

April-June, 2024

ORIC E-Newsletter



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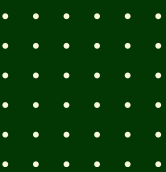
ORIC

Office of Research, Innovation & Commercialization

Director's Message:

As the Director of UCP's Offices of Research, Innovation, and Commercialization, I consider it an honor to be a part of the University's culture of excellence in knowledge, research, and entrepreneurship. The first edition of ORIC newsletter give you an update and achievements in the Office of Research, Innovation, and Commercialization's operations. The Office of Research, Innovation, and Commercialization (ORIC) is responsible for facilitating high-quality research, innovation activities, and their commercialization at the university. Over the past year, ORIC has worked with the Faculty and Researchers to guide research-led initiatives and to assist researchers in the grant application process, as well as in promoting innovation, commercialization, collaboration, and capacity building. I would like to acknowledge the higher management including Pro-Rector, Faculty, and Staff for their unwavering support towards the ORIC activities.

Director ORIC





About UCP ORIC:

The Office Of Research, Innovation & Commercialization (ORIC) endeavors to identify core competencies and areas Of focus within UCP that aligns the research and innovative activities at the university with national and global needs. ORIC markets the strengths of the University faculty for resource mobilization and conducting interdisciplinary research. To cater to the needs of the society, ORIC coordinates and fosters innovative ideas leading to commercialization and entrepreneurial growth. ORIC is also responsible for the establishment of strong university industry linkages for transferring technology and innovations and solving complex societal problems through a robust collaborative approach. ORIC at UCP is striving to play its due role in helping Pakistan transition into a knowledge-based economy.

Services Offered at UCP ORIC:

- 1.Enhance research quality, promoting innovation and commercialization.
- 2.Identify, build, protect and market the intellectual property.
- 3.Provide support to the researchers to access relevant research data.
- 4.Strengthen institutional collaboration between UCP research community and potential users of research.
- 5.Provide research incentives to researchers for encouraging research culture and to recognize their contributions to research.
- 6.Assist faculty with contract or agreement sign-offs, content and data transfer arrangements and invention and patenting.
- 7.Generate Revenues from Research Commercialization / Technology Transfer

Top Cited UCP Researchers (April - June, 2024)

Sr. No.	Name	Picture	Designation/ Faculty	Citations	H-index	i10-index
1.	Dr. Muhammad Naveed		HoD/Associate Professor/ (FOST)	7809	34	71
2.	Dr. Muzammil Hussain		Associate Professor/ (FOIT&CS)	4111	40	43
3.	Dr. Sumera Zaib		HoD/Associate Professor/ (FOST)	3876	34	103
4.	Dr. Muhammad Akhyar Farrukh		Professor/ (FOST)	2942	31	68
5.	Dr. Ghulam Jilany Khan		Associate Professor/ (FOPS)	2704	26	40

Sr. No.	Name	Picture	Designation/ Faculty	Citations	H-index	i10-index
6.	Dr. Khalida Naseem		Assistant Professor/ (FOST)	2657	28	45
7.	Dr. Hafiz Rizwan Sharif		Associate Professor/ (FOST)	2599	17	28
8.	Dr. Muhammad Rafiq		Professor/ (FOST)	2551	28	90
9.	Dr. Ali Faisal Murtaza		Dir. Research/ Associate Professor/ ORIC/ FOE	2155	22	41
10.	Dr. Shahid Saeed Siddiqi		HoD/Professor Faculty of Science & Technology (FOST)	2122	28	55

Sr. No.	Name	Picture	Designation/ Faculty	Citations	H-index	i10-index
11.	Dr. Mahtab Ahmad Khan		Dean/ Professor/ (FOPS)	2046	17	30
12.	Dr. Saira Andleeb Gillani		Professor/ (FOIT&CS)	1992	16	19
13.	Dr. Muhammad Jamshaid		Professor/ (FOPS)	1689	24	45
14.	Dr. Ahmad Faisal Imtiaz Siddiqi		Professor/ (FOMS)	1671	17	25
15.	Dr. Muhammad Zaman		Associate Professor/ (FOPS)	1500	21	50

