



# **IoBM Research Publications Analysis Report**

## **2022-2023**

**5<sup>th</sup> December 2024**

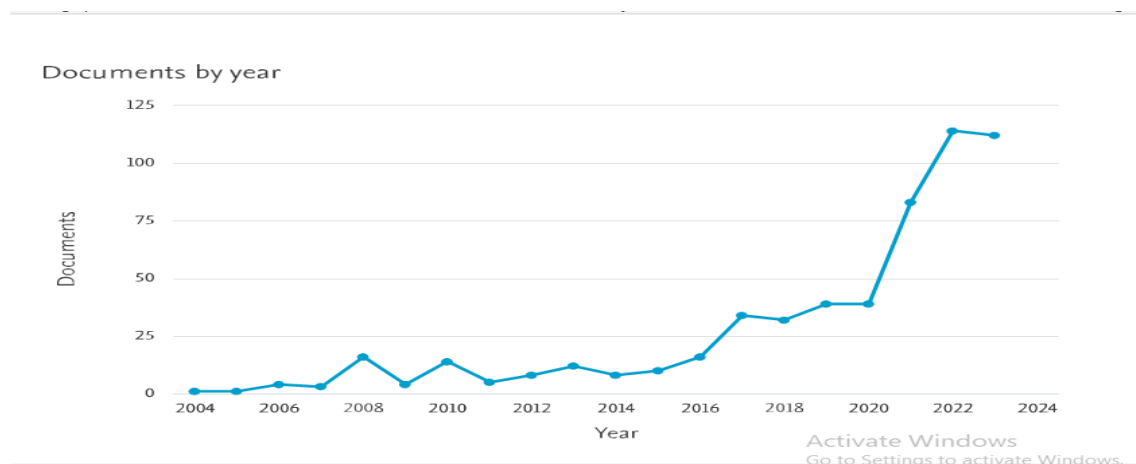
## 1. Introduction

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 year 2023 is presented herewith. This 3<sup>rd</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 154 publications were produced during 2022, whereas, 119 during 2023.

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 2023 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.

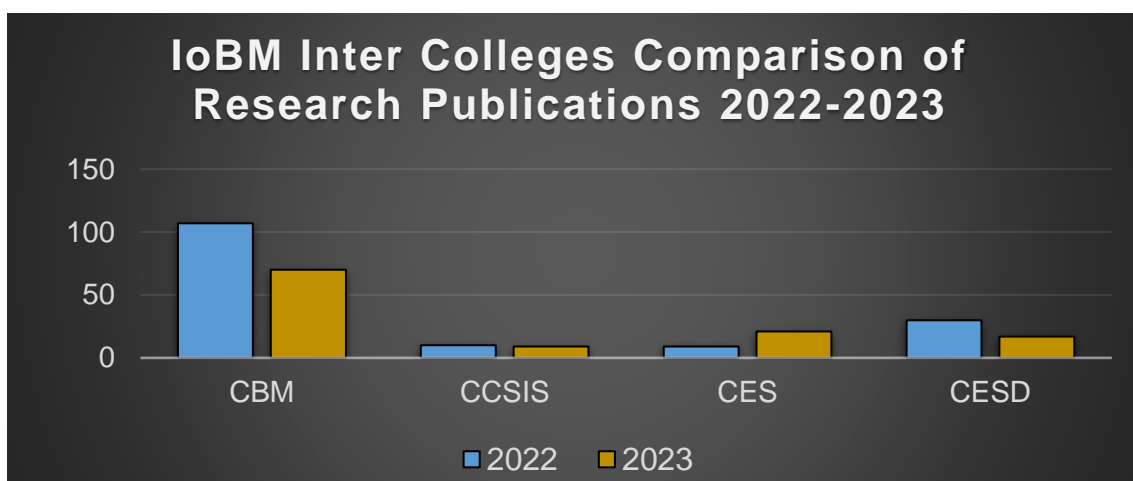
***Dr. Muhammad Arif***

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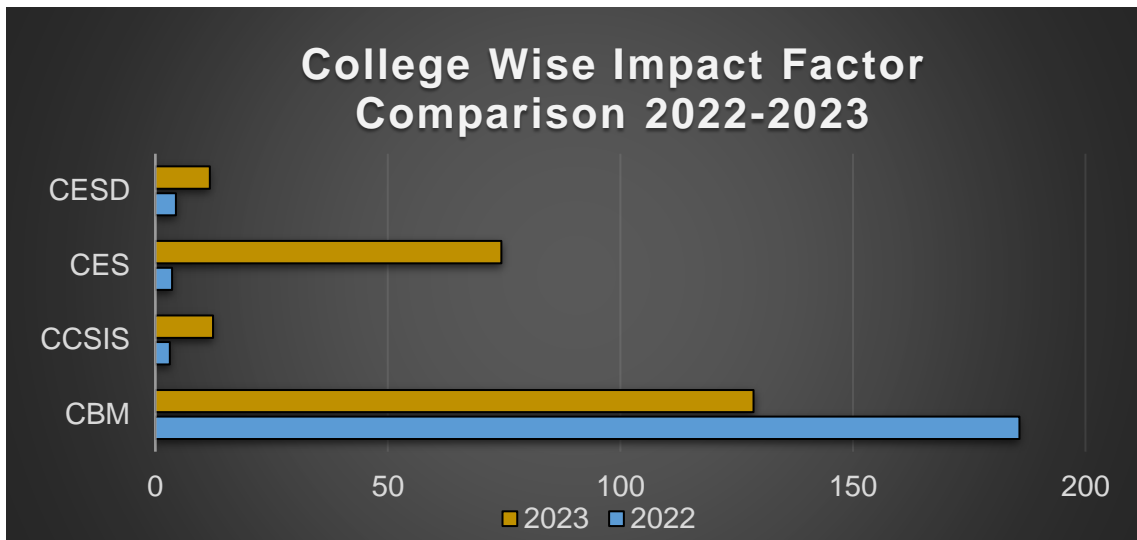
## 2. College Wise Research Publication Output

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 154 publications were produced during 2022, whereas, 119 during 2023. Generally, all the colleges have shown less publications output during the year 2023 except CES, however, CBM stands out prominently during both the years under analysis. The output of publications by CES has been increased from 9 to 21 journal publications for the year 2022 and 2023 respectively.



