



IoBM Research Publications Analysis Report

2023-2024

31st January 2026

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1. Introduction

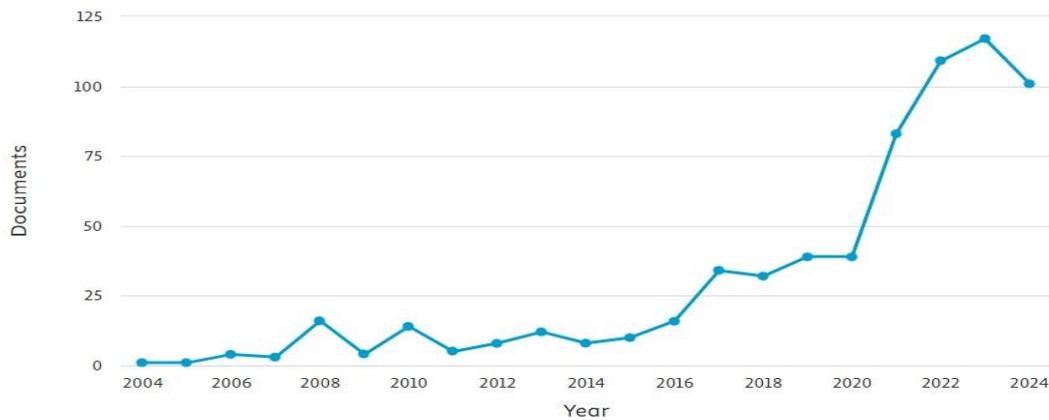
While we are traversing through this age of information, the standing of a Higher Education Institution (HEI) is measured through its quantum and quality of research. Research therefore, rightly forms an important aspect/theme of IoBM's strategic plan as well. In view of this fundamental reality, IoBM's Research Publication Analysis Report for the year 2023 & 2024 is presented herewith. This 4th 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 118 publications were produced during 2023, whereas, 111 during 2024.

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.

Documents by year



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 2024 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.

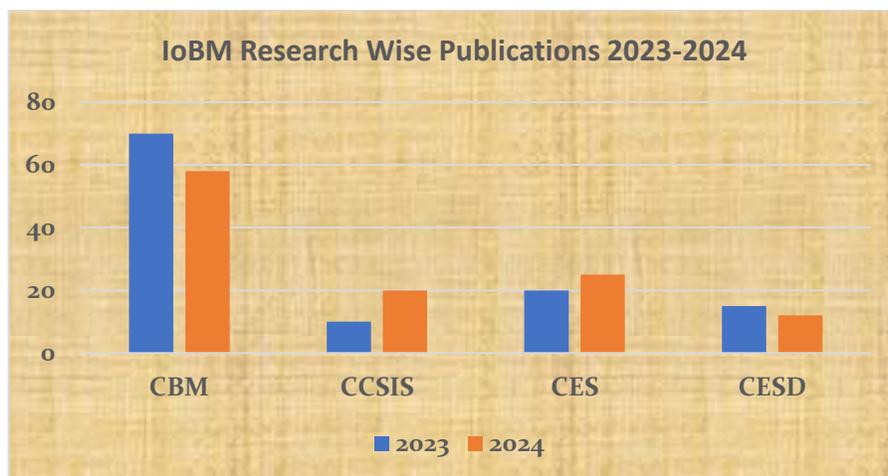
We at research office have made our utmost efforts to maintain equity and professional approach for intercollege and intra departmental comparison. Therefore, each publication was checked thoroughly for its originality by looking them on HJRS, related journal and Journal Citation Report (JCRs) of the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

2. College Wise Research Publication Output

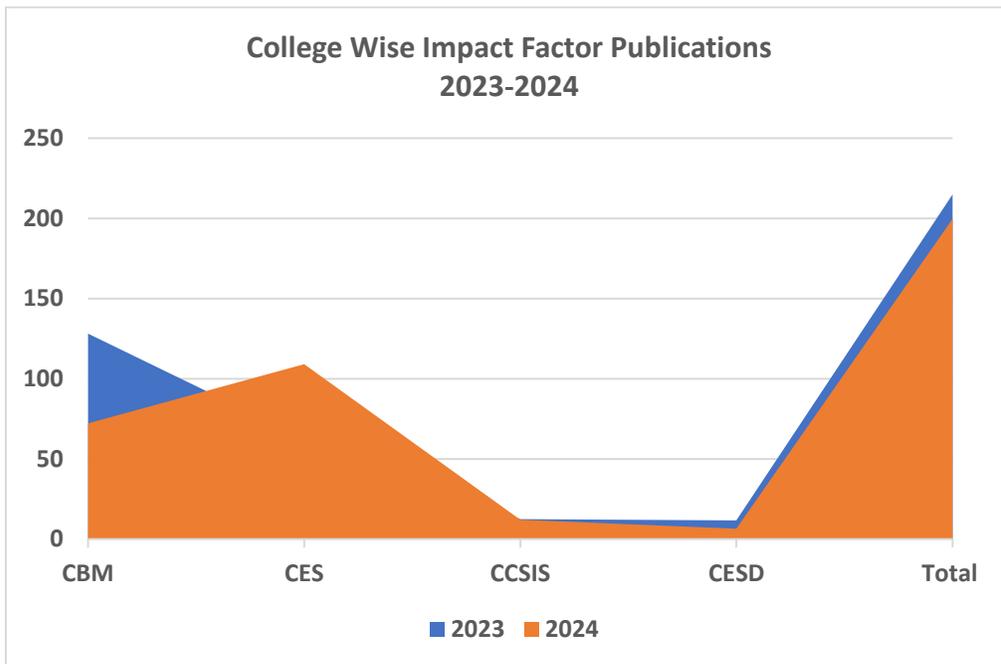
The college-wise distribution of IoBM research publications for the year 2023–2024 reveals a notable difference in performance across the four colleges. CBM is observed to remain the leading contributor in both years, although a decrease in output is recorded, dropping from about 70 publications in 2023 to around 58 in 2024, indicating a slight decline while a strong lead is still maintained. The most significant improvement is demonstrated by CCSIS, with publications doubling from roughly 10 to 20, suggesting enhanced research engagement and increased faculty participation. Steady progress is also observed in CES, with an increase from around 20 to nearly 25 publications, reflecting consistent growth in scholarly activity. In contrast, a small decline is experienced by CESD, as the number of publications decreases from approximately 15 in 2023 to 12 in 2024, signaling that strengthened research support is required. Overall, the data highlights shifting research dynamics, with momentum being gained by some colleges while renewed focus is needed by others to sustain and improve productivity.