Sr. No.	Name	Picture	Designation/ Faculty	Citations	H-index	i10-index
16.	Dr. Raja Irfan Sabir		Associate Professor/ (FOMS)	1441	19	31
17.	Dr. Muhammad Riaz		Assistant Professor/ (FOST)	1365	16	30
18.	Dr. Babar Hussain		Assistant Professor/ (FOST)	1116	15	21
19.	Mr. Farahat Ali		Senior Lecturer/ (FMMC)	1113	10	10
14.	Taimoor Hassan		Senior Lecturer/ (FMMC)	1084	17	23

Intellectual Property Rights (IPs)



Intellectual Property Rights provide a guideline and institutional structure to commercialize research at UCP. The university aspires to disseminate the intellectual and knowledge discovery work done by its faculty, staff, and students into the industry so that it can have a societal and economic impact. An Intellectual Property Policy is being proposed to develop the necessary workflow to protect and monetize the university's research.

It will provide the way to encapsulate UCP's research and intellectual property opportunities at an early stage. It will translate these benefits into industry by collaborating closely with the industry through partnerships, collaborations.

IPs Filed April - June, 2024

Sr. No.	Title	Faculty Member's Name	Faculty	IPs Type
1.	Immunoinformatics-driven drug design utilizing Bufexamac to target CISIDI activation for Parkinson's disease	Dr. Javed Iqbal	FOST	Patent

IPs Examination Report April - June, 2024

1.	Scratch Using AR	Fariha Fatima Arif	FOIT&CS	Patent
2.	MODIFIED CASCADED DESIGNED CONTROLLER BASED ON FRACTIONAL CALCULUS OPERATOR β	Daud Sibtain	FOE	Patent

3.	DE NOVO DAMAGING VARIANTS IN EXOMES OF CONGENITAL HEART DISEASE PATIENTS	Dr. Hira Mubeen	FOST	Patent
4.	DETECTION OF RARE HOMOZYGOUS DAMAGING VARIANTS	Dr. Hira Mubeen	FOST	Patent
5.	Copy Number Variations Useful For Risk Assessment Of Cardiac Anomalies	Dr. Hira Mubeen	FOST	Patent
6.	PRIORITIZING SINGLE NUCLEOTIDE VARIANTS THROUGH WHOLE EXOME SEQUENCING	Dr. Hira Mubeen	FOST	Patent
7.	Novel Cardamom-Fennel Based Gummies for Muscle Spasm and Flatulence	Dr. Muhammad Zaman	FOPS	Patent
8.	Novel Composition of Chocolate Based Molded Tablets of Qust-e-Shireen and Stinging nettle	Dr. Muhammad Zaman	FOPS	Patent
9.	Novel composition based Pharmaceutical Bilayer tablet of Sitagliptin and Valsartan	Dr. Muhammad Zaman	FOPS	Patent
10.	Novel Composition of Chocolate Based Molded Tablets of Qust-e-Shirin	Dr. Muhammad Zaman	FOPS	Patent

11.	Edispoons: Edible spoons revolutionizing sustainable utensils	Dr. Kanza Aziz Awan	FOST	Patent
12.	Environmental friendly synthesis of leather from genetically modified mushroom	Dr. Sumaira Zaib	FOST	Patent
13.	Novel Clove Oil Based Gummies for Oral Trush	Dr. Muhammad Zaman	FOPS	Patent
14.	Development of Genomic-assisted breeding scheme for improvement of quality phenotypes in fragrant Rice cultivars	Dr. Javed Iqbal	FOST	Patent

Faculty Industry Placement Program (FIPP)

August - September, 2024

Scope:

1. UCP Faculty as industry placement coordinators and workplace assessors.
2. Host organizations UCP nominated Faculty undertaking an Industry Placement as required in the approved UCP program.

Objectives:

1. To provide Faculty members an opportunity to be enlightened with industrial environments, enabling him/her to initiate Industry-related research / applied research.
2. Process improvement (industrial production line) and innovative work to provide technical support.
3. Industry academia interface be increased
4. Up Skilling be focused- Multiple skills, integration of disciplines, mobility between Sectors
5. Mentoring & Coaching.



