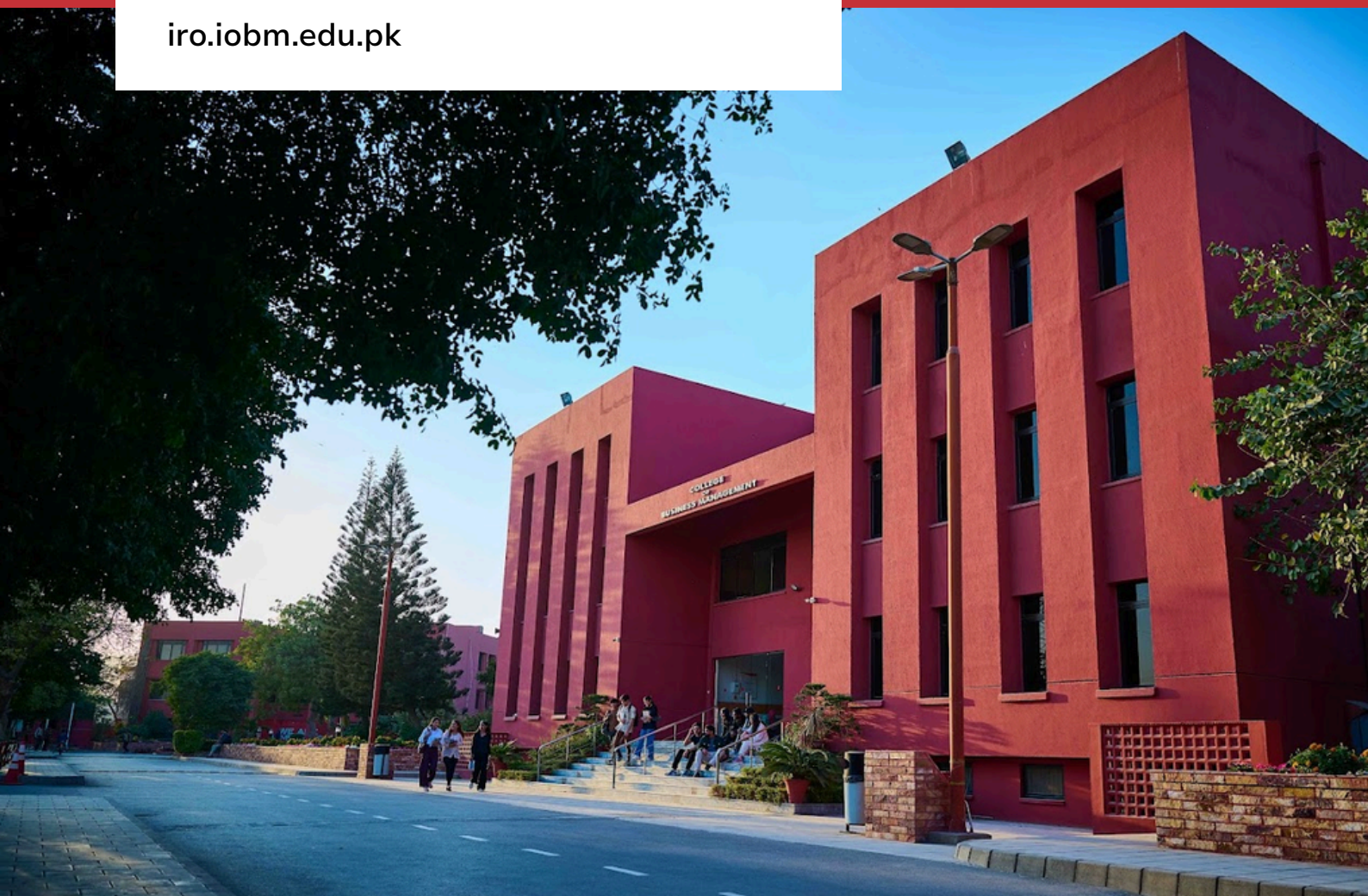
IoBM RESEARCH PUBLICATIONS

Analysis Report
2024-2025

Prepared By
IoBM Research Office (IRO)

iro.iobm.edu.pk

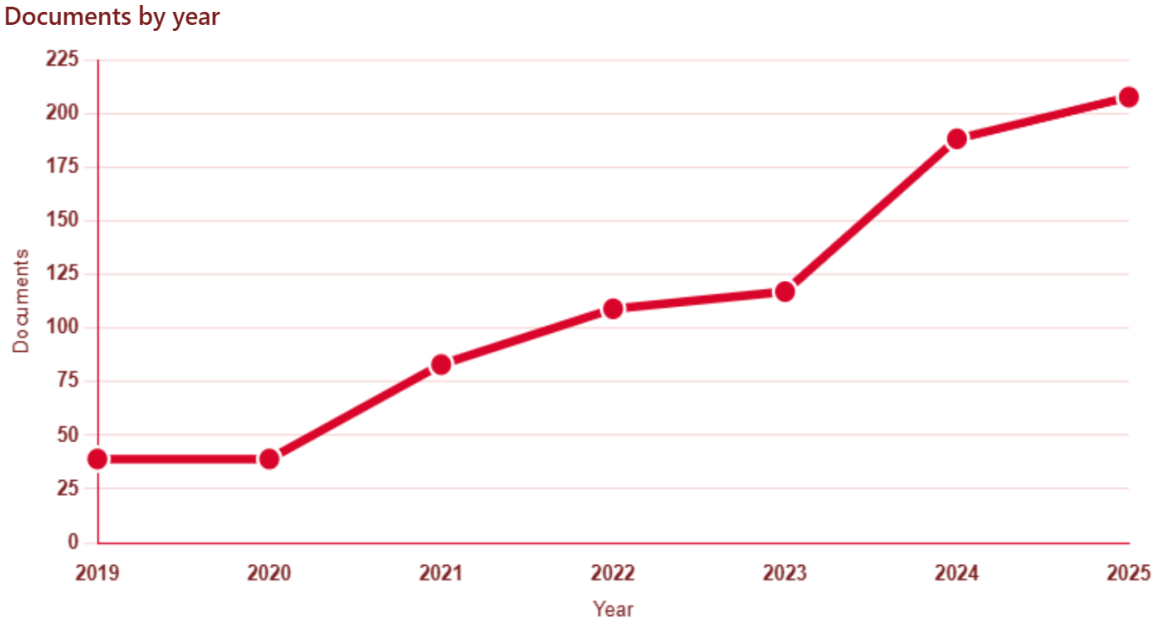


1. Introduction

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 2024 & 2025 is presented herewith. This 5th 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 109 publications were produced during 2024, whereas, 182 during 2025



The graph above is 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 2025 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.