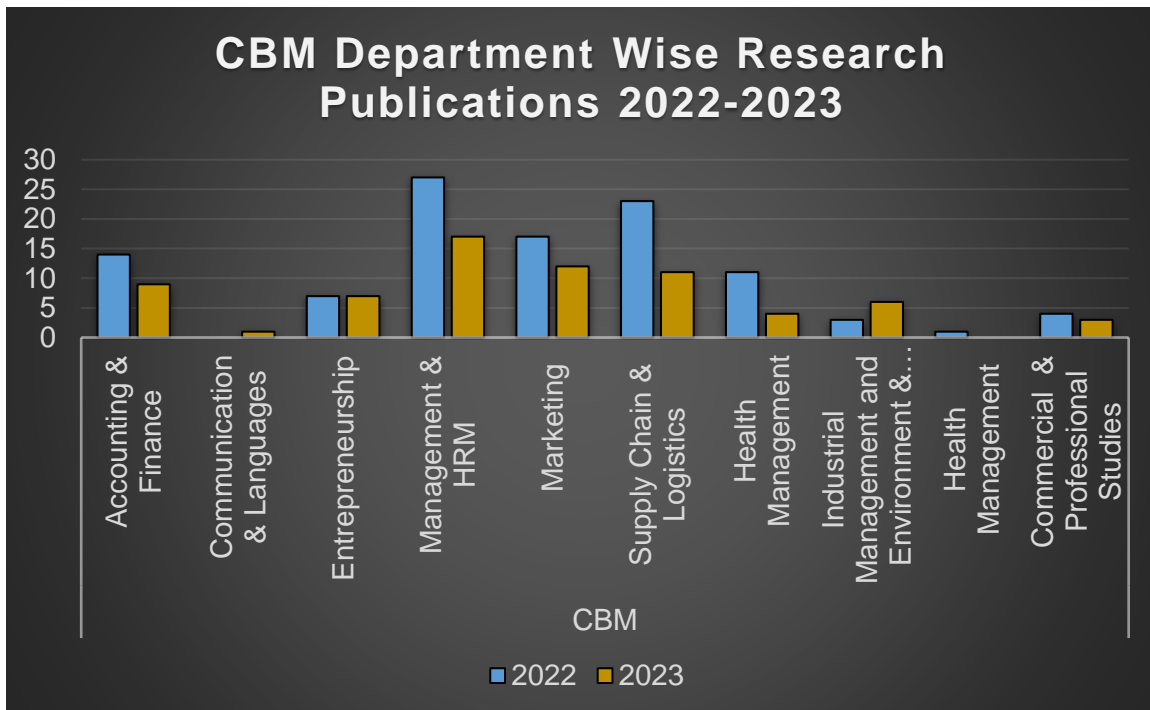
## 3. College Wise Impact Factor Publications

The institutional impact factor has been calculated in the light of latest and upgraded JCR publications for the years 2022 and 2023. During 2022, institutional impact factor was found to be 196.9 which during 2023 has increased to 227.12; mostly all the colleges have generated higher impact factor as compared to 2022, except for CBM this year, whose impact factor has been dropped dramatically from 185.7 in 2022 to 128.6 in 2023, however, the maximum impact factor contribution i.e. 57 % of the total impact factor comes once again from CBM in 2023, however, approx. 33 % came from CES and remaining 12% from CESD and CCSIS.



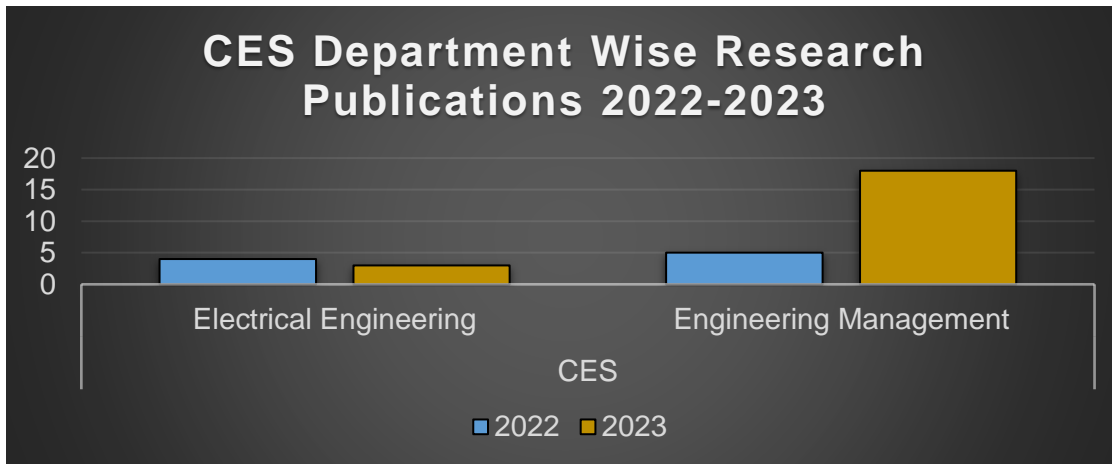
#### 4. CBM Department Wise Research Publication Output

It has been observed that department wise publication output at CBM for the year 2023 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 Supply Chain & Logistics department has distinguished itself.



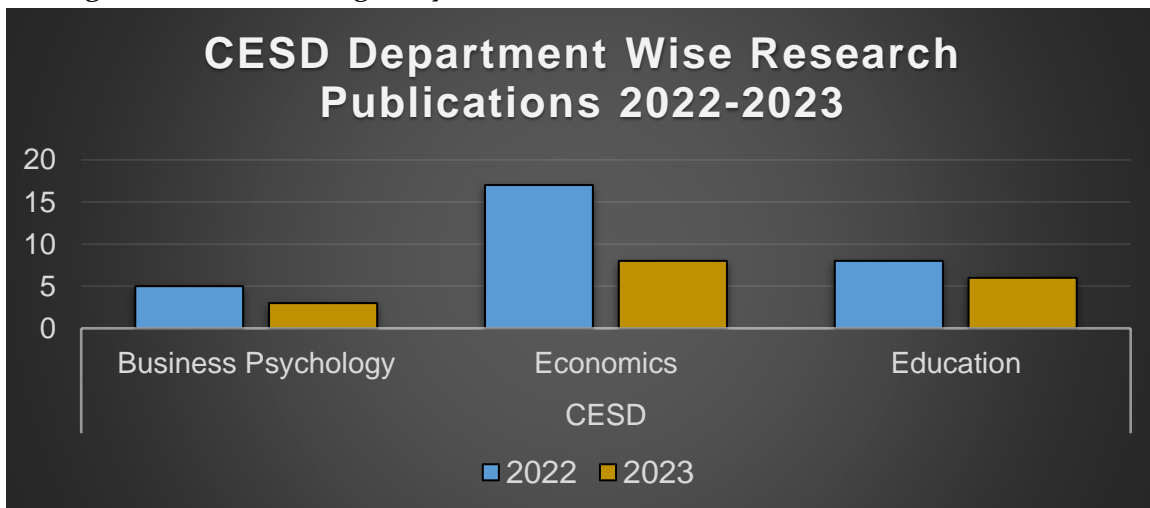
5. CES Department Wise Research Publication Output

At College of Engineering Science (CES), Electrical Engineering department has produced 4 and 3 publications for the year 2022 and 2023 respectively, whereas, Engineering Management department has produced 5 publications during 2022 but 18 publications during 2023.