3. College Wise Impact Factor Publications

The college-wise distribution of sum of the impact factor for 2023–2024 is illustrated by the chart, showing clear differences in research output among the four colleges.

The highest productivity in both years is demonstrated by CES, with a significant increase from a sum of 62.7 in 2023 to approximately 109 in 2024, reflecting remarkable growth in high-quality impact factor research. A Downward trajectory is observed in the CBM, with impact factor score rising from 128.123 in 2023 to around 72.1 in 2024, indicating reduced research engagement. In contrast, far fewer impact factor publications are contributed by CCSIS and CESD, with both colleges remaining below 25 in each year and only minimal fluctuations being observed. Overall, a widening gap between the leading college CES is revealed, underscoring the need for targeted efforts to enhance high-impact research output in CCSIS and CESD.



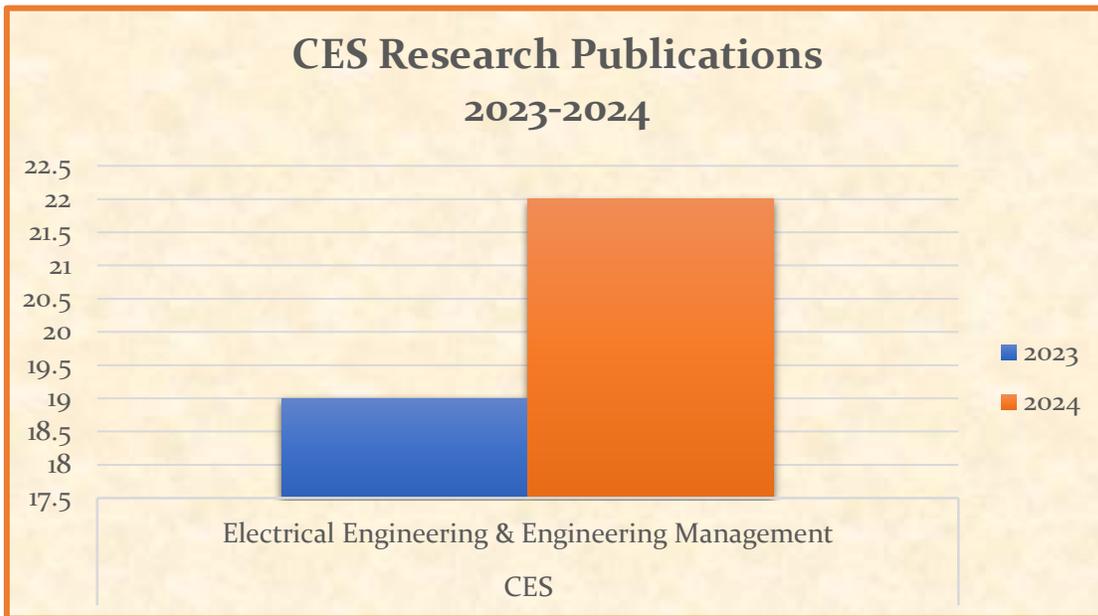
4. CBM Department Wise Research Publication Output

With Marketing Department being led by a large margin for year 2023 in CBM, Strong performance was also demonstrated by Management & HRM, while steady output was maintained by Industrial, Environment & Energy. In 2024 Strong performance was demonstrated by Industrial, Environment & Energy Management Department, while steady output was maintained Marketing Department.



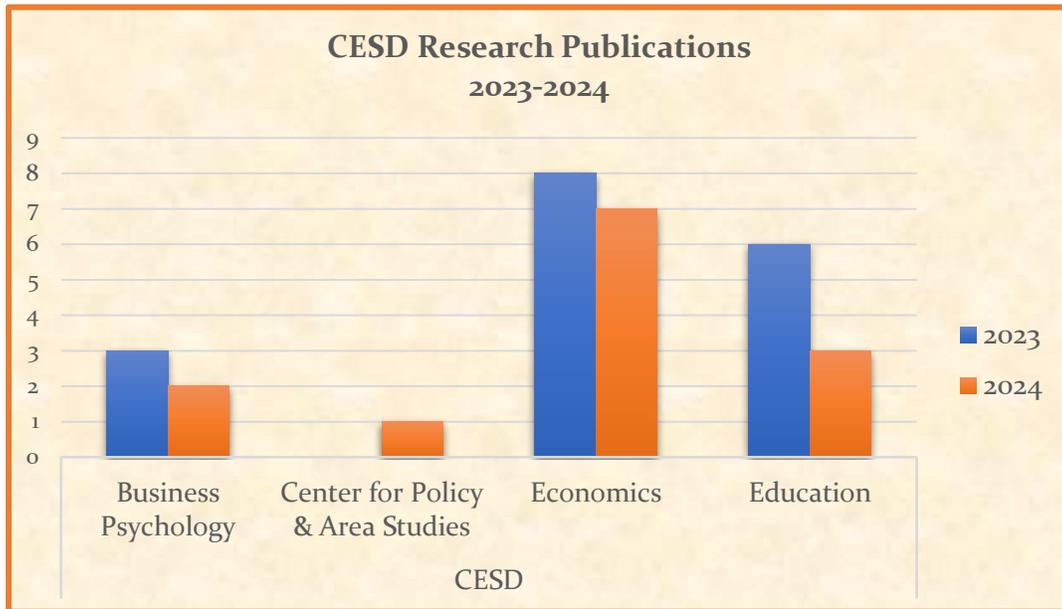
5. CES Department Wise Research Publication Output

In the field of Electrical Engineering & Engineering Management, publications were reported to rise from around 19 in 2023 to approximately 22 in 2024. This growth is indicated as a sign of stronger research activity and improved departmental output. The upward trend is further suggested to reflect increasing engagement in scholarly work and a positive shift in overall research productivity within CES.



