

2022

S.No	Author(s) name as it appears in research paper	Title of Research Paper	Name of Journal	ISSN	Year	Category of Journal (HEC)	Corresponding Author/Status (1 st , 2 nd , 3 rd etc)	Reference of the Journal (Volume# Page# etc)	Date of Appointment of the author(s) in the Institution
1	Dr.Najma Rasool	Isolation of metallic salts of cytotoxic clerodanes from medicinal plant <i>Polyalthia longifolia</i> var. <i>pendula</i> .	Pak. J. Pharm. Sci.,	1011-601X	2022	Y	1st	https://pubmed.ncbi.nlm.nih.gov/36861230/	19/07/2017
2	Dr. Nasreen Khan	"Pesticidal activities of formulated fishpond biofertilizer and its effect on growth parameters of phaseolus vulgaris l. (red kidney beans)."	FUUAST J. Biol	SSN of 2616-875	2022	Y	2nd	https://orcid.org/000-0002-9638-1228	21/10/2010
3	DR. MUHAMMAD IRFAN KHAN	The Nexus between Economic Growth, Corruption and External Debt in Pakistan	International Journal of Social Sciences and Entrepreneurship	Online=2790-7716, Print=2790-7724	2022	Y	1st	2(2)	01/03/2019
4	Dr. Dilshad Zafar, Sherbaz Khan, Dr. Muhammad Irfan Khan,	Factors Influencing Entrepreneurship Capabilities in Pakistan	International Journal of Social Sciences and Entrepreneurship	Online=2790-7716, Print=2790-7724	2022	Y	1st	2(2)	01/01/2015
5	Dr. Muhammad Irfan Khan, Dr. Imran Zaman, Sherbaz khan	Role of Influencers in Digital Marketing: The moderating impact of follower's interaction.	Global Management Journal of Academics and Corporate Studies	2219-6145	2022	Y	1st	12(1)	01/03/2019
6	Dr. Muhammad Irfan Khan	Investors Perception about Cash Conversion Cycle When Valuing Firm (A study of Textile Sector of Pakistan Stock Exchange)	KASBIT Business Journal	1994-1609	2022	Y	1st	15(1)	01/03/2019
7	Ms Anam Qamar	How Students Take The Pressure For Achieving Commendable Academic Performance: A Case Study On Graduate Level Students	Pakistan Journal of Educational Research	2707-7985	2022	Y	1st	5(2)	23/09/2019
8	Sir Imran Zaman	Monetary Policy Transmission	Market Forces	SSN 2309-866	2022	Y	1st	Vol.17 (1)	14/01/2019
9	Sobia Jamil	UNIVERSITY BRANDING AND STUDENT SATISFACTION: THE EMERGING LANDSCAPE OF UNIVERSITIES IN PAKISTAN	Pakistan Journal of Educational Research	2663-0443, 2707-7985	2022	Y	1st	Vol. 5 No. 2 (2022)	20/09/2021
10	Ms.Uzma Rasool, Maria Syed, Ayesha Iqbal	RELATIONSHIP BETWEEN DEMOTIVATIONAL FACTORS AND EMPLOYEE PERFORMANCE: OPINION OF UNIVERSITY AND OTHER WORKPLACE BASED EMPLOYEES	Journal of Educational Research	3-0443, 2707-7	2022	Y	1st	Vol. 5 No. 2 (2022)	02/01/2010
11	Ms Uzma Rasool, Sobia Jamil, Sherbaz Khan	How Green Psychological Capital and Green HRM Can Lead to Long-Term Sustainability in Organizations	International journal of management research and emerging sciences	604 and E-ISSN	2022	Y	1st	Vol 12, No 4	02/01/2010
12	Sobia Jamil, Sherbaz Khan	Resilient Employees in Resilient Organizations: The Influence on Competency of An Organization Through Sustainable Human	Global Journal for management and Administrative	788-4821 & ISS	2022	Y	1st	Volume 3, Issue 2,	20/09/2021
13	Sobia Jamil	Dynamics Of Workplace Environment with The Mediating Role of Motivations in the Telecom Sector of Pakistan	Market Forces	SSN 2309-866	2022	Y	Sobia Jamil	vol 17, issue 2	20/09/2021

