

The

# KRSS Recap

Volume 1 Issue 2, September–December 2023

Honorable President Mr. Ibrahim Hasan Murad  
University of Management and Technology (UMT)



University of Management and Technology (UMT) has achieved the remarkable feat of becoming the No. 1 private sector university in Pakistan, a worthy milestone in the institute's journey of knowledge spanned over a period of more than three decades. Undoubtedly, this achievement is attributable to the vision of UMT's founder Dr. Hasan Sohaib Murad (Shaheed), his unyielding focus on research productivity, academic reputation, and continuous faculty and student development. Investing in research and development (R&D), innovation, and knowledge creation with a focus on fostering a knowledge society and economy in Pakistan remains at the heart of UMT's mission. Over the years, UMT has always risen to the challenge of providing globally benchmarked higher education, technical skills, and industrial and entrepreneurial knowledge to the youth of Pakistan, helping industry gain access to an empowered and forward-looking workforce. Going forward, the institute will continue to reinvent itself, its pedagogy, its research abilities, and its knowledge transfer techniques to stay ahead of the learning curve. UMT will continue down its path of success, as it always has, Insha' Allah.



# Director's Message



**Muhammad Rafiq Awan**

Knowledge and Research Support Services (KRSS) is a dedicated department, providing technical support services to editors and authors, as well as faculty and research students. It is among the pioneering academic research support departments in Pakistan. KRSS contributes to UMT's mission by building and managing a publishing platform for researchers to disseminate their novel and innovative ideas and findings, thus playing its part in the efforts to create a knowledge society in the country. The excellence and persistence of KRSS team is manifested by the fact that currently, UMT enjoys the privilege of being the publisher of the highest number of research journals, recognized nationally (by HEC) and internationally (SCOPUS), in the country. This remarkable achievement is not only testament to the dedication and expertise of the research support staff but also has a significant role in securing the top position for UMT among private sector universities in Pakistan. Furthermore, KRSS is also actively involved in providing hands-on training on important research topics. These are valuable components of research support as it allows researchers to gain practical experience and skills that can enhance their academic abilities and research productivity. Having a competent in-house team leading training programs and involving experienced researchers to provide guidance to novice researchers for enhancing research skills, through training sessions about advanced analytical tools, are the prime initiatives taken by KRSS.

## Editorial Team



**Shanawer Rafique**  
(Editor)



**Safia Iqbal Wattoo**  
(Co-Editor)




**Muhammad Saad**  
(Language Editor)




**Muhammad Abdullah**  
(Graphic Designer)




KRSS is thrilled to announce that UMT has again secured the coveted title of Pakistan's No. 1 research journal publisher for the year 2023-24. This recognition is a significant achievement for both UMT and KRSS.



**CELEBRATING  
SUCCESS**



**25+ HEC** recognized journals in the inventory  
of **UMT Journals**  
**KRSS-UMT** successfully retains the **top position**  
in journal publishing across Pakistan !!!



**HJRS** HEC Journal  
Recognition System

Article Processing Charges (APC) shall be implemented from Spring 2024 for UMT journals.



# Dr. Stephen Brobst (CTO Teradata) Visited UMT



Dr. Stephen Brobst, Instructor and TDWI fellow at The Data Warehousing Institute (TDWI), visited UMT. He is a Chief Technology Officer at Teradata Corporation. Moreover, he is a managing partner at Sampo Technologies & Systems as well. He specializes in the

design and construction of data management and machine learning solutions. He was the guest of Mr. Muhammad Rafiq Awan (Director KRSS). Alongside this, the Honorable President UMT, Mr. Ibrahim Hasan Murad, was pleased to offer him lunch on

December 25th, 2023. A short meeting was scheduled with the Honorable President Rector Dr. Asif Raza, Dr. Naveed Sherwani (CEO, Rapid Silicon), SST Dean, CODs of SST, and Mr. Tahir Mushtaq (SST) were also present in the meeting. Different aspects were explored and discussed with Mr.

Stephen regarding AI and IT in the meeting. He agreed to join UMT as adjunct professor of AI and also the member of Curriculum Committee of UMT. Leading students from UMT will join him in the projects. At the end of the meeting, Dr. Stephen thanked everyone.





KRSS arranged the Rector's meeting with the editors-in-chief and editors on September 11, 2023. Ms. Safia Iqbal (RA-KRSS) hosted the meeting and Mr. Muhammad Rafiq Awan (Director KRSS) gave the presentation. Moreover, UMT journals policies and Article Processing Charges (APC) were discussed.





The celebratory event of the Journal of Art, Architecture, and Built Environment (JAABE) was held on September 11, 2023. JAABE has been recognized by HEC for the third consecutive year in 2023. Ms. Safia Iqbal (RA-KRSS) gave a presentation about the journal in SAP, UMT.



KRSS arranged a workshop titled "Hands-on Training Session on Systematic Literature Review and Bibliometric Analysis using VOS Viewer Software" on September 19, 2023. The workshop was delivered by Dr. Ahsan Riaz (Assistant Professor, GC University Faisalabad).