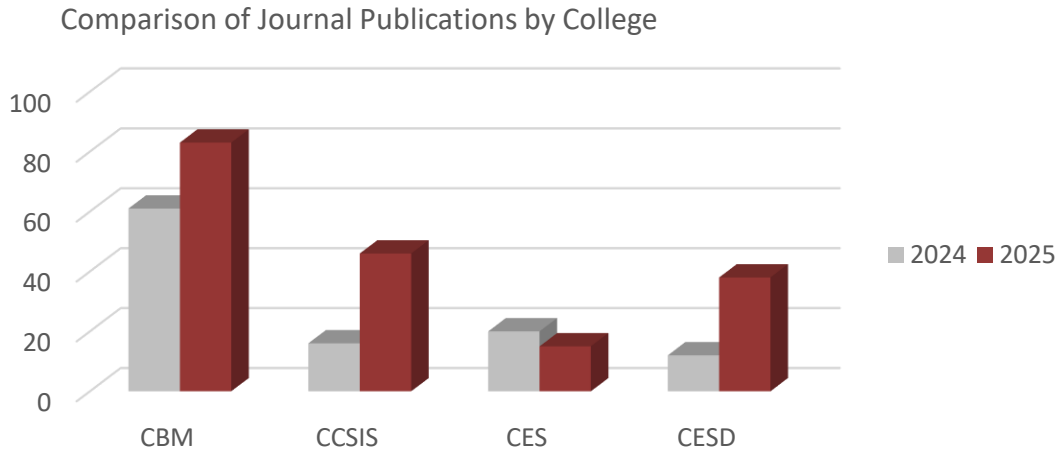
Dr. Muhammad Arif

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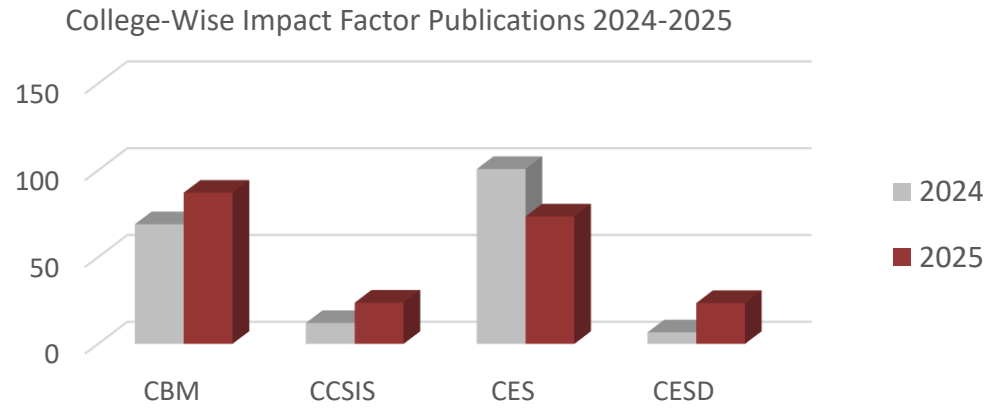
2. College Wise Research Publication Output

A total of 109 journal publications were produced in 2024, whereas 182 were produced in 2025. CBM stands out prominently during both the years under analysis. The output of publications of CCSIS has increased prominently from 16 publications in 2024 to 48 Publications in 2025. CESD also demonstrated significant improvement, increasing its publications from 12 in 2024 to 38 in 2025. CES showed a decline in publications, decreasing from 21 in 2024 to 13 in 2025.



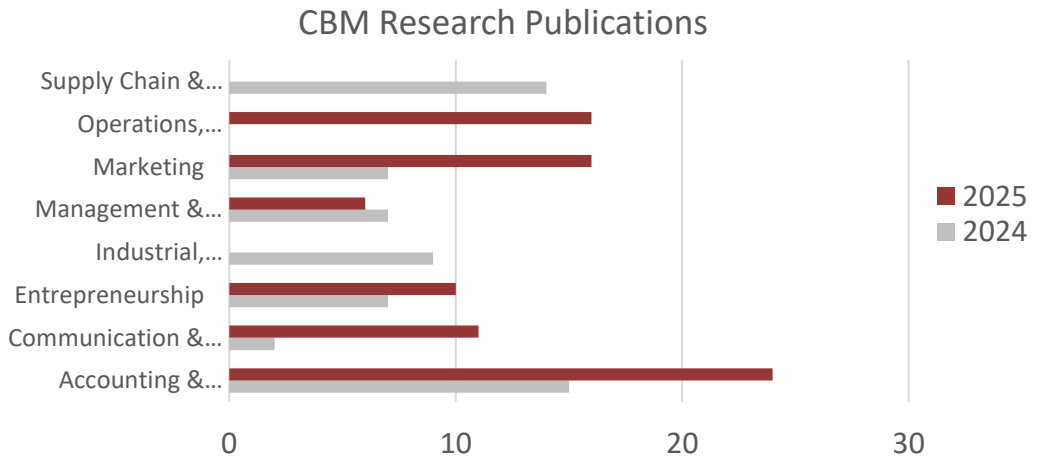
3. College Wise Impact Factor Publications

During 2024, the institutional JCR impact factor was 188.2, which is increased to 207.652 in 2025. In 2025, the maximum impact factor contribution of 87.052, i.e. 42% of the total institutional impact factor, came from CBM. CES contributed the second-highest impact factor of 73.4 in 2025. CBM contributed 9.1 to the institutional impact factor in 2025, compared to 68.9 in 2024. CCSIS & CESD contributed 23.7 and 23.5 to the institutional impact factor in 2025.