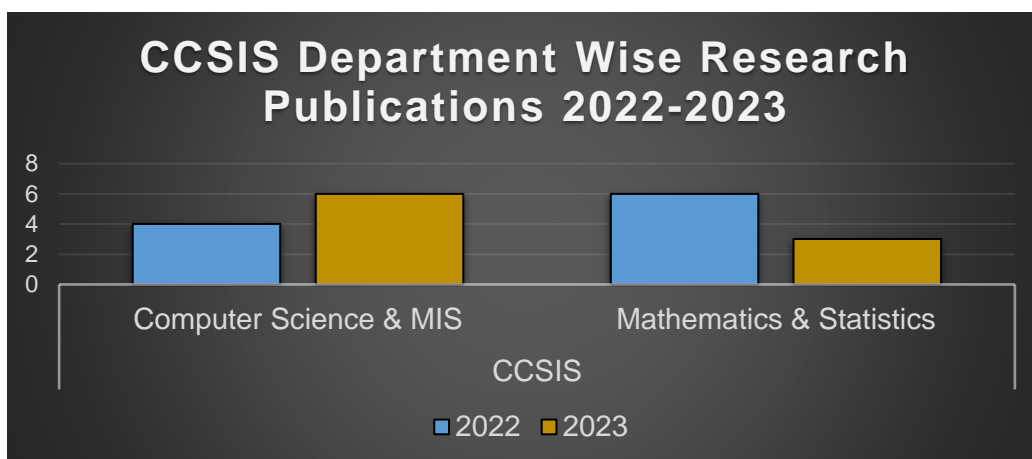
6. CESD Department Wise Research Publication Output

At CESD, the Economics department is leading prominently in research output especially during the year 2023. The center for Policy and Areas studies and Media studies department produced nil publication during 2022 and 2023. However, on the basis of publications to the faculty ratio, the Education department has distinguished itself during the year under review.



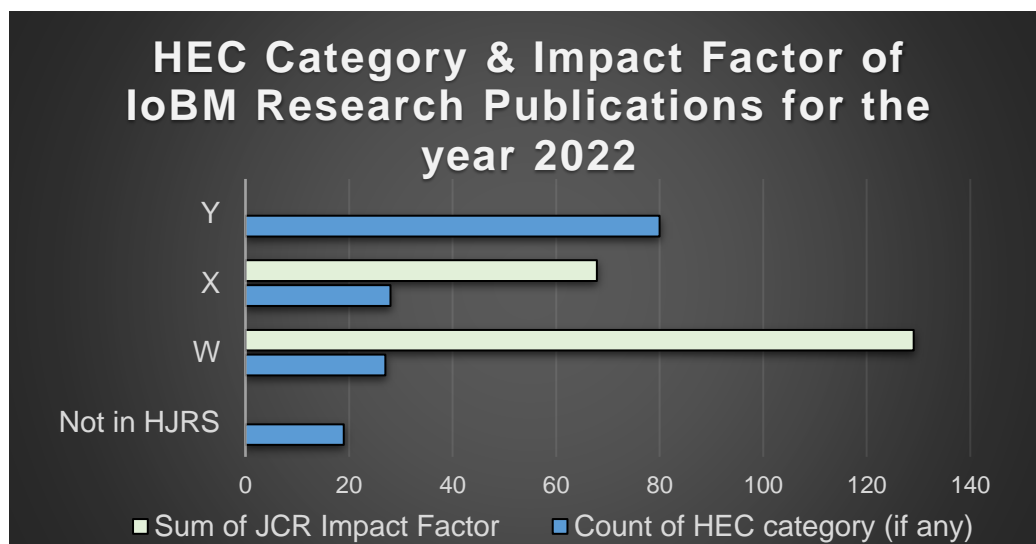
## 7. CCSIS Department Wise Research Publication Output

At CCSIS the department of Computer Science & MIS has produced 4 publications during the year 2022 and 6 publications during the year 2023, Whereas, Mathematics and Statistics department produced 6 and 3 publications during the year 2022 & 2023. However, on the prorata basis of faculty to the publication ratio CS & MIS department has distinguished itself last year and in 2023 too.



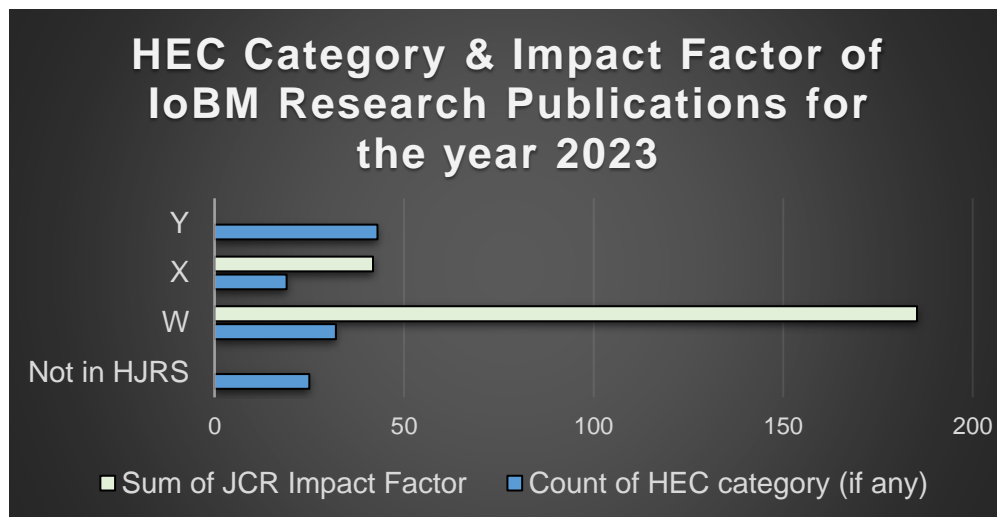
## 8. Impact Factor of IoBM Research Publications

During the year 2022, most of the 'Y' category papers have been produced i.e 80 followed by 27 'W' (Impact factor) category, whereas, 28 'X' and 19 'Non Hjrs' category papers were produced. The summed up institutional impact factor during the year 2022 was 196.92.