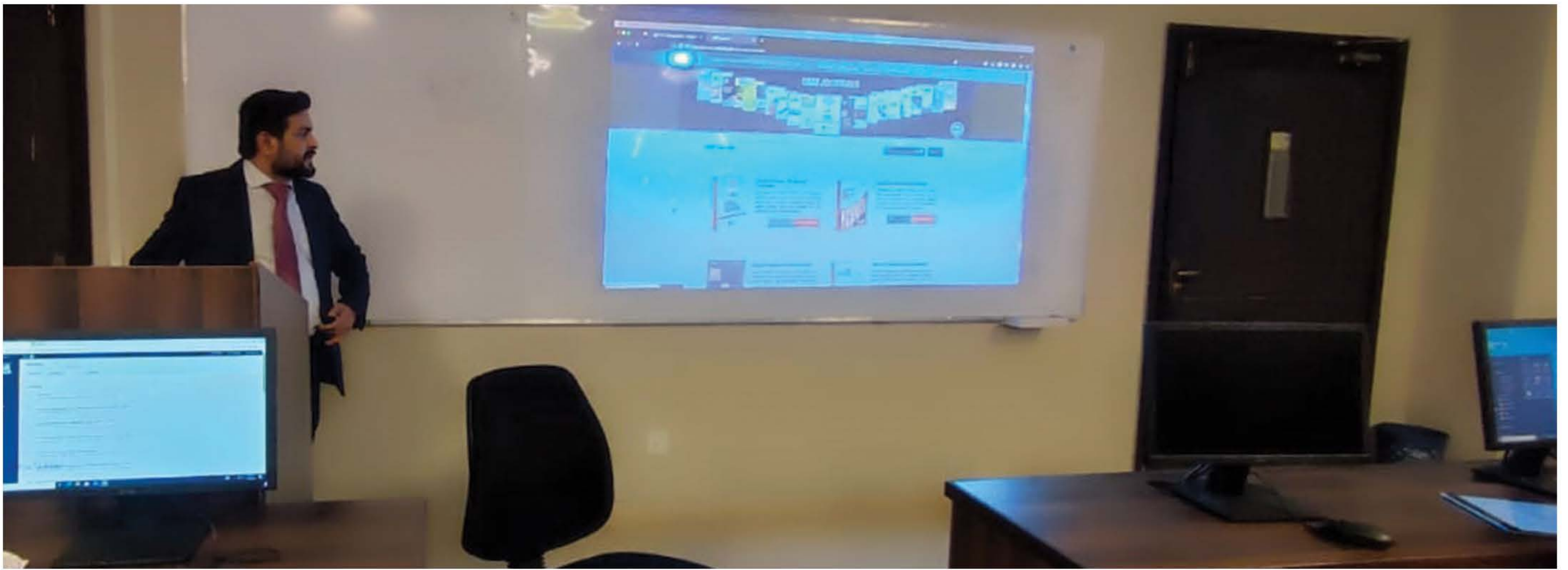


Ms. Syeda Ume Laila Naqvi (Senior Officer KRSS) conducted a webinar "Orientation to Qualitative Research Philosophies, Approaches, and Strategies" on October 7, 2023.

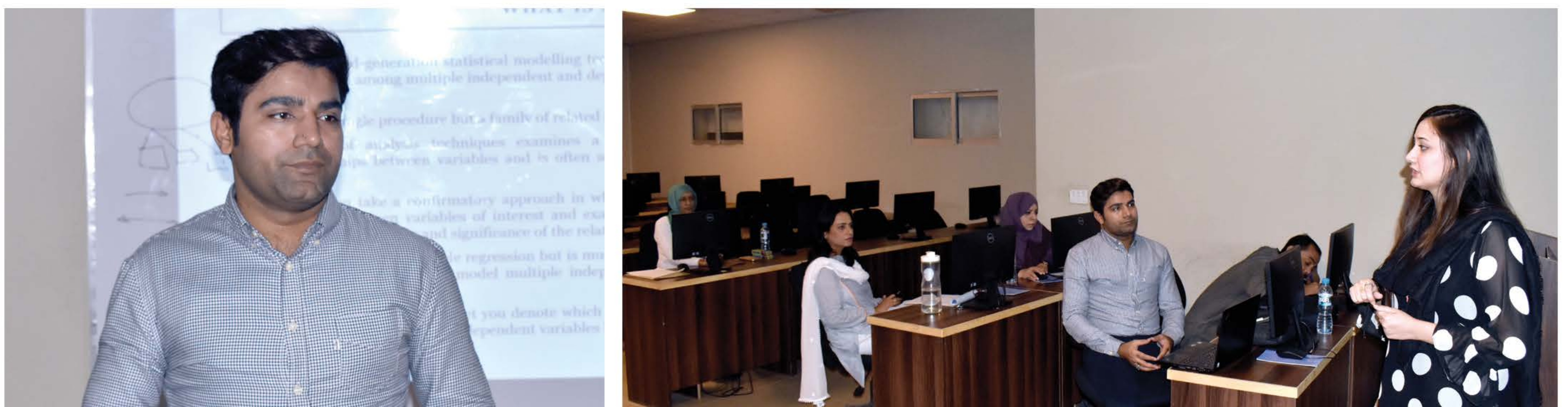




A training session on the Open Journal System (OJS) for editorial assistants of UMT Journals was held by Syed Mughees Ul Hassan (Assistant Manager KRSS) on October 27, 2023.



Advanced Level Workshop on SEM using AMOS was conducted by Ms. Shiza Kazmi (Lecturer HSM) and Mr. Mehar Tahir Farid (Research Associate KRSS) for the Department of Education, School of Social Sciences and Humanities (SSH) on October 27, 2023.



A class session on Orientation to Quantitative Research for the doctoral students of the Institute of Liberal Arts (ILA) was conducted by Mr. Mehar Tahir Farid (Research Associate KRSS) on November 9, 2023.





Ms. Safia Iqbal (RA-KRSS) hosted the closing ceremony of the International Conference on Digital Tools Applications for Cultural Heritage Sites Sustainability organized by SAP-UMT on November 1, 2023. It started with "Uche Borj Lahore De."