Faculty wise Publication Details (April-June, 2024)

FOST Publication List

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
1.	Dr. Sumera Zaib	HoD/Associate Professor	W	ACS Omega	4.1	Synthesis, Glucosidase Inhibition, and In Silico Modeling Analysis of Highly Fluorinated 2-Imino-1,3-thiazolines in Search of Potent Antidiabetic Agents
2.	Dr. Sumera Zaib	HoD/Associate Professor	W	Current Medicinal Chemistry	4.1	Therapeutic Chemoresistance in Ovarian Cancer: Emerging Hallmarks, Signaling Mechanisms and Alternative Pathways
3.	Dr. Sumera Zaib	HoD/Associate Professor	W	Frontiers in Chemistry	5.5	Acyl pyrazole sulfonamides as new antidiabetic agents: synthesis, glucosidase inhibition studies, and molecular docking analysis
4.	Dr. Sumera Zaib	HoD/Associate Professor	W	Frontiers in Chemistry	5.5	Synthesis and biological evaluation of pyridylpiperazine hybrid derivatives as urease inhibitors
5.	Dr. Khalida Naseem	Assistant Professor	W	Polymers for Advanced Technologies	3.4	Polyurethane-based nanocomposite for catalytic reduction of toxic dyes
6.	Dr. Khalida Naseem	Assistant Professor	X	Inorganic Chemistry Communication	3.8	Inorganic nanoparticles as a potential catalyst for the reduction of Rhodamine B dye: A critical review

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
7.	Dr. Khalida Naseem	Assistant Professor	X	Reviews in Inorganic Chemistry	4.1	Bioinorganic metal nanoparticles and their potential applications as antimicrobial, antioxidant and catalytic agents: a review
8.	Muhammad Saad Tariq	Senior Lecturer	X	Crystal Research and Technology	1.5	Pressure-Induced Effects on BaPbO ₃ : A Prospectively Valuable Material for Piezoelectric Applications via DFT
9.	Muhammad Saad Tariq	Senior Lecturer	X	Inorganic Chemistry Communication	3.8	First principal investigations to explore the half-metallicity, structural, mechanical, and optoelectronic properties of sodium-based fluoroperovskites NaYF ₃ (Y = Sc and Ti) for applications in spintronics and optoelectronics
10.	Dr. Muhammad Naveed	HoD/Associate Professor	Y	Open Chemistry	2.3	Integrated track of nano-informatics coupling with the enrichment concept in developing a novel nanoparticle targeting ERK protein in Naegleria fowleri
11.	Dr. Muhammad Naveed	HoD/Associate Professor	Y	Frontiers in Bioscience - Landmark	3.1	Whole Genome Analysis of Tibetan Kefir-Derived Lactiplantibacillus Plantarum 12-3 Elucidates Its Genomic Architecture, Antimicrobial and Drug Resistance, Potential Probiotic Functionality and Safety
12.	Dr. Muhammad Naveed	HoD/Associate Professor	X	Zeitschrift fur Naturforschung - Section C Journal of Biosciences	2	Investigating the anti-cancer compounds from Calliandra harrisii for precision medicine in pancreatic cancer via in-silico drug design and GC-MS analysis

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
13.	Dr. Muhammad Naveed	HoD/Associate Professor	W	Scientific Reports	4.6	Molecular identification of <i>Proteus mirabilis</i> , <i>Vibrio</i> species leading to CRISPR-Cas9 modification of <i>tcpA</i> and <i>UreC</i> genes causing cholera and UTI
14.	Dr. Sumera Zaib	HoD/Associate Professor	W	Frontiers in Chemistry	5.5	Exploration of morpholine-thiophene hybrid thiosemicarbazones for the treatment of ureolytic bacterial infections via targeting urease enzyme: Synthesis, biochemical screening and computational analysis
15.	Dr. Sumera Zaib	HoD/Associate Professor	W	International Journal of Biological Macromolecules	8.2	Design and discovery of urease and <i>Helicobacter pylori</i> inhibitors based on benzofuran/benzothiophene-sulfonate and sulfamate scaffolds for the treatment of ureolytic bacterial infections
16.	Dr Hafiz Rizwan Sharif	Associate Professor	W	Journal of Food Measurement and Characterization	3.4	Ultrasonication-assisted deep eutectic solvent extraction of flavonoids from pretreated fenugreek and their antidiabetic & hypo-lipidemic potential
17.	Dr. Muhammad Naveed	HoD/Associate Professor	Y	CYTA - Journal of Food	2.1	Assessment of the whole genome sequencing of <i>Lactiplantibacillus plantarum</i> 13-3 for elucidation of novel bacteriocin producing gene cluster and confirmation of its potential probiotic functionality and safety applications

