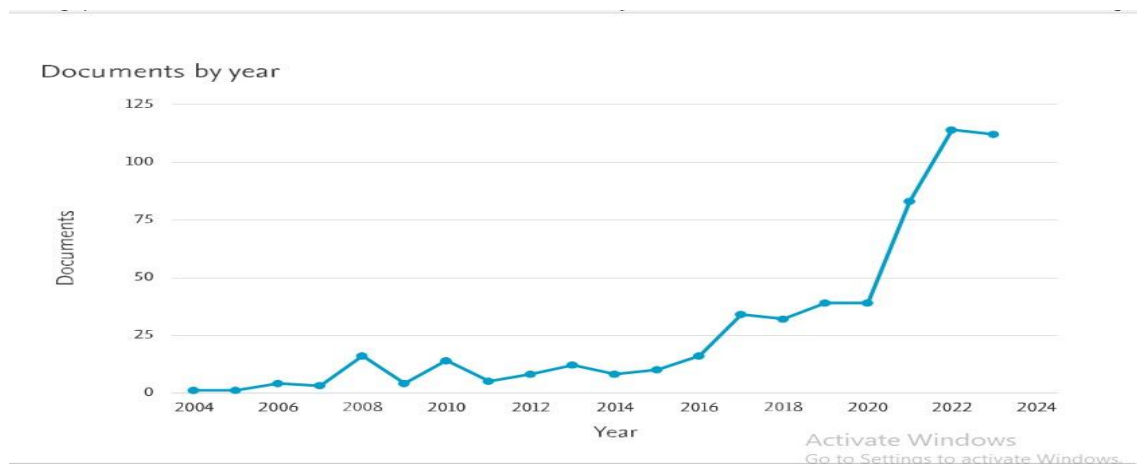
## 1. Introduction

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 2022 is presented herewith. This 2<sup>nd</sup> biannual comparative analysis report is based on the data provided 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?
- To what extent our research has achieved SDG-17 goals.

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. Finally, 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 115 publications were produced during 2021, whereas, 162 during 2022.

The graph below taken from Scopus shows the gradual upward trajectory of publication at IoBM, an upward surge has been observed after the year 2020 upon the introduction of new incentive laden policy by the IoBM higher management.



however, as they say there is always room for improvement so is the case with us. At the personal level I believe that this positive research impetus during the year 2022 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.

We at research office have made our utmost efforts to maintain equity and professional approach for intercollege and intra departmental comparison. Therefore, each publication was checked thoroughly for its originality by looking them on HJRS, related journal and Journal Citation Report (JCRs) of the relevant years.

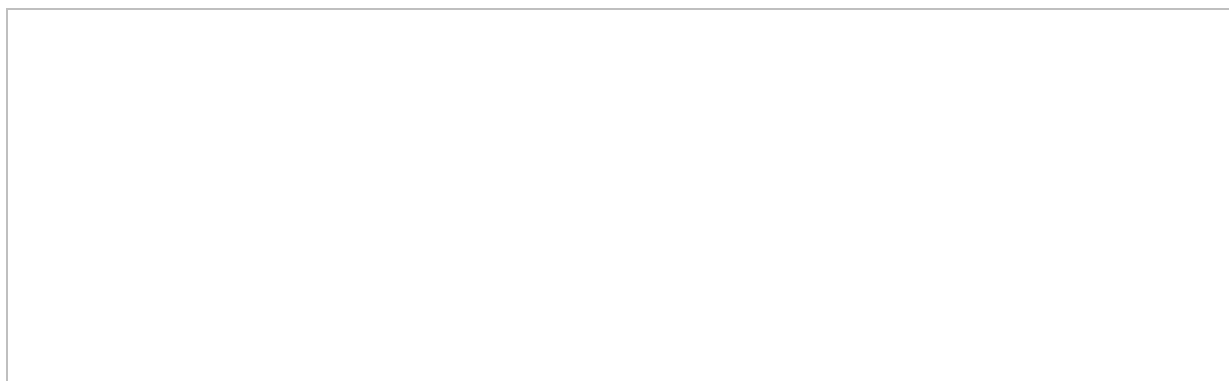
I wish professionally rewarding reading of the report by all the Deans and HoDs and am sure they shall draw even better personal insights to further enrich the research culture at their respective Colleges/Departments.

***Dr. Muhammad Arif***

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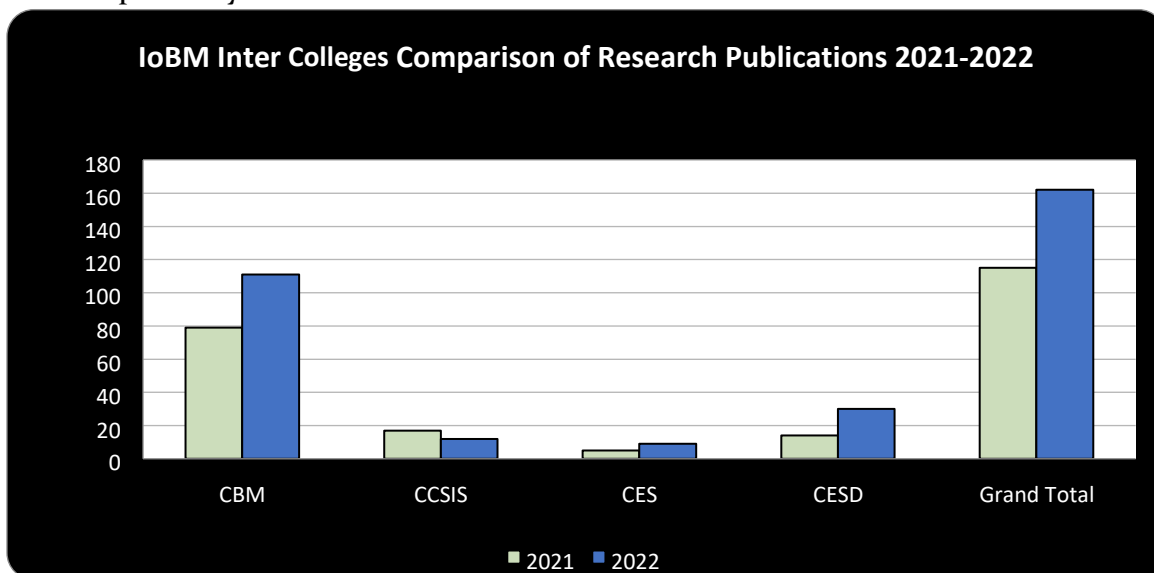
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## 2. College Wise Research Publication Output