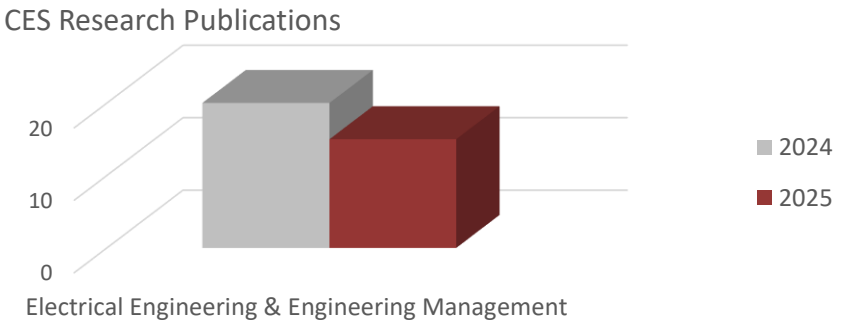
4. CBM Department Wise Research Publication Output

The highest department-wise publication output at CBM is of the Accounting and Finance department. On the basis of publications to the faculty ratio, the Operations, Environment & Supply Chain Management (OESCM) and Marketing has distinguished itself.



5. CES Department Wise Research Publication Output

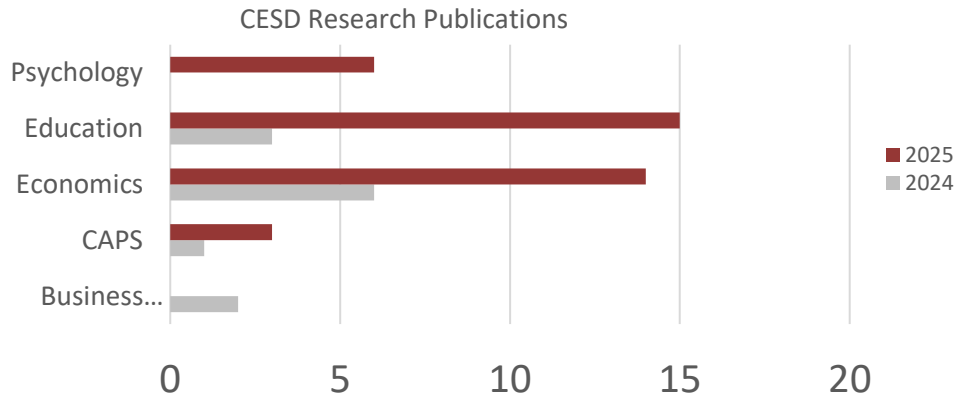
In the field of CES, publications experienced a noticeable decline, with the number decreasing from 21 in 2024 to 13 in 2025. This downward trend indicates a reduction in research output during 2025 compared to the previous year. The decline may suggest relatively lower research activity and scholarly publication engagement within CES during the period under review. Overall, the decrease highlights a need for continued efforts to strengthen research participation, encourage faculty publication activities, and improve the department's overall research productivity in the coming years.



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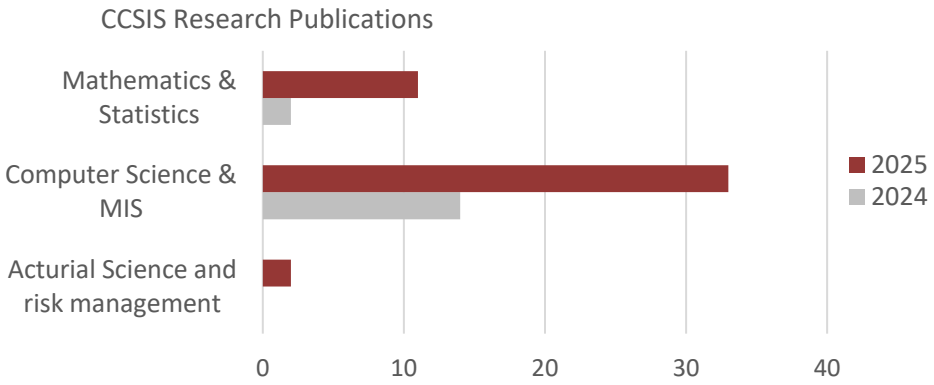
6. CESD Department Wise Research Publication Output

The Economics Department continued to demonstrate strong research performance, maintaining a prominent position in overall research output during 2025. Its consistent publication activity reflects sustained faculty engagement and a strong research-oriented environment. Based on the publications-to-faculty ratio, the Education Department emerged as the leading department during 2025. Its higher ratio reflects strong faculty research productivity and active engagement in scholarly publications.



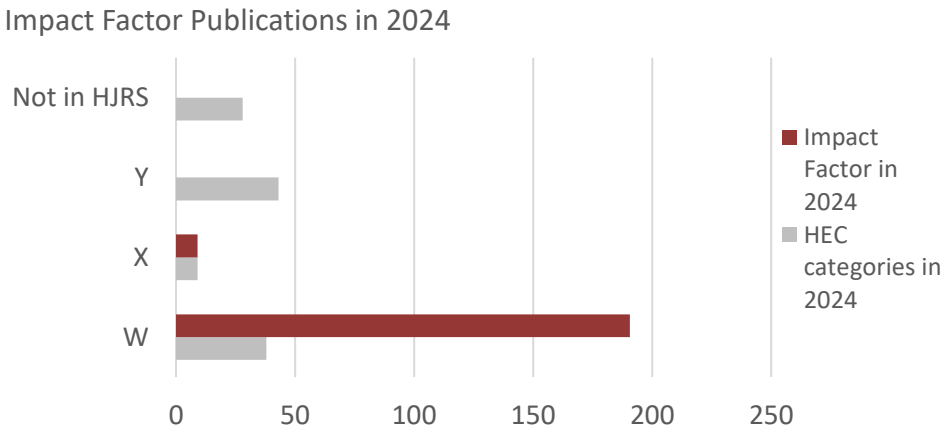
7. CCSIS Department Wise Research Publication Output

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.

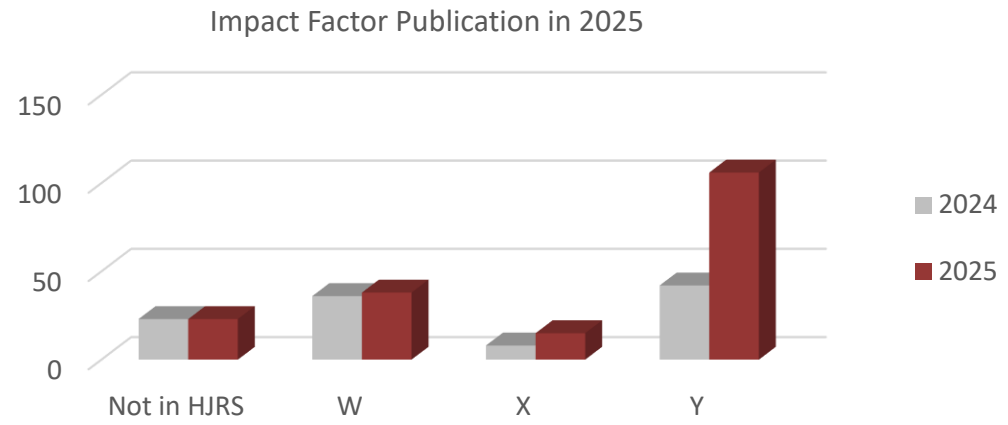


8. Impact Factor of IoBM Research Publications

During the year 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.