Mr. Muhammad Rafique Awan (Director KRSS) visited Chairman HEC on November 6, 2023. It was decided in the meeting that KRSS would conduct trainings for editors with HEC sponsorship.

A training session titled Handling APC Matters through Open Journal System (OJS) was arranged by KRSS on November 15, 2023. Syed Mughees Ul Hassan (Assistant Manager KRSS) illuminated the editorial assistants of UMT Journals regarding the usage of OJS for implementing APC.





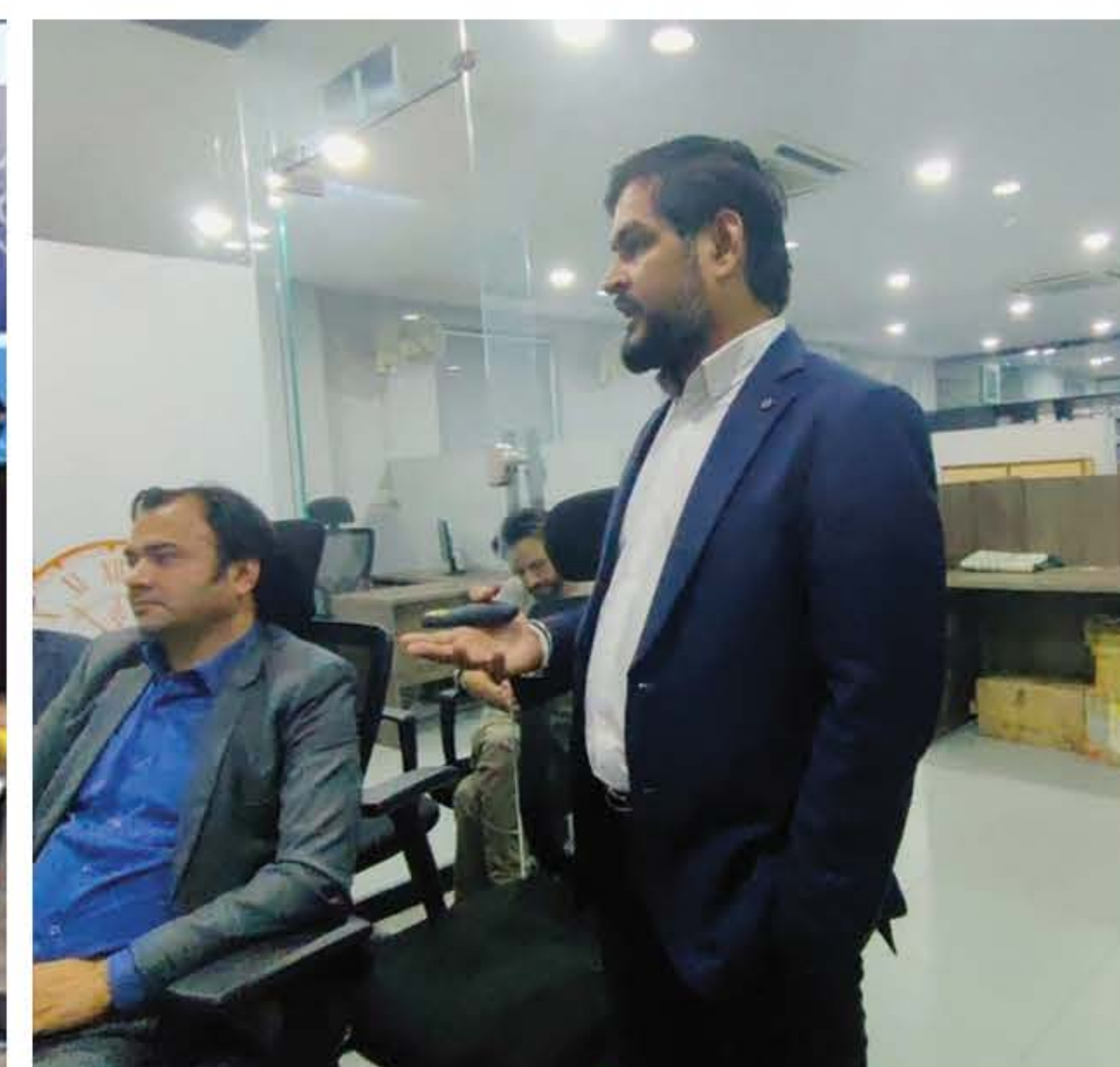
The workshop "GHAR: Green Housing, Affordable, Resilient, its Challenges and Opportunities" was hosted by Ms. Safia Iqbal (RA-KRSS). SAP-UMT held it on December 7, 2023.



Mr. Muhammad Rafiq Awan (Director KRSS) conducted an important session about How to avoid Plagiarism. The session was held on December 8, 2023.