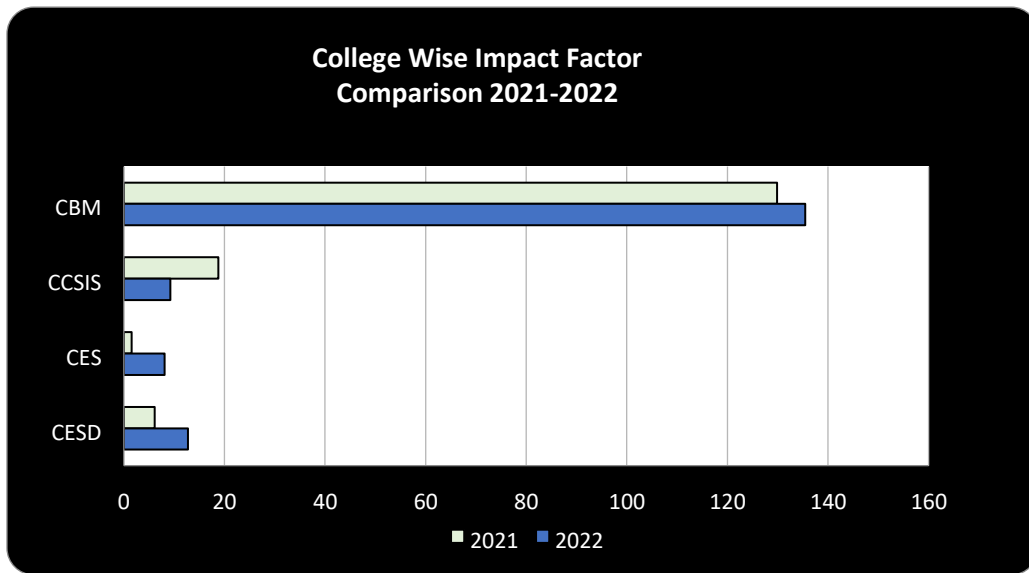
The colleges and their respective departments have been compared on the basis of ratios of the papers published to the strength of the permanent faculty available during the period under review with each college and the departments. A total of 115 publications were produced during 2021, whereas, 162 during 2022. Generally, all the colleges have shown better publications output during the year 2022, however, CBM stands out prominently during both the years under analysis. The output of

publications by CBM has also been sustained i.e 79 and 111 for the years 2021 and 2022 respectively.



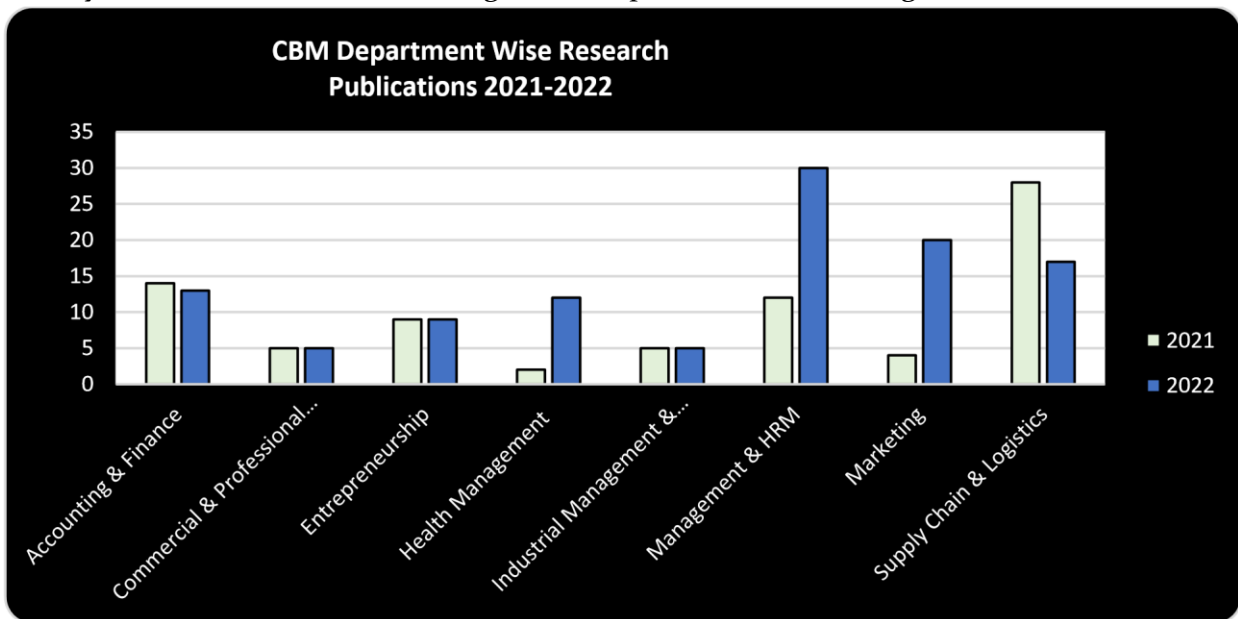
### 3. College Wise Impact Factor Publications

The institutional impact factor has been calculated in the light of latest and upgraded JCR publications for the years 2021 and 2022. During 2021, institutional impact factor was found to be 156.3 which during 2022 has increased to 165.6; mostly all the colleges have generated higher impact factor as compared to 2021, except for CCSIS, whose impact factor has reduced from 18.7 in 2021 to 9.2 in 2022 the maximum impact factor contribution of 135.4.i.e. 82 % of the total impact factor comes once again from CBM. However, within CBM an impact factor of 58.8.i.e. 43 % of the college impact factor and 36% of the entire IoBM impact factor is contributed by single researcher Dr. Shujaat Mubarak.



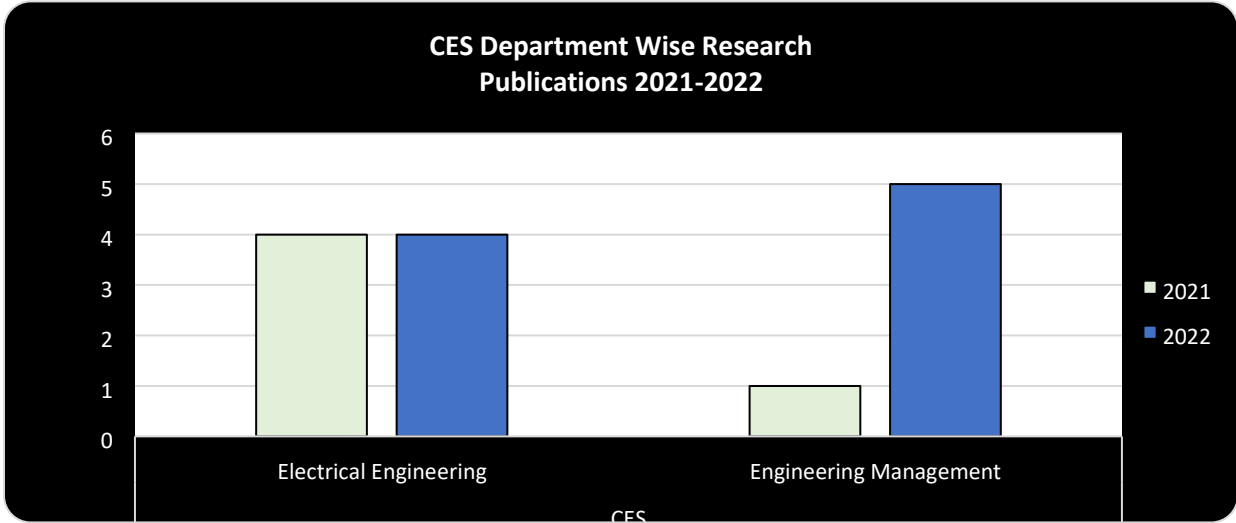
4. **CBM Department Wise Research Publication Output**

It has been observed that department wise publication output at CBM for the year 2022 corresponds to the overall strength of that department and the HR and Mgt department is prominently leading however, on the basis of publications to the faculty ratio, the Health and Management department has distinguished itself.