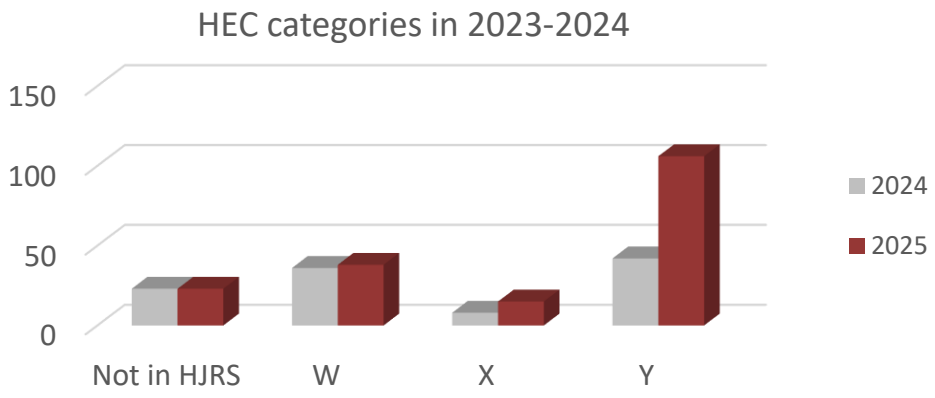


During 2025, the 'W' category contributed the highest impact factor of 176.1, accounting for approximately 84.8% of the total institutional impact factor. The 'Not in HJRS' category contributed 6.5, while the 'X' category contributed 25.052. The 'Y' category recorded no impact factor contribution. Overall, the institutional impact factor increased from 188.2 in 2024 to 207.652 in 2025, representing an increase of 19.452 (approximately 10.3%). The 'W' category remained the leading contributor to the institutional impact factor in 2025, followed by the 'X' category and the 'Not in HJRS' category.



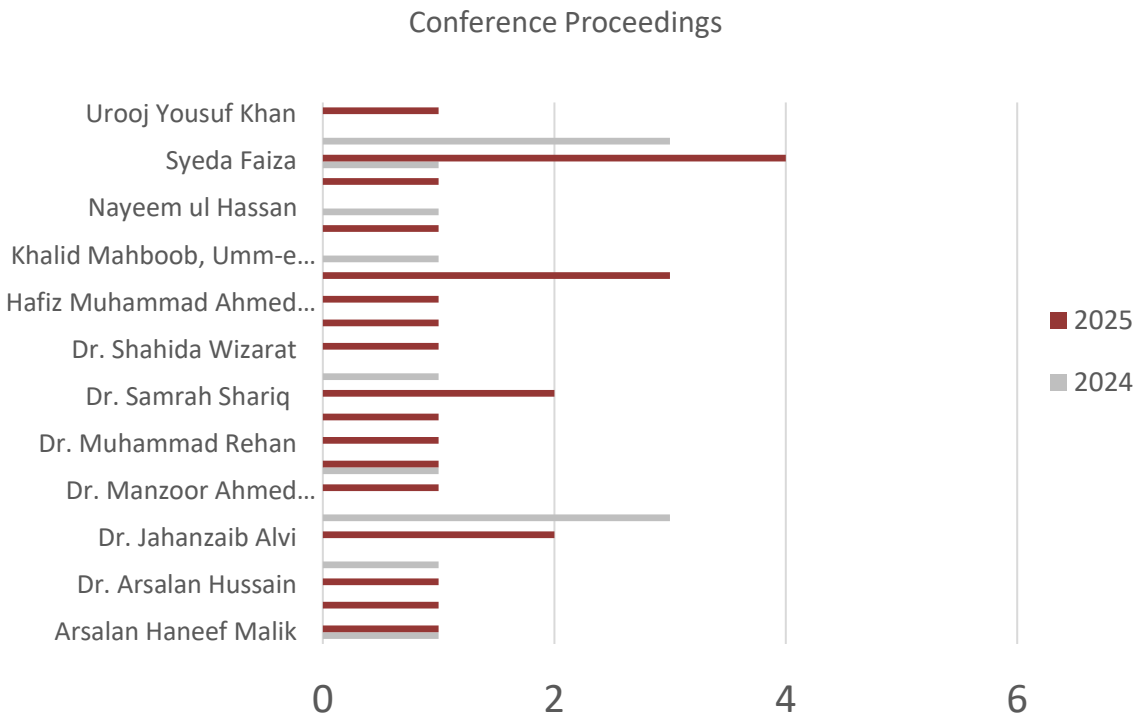
9. HEC Category Targeted by IoBM Researchers

During 2025, the highest number of papers were published in the 'Y' category, with 106 papers, compared to 42 in 2024, showing a significant improvement. 'W' category papers increased slightly from 36 in 2024 to 38 in 2025, while 'X' category papers increased from 8 to 15. 'Not in HJRS' papers remained unchanged at 23 in both 2024 and 2025. Overall, institutional research output increased from 109 papers in 2024 to 182 papers in 2025, reflecting a substantial growth in publications.