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
18.	Dr. Muhammad Naveed	HoD/Associate Professor	X	Zeitschrift fur Naturforschung - Section C Journal of Biosciences	2	Comparative analysis among the degradation potential of enzymes obtained from Escherichia coli against the toxicity of sulfur dyes through molecular docking
19.	Dr. Muhammad Naveed	HoD/Associate Professor	Y	Open Chemistry	2.3	Comparative toxicity assessment of fisetin-aided artificial intelligence-assisted drug design targeting epibulbar dermoid through phytochemicals
20.	Dr. Muhammad Naveed	HoD/Associate Professor	X	International Immunopharmacology	5.6	Integrating 16S rRNA profiling and in-silico analysis for an epitope-based vaccine strategy against Achromobacter xylosoxidans infection
21.	Dr. Muhammad Afzal & Dr. Muhammad Naveed	Associate Professor	W	Scientific Reports	4.6	Pharmacological evaluation and phytochemical profiling of butanol extract of L. edodes with in- silico virtual screening

FOPS Publication List

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
1.	Dr. Huma Hameed & Dr. Mahtab Ahmad Khan	Assistant Professor	W	International Journal of Biological Macromolecules	8.2	Chitin: A versatile biopolymer-based functional therapy for cartilage regeneration
2.	Dr. Huma Hameed	Assistant Professor	W	AAPS PharmSciTech	3.3	A Comprehensive Review of Hydrogel-Based Drug Delivery Systems: Classification, Properties, Recent Trends, and Applications
3.	Dr. Huma Hameed	Assistant Professor	X	International Journal of Polymeric Materials and Polymeric Biomaterials	3.2	Niosome-based gels: a smart nano-carrier for effective and advanced transdermal drug delivery
4.	Dr. Muhammad Zaman	Associate Professor	W	Journal of Drug Delivery Science and Technology	5	Novel insulin-montmorillonite sodium complex containing pH regulated nanocomposite hydrogels
5.	Dr. Muhammad Zaman	Associate Professor	W	Journal of Drug Targeting	4.5	Navigating the tumor microenvironment: mesenchymal stem cell-mediated delivery of anticancer agents
6.	Dr. Muhammad Asad Saeed & Dr. Muhammad Zaman	Assistant Professor	X	Chemistry and Biodiversity	2.9	Physicochemical Evaluation and Pharmacological Screening of Fernando Adenophylla Steenis Fruits

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
7.	Dr. Huma Hameed & Dr. Muhammad Zaman	Assistant Professor	X	International Journal of Polymeric Materials and Polymeric Biomaterials	3.2	Buccal films: an assessment of protuberant features, manufacturing contemplations, formulation techniques & characterization strictures
8.	Dr. Huma Hameed & Dr. Mahtab Ahmad Khan	Assistant Professor	W	Mini-Reviews in Medicinal Chemistry	3.8	Nanoparticle-based Gene Therapy for Neurodegenerative Disorders
9.	Dr. Waqas Akram & Dr Mahtab Ahmad Khan	Senior Lecturer	W	PLoS ONE	3.7	Comparison of EKFC, Pakistani CKD-EPI and 2021 Race-Free CKD-EPI creatinine equations in South Asian CKD population: A study from Pakistani CKD community cohort

FOIT&CS Publication List

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
1.	Rabia Arshad	Senior Lecturer	W	AEJ-Alexandria Engineering Journal	6.8	User clustering in cell-free massive MIMO NOMA system: A learning based and user centric approach
2.	Dr. David Samuel Bhatti	Assistant Professor	W	IEEE Access	3.9	IoT-Enhanced Transport and Monitoring of Medicine Using Sensors, MQTT, and Secure Short Message Service