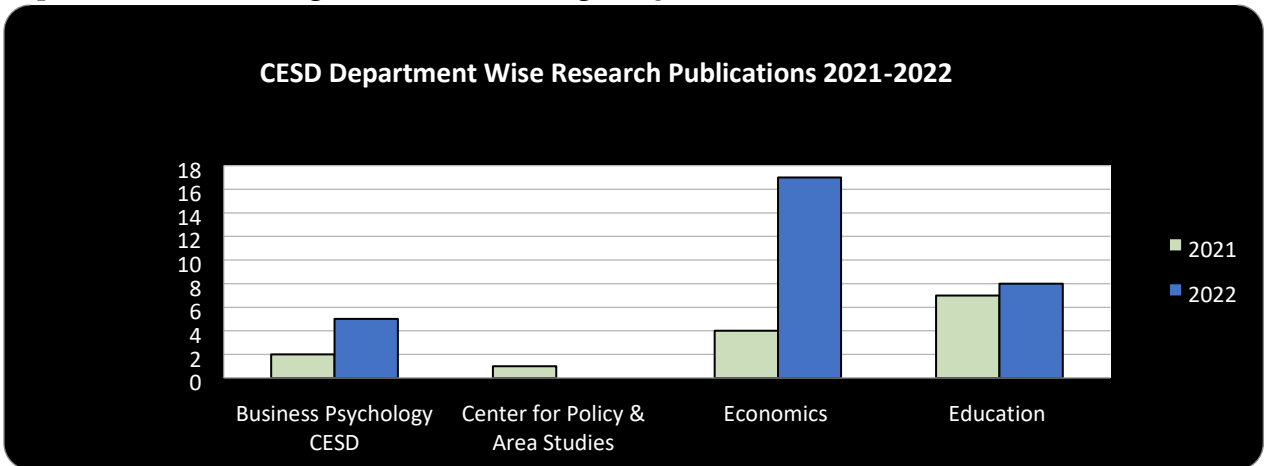
5. CES Department Wise Research Publication Output

At College of Engineering Science (CES), Electrical Engineering department has produced 4 publications for the year 2021 and 2022 respectively, whereas, Engineering Management department has produced one publication during 2021 but 5 publications during 2022.



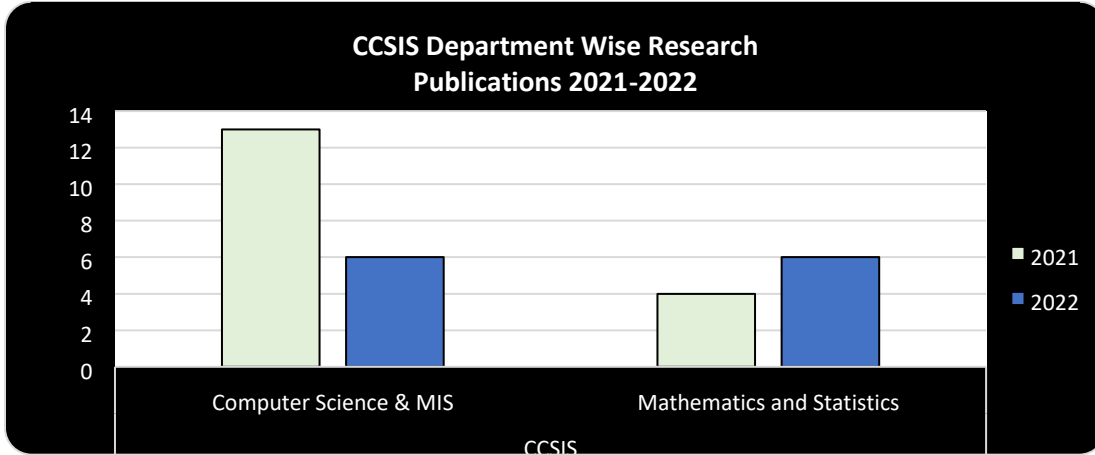
6. CESD Department Wise Research Publication Output

At CESD, the Economics department is leading prominently in research output especially during the year 2022. The center for Policy and Areas studies and Media studies department produced nil publication during 2022 and one publication in total during 2021. However, on the basis of publications to the faculty ratio, the Education department has distinguished itself during the year under review.



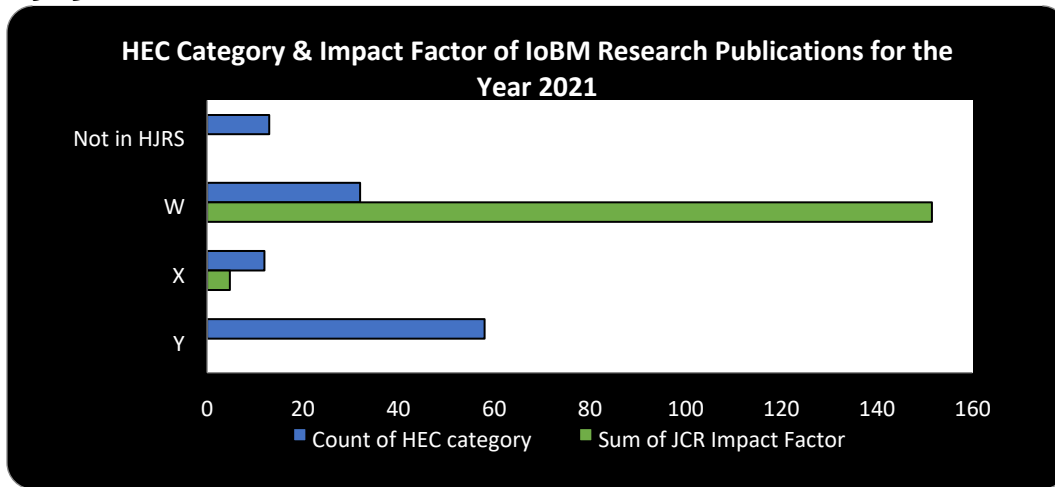
7. **CCSIS Department Wise Research Publication Output**

At CCSIS the department of Computer Science & MIS has produced 13 publications during the year 2021 and 6 publications during the year 2022, Whereas, Mathematics and Statistics department produced 4 publications during year 2021 and 6 publications during the year 2022. Both the departments have produced same number of publications during 2022, however, on the prorated basis of faculty to the publication ratio CS & MIS department has distinguished itself.