10. Participation in Research Conferences 2024-2025

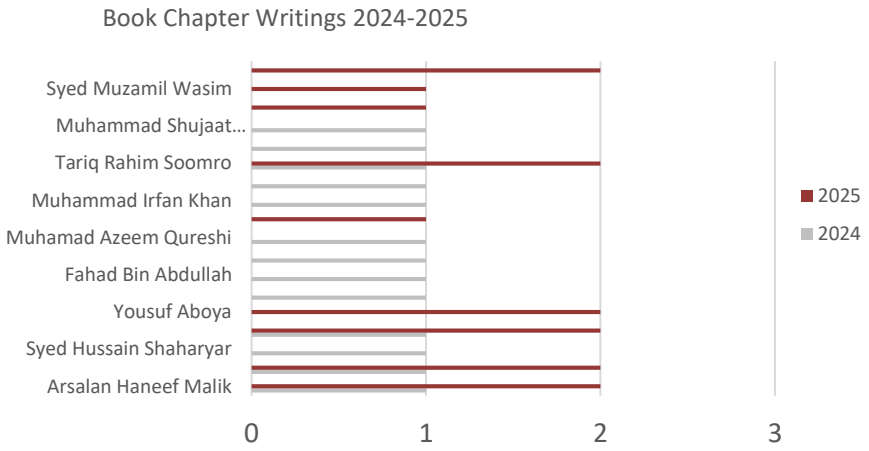
During 2025, conference publications increased significantly to 37, compared to 12 in 2024, reflecting a substantial rise in research dissemination through conferences. Syeda Faiza recorded the highest number of conference papers in 2025, demonstrating notable contribution to the institution's conference research output. Overall, 2025 reflects a considerable improvement in conference participation, indicating stronger faculty engagement in presenting and disseminating research findings.



11. Writing of Book Chapters

A total of 19 book chapters were published in 2025. Dr. Arsalan Haneef Malik, Muhammad Rehan, Arsalan Hussain and Dr. Tariq Rahim Soomro recorded the highest contribution, with 3 book chapters each. Overall, book chapter contributions remained relatively limited

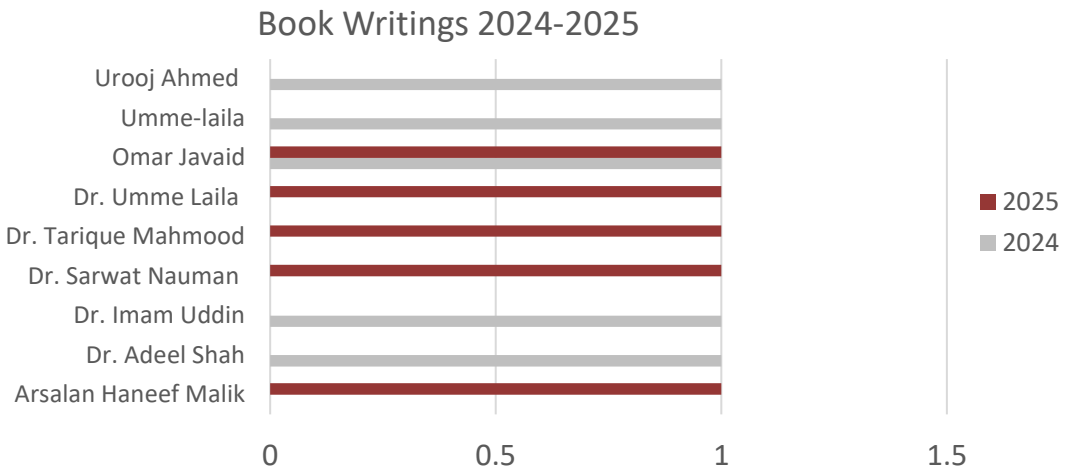
compared to journal and conference publications because HEC gives low priority to the writing of Book Chapters than a paper publication by the PhD faculty.



12. Book Writings

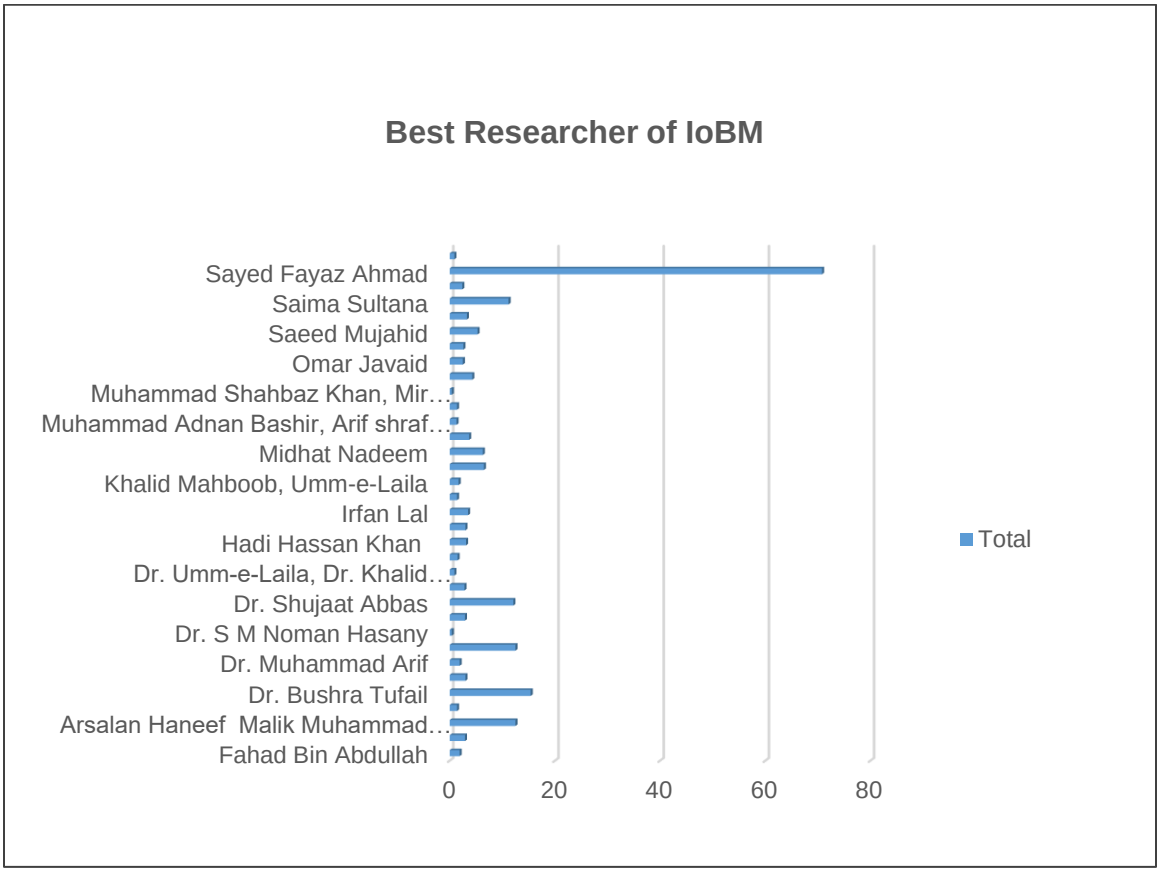
Five books were published during 2025, bringing the combined total for 2024 and 2025 to 10 books.