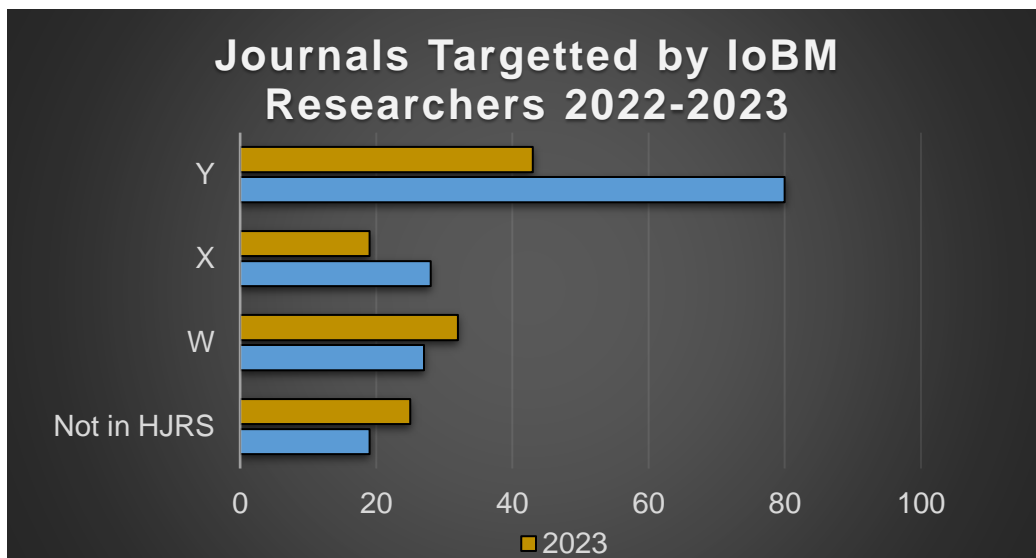
However, during the year 2023, most of the 'Y' category papers have been produced i.e 43 followed by 32 'W' (Impact factory) category, whereas, 19 'X' and 25 'Non Hjrs' category papers were produced. The summed up institutional impact factor during the year 2023 was 227.12.



Furthermore, it is noteworthy that during the year 2023 there has been an increase in the impact factor publications which has improved the overall institutional impact factor by 30.20. The major contribution to this end has been from CBM.

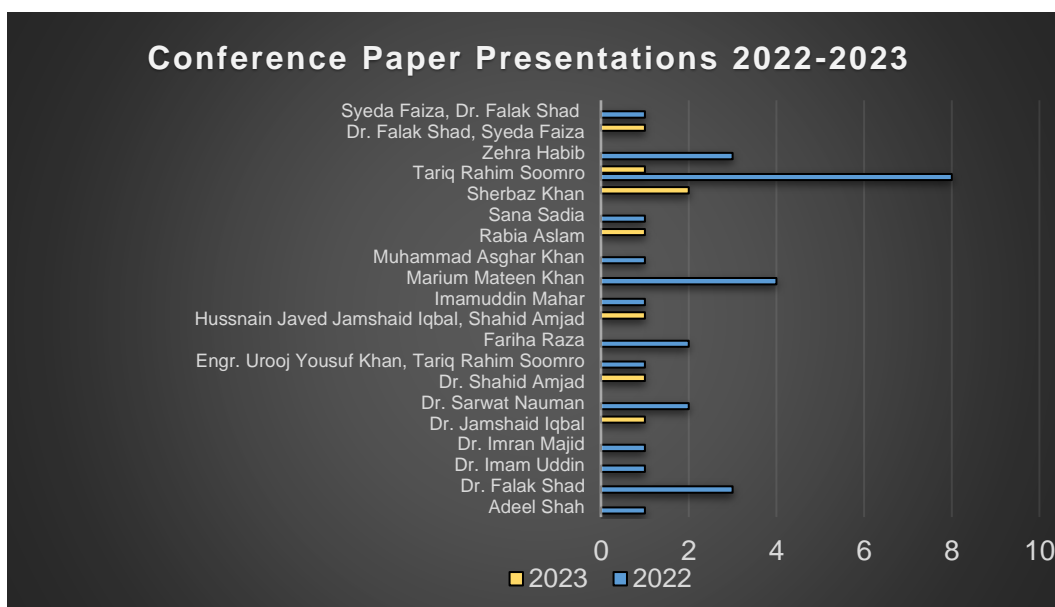
#### 9. Journals Targeted by IoBM Researchers

During the year 2023, a lesser number of papers have been published generally in Y category. i.e 43, which is a healthy sign. It can therefore, be safely concluded that during the year 2023, the research output at IoBM has improved 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.

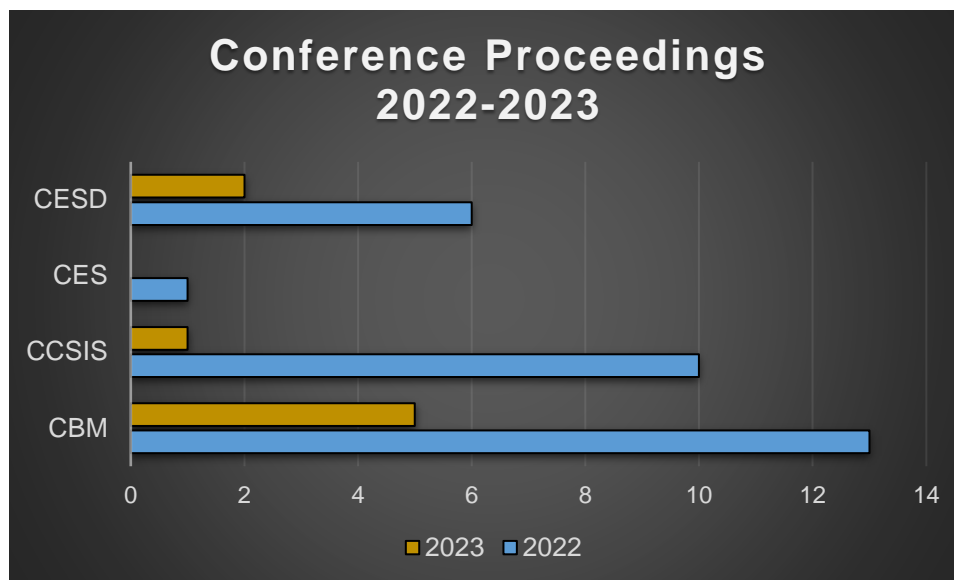


#### 10. Conference Papers Presentations

During the year 2022, 30 conference papers were presented, however, during 2023 number has decreased to 8, generally all the colleges have presented lower number of papers in various conferences as compared to the year 2022.