8. **Impact Factor of IoBM Research Publications**

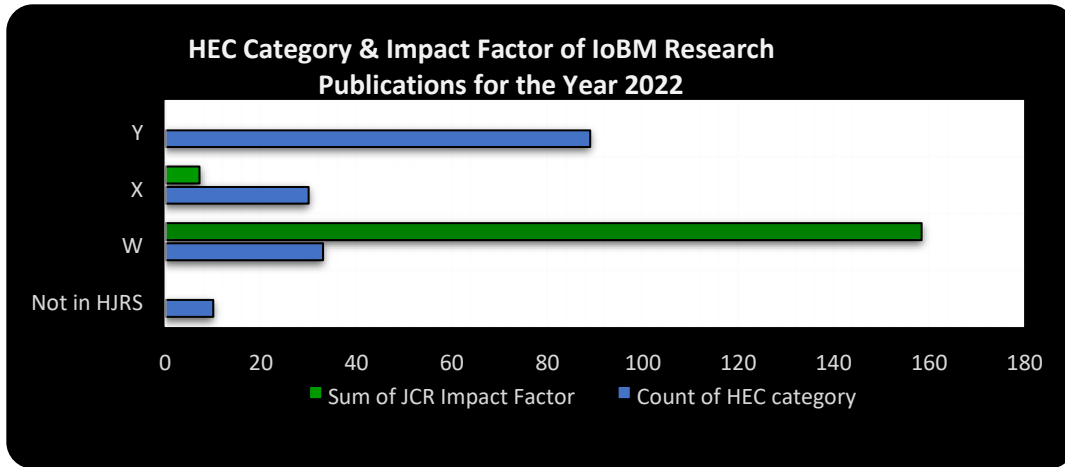
During the year 2021, 32 'W' (Impact factor) category papers have been produced followed by 12 'X' category, whereas, 58 'Y' and 13 'Non HJRS' category papers were produced. The overall summed up institutional impact factor during the year 2021 was 156.32.



However, during the year 2022 a prominent increase in the publications output has been observed and most of the 'Y' category papers have been produced i.e 89



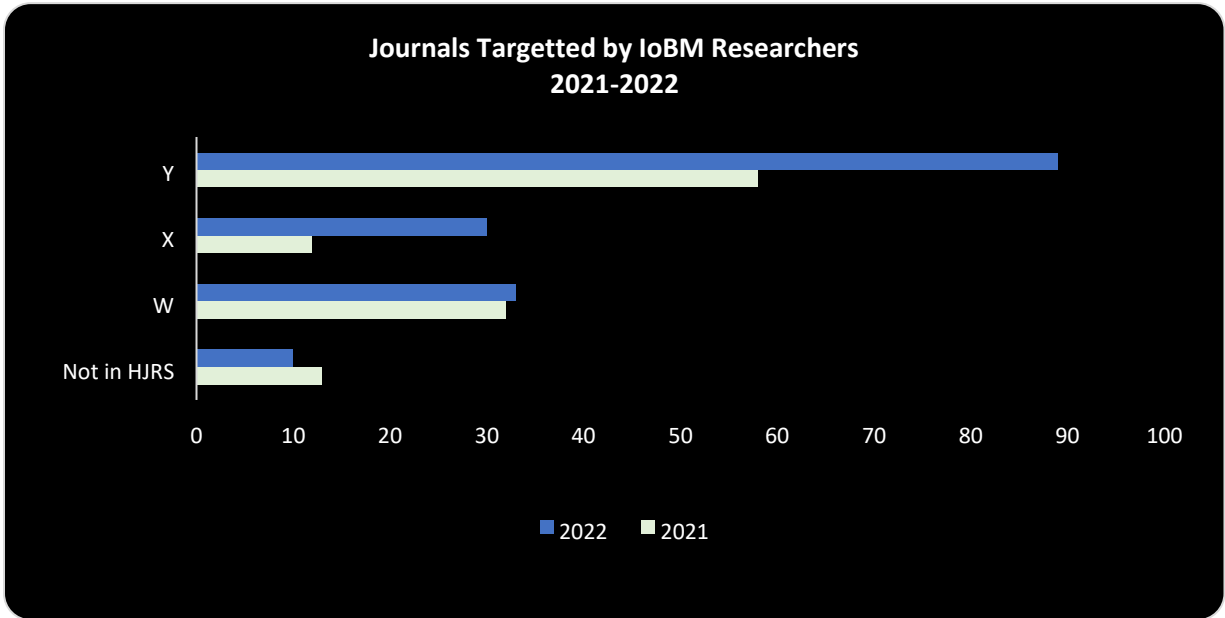
followed by 33 'W' (Impact factory) category, whereas, 30 'X' and 10' Non Hjrs' category papers were produced. The summed up institutional impact factor during the year 2022 was 165.614.



Furthermore, it is noteworthy that during the year 2022 there has been an increase in the impact factor publications which has improved the overall institutional impact factor by 9.291. The major contribution to this end has been from CBM.

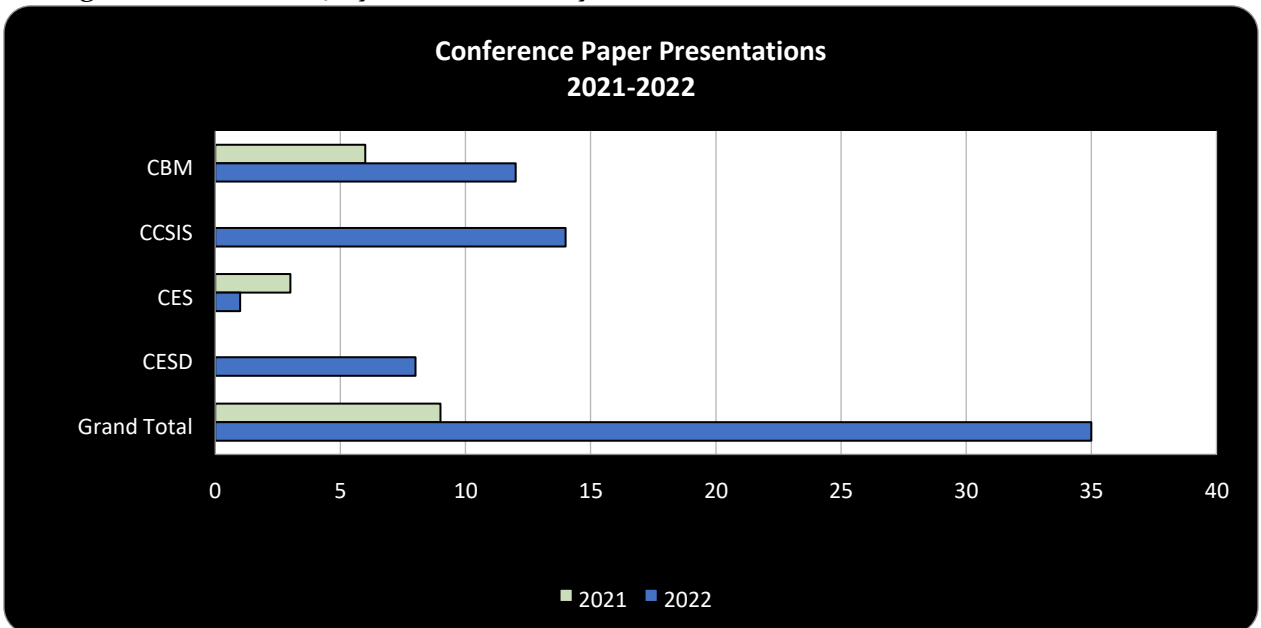
#### 9. Journals Targeted by IoBM Researchers

During the year 2022, a greater number of papers have been published generally in all the categories except for (Non HJRS) category. i.e only 10, which is a healthy sign. It can therefore, be safely concluded that during the year 2022, 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 HJRS list.