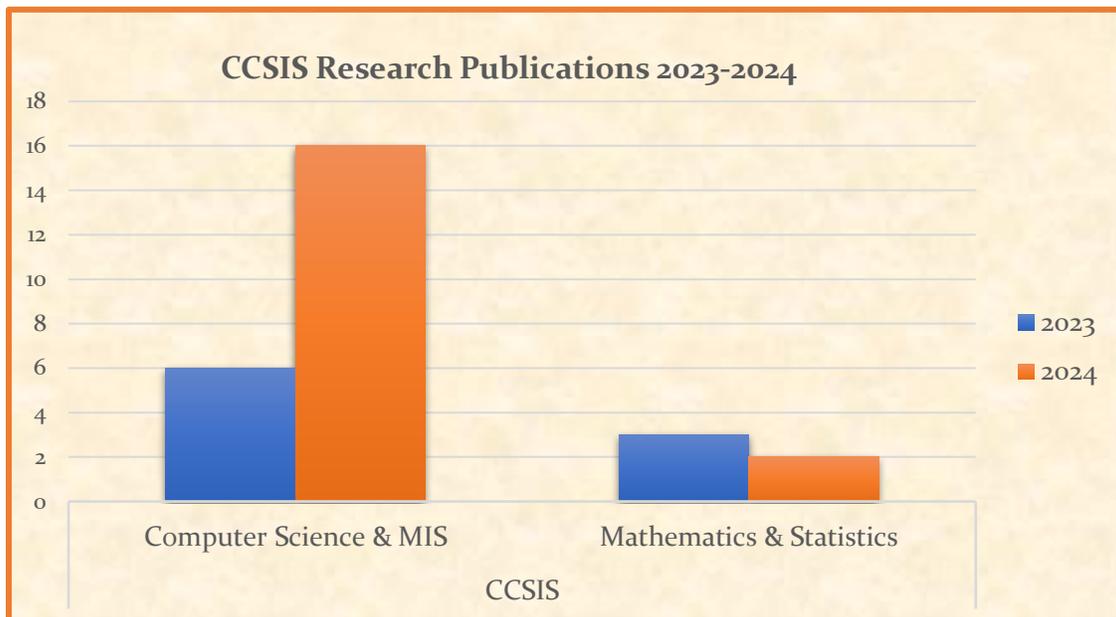
6. CESD Department Wise Research Publication Output

In the department of CESD, Economics remains the strongest contributor, though its publications slightly declined in 2024. Business psychology and education also show small decreases in output compared to the previous year. Meanwhile, the center for policy and area studies recorded a slight increase, though overall output remains low. Overall, CESD displays relatively stable research activity, with minor fluctuations across departments.



7. CCSIS Department Wise Research Publication Output

At CCSIS the department of Computer Science & MIS has produced 6 publications during the year 2023 and 16 publications during the year 2024, Whereas, Mathematics and Statistics department produced 3 and 2 publications during the year 2023 & 2024. for the computer science department, it is great boom while for the mathematics and statistics it's a slight decline.

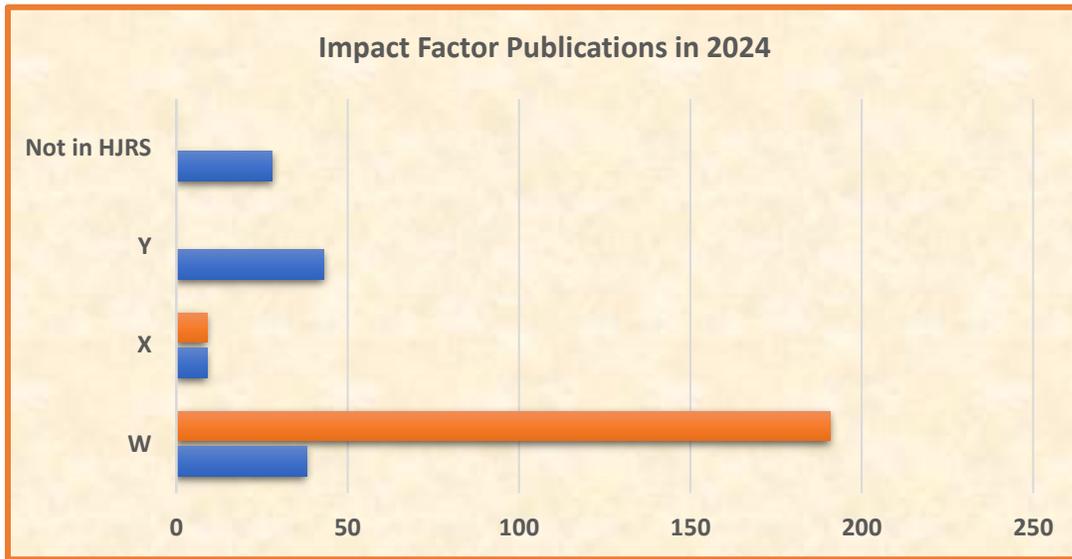


8. Impact Factor of IoBM Research Publications

During the year 2023, most of the 'Y' category papers have been produced i.e 42 followed by 30 'W' (Impact factor) category, whereas, 18 'X' and 24 'Non Hjrs' category papers were produced. The summed up institutional impact factor during the year 2023 was 214.92.