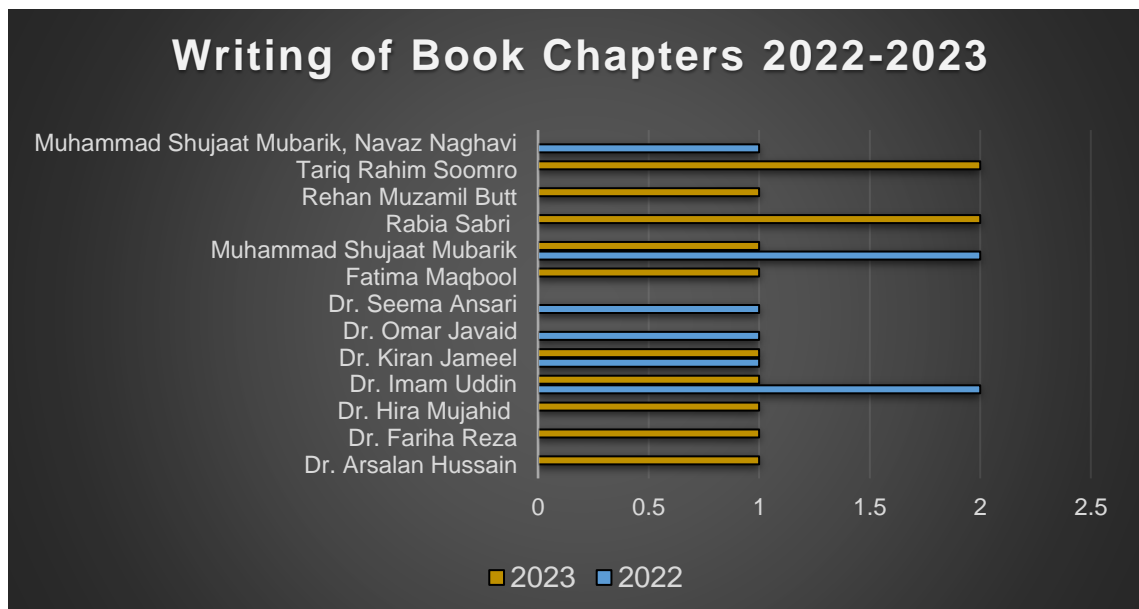


CBM faculty presented 5 conference papers during 2023 whereas, 2 by CESD, one by CCSIS and nil conference papers were produced by CES.



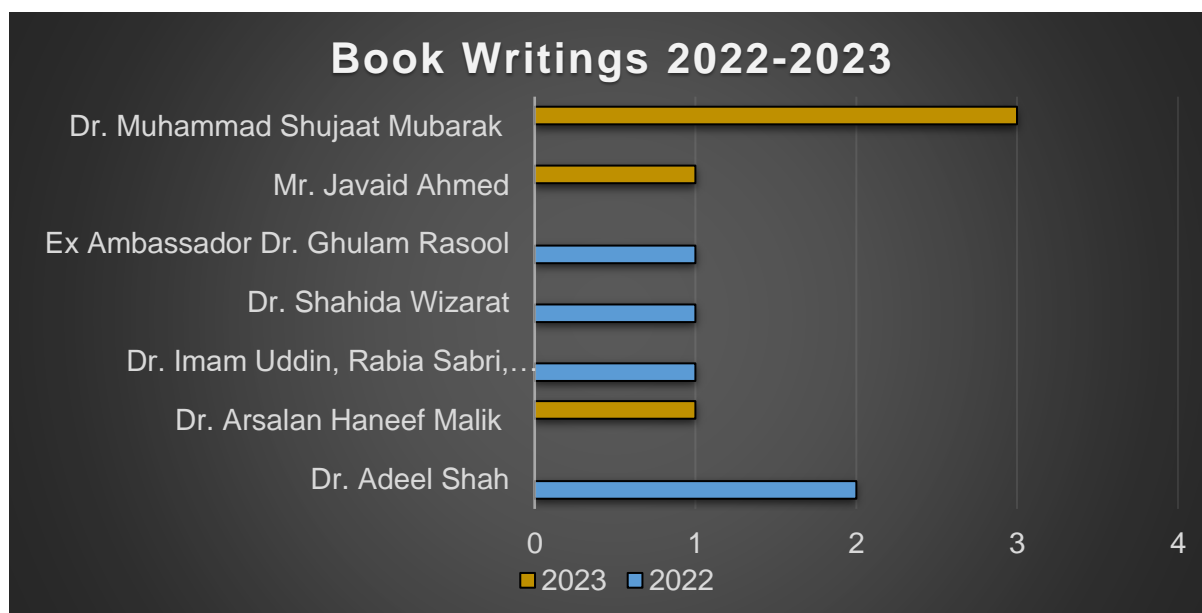
## ii. Writing of Book Chapters

A lot of the faculty members have been involved in the writing of Book Chapters during 2023. Dr. Tariq Rahim Soomro and Dr. Rabia Sabri have written 2 book chapters, whereas, ten faculty members have contributed one chapter each in 2023. Overall book chapters contribution by IoBM faculty have improved from 8 in 2022 to 12 overall in 2023, however, still a lot of room to improve is required. 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.



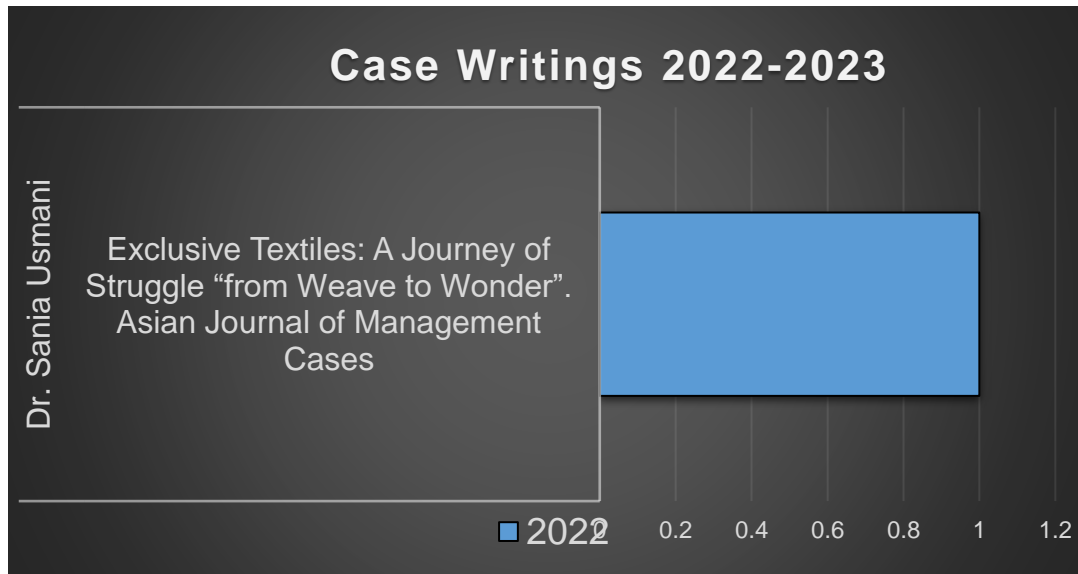
## 12. Book Writings

The undertaking of book writing by IoBM faculty has seen equal contribution since previous year. During 2023, total five books have been published by the faculty that included three authored books one each by Dr. Shujaat Mubarak and two edited research books one by Dr. Javaid Ahmed, and one by Dr. Arsalan Haneef Malik.