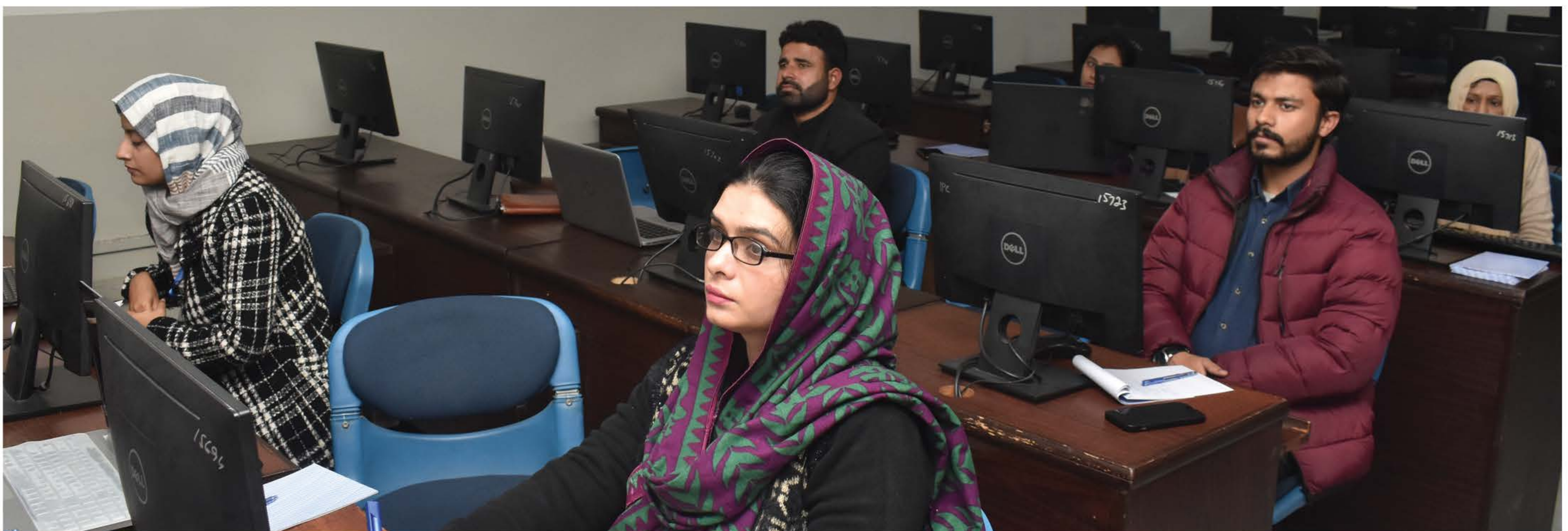


LRC-UMT invited Syed Mughees Ul Hassan (Assistant Manager KRSS) to conduct a session titled Generative AI Ethics in Academic Writing and Publishing on December 13, 2023.





Ms. Asma Amanatullah (Senior Officer KRSS) conducted a workshop on Structural Equation Modeling (SEM) using SmartPLS4 on December 15, 2023.



Ms. Sadaf Lal Din (Senior Officer-Formatting Editor KRSS) conducted a session on Thesis Formatting – MLA 9th Edition for the Institute of Liberal Arts (ILA) on December 19, 2023.





Mr. Muhammad Rafiq Awan (Director KRSS) and Mr. Mughees Ul Hassan (Assistant Manager KRSS) visited National School of Public Policy on December 21, 2023. Agenda of the meeting was to publish a new journal of NSPP, Journal of Public Administration (JPA), with the collaboration of KRSS.



"The Untold and Unseen of Mr. Jinnah" Air Commodore Khalid Farooq Chisti addressed the students of SCA on December 22, 2023. Ms. Safia Iqbal (RA-KRSS) hosted the event.







Khawar Sultana (Research Fellow/Deputy Manager Training) published a research article titled “Spiritual Leadership and Citizenship Behaviour: Mediating Role of Professional Moral Courage” in Middle East Journal of Management, 10(5), 499–522.



Mehar Tahir Farid (Research Associate) published a research article titled “The Emotional Edge: How Consumer Perception Mediates the Relationship between Emotional Branding and Purchase Intent” in the Journal of Excellence in Management Sciences, 2(2), 1–17.



Ramna Zia (Senior Officer-Metadata Editor) published a research article titled “A Perspective of Post Covid-19 Symptoms and Mental Health in Lahore Garrison University” in the Journal of Life Sciences, 7(3), 314–335.



Safia Iqbal (Research Associate) published a poem titled “Ache of a Daughter” in The Literary Fulcrum (UMT), p.96.



Syeda Saira Iqbal (Senior Officer Publications) published 2 research articles in HEC recognized journals. 1. “Investigating the Impact of Environmental Toxicology of Heavy Metals in Fish: A Study of Rivers of Pakistan” in the Journal of Scientific Inquiry and Review, 7(4), 67–90. 2. “The Web of Life: Role of Pesticides in the Biodiversity Decline” in International Journal of Forest Sciences, 3(2), 72–94.



## Congratulations: It's Dr. actually...

Ms. Khawar Sultana (Research Fellow/ Deputy Manager Training-KRSS) earned her PhD in the antecedents of institutionalization of ethics from Dr. Hasan Murad School of Management (HSM).



## Welcome on Board

Ms. Mahnoor Abid (Senior Officer) and Ms. Zarmin Tariq (Senior Officer) joined the Department of Knowledge and Research Support Services (KRSS). The director and the whole team warmly welcomed them.





## KRSS Celebratory Lunch

Dr. Asif Raza, honorable Rector UMT, approved the celebratory lunch of KRSS for HEC journals recognition. Team KRSS went to Spice Bazar, Gulberg.