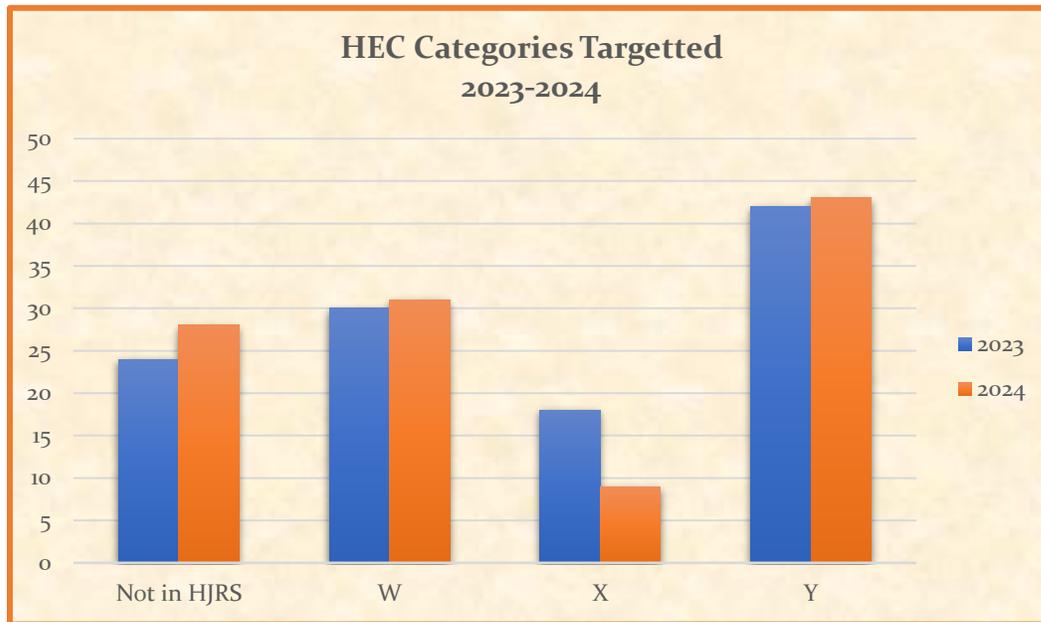
However, during the year 2024, most of the 'Y' category papers have been produced i.e 43 followed by 31 'W' (Impact factor) category, whereas, 9 'X' and 28 'Non HJRS' category papers were produced. The summed up institutional impact factor during the year 2024 was 200.



9. HEC Category Targeted by IoBM Researchers

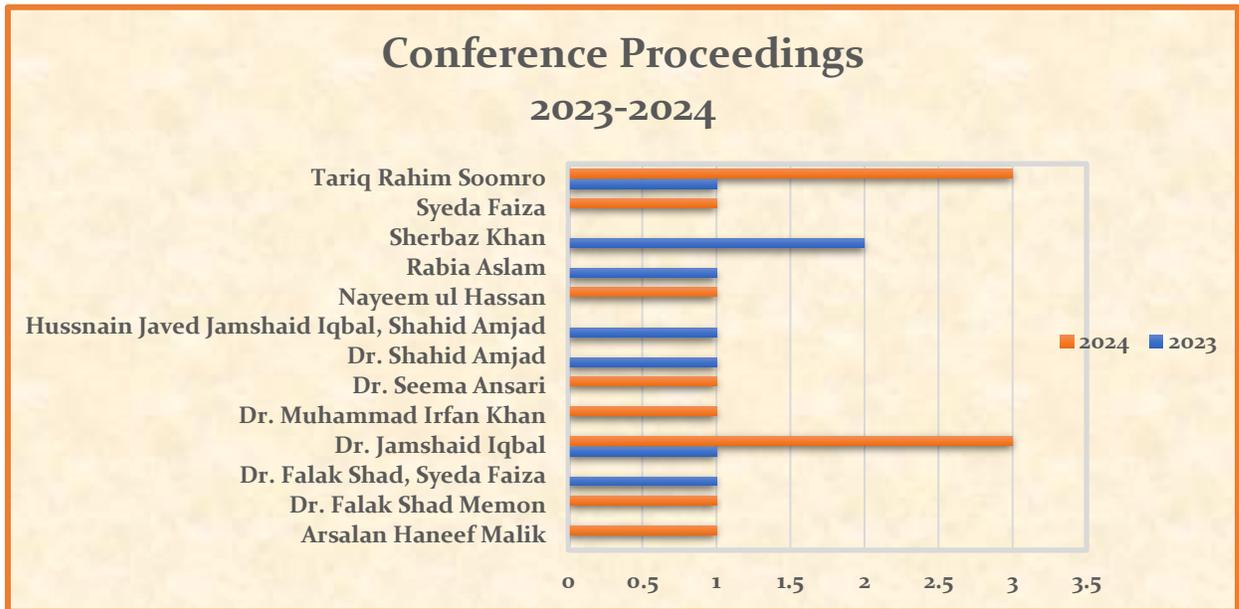
The chart compares the number of research publications targeted for HEC categories (X, Y, W, and Non-HJRM) in 2023 and 2024. Overall, the data shows a consistent upward trend across most categories, indicating increased publication efforts in 2024. Category Y has the highest targets in both years, showing a strong focus on mid-tier publications, while Category X also shows noticeable growth from 2023 to 2024. Category W remains stable with only a slight increase, reflecting moderate emphasis. Non-HJRSs show a small but clear rise, suggesting an effort to broaden overall output. In summary, the institution appears to be steadily increasing its publication goals across all HEC categories, with the strongest push in

Categories X and Y for 2024.



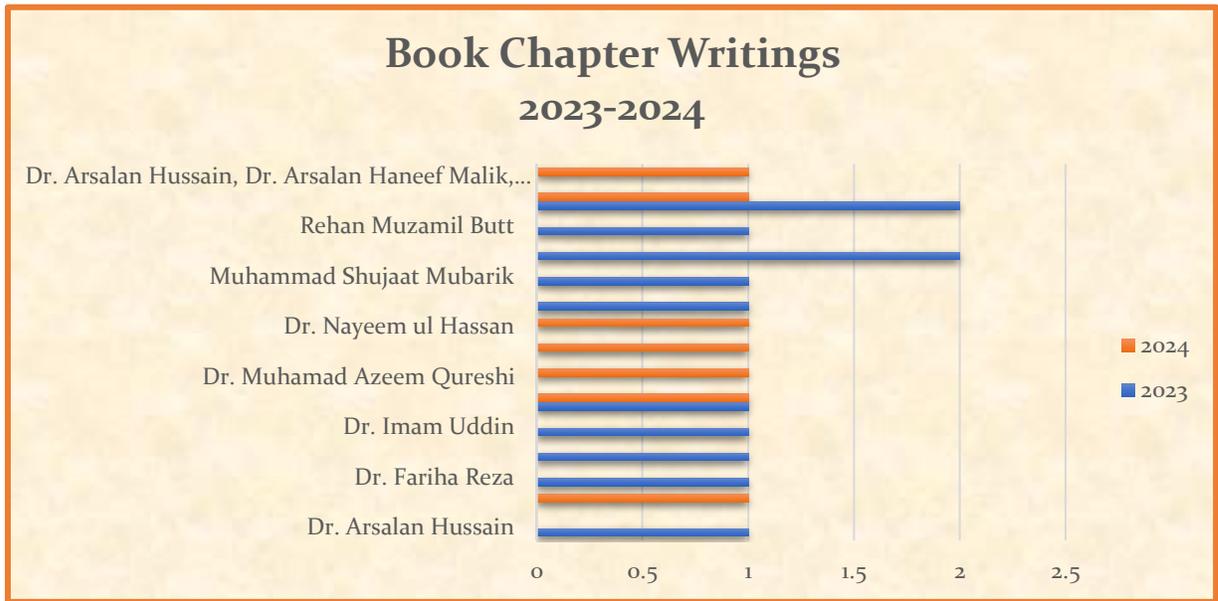
10. Participation in Research Conferences 2023-2024