14	Sobia Jamil, Sherbaz Khan	Consumer Buying Behaviour towards online Shopping: A SEM Analysis of Financial Capabilities	Journal of Journalism, Media Science & Creative Arts	2790-9700	2022	Y	1st	vol 2(4)	20/09/2021
15	Dr. Muhammad Irfan Khan, Sherbaz Khan	A Phenomenological Study to Analyze People Trust over Zakat Mustahiq Institutions	PERIODICALS OF SOCIAL SCIENCES	2790-8739 (eISSN)	2022	Y	1st	2 (2)	01/03/2019
16	Sherbaz Khan	A SEM-based approach towards the Utilization of Technology and its Relationship to the performance of private business education institutions	Propel Journal of Academic Research	2790-301X	2022	Y	1st	2 (2)	28/12/2023
17	Sherbaz Khan	How Green Psychological Capital and Green HRM Can Lead to Long-Term Sustainability in Organizations	International Journal of Management Research and Emerging Sciences	ISSN: 2313-7733	2022	Y	1st	12 (4)	28/12/2023
18	Sherbaz Khan	The Impact of Working Remotely on Employee Job Satisfaction: An SEM-PLS study of people working at universities	Voyage Journal of Educational Studies	2790-7171	2022	Y	1st	2 (2)	28/12/2023
19	Sherbaz Khan	Resilient employees in resilient organizations: the influence on competency of an organization through sustainable human resource management	Global Journal for Management and Administrative Sciences	ISSN: 2788-4833	2022	Y	1st	3 (2)	28/12/2023
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1	Prof. Dr. Rubeena Saleem	Chemical characterization, nematocidal and antioxidant activities of Thymus linearis Benth.	Pak. J. Pharm. Sci	1011-601X.	2023	Y	1st	https://www.pjps.pk/uploads/2023/09/1693982249.pdf	19/02/2016
2	Dr. Anila Fatima Shakil	Exploring the need of Internship Program for productive learning among students at college level in Pakistan	International Journal of Social Science and Entrepreneurship (IJSSSE)	2790-7716	2023	Y	1st	https://vjes.voyageams.com/index.php/vjes	01/03/2000
3	Ms. Sadia Saleem	A Case Study on the Effectiveness of a College Civic Engagement Program in Gulistan-e-Iqbal, Pakistan	International Journal of Social Science and Entrepreneurship (IJSSSE)	2790-7716	2023	Y	1st	https://doi.org/10.58661/ijssse.v3i2.128	08/02/2022
4	Dr. Halima Sadia	An in-vitro evaluation of skin protection factor of non-polar date seed extract from three	International Journal of Natural Medicine and Health Sciences	(Online):2790-2471 ISSN(Print):2790-2463	2023	Y	1st	https://journals.iub.edu.pk/index.php/ijnms/article/view/1143/932	16/01/2017
5	Dr. Halima Sadia	Comparative Study of Three Brands of Antidiabetic Drug, Empagliflozin Available in Karachi, Pakistan	JOURNAL of UNIVERSITY MEDICAL & DENTAL COLLEGE	Print: 2221-7827 Online: 2310-5542	2023	Y	1st	http://jumdc.com/index.php/jumdc/article/view/781	16/01/2017
6	Dr. Halima Sadia	Impact of Communicable Diseases during Flood Disaster in Pakistan, What's next?	Liaquat National Journal of Primary Care.	2708-9134	2023	Y	1st	https://journals.lnh.edu.pk/ijnpc/pdf/1422914c-7143-4f57-a5f4-01cch43a9a2d.n	16/01/2017
7	DR. MUHAMMAD IRFAN KHAN	Causality between Economic Development and Unemployment: Using ARDL Model	International Journal of Social Sciences and Entrepreneurship	Online=2790-7716, Print=2790-7724	2023	Y	1st	3(1)	01/03/2019
8	DR. Sherbaz Khan	Organizational Productivity: A Critical Analysis of the Impact of Employee Motivation	Views of Management Sciences	2790-9601, 2709-9602	2023	Y	1st	Vol. 5 No. 1	28/12/2023