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
3.	Dr. David Samuel Bhatti	Assistant Professor	W	IEEE Access	3.9	Design and Evaluation of Memory Efficient Data Structure Scheme for Energy Drainage Attacks in Wireless Sensor Networks
4.	Dr. Saeed Iqbal Khattak	Assistant Professor	W	Computers in Human Behavior	9.9	Adaptive magnification network for precise tumor analysis in histopathological images
5.	Dr. Muhammad Zubair	Assistant Professor	W	IEEE Access	3.9	An Improved Machine Learning-Driven Framework for Cryptocurrencies Price Prediction With Sentimental Cautioning
6.	Dr Adnan Ghafoor	Assistant Professor	W	Artificial Intelligence Review	12	Exploring the impact of SEO-based ranking factors for voice queries through machine learning

FOMS Publication List

Sr. No.	Faculty Member Name	Designation	HEC Cat	Journal	Impact Factor	Title
1.	Dr. Jawad Abbas	Assistant Professor	W	Environment, Development and Sustainability	4.9	Role of environmental decentralization, green human capital, and digital finance in firm green technological innovation for a sustainable society
2.	Dr. Raja Irfan Sabir	Associate Professor	Y	Discover Sustainability	2.6	Adoption of environmental technologies in the hotel industry: development of sustainable intelligence and pro-environmental behavior
3.	Dr. Waqar Ahmed	Assistant Professor	W	European Journal of Education	2.4	The impact of diversity experiences and innovative learning environments on the personal development of international students studying in China
4.	Dr Jawad Abbas	Assistant Professor	W	Environment, Development and Sustainability	4.9	Green supply chain management and firm sustainable performance: unlocking the role of transactional and transformational leadership in firm sustainable operations

UCP Research Journals

April-June, 2024

Sr No.	Journal Name	Issue	Duration	Publication Status Remarks
1	UCP Journal of Law & Legal Education UCP-JLLE ISSN: 2958-065X (Print) 2959-8710 (Online)	Vol. 1 Issue 1	June 2022-Dec 2023	Published
		Vol. 1 Issue 2	Jan 23- June 23	Published
		Vol. 2 Issue 1	July 23 - Dec 23	Published
		Vol. 2 Issue 2	Jan 24- June 24	In process
2	UCP Journal of Humanities & Social Sciences UCP-JHSS ISSN: 2958-6887 (Print) 2958-6895 (Online)	Vol. 1 Issue 1	June 22-Dec 22	Published
		Vol. 1 Issue 2	Jan 23- June 23	Published
		Vol. 2 Issue 1	July 23 - Dec 23	Published
		Vol. 2 Issue 2	Jan 24 - June 24	Published
3	UCP Journal of Mass Communication UCP-JMC ISSN: 2959-8524 (Print) 2959-8532 (Online)	Vol. 1 Issue 1	Jan 23- June 23	Published
		Vol. 1 Issue 2	July 23 - Dec 23	Published
		Vol. 2 Issue 1	Jan 24- June 24	Published

Sr No.	Journal Name	Issue	Duration	Publication Status Remarks
4	UCP Journal of Business Perspectives UCP-JBP ISSN: 3005-8961(Print) 3005-897X (Online)	Vol. 1 Issue 2	Jan 23- June 23	Published
		Vol. 1 Issue 2	July 23 - Dec 23	Published
		Vol 2 Issue 1	Jan 24 - June 24	In process
5	UCP Journal of Languages & Literature UCP-JLL ISSN: 3005-6594 (Online) 3005-6586 (Print)	Vol. 1 Issue 1	Jan 23 - June 23	Published
		Vol. 1 Issue 2	July 23 - Dec 23	Published
		Vol 2 Issue 1	Jan 24 - June 24	In process
6	UCP Journal of Sciences & Technology UCP-JST ISSN: 3005-5571 (Online) 3005-5563 (Print)	Vol. 1 Issue 1	July 23 - Dec 23	Published
		Vol. 1 Issue 2	Jan 24- June 24	Published
7	UCP Journal of Engineering & Information Technology UCP-JEIT ISSN: 3005-8007 (Print) 3005-8015 (Online)	Vol. 1 Issue 1	Jan 23 - June 23	Published
		Vol. 1 Issue 2	July 23 - Dec 23	Published
		Vol 2 Issue 1	Jan 24 - June 24	In process