Editorial Report

Editorial Report

UMT Journals – Elevating Research Impact: Where Data Meets Discovery in the Pursuit of Scholarly Excellence

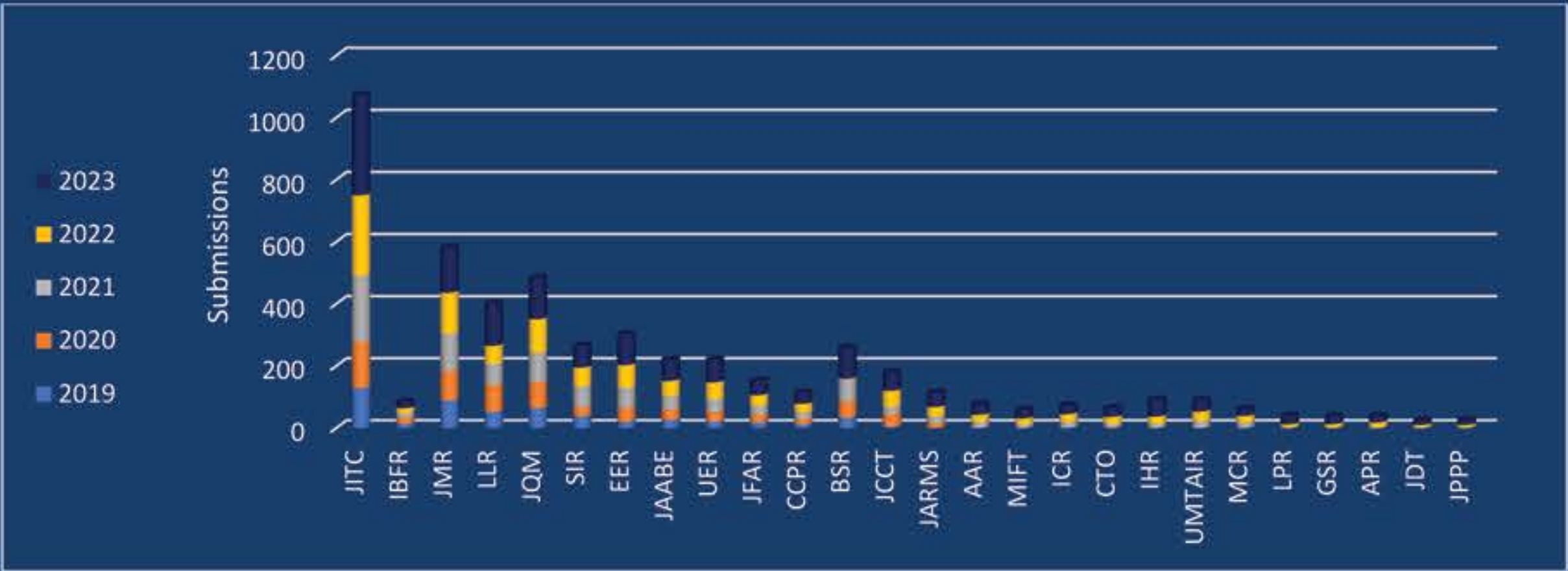
By Syed Mughees Ul Hassan, Assistant Manager Publications, Knowledge and Research Support Services, UMT Lahore, Pakistan.  
Date: November 28, 2023

In the vast expanse of academia, where ideas are the currency of progress, there exists a nexus of brilliance, a beacon that transcends conventional boundaries. Welcome to the enthralling world of UMT Journals, where the convergence of disciplines isn't just a scholarly endeavour; it's an invitation to explore the limitless possibilities of knowledge. Envision a tapestry woven from the threads of over 26 journals, each a portal to uncharted intellectual realms. The University of Management and Technology (UMT) doesn't just publish research; it cultivates an ecosystem where ideas are born, nurtured, and set free to challenge the status quo.

UMT Journals: A Tapestry of Ideas Unraveled

Over 26 journals, a vibrant tapestry woven with the threads of diverse disciplines, providing a dynamic platform for scholars to engage in a dance of ideas. Annually, we have been flooded with a staggering 1000 submissions, a testament to the global allure of UMT journals as a stage for cutting-edge research.

Figure 1: Submissions of UMT Journals by Year



Publication Dynamism:

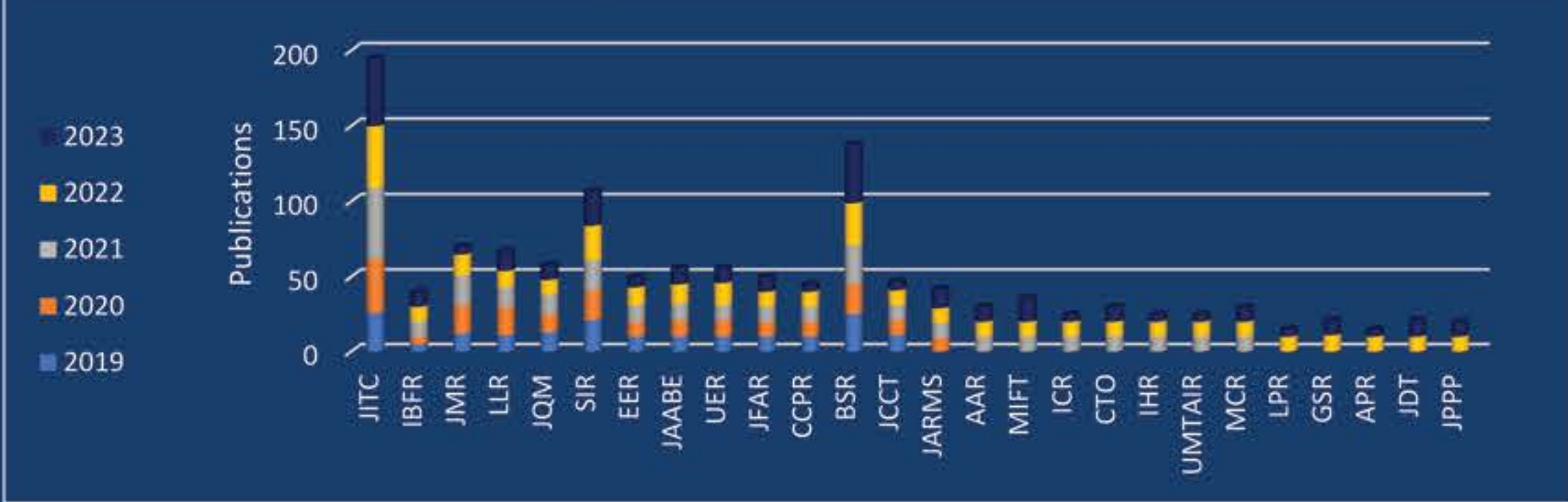
- **Acceptance Rate:** Let's talk exclusivity – our acceptance rate is a tight 38%, meaning only the most revolutionary ideas find a home within our pages.