Most individuals have participated in single conference in a year, indicating steady participation. A few contributors stand out with higher activity. Dr. Tariq Rahim Soomro and Dr. Jamshaid Iqbal have the highest count in 2024, each attending about 3 proceedings, making them the most active participants this year. In contrast, Sherbaz Khan shows a notable contribution in 2023 with 2 proceedings, higher than most of the other contributors for that year. Overall, 2024 shows slightly stronger engagement, with several contributors increasing or maintaining their output compared to 2023. The chart visually highlights consistency among most contributors while also pointing out a few notable peaks of academic activity



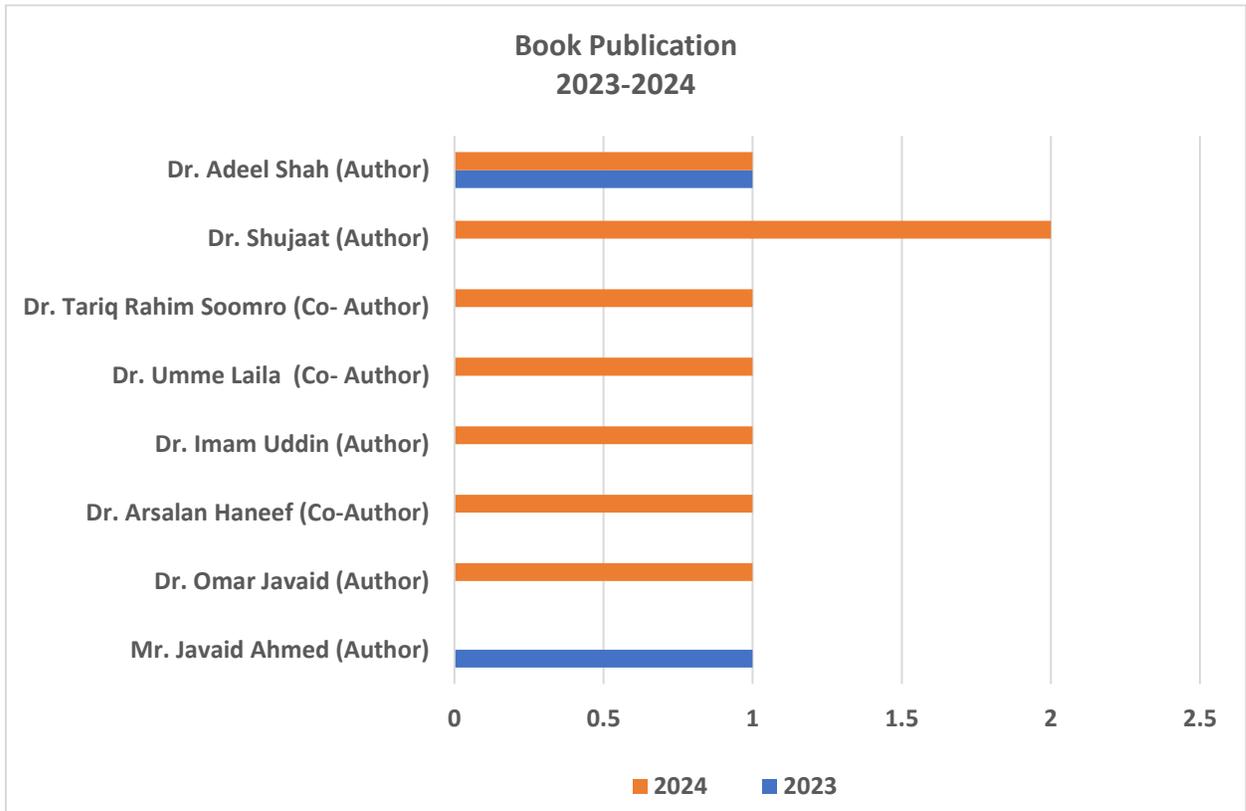
ii. Writing of Book Chapters

A few contributors show slight variations between years. Rehan Muzamil Butt & Dr. Shujaat Mubarak stand out with the highest contribution in 2023, reaching 2 chapters, which is higher than all others. Meanwhile, contributions in 2024 remain steady for nearly all listed authors, with no significant increases compared to 2023. Overall, the data indicates a stable pattern of book-chapter publications, with most authors maintaining similar output across both years.