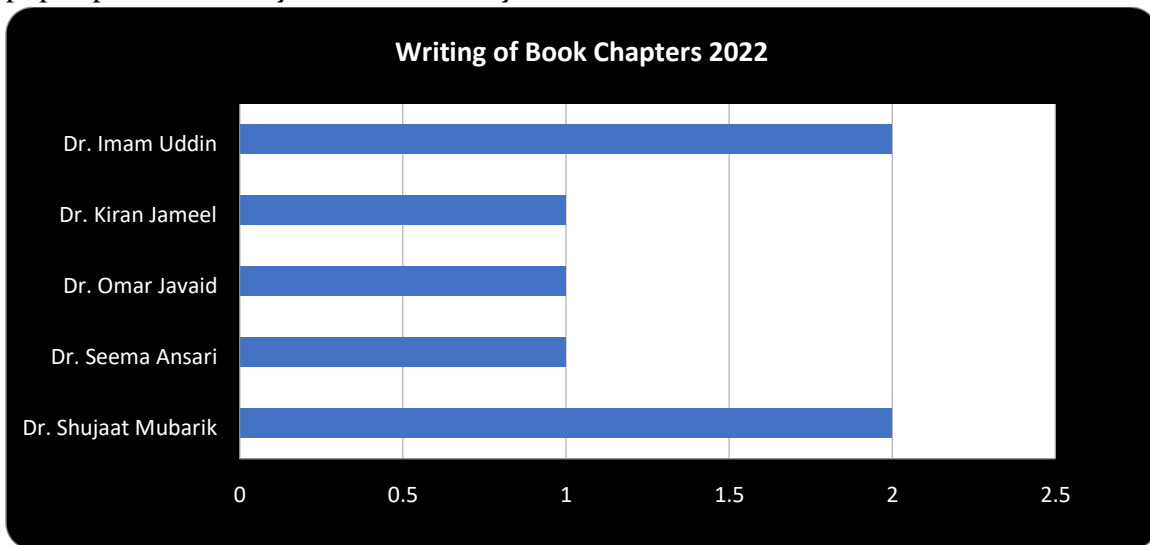
10. **Conference Papers Presentations**

During the year 2021, 35 conference papers were presented, however, during 2022 number has increased to 44, generally all the colleges have presented higher number of papers in various conferences as compared to the year 2021 except for CES, which presented only one conference paper. CBM faculty presented 12 conference papers during 2022 whereas, 14 by CCSIS and 8 by CESD.



11. Writing of Book Chapters

A few of the faculty members have been involved in the writing of Book Chapters during 2022. Dr. Shujjat Mubarik and Dr. Imam Uddin have written 2 book chapters each, whereas, Dr. Seema Ansari, Dr. Omar Javaid and Dr. Kiran Jameel have contributed one chapter each. Overall book chapters contribution by IoBM faculty have lot of room to improve, however, it is opionioned that this low contribution is due to the fact that HEC gives low priority to the writing of Book Chapters than a paper publication by the PhD faculty.



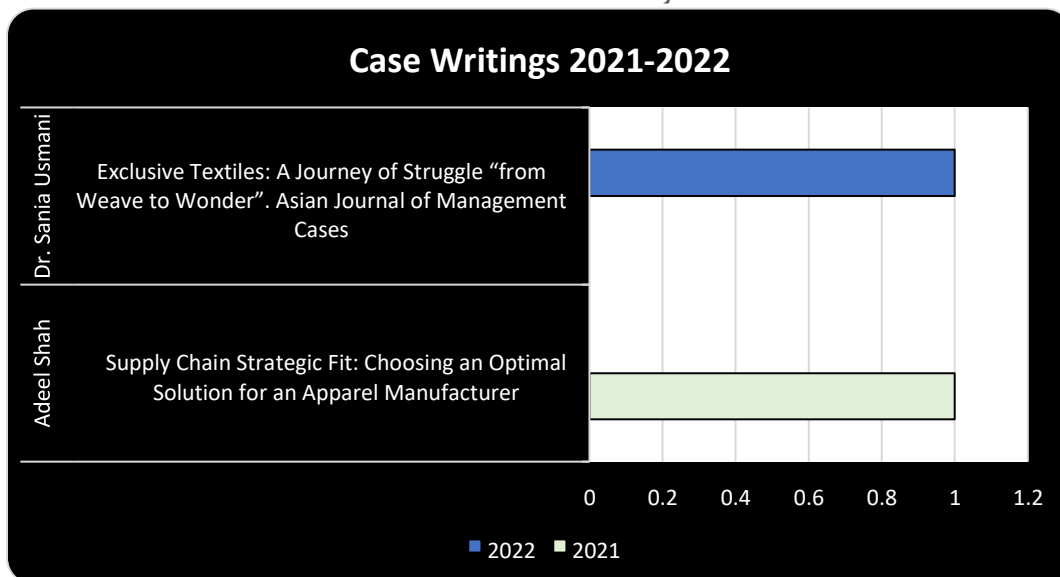
12. Book Writings

The undertaking of book writing by IoBM faculty has seen marked improvement since previous year. Only one book was produced during the year 2021 by Dr. Shujaat Mubarik, However, during 2022 total five books have been published by the faculty that included two authored books one each by Dr. Shahida Wizarat and Ex Ambassador Dr. Ghulam Rasool Baluch and three edited research books two by Dr. Adeel Shah and one research book coauthored by Dr. Imam Uddin, Dr. Rabia Sabri and Mr. Asadullah.



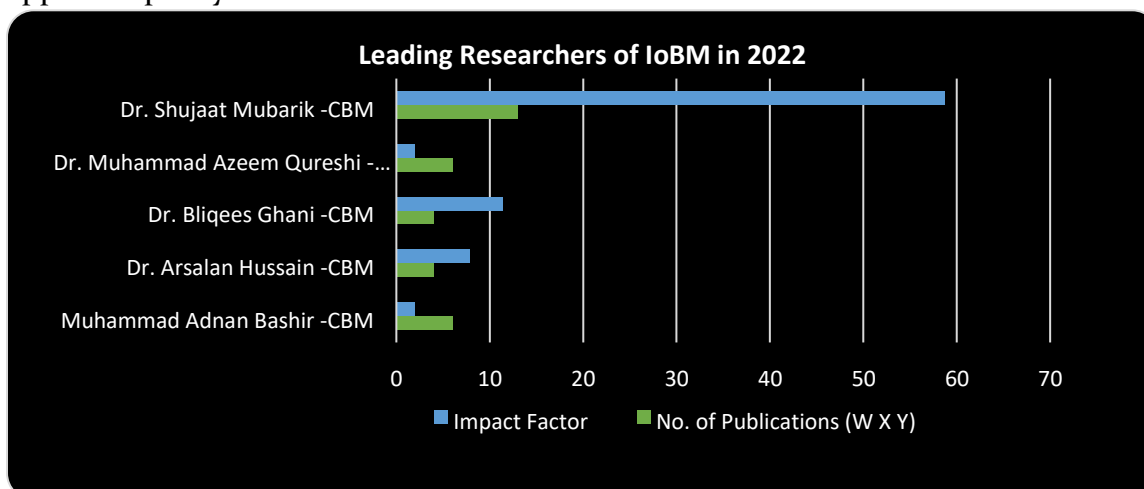
### 13. Case Writings

Case writing is an important activity, especially being a professional institute, much remains to be desired in this category, especially from the CBM faculty as it goes without saying that corporate cases greatly help the student in learning and understanding the intricacies of the business world. One case was written in 2021 by Dr. Adeel Shah and one has been contributed by Dr. Sania Usmani in 2022.