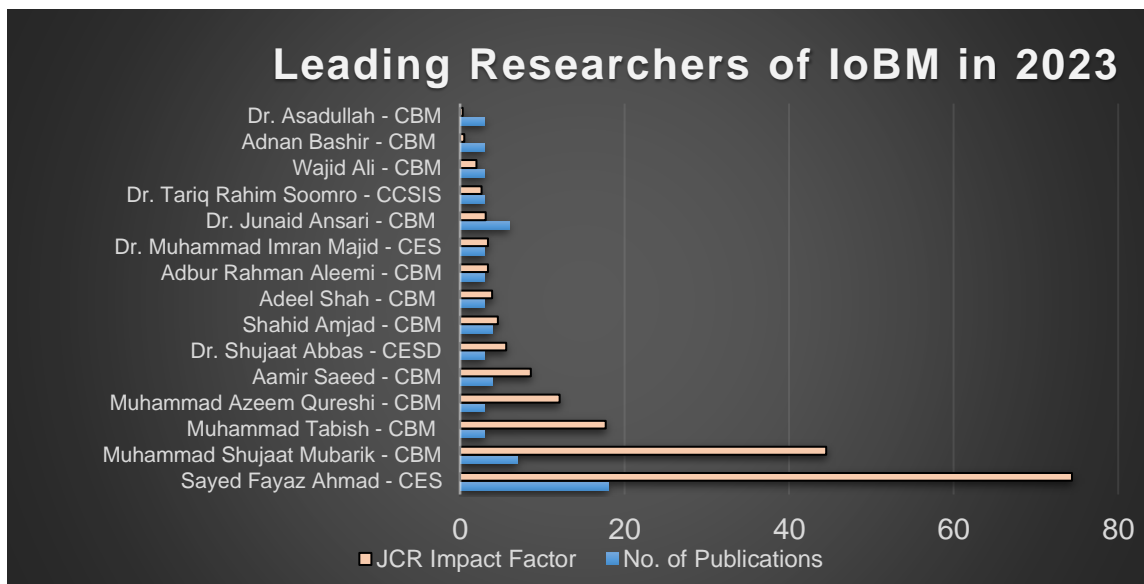
### 13. Case Writings

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 has been contributed by Dr. Sania Usmani in 2022 and nil cases were produced in 2023.



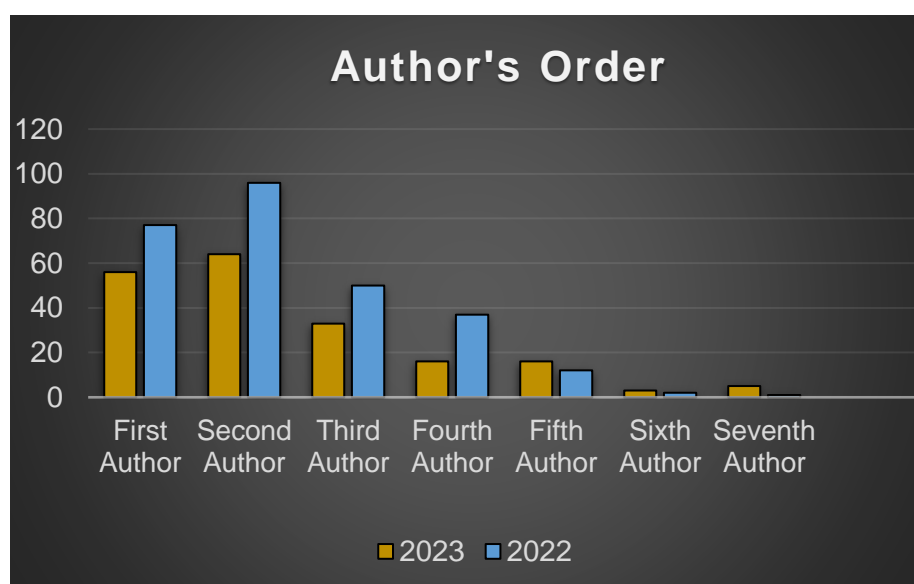
### 14. Leading Researchers of IoBM during 2022-2023

The leading researchers of IoBM have been shown in the graph below. All those researchers who have published at least three publications in 2023 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. **Sayed Fayaz Ahmed** Dean CES is clearly leading this year also with his high number of 11 impact factor publications among all the faculty members of IoBM during the year 2023. Coming to the colleges level, **Dr. Muhammad Shujaat Mubarik** is leading from CBM due to his higher impact factor publications. **Dr. Tariq Rahim Soomro** is leading from CCSIS, **Dr. Muhammad Imran Majid** from CES whereas, **Dr. Shujaat Abbas** from CESD.