The 2025 books were authored by Dr. Omar Javaid, Dr. Umme Laila, Dr. Tarique Mahmood, Dr. Sarwat Nauman, and Dr. Arsalan Malik Haneef.



13. Leading Researchers of IoBM during 2024-2025

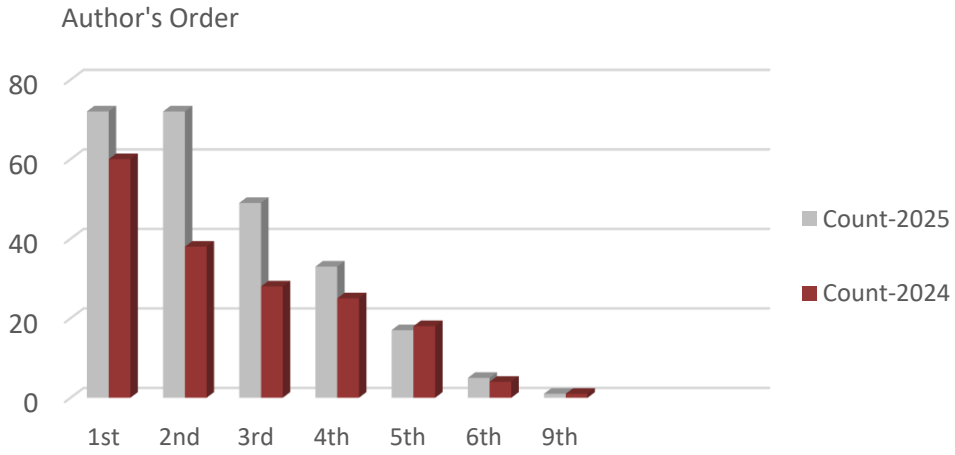
The leading researchers of IoBM have been shown in the graph below. All those researchers who have published at least three publications in 2024 and at least one of those being an Impact Factor publication, qualified for the leading researchers' category. And to further distinguish among the faculty 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 11 impact factor publications among all the faculty members of IoBM during the year 2024.



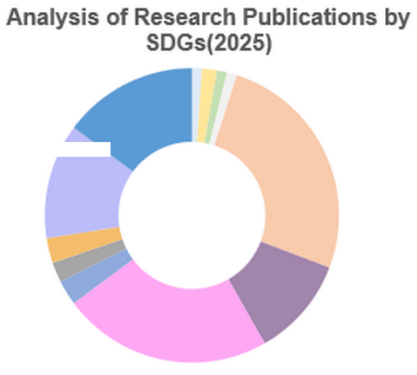
14. Authors Rank Orders

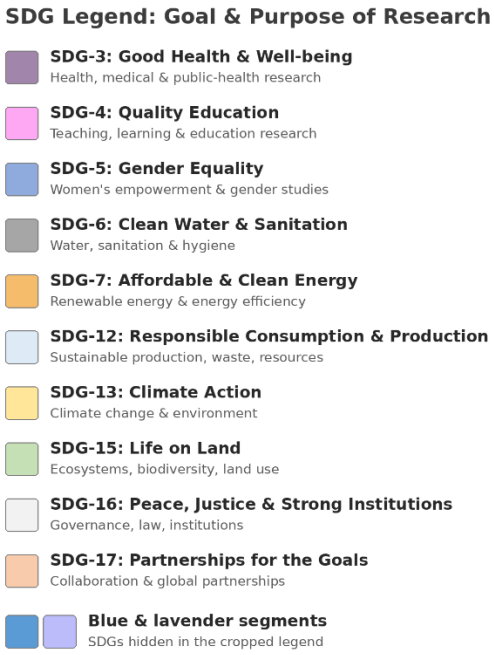
The chart presents the distribution of publications by author position in 2025. The 1st and 2nd authors recorded the highest contributions, with 72 publications each, followed by the 3rd author with 49 publications. The 4th author contributed 33 publications, while the 5th author accounted for 17 publications. Contributions from the 6th author position totaled 5 publications, whereas the 9th author position recorded 1 publication. Overall, the data indicate that publication contributions were concentrated among the leading author positions, particularly

the 1st, 2nd, and 3rd authors, highlighting their significant role in the institution's research output during 2025.