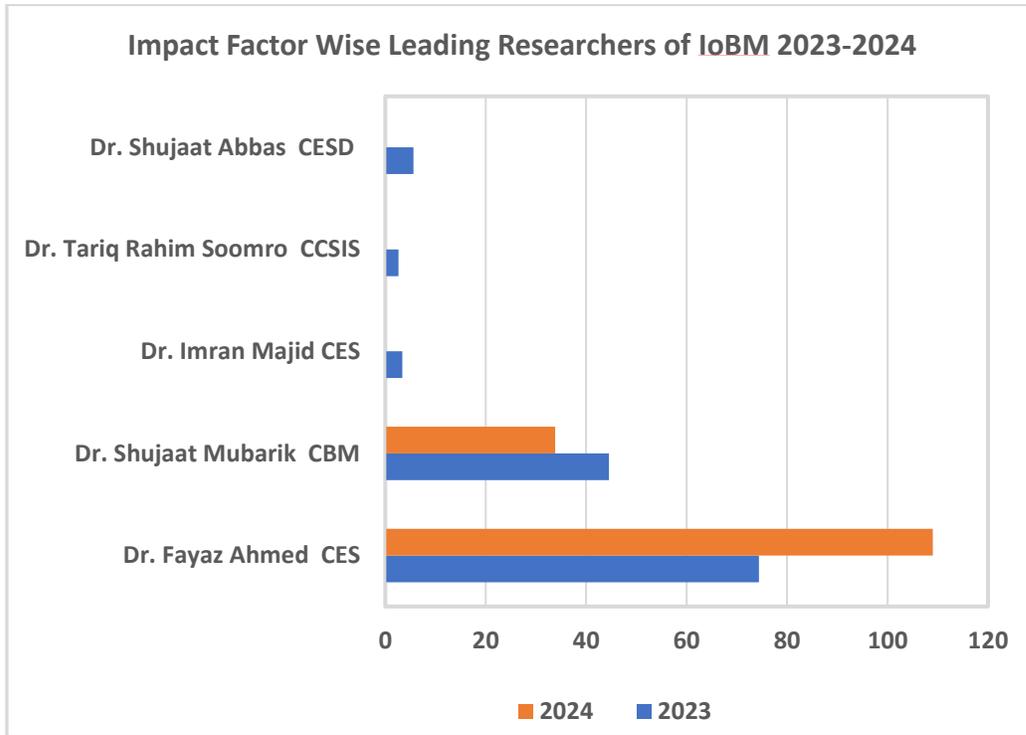
12. Book Writings

The most notable contributor is from Dr. Muhammad Shujaat Mubarak in 2023 with 2 books, followed by Dr. Adeel Shah, Dr. Imam Uddin, Dr Omar Javaid and Mr. Javaid Ahmed one book each. In the year 2024; Dr. Arsalan Haneef Malik, Dr. Tariq Rahim Soomro, and Dr. Umme Laila, have co-authored one book each in 2024. indicating an increase in activity in the latest year.



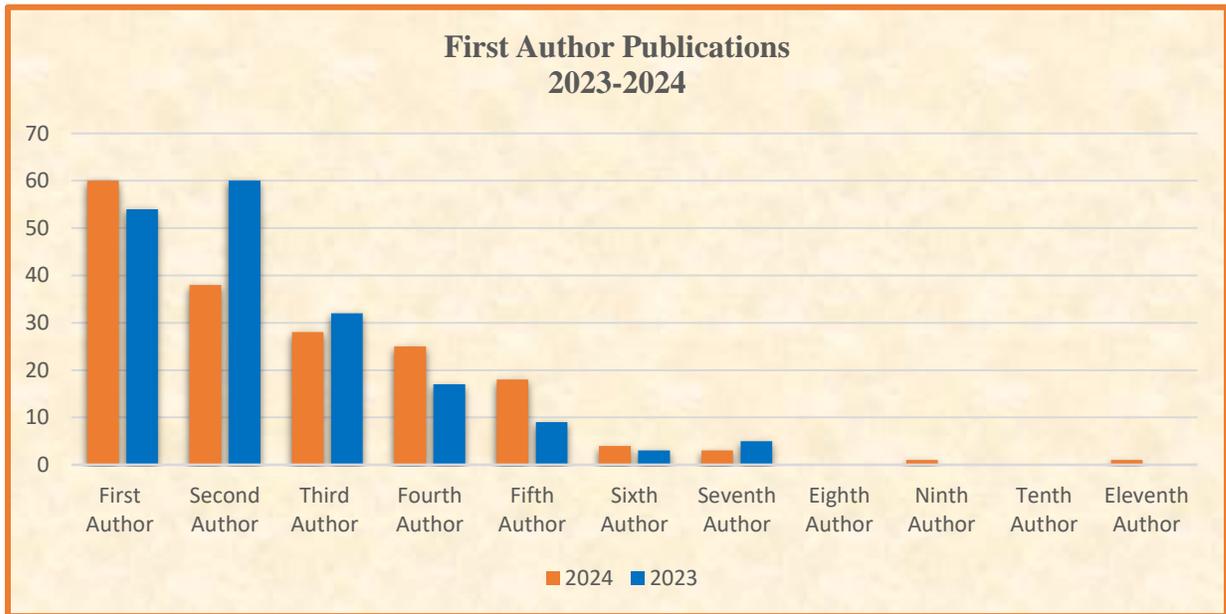
13. **Leading Researchers of IoBM during 2023-2024**

The leading researchers of IoBM have been shown in the graph below. All those researchers who have published at least three publications in 2024 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. Sayed Fayyaz Ahmed from CES is clearly leading this year also with his high number of 18 impact factor publications among all the faculty members of IoBM during the year 2024.



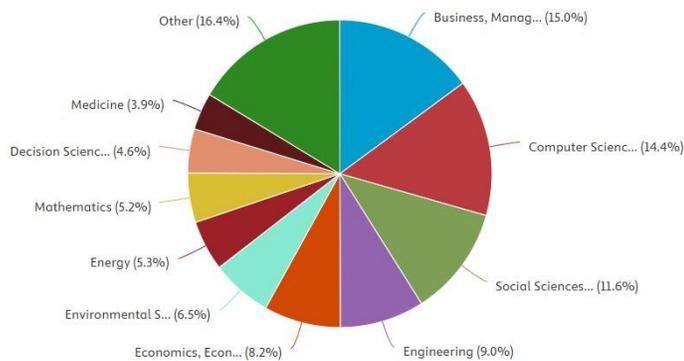
14. Authors Rank Orders

The chart compares first-author publications from 2023 to 2024 and shows that most authors produced fewer papers in 2024, with the exception of the First, Fourth, and Fifth Authors, who saw small increases. The Second Author shows the largest decline, dropping from about 60 to 40 publications, which strongly affects the overall totals. While the top five authors contribute the majority of the output, the remaining authors show very low and mostly unchanged publication numbers.