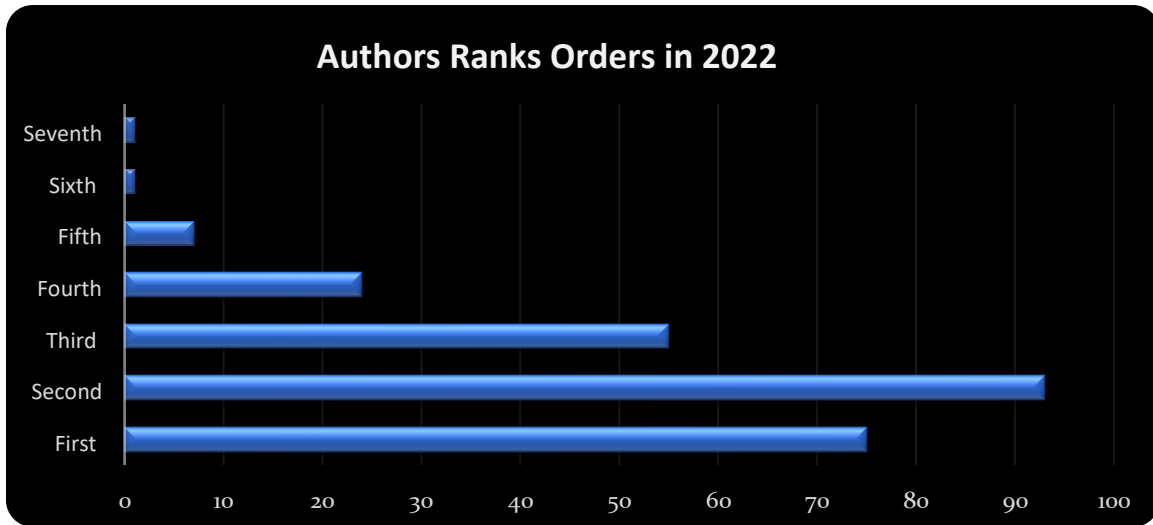
#### 14. Leading Researchers of IoBM during 2021-2022

The leading researchers of IoBM have been shown in the graph below. All those researchers who have published at least three publications in 2022 and at least one of those being an Impact Factor publication, qualified for the leading researchers' category. And to further distinguish among the faculty for the award of incentives, where ever a position was contested it was decided on the basis of higher impact factor among the competing faculty members. Dr. Shujjat Mubarik Dean CBM is clearly leading this year also with his high number of 13 impact factor publications among all the faculty members of IoBM during the year 2022. Coming to the colleges level, Dr. Bilqees Ghani is leading from CBM due to her higher impact factor publications. However, no one could qualify from rest of the three colleges for college level individual incentives for not meeting the minimum criteria as per approved policy.



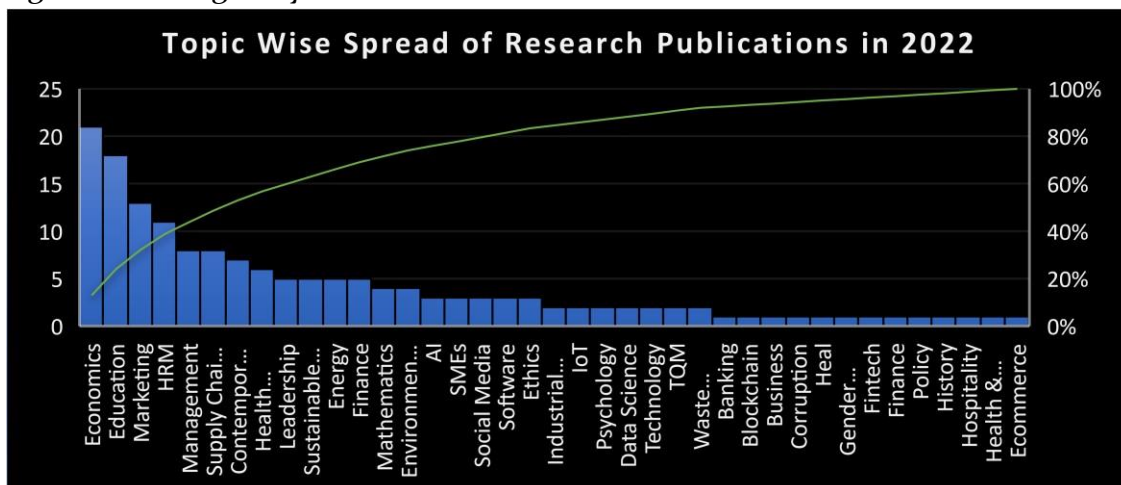
#### 15. Authors Rank Orders

About 46 % of the IoBM authors were found to be 1<sup>st</sup> authors whereas, 57 % were found to be 2<sup>nd</sup> authors, and, 34 % and 15 % were found to be 3<sup>rd</sup> or the 4<sup>th</sup> authors respectively and almost negligible number of authors occupied subsequent ranks. Overall most of the faculty members were found to be second authors, highlighting the need for more faculty members to indulge in first hand research.



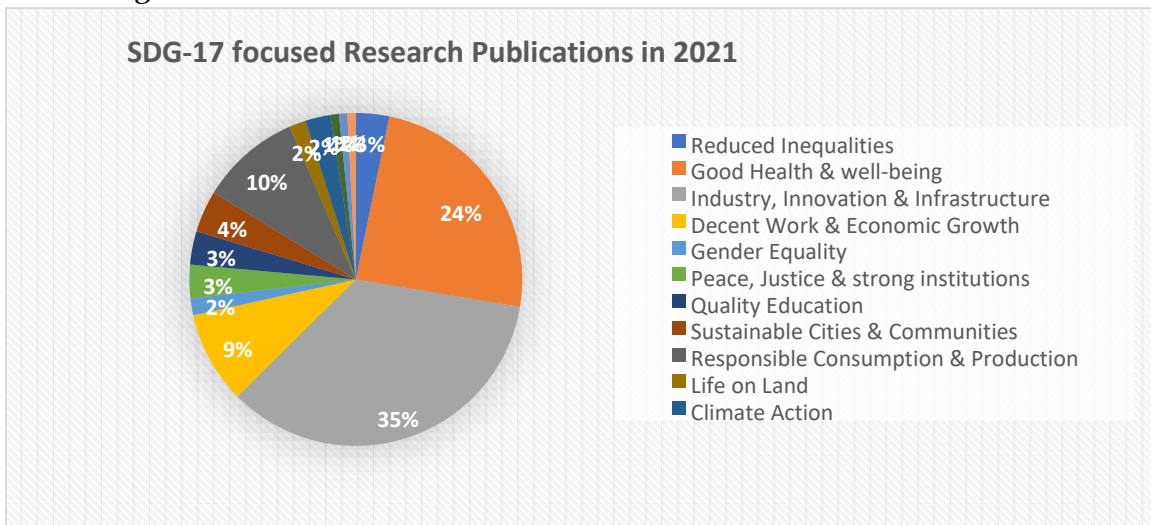
16. Subject/Topic wise Spread of Research Publications