15. Subject/Topic wise Spread of Research Publications

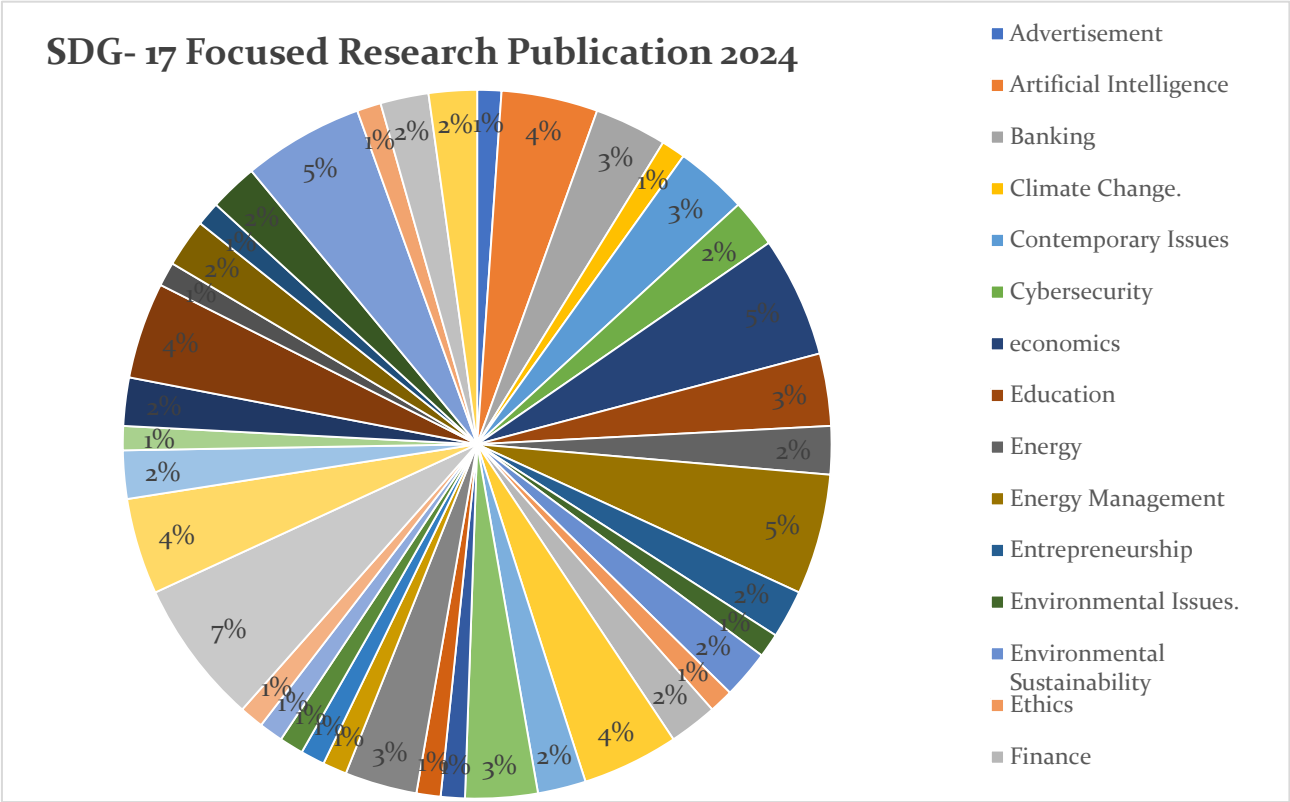




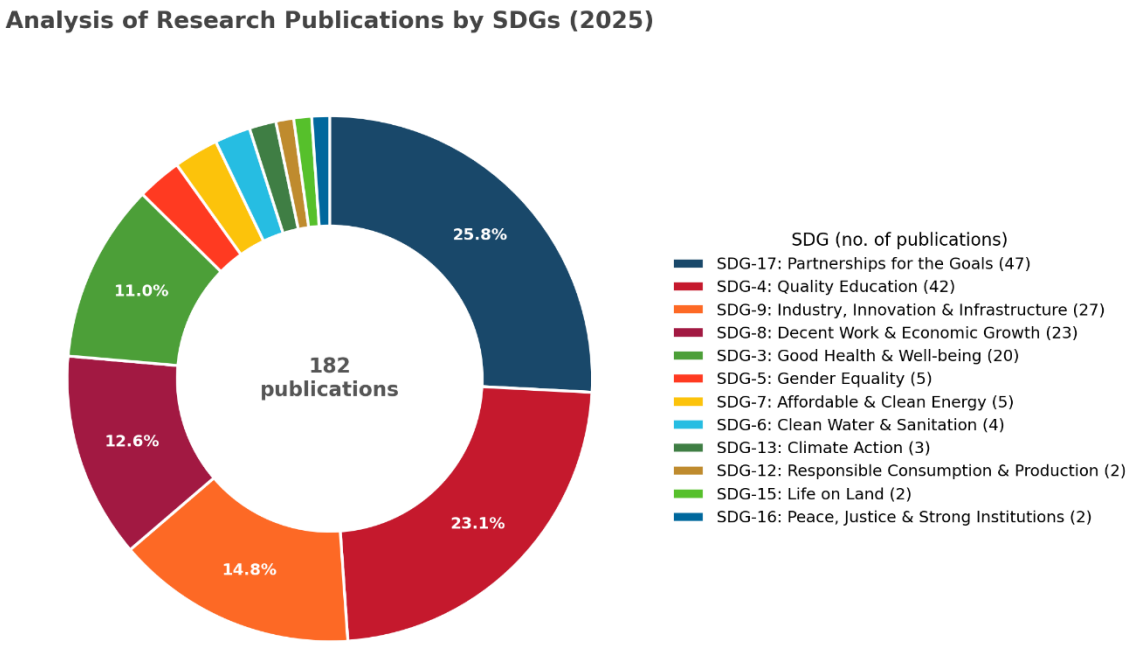
The SDG-wise distribution of research publications for 2025 is presented in the chart above. The highest proportion of research publications was associated with SDG-17, followed by SDG-4 and SDG-3, indicating strong research engagement in areas related to partnerships, quality education, and health and well-being. SDG-5, SDG-6, and SDG-7 accounted for comparatively smaller shares, while SDG-12, SDG-13, SDG-15, and SDG-16 represented limited portions of the overall research output. Overall, the distribution reflects research contributions across multiple Sustainable Development Goals, with greater concentration in a few key areas during 2025.

16. Addressing Sustainable Development Goals (SDG-17)

2024 SDG-17 research publication distribution shows a more even spread across many themes compared to 2023, with no single category dominating as strongly. Climate Change (7%), Environmental Issues (6%), and Artificial Intelligence (6%) remain among the leading research areas, indicating sustained interest in sustainability and technology. Energy, Finance, and Cybersecurity each contribute around 5%, suggesting 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.

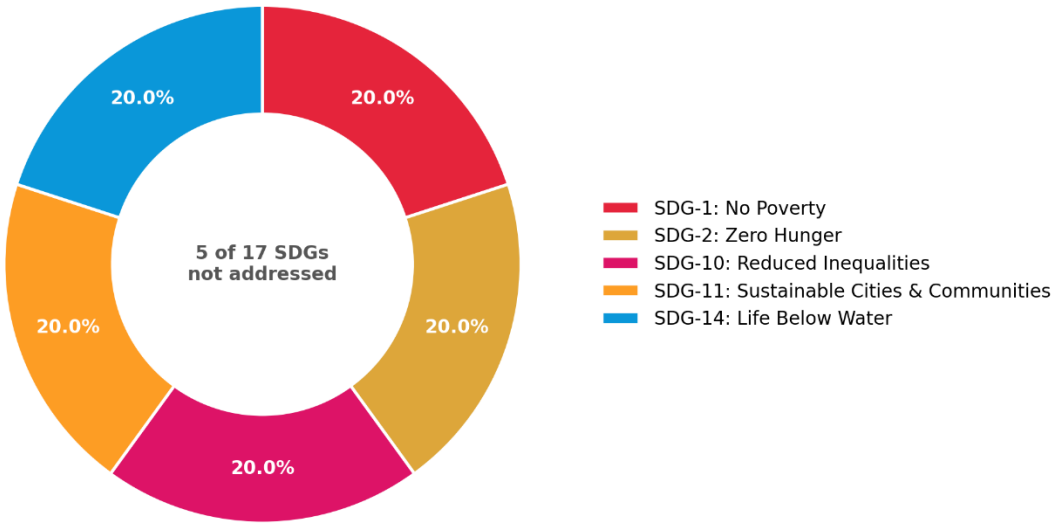


The analysis of research publications by SDGs for 2025 indicates that SDG-17 (Partnerships for the Goals) accounts for the largest share of research publications, highlighting a strong focus on collaboration and partnerships. This is followed by SDG-4 (Quality Education) and SDG-3 (Good Health & Well-being), which also represent substantial portions of the research output. Other areas, including Gender Equality, Clean Water & Sanitation, Affordable & Clean Energy, Climate Action, Life on Land, and Peace, Justice & Strong Institutions, received comparatively smaller shares. Overall, the distribution reflects research engagement across a diverse range of SDGs, with greater concentration in SDG-17, SDG-4, and SDG-3 during 2025.