Figure 2: Acceptance Rate in UMT Journals



- **Published Papers:** Feast your intellect on an annual showcase of 1,314 papers that challenge, innovate, and redefine the scholarly status quo.

Figure 3: Publications of UMT Journals by Year



- **Authors Geography:** UMT Journals have become a beacon for scholarly collaboration, attracting authors from a staggering 52 countries. The collaborative spirit at UMT is encapsulated by the impressive cohort of 2522 authors contributing to the diverse array of journals.

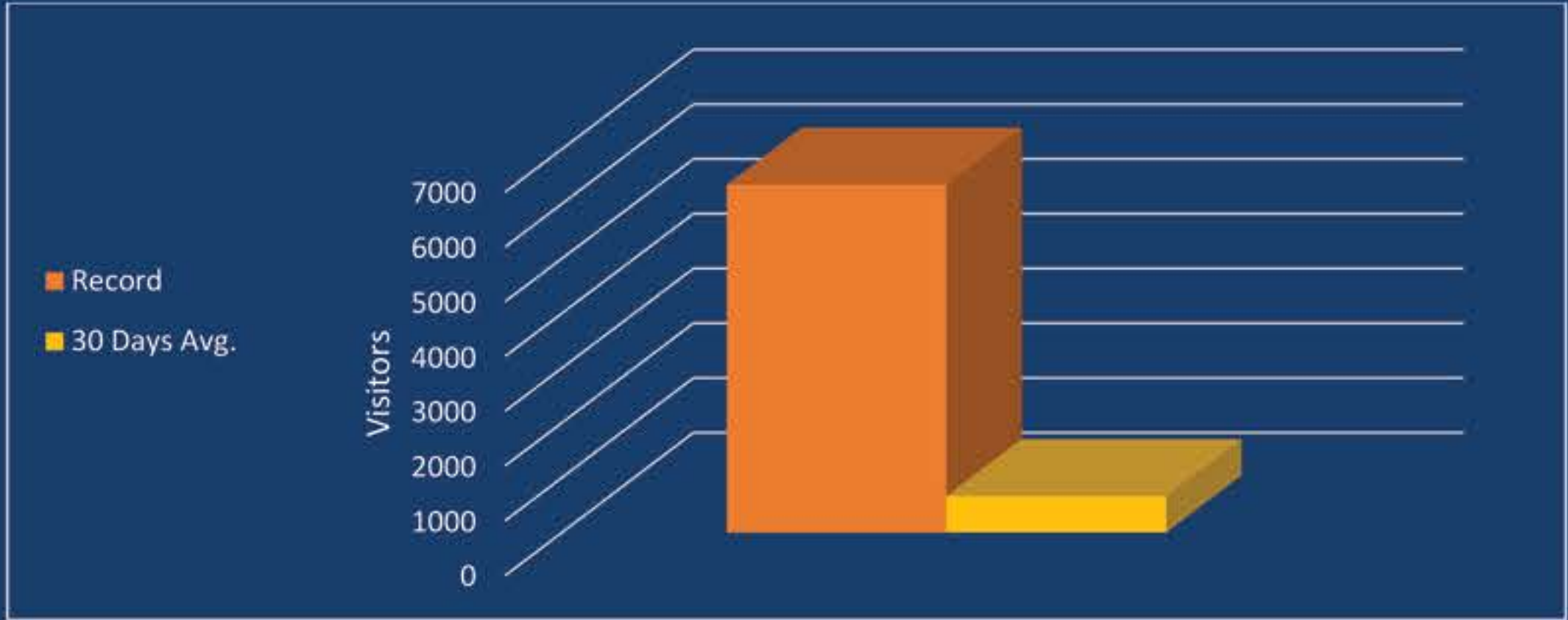
Figure 4: Number of Authors by Geography



Website Engagement:

Dive into our digital domain! With a pilgrimage of 826,102 visitors, our online hub is where global minds converge. Scholars, researchers, and academics – the crème de la crème – find refuge in the intellectual haven that is the UMT journals' website.