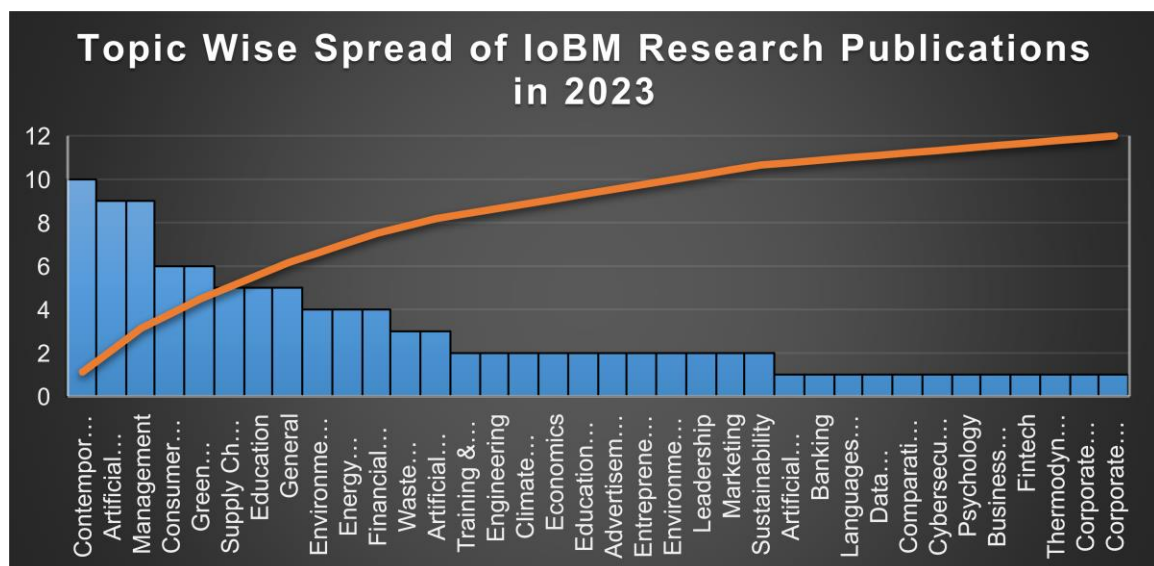
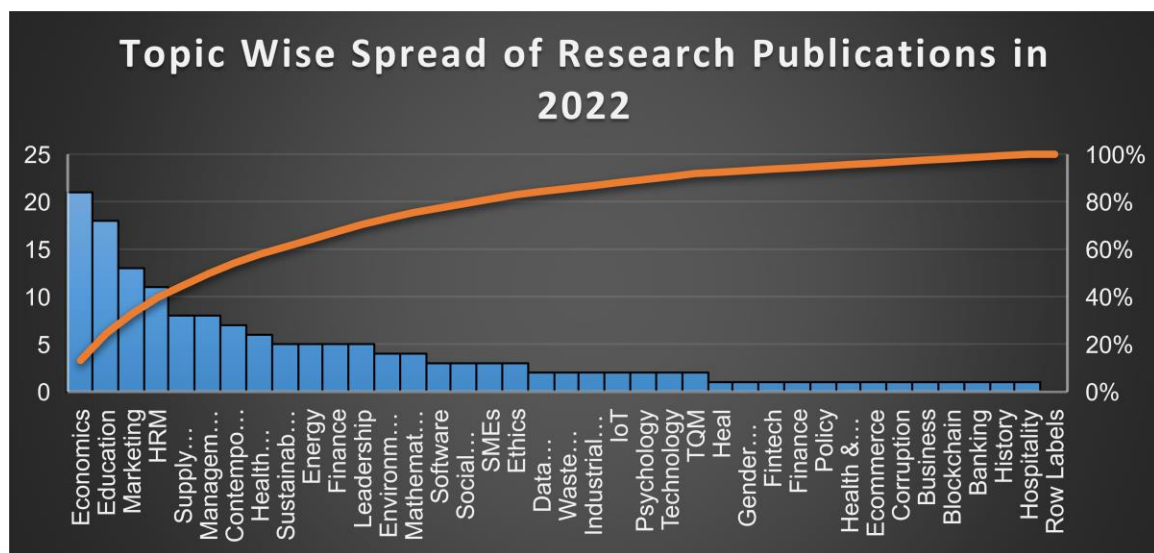
#### 15. Authors Rank Orders

About 29 % of the IoBM authors were found to be 1<sup>st</sup> authors whereas, 33 % were found to be 2<sup>nd</sup> authors, and, 17 % and 8 % 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, 33% of the faculty members were found to be second authors, highlighting the need for more faculty members to indulge in first hand research.



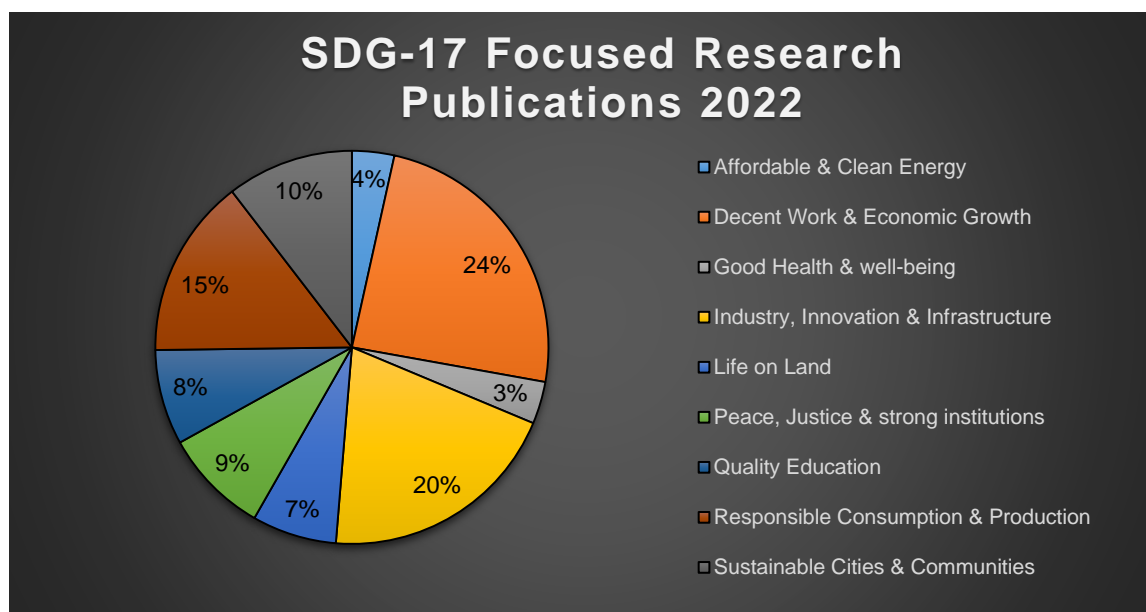
#### 16. Subject/Topic wise Spread of Research Publications

The subject/topic wise distribution of the research papers has been shown in the tables below for the years 2022 & 2023. Most of the research publications during the year 2023 have been produced in the fields of artificial intelligence, management, contemporary issues, green economy and marketing. Some of the departments like economics 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, Gender Equality and Block Chains remained mostly neglected during the year 2023.



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 2022, Major sustainability goals were met in the area of industry, innovation & infrastructure followed by good health & well-being.