The subject/topic wise distribution of the research papers has been shown in the tables below for the years 2021 & 2022. Most of the research publications during the year 2022 have been produced in the fields of economics, education, marketing, HRM and management. Some of the departments like supply chain management have shown low yield compared to the last year. At the same time some of the important subjects where lot of possibility exists for getting the papers published such as: Sustainability, AI, Gender Equality and Block Chains remained mostly neglected during the year 2022.

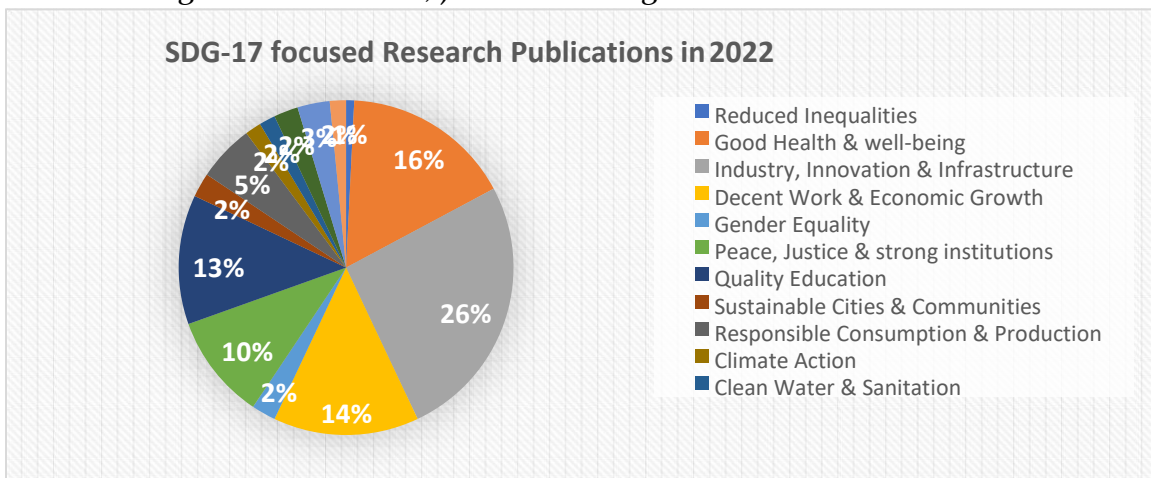


17. Addressing Sustainable Development Goals (SDG-17)

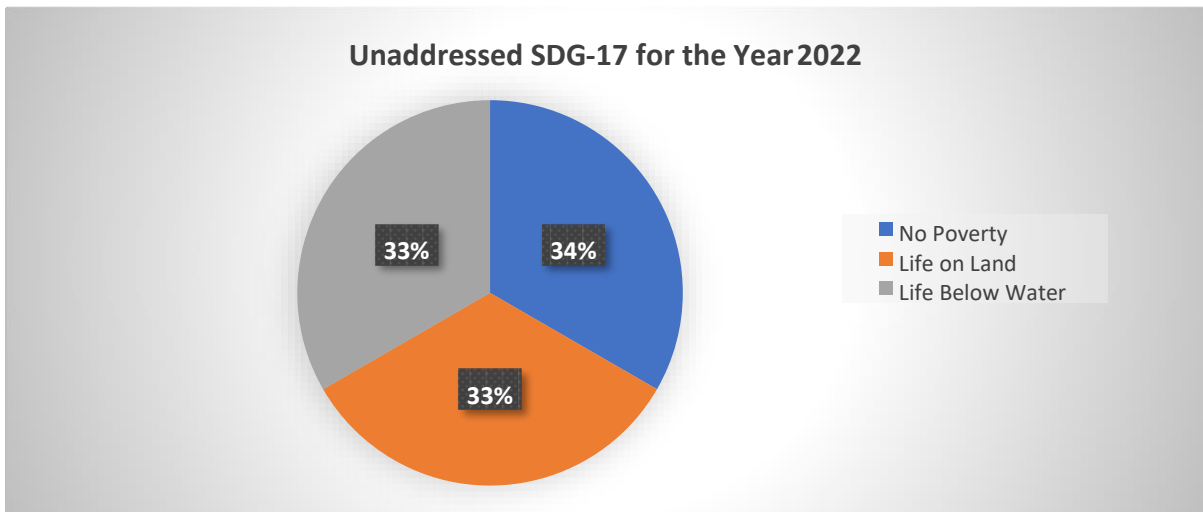
Being a research institute, addressing SDG-17 is an obligatory social requirement for any Higher Education Institute (HEI). In 2021, Major sustainability goals were met in the area of industry, innovation & infrastructure followed by good health & well-being.



Whereas in 2022, major sustainability goals were targeted in the domain of industry, innovation & infrastructure and good health & well-being, followed by decent work & economic growth and Peace, justice & strong institutions.



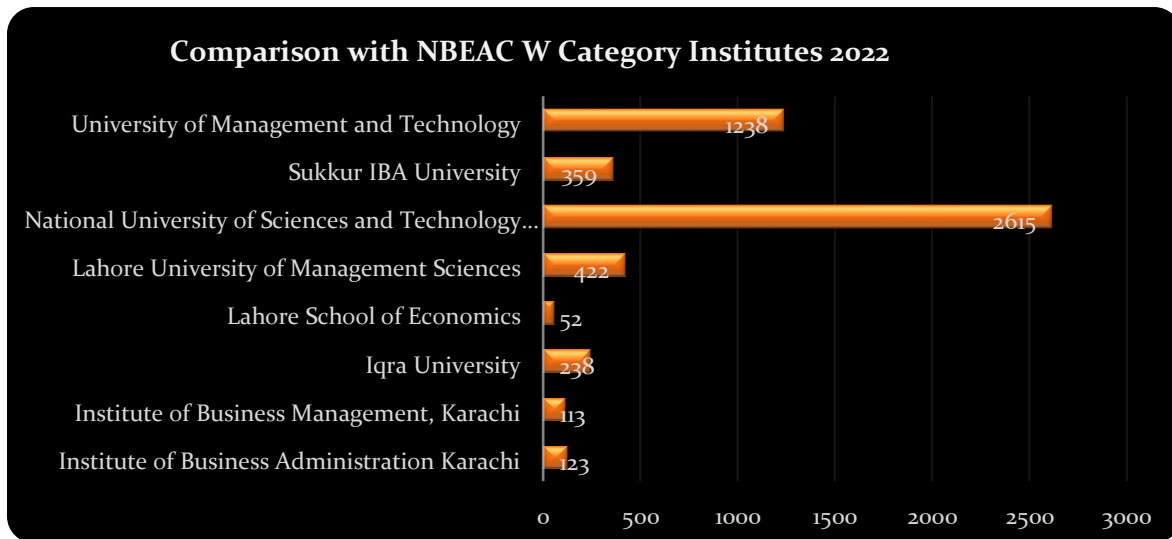
However, as shown in the figure below some of the important areas of SDG-17 such as; Poverty alleviation, Life on land and Life under water remain mostly unaddressed. Especially CESD may like to look into the poverty alleviation aspect of SDGs, as it's a perpetual national issue where a lot remains to be done and there is a chance of acceptance and publication of good number of papers. However, rest of the two areas.i.e. life on land and Under Water do not come under the preview of the IoBM.