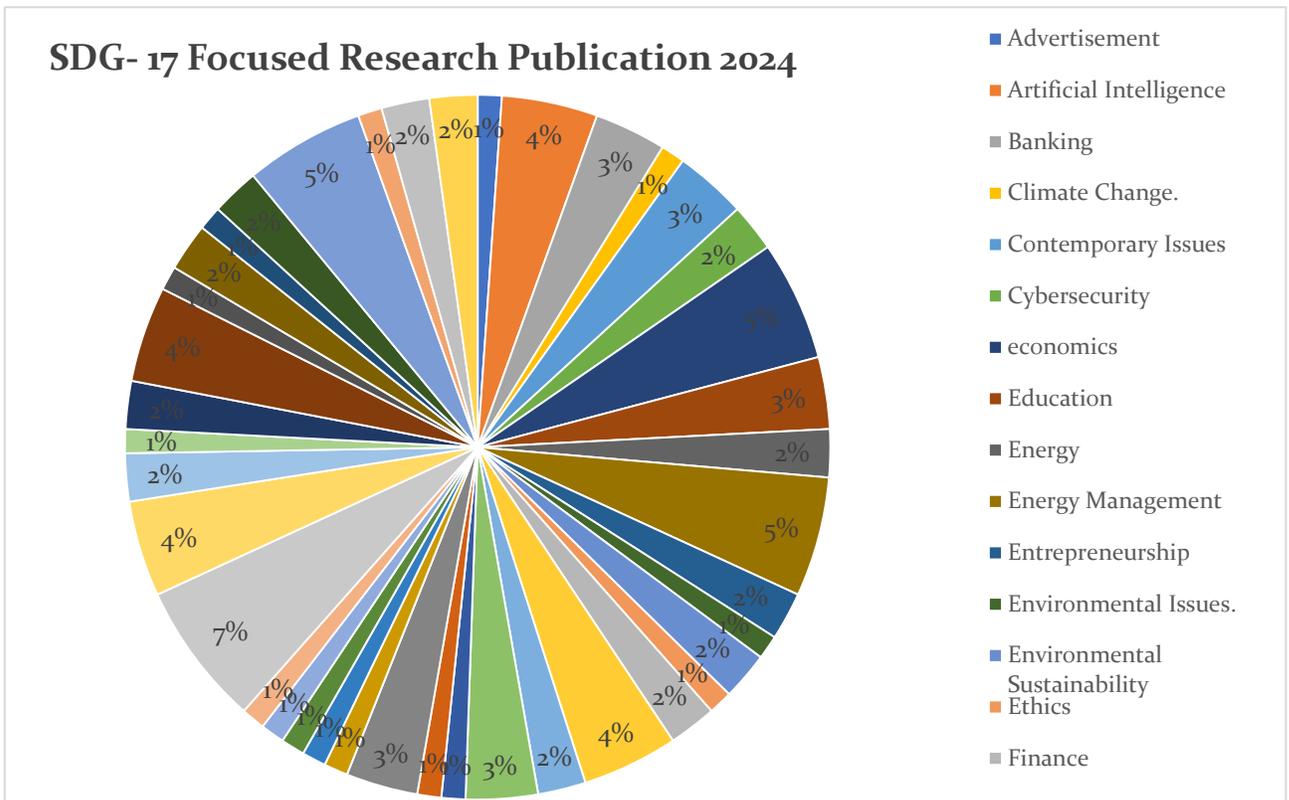
15. Subject/Topic wise Spread of Research Publications

Documents by subject area



The subject/topic wise distribution of the research papers has been shown in the tables below for the years 2023 & 2024. 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.

growing attention to economic stability and digital security. Many other fields—including Education, Economics, Engineering, Entrepreneurship, and Fintech—fall within the 2–3% range, showing broad but balanced research activity across disciplines. Overall, the chart reflects increased diversification, with research efforts distributed more evenly across SDG-related topics in 2024.



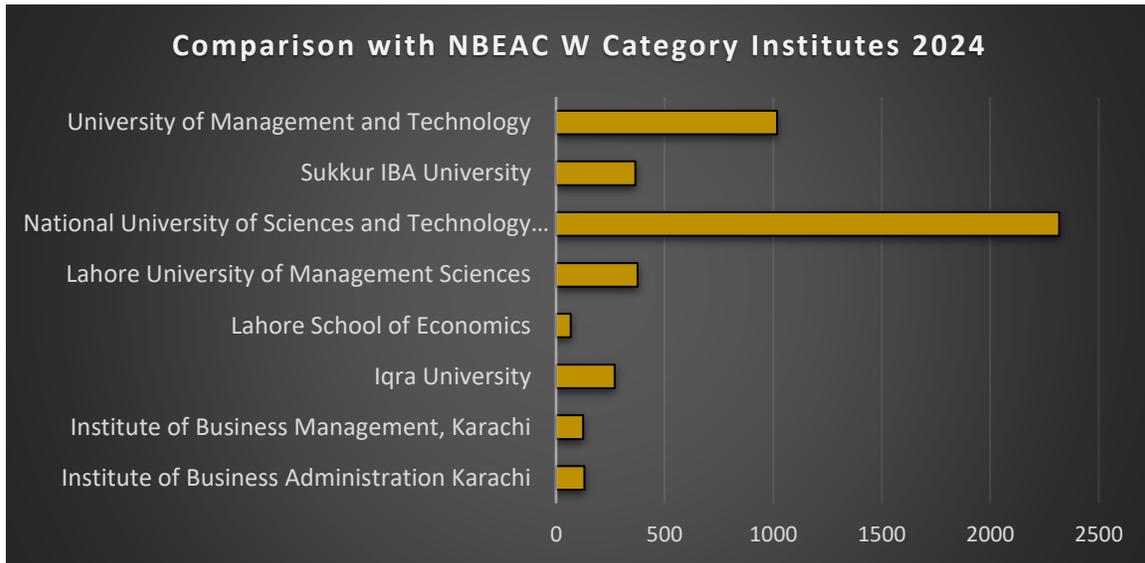
No single SDG appears to have received greater attention than the others, indicating that gaps in research or institutional focus were evenly distributed across these thematic areas. The unaddressed goals include No Poverty, Zero Hunger, Gender Equality, Clean Water & Sanitation, Reduced Inequalities, and Life Below Water, suggesting that both social welfare issues and environmental sustainability concerns were equally overlooked during the year. The uniform distribution further indicates that no targeted or prioritized strategy was implemented to advance these specific SDGs, highlighting a broad need for strengthened

policy direction, research engagement, and institutional initiatives to ensure a more comprehensive alignment with national and global development objectives.



17. 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.