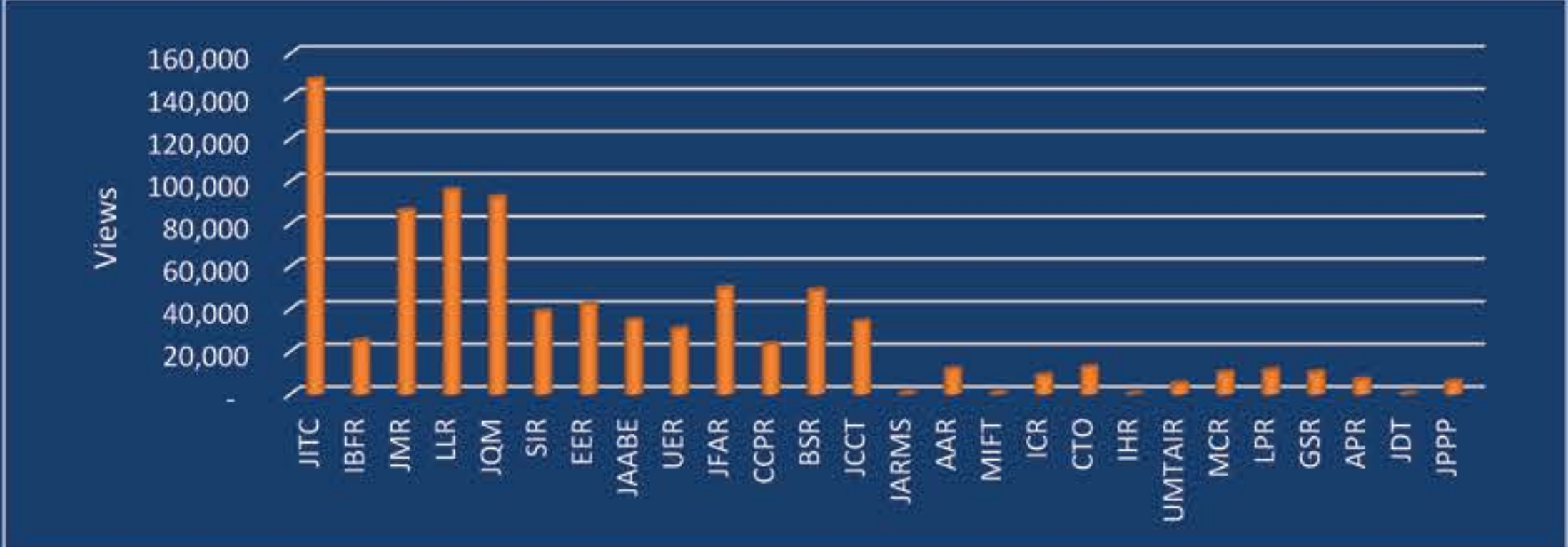
Figure 5: 30 Days Average and Record Visitors on UMT Journal's Website



Daily Traffic Extravaganza:

- **Website Visitors:** Join the daily pilgrimage! With 664+ daily visitors, our website isn't just a repository; The UMT Journal's ecosystem is lively and full of intellectual energy.

Figure 6: Total Page Views by UMT Journals



- **Downloads and Citations:** Witness the ripple effect – 2,000 monthly downloads with citations over 3000, a testament to the resonance of UMT research in the academic soundscape growing over the years.

Figure 7: Citation of UMT Journals by Year

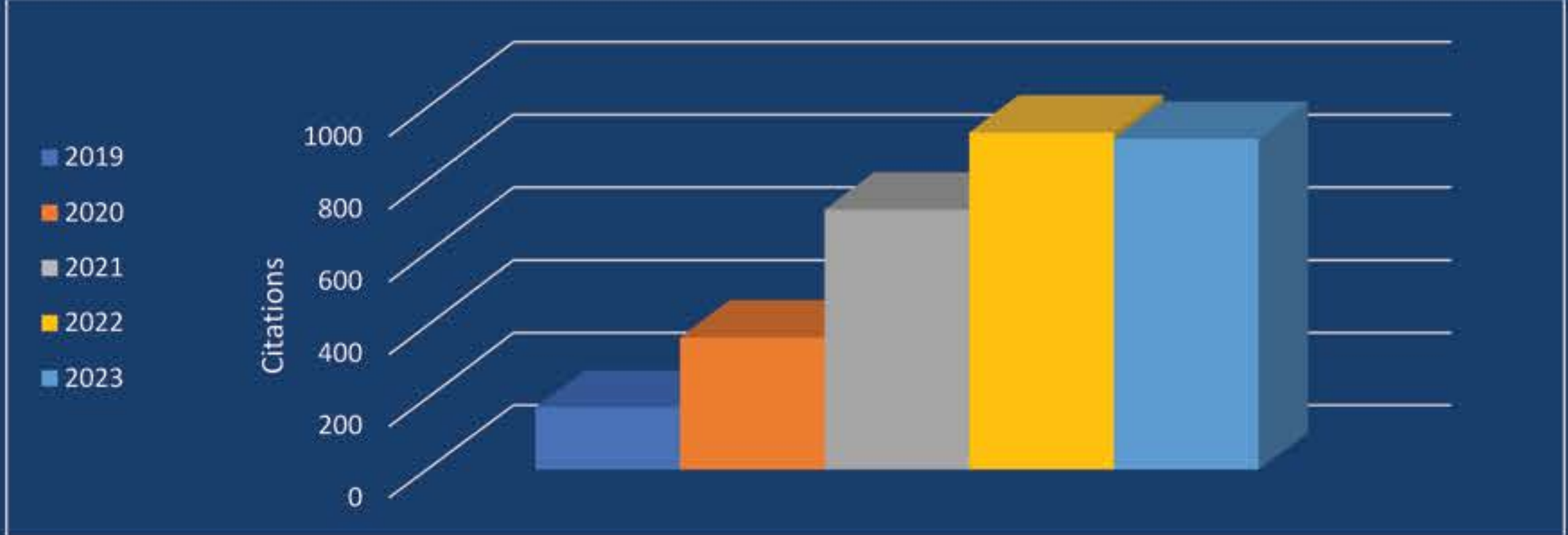
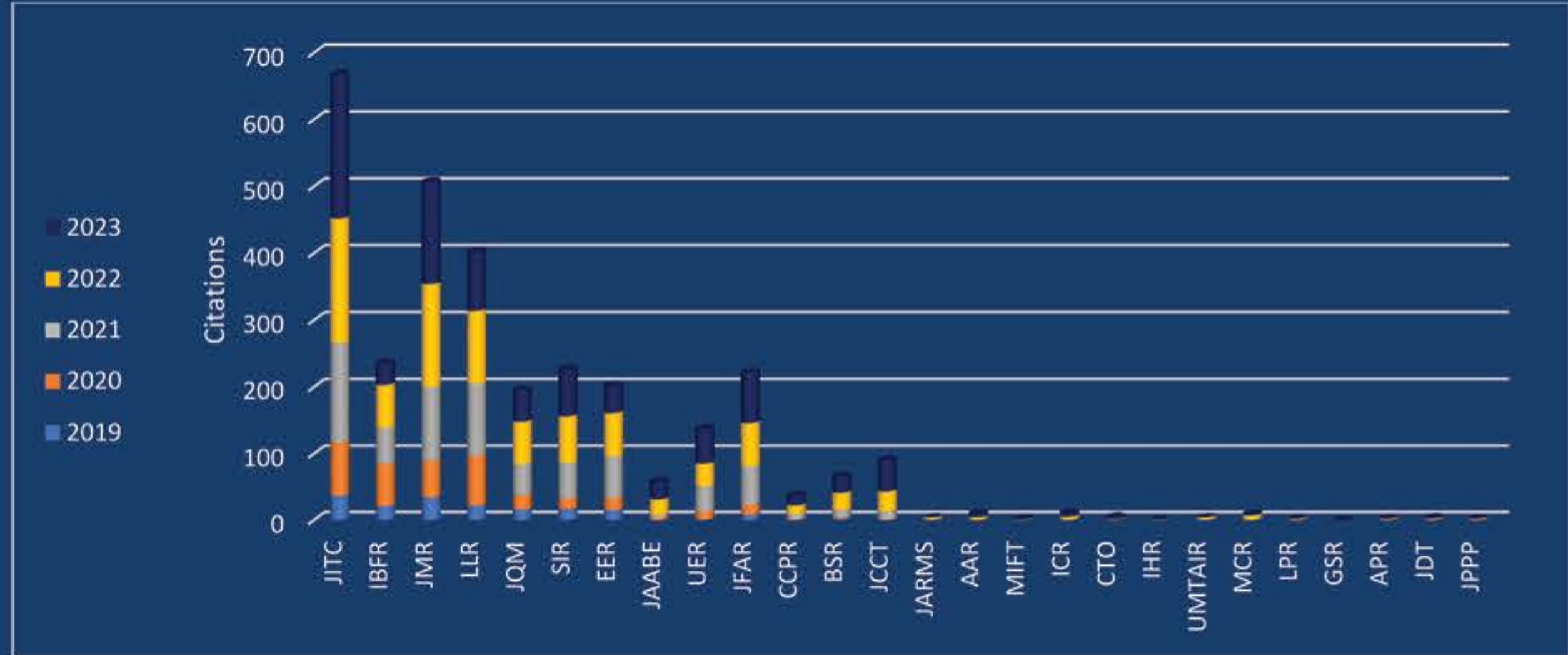