#### 18. Comparison with NBEAC W Category Business Schools

In comparison with rest of the W NBEAC category business schools, IoBM has fared well given its size of doctorate faculty. The major distinguishing factor with respect to intellectual output by these schools has been the number of research faculty, however, within the Sindh region Sukkur IBA has made some notable advancement in research publications and it is expected to add value to its credentials for the acquisition of AACSB accreditation that they are aspiring for.





## 19. 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 2022 there has seen phenomenal increase both quantitatively and qualitatively. A total of 115 publications were produced during 2021, whereas, 162 during 2022.
- Amongst the colleges, CBM has been leading in research output once again. 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 HRM & Mgt department which has picked up prominently during the year 2022, however, Health & Mgt department stood 1<sup>st</sup> on prorated basis of faculty to publication ratio.
- At College of Engineering Science (CES), Engineering Management department is leading with high number of Publications.

- At CESD Economics department has produced high number of publications however, Education department stood 1<sup>st</sup> on prorata basis of faculty to publication ratio.
- At CCSIS, both the department have produced 6 publications each during 2022 however, CS & MIS department stood 1<sup>st</sup> on prorata basis of faculty to publication ratio.
- During the year 2022, more number of papers have been published generally in all the categories except for few in Non HJRS category, which as a matter of fact is a healthy sign. It can therefore, be safely concluded that during the year 2022, 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 HJRS list.
- Total Institutional impact factor during 2022, was found to be 165.6, mostly all the colleges have generated higher impact factor as compared to 156.3 in 2021, except for CCSIS. Highest contribution came from CBM.i.e. and on individual basis from Dr. Shujaat Mubark.
- Only one case writing was undertaken during 2022, which needs to be enhanced as being professional institution case writing remains a muchdesired activity and local cases can greatly help in enhancing industry academia collaboration and can phenomenally add to the students' learning.
- During the year 2022, generally all the colleges have presented higher number of papers in various conferences as compared to the year 2021.
- Overall book chapters contribution by IoBM faculty have lot of room to improve, it is opinioned that this low contribution is due to the fact that HEC gives low priority to the writing of Book Chapters than a paper publication by the PhD faculty.
- The book writing by IoBM faculty has seen marked improvement since previous year and five more books have been added to the credit of IoBM that includes 2 authored books and 3 edited research books.

- About 46 % of the IoBM authors were found to be 1<sup>st</sup> authors whereas, 57 % were found to be 2<sup>nd</sup> authors, and, 34 % and 15 % were found to be 3<sup>rd</sup> or the 4<sup>th</sup> authors respectively. This shows that more authors from IoBM need to undertake 1<sup>st</sup> hand research and need to mutually cooperate with each other.
- Most of the research publications during the year 2022 have been produced in the fields of economics, education, marketing, HRM and management. Some of the departments like supply chain management have shown low yield compared to the last year. At the same time some of the important subjects where lot of possibility exists for getting the papers published such as: Sustainability, AI, Gender remained neglected.
- With regards to SDG-17 during 2022, major sustainability goals were targeted in the domain of industry, innovation & infrastructure and good health & well-being, followed by decent work & economic growth and Peace, justice & strong institutions. However, Poverty alleviation, Life on land and Life under water remained mostly un addressed. Especially CESD department may like to look into the poverty alleviation aspect of SDGs, as it's a perpetual national issue where a lot remains to be done and there is a chance of acceptance and publication of good number of papers.
- Dr. Shujjat Mubarik Dean CBM is clearly leading this year also with his high number of impact factor publications among all the faculty members of IoBM during the year 2022. Coming to the colleges level, Dr. Bilqees Ghani is leading from CBM. Whereas, no one could qualify for the individual level incentives from rest of the three colleges for not meeting the minimum criteria.

## 20. Recommendations

In the light of above findings following recommendations are made to further uplift and improve research publication status at IoBM:

- IoBM Excellence Framework the guidelines prepared for the acquisition of AACSB accreditation may be implemented in true letter and spirit by all colleges, and the faculty categorization should be made accordingly so that Scholarly Academics (SA) faculty clearly understand their domain towards research obligations expected out of them.

- A minimum research threshold of the existing faculty needs to be defined as a criterion to be an SA faculty to avoid wastage of concessions that would be extended to such faculty members.
- Some dedicated SA faculty members with a strong research portfolio may be inducted to maintain ongoing research impetus.
- The system-based evaluation is also a step in the right direction and is fully supported as that is expected to set clear guide lines for each faculty member with regards to his or her teaching/research KPIs and deliverables
- In order to maintain existing upward thrust of intellectual output of IoBM After the leaving of Dr. Shujjat Mubarik, who has been phenomenally contributing to the research capital of IoBM single handedly, it is feared that in the subsequent years intellectual output of IoBM may fall considerably. To arrest the same, it is opined that prospective researchers like Dr.Shujjat may be inducted as visiting research fellows or adjunct faculty, as in vogue in number of the institutes around the globe.

## 21. Conclusion

In the light of fore goings, it's concluded that over all research output at IoBM remained generally satisfactory and especially during 2022 a higher number of publications and institutional impact factor have been produced. However, fact remains that there is still lot of room to improve in terms of Impact factor publications, case writings and writing of Book Chanters/Books. It is strongly opined that timely implementation of IoBM Excellence frame work and categorization of faculty members shall help faculty clearly understand their roles/requirement towards institutional research obligations expected out of them. In order to maintain upward thrust of intellectual output at IoBM, in the absence of some outgoing productive faculty members, some prospective faculty members need to be inducted as well as affiliated with IoBM as visiting or adjunct faculty or research fellows, as in vogue in the universities around the world. Furthermore, it is opined to invite some of the BoG members on the occasion of Annual Publication review as the said event would facilitate to project our research activities and award of rewards/incentives at a higher forum.

*Dr. Muhammad Arif*

*IoBM Research Publications Analysis Report*  
**2021-2022**

*Director Research*