18. Findings

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

- IoBM’s overall college-wise research output shows mixed progress, with CBM continuing to lead despite a slight decline from around 70 to 58 publications, indicating that while output dipper, the college still maintains a dominant position. CCSIS, however, demonstrated the most impressive improvement by doubling its publications from 10 to nearly 20, showing an increase in faculty engagement. CES also reflected slow but steady growth whereas CESD shows a small decline, signaling the need for targeted support.

- In Impact factor publications, CES and CBM out-performed all other colleges significantly, with CES jumping from 62.7 to 109 and CBM declining from 128.123 to 72.1. This major increase highlighting a culture of high-quality research in these colleges. Meanwhile, CCSIS and CESD remain far behind with fewer than 25 publications each year, creating a widening research gap that needs strategic attention.
- CBM's department-wise analysis shows Marketing Department being led by a large margin for year 2023 in CBM, Strong performance was also demonstrated by Management & HRM, while steady output was maintained by Industrial, Environment & Energy. In 2024 Strong performance was demonstrated by Industrial, Environment & Energy Management Department, while steady output was maintained Marketing Department.
- CES department-wise output increases significantly from 19 to 22 publications in Electrical Engineering & Engineering Management. Although the growth is modest, it reflects ongoing scholarly engagement and increasing departmental productivity.
- CESD's departmental results reflect stability with minor declines in key departments such as Economics remains the strongest contributor, though its publications slightly declined in 2024. Business psychology and education also show small decreases in output compared to the previous year.
- CCSIS saw a significant rise in Computer Science & MIS publications from 6 to 16, representing a major improvement in technical research involvement. However, the Mathematics & Statistics department declined slightly from 3 to 2 publications, showing an imbalance in departmental contributions. This uneven growth suggests that internal support and resource distribution may need review.
- Impact factor category analysis shows that Y-category papers remain the highest in both years, with 42 in 2023 and 43 in 2024. However, the sharp drop in X-category publications from 18 to 9 contributed to a lower overall institutional impact factor in 2024 (200) compared to 2023 (214.92). This reduction signals a shift toward mid-tier publications rather than top-tier journal engagement.
- HEC category targets increased across all categories in 2024, especially for X and Y categories, reflecting the institution's strengthened ambition to publish more widely. Category W showed stable growth, indicating a sustained but moderate focus on high-impact journals. The steady rise in Non-HJRS targets also suggests an effort to expand overall publication count regardless of category.

- Participation in research Conferences remained stable, with most faculty members participating in one conference per year. The overall slight increase in conference participations in 2024 reflects a growing interest in academic conference participation.
- Book chapter contributions remained largely consistent, with most authors writing one chapter in each year. Rehan Muzamil Butt & Dr. Shujaat Mubarik displayed a higher contribution with two chapters in 2023, reflecting individual variability in scholarly output. The overall stability suggests sustained but cautious engagement in book-based academic writing.
- Book writing remained low overall, with most authors producing one or none across both years. The only major peak came from Dr. Muhammad Shujaat, who authored three books in 2023, marking a significant outlier. In 2024, more faculty participated in book writing, but individual contributions remained limited.

- The leading researchers for 2024 were identified based on having at least three publications including one impact factor article. Dr. Sayed Fayyaz Ahmed led significantly with 11 impact factor publications, establishing himself as the institution's most prolific researcher.
- Analysis of first-author publications shows a satisfactory trend as most of the authors have published as 1st and 2nd authors respectively. The Second Author experienced the largest drop, from around 60 to 40 publications, strongly impacting overall first-author totals.
- The subject-wise spread of research in 2023 concentrated heavily on areas like artificial intelligence, management, contemporary issues, green economy, and marketing. Fields such as sustainability, gender equality, and blockchain remained significantly under-explored despite having high research potential. This imbalance suggests that emerging and socially relevant research themes require more institutional promotion.

SDG-17 research contributions in 2023 were heavily concentrated in Artificial Intelligence (14%) and Climate Change (12%), showing strong focus but limited diversity. Many other fields received minimal attention, indicating narrow research distribution. In contrast, 2024 demonstrated a more balanced spread across multiple themes such as climate change, environmental issues, AI, energy, and cybersecurity, showing a positive shift toward diversified sustainability research.

19. Recommendations

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

- Provide targeted support to underperforming colleges and departments, such as CESD, CCSIS, and low-output units within CBM, through mentoring, training, and research guidance.
- Introduce research grants and seed funding to encourage publications in high-impact journals, especially for departments struggling to produce X and W category papers.
- Reduce teaching and administrative loads for active researchers to allow more time for scholarly work and high-quality publications.
- Organize workshops and training programs focused on publishing strategies, impact factor improvement, and first-author leadership skills.
- Encourage interdisciplinary collaboration between high-performing and low-performing departments to foster knowledge sharing and balanced research growth.
- Promote research in emerging and underrepresented areas such as sustainability, gender equality, block-chain, Fin-tech, and SDG-related topics through special funding calls and publication incentives.
- Establish internal peer-review committees and quality assurance mechanisms to enhance manuscript quality before submission to high-impact journals.
- Monitor departmental and individual performance regularly, using metrics like publication count, impact factor, and first-author contributions to identify gaps and implement timely interventions.
- Encourage broader participation in book writing, book chapters, and conference proceedings to diversify scholarly output and strengthen IoBM's academic profile.

20. Conclusion

Overall, IoBM's research performance in 2023–2024 reflects both significant achievements and notable gaps. CBM and CES continue to lead in publication

volume and impact factor contributions, demonstrating strong research engagement and high-quality output, while CCSIS and CESD lag behind, highlighting the need for targeted support and resource allocation. Departmental performance varies widely, with some units showing remarkable growth and others remaining stagnant or declining, indicating uneven distribution of research capacity. Despite a slight decline in total institutional impact factor and first-author contributions, the institution has made positive strides in diversifying research themes, particularly in SDG-related areas and emerging topics like climate change, AI, and cybersecurity. By implementing strategic interventions such as targeted funding, interdisciplinary collaboration, quality assurance mechanisms, and enhanced recognition systems, IoBM can foster a more balanced, high-impact, and sustainable research culture, strengthening its academic standing and scholarly influence in the years ahead.

Dr. Muhammad Arif
Director Research