9	Ms Anam Qamar, Samreen Lodhi	IMPACT OF BEHAVIORAL BIASES ON WOMEN ENTREPRENEURS INVESTMENT DECISION	Pakistan Journal of Social Research	3129 (P) 2710	2023	Y	1st	Vol. 5, No. 1	23/09/2019
10	Ms Uzma Rasool, Maria Syed	IMPACT OF TRAINING AND DEVELOPMENT ON TURNOVER INTENTIONS	Pakistan Journal of International	1693,ISSN-E:2	2023	Y	1st	Vol 6,No 1	02/01/2010
11	Sobia Jamil, Faiza MaqboolSherbaz Khan	The influence of potential outcome on entrepreneurs' decisions to participate in Crowdfunding in Pakistan (Karachi)	International Journal of Social Science & Entrepreneurship.	2790-7724	2023	Y	1st	vol 3 (1)	20/09/2021
12	Sherbaz Khan	Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions	International Journal of Social Science & Entrepreneurship	62-84	2023	Y	1st	3 (1),	28/12/2023
13	Sherbaz Khan, Mohammad Irfan Khan, Madiha Rais	Organizational Productivity: A Critical Analysis of the Impact of Employee	Reviews of Management Sciences	2709- 9601,2709- 961X	2023	Y	1st	Vol. 5 No. 1	28/12/2023
14	Madiha Rais	"Impact of Perceived Diversity & Organizational Justice on Employee Well- Being: Mediating Role of Inclusion: Organizational	International Journal of Social Science & Entrepreneurship.	ISSN(Online): 2790-7716 , ISSN(Print): 2790-7724	2023	Y	1st	Vol. 3 No. 1	17/08/2018
15	Sherbaz Khan	The Role of GBK in Influencing Green Purchase Intention: A SEM Study of University Students", Vol. 3 No. 2 (2023): Voyage Journal of Educational Studies	VOYAGE JOURNAL OF EDUCATIONAL STUDIES	2790- 7163,2790- 7171	2023	Y	1st	Vol. 3 No. 2	28/12/2023
16	Sherbaz Khan	"Impact of Social Media Marketing On Consumer Purchase Intention: A SEM Based Study of Attitude towards	International Journal of Social Science & Entrepreneurship.	ISSN(Online): 2790- 7716 ,ISSN(Pr int): 2790- 7724	2023	Y	1st	Vol. 3 No. 2	28/12/2023
17	Sobia Jamil	An SEM-based study on Intrinsic Motivation in the Education Sector: The role of GHRM Practices	Voyage Journal of Educational Studies (VJES)	ISSN (Online): 2790-7171 , ISSN (Print): 2790-7163 April 2023	2023	Y	1st	3 (2)	20/09/2021
18	Sherbaz Khan	Change In Institutional Policies And Its Impact On Employees' Performance During Covid-19 Pandemic: An Analysis Of The Higher Education Sector In Pakistan	Propal Journal of Academy Research	(Online): 2790-	2023	Y	1st	3 (2)	28/12/2023
19	Sherbaz Khan	Relationship of Advertising Appeals and Impulsive Purchasing Inclination: Role of Self-Control and Marital Status as Moderators	International Journal of Social Science & Entrepreneurship.	ISSN(Online): 2790-7716 , ISSN(Print): 2790-7724	2023	Y	1st	Vol. 3 No. 2	28/12/2023
20	Sobia Jamil	Examining the Relationship between Fear of COVID-19 and Absenteeism among Frontline Workers in Pakistan"	Pakistan Business Review	1561-8706	2023	Y	1st	vol-25 (2)	20/09/2021
21	Sobia Jamil, Kousar Zaheer	ARTIFICIAL INTELLIGENCE IN CUSTOMER ENGAGEMENT: STRIKING A BALANCE BETWEEN RESPONSIVENESS AND	GISRAS Journal of Management & Islamic Finance	ISSN 2710- 5083,2710- 5083 VOL 3. No (4)	2023	Y	1st	https://scholar.google.com/citations?user=tUTKEoYAAAAJ&hl=en	20/09/2021

22	Sobia Jamil, Uzma Anis	MASSTIGE MARKETING - AN EMPIRICAL STUDY OF CONSUMER PERCEPTION AND PRODUCT ATTRIBUTES	Journal for Business Education and Management	ISSN (Print): 2790-7848 ISSN (Online): 2790-7856	2023	Y	1st	Volume 2, Issue 1, Page 1-24,	20/09/2021
23	Sherbaz Khan	Enhancing Green Supply Chain Resilience and Competitive Performance Through Open Innovation and Digital Innovations	Journal of Asian Development Studies	8-452X,2304-3	2023	Y	1st	12 (4)	28/12/2023
24	Sherbaz Khan	The role of artificial intelligence (AI) in shaping sustainable and resilient digital supply chains	Asian Journal of International	2523-1693	2023	Y	1st	6 (3)	28/12/2023
25	Sherbaz Khan	An Ethnographical Research On Gender-Based Buying Behavior In Traditional And Electric Vehicles (EVs)	Pakistan Journal of Gender Studies	2072-0394,2663-8886	2023	Y	1st	23 (2)	28/12/2023
26	Sherbaz Khan	Embracing the Future: Evaluating the Strategic Impact of Digital Supply Chain Integration on Business Performance	Journal of Asian Development Studies	8-452X,2304-3	2023	Y	1st	12 (3)	28/12/2023
27	Sherbaz Khan,	An In-Depth Exploration Of The Societal Impact Of Athletic Events In A Developing Country—A Study Of University Students	International Journal of Academic Research	0-3001,2790-3	2023	Y	1st	3 (1)	28/12/2023
28	Sherbaz Khan	Link between Financial Literacy and Financial Inclusion: A Case of Urban Areas of Karachi, Pakistan	International Journal of Social Science & Entrepreneurship	2790-7724,2790-7716	2023		1st	3 (2)	28/12/2023
29	Sherbaz Khan	Elevating Consumer Purchase Intentions in Pakistan: The Power of Digital Marketing	South Asian Journal of Management	2074-2967,2410-8537	2023		1st	17 (2)	28/12/2023
30	Sobia Jamil	Interplay between Enterprise Marketing Strategy and Relationship Performance: A Strategic Perspective	IBT Journal of Business Studies (IBT-JBS)	E-ISSN: 2409-6520; P-ISSN: 2414-8393	2023	Y	1st	https://ibjbs.ilmuuniversity.edu.pk/journal/ibjbs/19.2/1.pdf#page=20&mode=thumb	20/09/2021
31	Sobia Jamil	Inbound Open Innovation: A Catalyst For High-Performing Firms	ILMA Journal of Social Sciences & Economics (IJSSE)	E-ISSN: 2790-5896 P-ISSN: 2709-2232	2023	Y	1st	https://ijsse.ilmuuniversity.edu.pk/article/vol4/pdf/vol4/Vol4/pdf/v2/1.pdf#page=20&mode=thumb	20/09/2021