The SDG-wise analysis for 2025 shows that research publications were concentrated around a few key goals, with SDG-17 (Partnerships for the Goals) receiving the highest level of attention, followed by SDG-4 (Quality Education) and SDG-3 (Good Health & Well-being). Other goals, including Gender Equality, Clean Water & Sanitation, Affordable & Clean Energy, Climate Action, Life on Land, and Peace, Justice & Strong Institutions, received comparatively limited research attention. This distribution suggests that while research activity covered several areas of sustainable development, greater emphasis was placed on partnerships, education, and health-related themes. The relatively smaller representation of other SDGs highlights opportunities for increased research engagement and institutional focus to achieve a more balanced contribution toward the broader Sustainable Development Goals.

Unaddressed SDGs in Research Publications (2025)



18. Findings

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

- A total of 109 journal publications were produced in 2024, whereas 182 were produced in 2025. CBM stands out prominently during both the years under analysis. The output of publications of CCSIS has increased prominently from 16 publications in 2024 to 48 Publications in 2025. CESD also demonstrated significant improvement, increasing its publications from 12 in 2024 to 38 in 2025. CES showed a decline in publications, decreasing from 21 in 2024 to 13 in 2025.
- During 2024, the institutional JCR impact factor stood at 188.2, increasing to 207.652 in 2025. In 2025, CBM made the highest contribution, with an impact factor of 87.052, accounting for approximately 42% of the total institutional impact factor, followed by CES with 73.4. CCSIS and CESD contributed 23.7 and 23.5, respectively. Despite CBM recording the highest contribution in 2025, its impact factor decreased from 68.9 in 2024 to 9.1 in 2025, according to the reported figures.
- The highest department-wise publication output at CBM is of the Accounting and Finance department. On the basis of publications to the faculty ratio, the Operations, Environment & Supply Chain Management (OESCM) and Marketing has distinguished itself.
- CES experienced a decline in publications, with the number decreasing from 21 in 2024 to 13 in 2025.
- The Economics Department continues to demonstrate strong research performance, maintaining a prominent position in research output during 2025. Based on the publications-to-faculty ratio, the Education Department has surpassed other departments and distinguished itself as the leading department during the year under review.
- In 2025, Computer Science & MIS maintained a leading position in research output with 33 publications, while Mathematics & Statistics contributed 11 publications. Actuarial Science & Risk Management and ORIC each produced 2 publications during the year. Computer Science & MIS Department distinguished itself as a strong-performing department in 2025, reflecting its substantial research productivity relative to faculty strength.
- Impact factor category analysis shows that Y-category papers remain the highest in both years, with 42 in 2024 and 106 in 2025. However, the sharp increase in X-category publications from 8 to 15 contributed to almost a similar overall institutional impact factor in 2025 (199.6) compared to 2024 (200).

- 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.
- During 2025, the number of conference papers increased significantly to 37, compared to 12 in 2024, reflecting a substantial improvement in research dissemination. Overall, the increase highlights improved faculty engagement in academic conferences and greater dissemination of institutional research compared to the previous year.
- In 2025, a total of 19 book chapters were published. Dr. Arsalan Haneef Malik, Muhammad Rehan, Arsalan Hussain, and Dr. Tariq Rahim Soomro recorded the highest contributions, with 3 book chapters each. Overall, book chapter contributions remained relatively limited compared to journal and conference publications, reflecting the lower priority assigned to book chapters by HEC compared to research paper publications by PhD faculty.
- Book publication output remained relatively limited in 2025, with five books published during the year, bringing the combined total for 2024 and 2025 to 10 books. The books published in 2025 were authored by Dr. Omar Javaid, Dr. Umme Laila, Dr. Tarique Mahmood, Dr. Sarwat Nauman, and Dr. Arsalan Malik Haneef. Overall, these publications reflect continued faculty engagement in scholarly book writing during 2025.
- The leading researchers for 2025 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.
- The analysis of author-position publications shows a positive trend from 2024 to 2025, with an increase in output across most positions. The 1st and 2nd authors recorded the highest contributions, with 72 publications each, while the 3rd and 4th authors also demonstrated notable increases. Overall, 2025 reflects a substantial improvement in publication output, particularly among the leading author positions.
- The analysis of research publications by SDGs in 2025 indicates that SDG-17 (Partnerships for the Goals) accounted for the largest share of research output, highlighting a strong institutional focus on collaboration and partnerships. SDG-4 (Quality Education) and SDG-3 (Good Health and Well-being) also represented substantial portions of the research output. Other areas, including Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Climate Action, Life on Land, and Peace, Justice and Strong Institutions, received comparatively smaller shares. Overall, the distribution reflects

research engagement across diverse sustainability goals, with greater concentration in SDG-17, SDG-4, and SDG-3 in 2025.

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 during 2024–2025 reflects positive developments in several key areas, alongside opportunities for further improvement. The institution demonstrated progress in research impact, publication output, and academic conference participation, with increased contributions across leading author positions. Faculty members also continued to contribute to scholarly book and book chapter publications. Furthermore, research engagement across various Sustainable Development Goals (SDGs) reflects a broadening of institutional research interests, particularly in areas related to partnerships, education, and health and well-being. Despite these achievements, variations in research contributions across colleges and the relatively limited output of books and book chapters highlight areas requiring further attention. Moving forward, targeted research support, interdisciplinary collaboration, improved publication quality, and greater faculty engagement in diverse research areas can help IoBM strengthen its research culture, enhance scholarly impact, and promote more balanced and sustainable research performance.

Dr. Muhammad Arif
Director Research