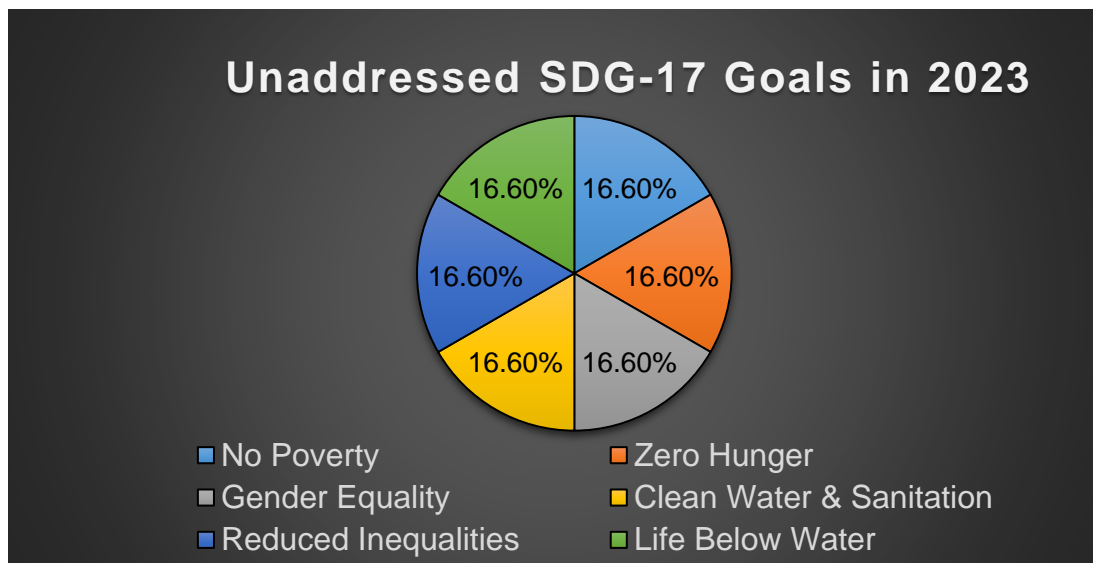


Whereas in 2023, major sustainability goals were targeted in the domain of decent work & economic growth, and affordable & clean energy, followed by Peace, justice & strong institutions.



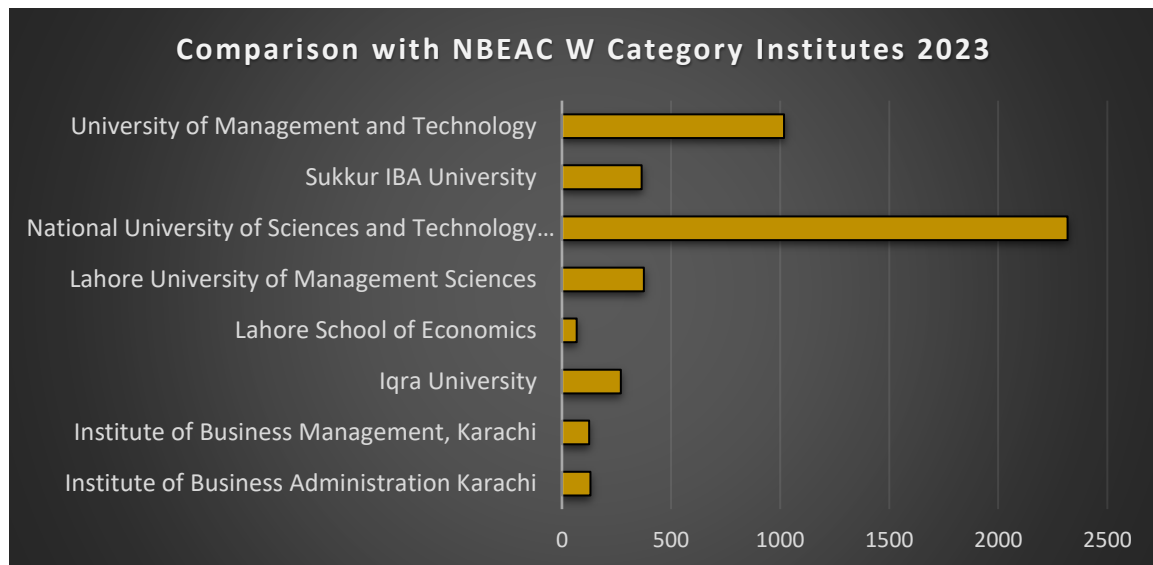


However, as shown in the figure below some of the important areas of SDG-17 such as; Poverty alleviation, Zero Hunger, Gender Equality, Clean Water & Sanitation, Reduced Inequalities and Life below water remain mostly un addressed. Especially CESD may like to look into the poverty alleviation aspect 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.



#### 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 been decreased especially the year 2023, however, there has been a phenomenal increase in the quality of research publications. A total of 154 publications were produced during 2022, whereas, 119 during 2023.
- 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 2023, however, Supply Chain & Logistics 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 prorated basis of faculty to publication ratio.
- At CCSIS, the department has produced 9 publications during 2023, CS & MIS department stood 1<sup>st</sup> on prorated basis of faculty to publication ratio as well due to only 3 publications by Mathematics & Stats dept.
- During the year 2023, a greater number of papers have been published generally in the W category (32) except for few in Non HJRS category (43), which as a matter of fact is a healthy sign. It can therefore, be safely concluded that during the year 2023, the research output at IoBM has improved 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 2023, was found to be 227.19, mostly all the colleges have generated higher impact factor as compared to 196.9 in 2022, except for CBM in 2023. However, the highest contribution came from CBM again, followed by dramatic surge by CES i.e. 74.4 impact factor in 2023.
- Nil case writing was undertaken during 2023, which needs to be enhanced as being professional institution case writing remains a much-desired activity and local cases can greatly help in enhancing industry academia collaboration and can phenomenally add to the students' learning.
- During the year 2023, generally all the colleges have presented lower number of papers in various conferences as compared to the year 2022.

- Overall book chapters contribution by IoBM faculty have improved a lot, 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 2021, now total ten books have been added to the credit of IoBM that includes 5 books from 2022 and 2023 each.
- About 29 % of the IoBM authors were found to be 1<sup>st</sup> authors whereas, 33 % were found to be 2<sup>nd</sup> authors, and, 17 % and 8 % 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 2023 have been produced in the fields of artificial intelligence, management, contemporary issues, green economy and marketing. Some of the departments like economics 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, Gender Equality and Block Chains remained mostly neglected during the year 2023.
- With regards to SDG-17 during 2023, major sustainability goals were targeted in the domain of industry, innovation & infrastructure followed by decent work & economic growth. However, some of the important areas of SDG-17 such as; Poverty alleviation, Zero Hunger, Gender Equality, Clean Water & Sanitation, Reduced Inequalities and Life below water remain mostly unaddressed.
- **Sayed Fayaz Ahmed** Dean CES is clearly leading this year with his high number of impact factor publications among all the faculty members of IoBM during the year 2023. Coming to the colleges level, **Muhammad Shujaat Mubarik** is leading from CBM due to his higher impact factor publications. **Dr. Tariq Rahim Soomro** is leading from CCSIS, **Dr. Muhammad Imran Majid** from CES whereas, **Dr. Shujaat Abbas** from CESD.

## 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. Shujaat 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.Shujaat 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 2023 a higher number of institutional impact factor have been produced but a smaller number of publications. 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***  
*Director Research*