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1	Ms Shazia Inayat Ali	Exploring the Path to Self-Actualization: A Study on Youth Development and Well-being	Research Journal for Societal Issues	ISSN of 2788-7227.	2024	Y	1st	file:///C:/Users/shazia.inayat/Downloads/research%20paper%201.pdf	22/01/2018
2	Ms Shazia Inayat Ali	Self-Actualization and Higher Education Learners' Mental Well-Being	Journal of Social & Organizational Matters	SSN is 2959-216	2024	Y	1st	https://jsom.org.pk/index.php/Research/article/view/249	22/01/2018
3	Ms Shazia Inayat Ali	The Self-Actualization (Enhancement of Decision-Making Skills) Among Higher Education	Research Journal for Societal Issues	2788-7227	2024	Y	1st	file:///C:/Users/shazia.inayat/Downloads/The_Self-Actualization_Enhancement_of_Decision-Mak.pdf	22/01/2018
4	Ms. Sadia Saleem	An Action Research Study: Enhancing Collaborative Participation through Activity Based Learning in Elementary Classrooms in	JOURNAL OF SOCIAL HORIZONS	0975-5535.	2024	Y	1st	https://doi.org/10.5281/zenodo.16875023	08/02/2022
5	Ms. Qudsia Basri	The Role of Occupational and Environmental Toxicology in Public Health Protection: A Comprehensive Review	RADS Journal of Pharmacy and Allied Health Sciences	2521-8584	2024	Y	1st	https://jphs.iuw.edu.pk/index.php/jphs/article/view/145	07/01/2020

6	Dr. Nasreen Khan	"Toxicity of a synthetic Pyrethroid Lambda cyhalothrin in comparison to a biopesticide (Biocide) Abamectin against 2nd and 3rd instar of cotton	"INT. J. BIOL. BIOTECH."	2222-5234	2024	Y	1st	https://ijbku.com/assets/custom/journals/2024/4	21/10/2010
7	Dr. Nasreen Khan	"Analysis of Male Calling songs of crickets Acanthogryllus brunneri (Saussure) (Orthoptera: Gryllidae) with reference to their regional variation and its impact on their Systematics."	Int. J. Biol. Biotech	1810-2719	2024	Y	1st	https://www.ijbbku.com/assets/custom/journals/2024/	21/10/2010
8	Ms. Sobia Jamil	Journey to Efficiency:The Confluence of Tourism and Supply Chain Agility	KASBIT Business Journal (Acceptance Received)	ISSN: 1994-1609 (Print), 2072-8018 (Online).	2024	Y	1st	https://kbj.kasbit.edu.pk/Vol17-1/Paper2.pdf	20/09/2021
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1	Dr. Saima Saleem	Resilience in pharmaceutical supply chain during pandemics.	Insights journal of life and social science	3007-2956	2025	Y category	1st	https://journals.indecopernicus.com/search/details?id=132275	20/02/2017
2	Ms Afshan Yasmeen	Isolation, identification of milk born microorganisms and evaluation of synthetic drugs VS plant extracts: A	Proc. 35 th Pakistan Congress of Zoology (International). (June 23-25, 2025). CBGP-67	1013-3461.	2025		2nd		22/08/2023