Figure 8: Detailed Citation of UMT Journals by Year



Conclusion:

In closing, consider this report not merely a document but an invitation to be part of a scholarly revolution. UMT, through its journals, beckons you to a realm where the pursuit of knowledge is a high-stakes adventure. Join us as we shape tomorrow's discourse, one revolutionary idea at a time.

– For a deeper dive into the data or to discuss the quantitative impact of UMT Journals, I invite you to contact me at [mughees.hassan@umt.edu.pk](mailto:mughees.hassan@umt.edu.pk). Let's explore the metrics that define UMT Journal's place at the forefront of impactful scholarly publishing.



## KRSS Work Anniversaries

Congratulations everyone on your service anniversary. Wishing you all a happy and successful journey ahead. Thank you for your enthusiastic efforts and the contributions you have made.



**Syeda Saira Iqbal**  
(8 years of service)

**Safia Iqbal**  
(5 years of service)

**Mehar Tahir Farid**  
(4 years of service)

**Zujajah Khursheed**  
(4 years of service)

**Muhammad Abdullah**  
(2 years of service)

**Aqsa Sattar**  
(2 years of service)

**Aiman Kamran**  
(1 year of service)

**Sadaf Lal Din**  
(1 year of service)

**Shahzarey Ashraf**  
(1 year of service)

**Tayyaba Noreen**  
(1 year of service)



# Journal of Quantitative Methods (JQM)

## Profile of Editor-in-Chief

Dr. Maqbool H. Sial holds a PhD in Applied Economics from the University of Wisconsin-Madison, USA, and has held leadership positions in academia, public and corporate sectors in the USA and Pakistan. He has wide-ranging experience managing post-graduate teaching, research, and administration at national and international academic institutions. Dr. Sial has published over 100 research papers in national and international journals, with an i10-index of 36 and an h-index of 22 per his Google Scholar profile. He has supervised more than 70 post-graduate scholars, including 20+ PhD candidates, in Economics, Management, and Statistics. Additionally, Dr. Sial serves as an advisory board member and reviewer for numerous international and national research journals. He is the Editor-in-Chief of the Journal of Quantitative Methods (JQM), UMT.



## UMT Journals

UMT Journals, a leading open-access publisher based in Pakistan, is committed to advancing and promoting scholarly research and knowledge dissemination across a wide range of disciplines. UMT Journals, a home of excellence recognizes the transformative power of knowledge and research in shaping the future.



## Submission

For submissions, please visit the UMT Journals' website (<https://journals.umat.edu.pk/>) and find the right fit for your research by checking the journal's aim and scope. We will get back to you during happy submission hours.



“My young friends, I look forward to you as the real makers of Pakistan, do not be exploited and do not be misled. Create amongst yourselves complete unity and solidarity.”

Muhammad Ali Jinnah



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