Workshops facilitated by ORIC (April-June, 2024)

1. IPs Workshops Schedule

ORIC - IPs Workshops UCP (Program)			(Venue: Takhleeq Board Room)	
Sr. No.	Resource Person	Topic	Time	Date & Day
1	Ms. Shakra Khurshid (Assistant Controller of Patent)	IPs- Basic Concepts with Application Procedure	2:00-3:00 PM	7th August, 2024 (Wednesday)
1a	Ms. Shakra Khurshid (Assistant Controller of Patent)	IPs-Basic Concepts (Mphil/PhD) Students/FMs (Panel Discussion)	3:00-4:00 PM	7th August, 2024 (Wednesday)
2	Ms. Shakra Khurshid (Assistant Controller of Patent)	Introduction to Design and Application Procedure	2:00-4:00 PM	13th August, 2024 (Wednesday)
3	Mr. Saad Nasarullah (IPs expert)	Introduction to Copyrights and Application Procedures	2:00-4:00 PM	21st August, 2024 (Wednesday)
4	Mr. Saad Nasarullah (IPs Expert)	Introduction to Patent System in Pakistan & Filing Guidelines	2:00-4:00 PM	28th August, 2024 (Wednesday)
5	Ms. Shakra Khurshid (Assistant Controller of Patent)	Patent Drafting Techniques	2:00-4:00 PM	4th September, 2024 (Wednesday)
6	Ms. Shakra Khurshid (Assistant Controller of Patent)	IPs Workshop on Exercise for Drafting Techniques	2:00-4:00 PM	11th September, 2024 (Wednesday)

2. Workshops on Research Proposal & Grants

Research Proposals & Grants-Challenges And Opportunities (Program)			(Venue: Takhleeq Basement Board Room)		
Slots	Resource Person	Topic	Time	Date & Day	No. of candidates
Day-1	Dr. Shahid Raza (Director ORIC-UCP)	RESEARCH PROPOSALS & GRANTS (RP&G)- BRIEF INTRODUCTION	10:00-10:30 AM	5th September, 2024 (Thursday)	25-30
	Prof. Dr. Muhammad Akhyar Farrukh (Professor of Chemistry, UCP)	RESEARCH PROPOSALS & GRANTS (RPG)- BASIC TECHNIQUES AND WINNING STRATEGY	10:30 AM-12:30 PM		
Day-2	Dr. Shahid Raza (Director ORIC-UCP)	RESEARCH PROPOSALS & GRANTS (RP&G)- BRIEF INTRODUCTION	10:00-10:30 AM	6th September, 2024 (Friday)	25-30
	Prof. Dr. Muhammad Akhyar Farrukh (Professor of Chemistry, UCP)	RPGS AND COMMERCIALIZATION (INDUSTRY)	10:30 AM-12:30 PM		

Events Arranged/Organized by ORIC (April-June, 2024)

Pakistan Sustainability Week 2024:

Pakistan Sustainability Week (PSW) is dedicated to accelerating global sustainable development in Pakistan and beyond. Pakistan's geography is marked by vast open spaces, making it a prime location for hydro power and wind energy projects.

Purpose:

1. It brings attention to environmental, social, and economic issues, highlighting their interconnectedness.
2. Sustainability week provides opportunities for learning about sustainable practices, technologies, and policies.
3. Sustainability week fosters collaboration among diverse stakeholders, including businesses, government agencies, non-profit organizations, and academic institutions.



AGRI CONNECTION EXPO:



Agriculture is ready to become a real dynamo for Pakistan's economic growth through exports and the leading private investors of Pakistan are taking a strong interest in agriculture as well.

Purpose:

1. Re-orienting Pakistan's Agriculture for Food Security.
2. Export-led Growth.
3. Protection from climate risks for farmers.
4. Developing dairy.
5. Building machinery service providers.
6. Reducing post-harvest losses in horticulture to increase exports.

Pakistan Oil, Gas & Energy Exhibition (POGEE):



The event presented an ideal ground for the Oil & Gas stakeholders to meet key decision makers from national and international oil companies, at the same time attain current and relevant information on the trend, technology and solutions of the industry.

Purpose:

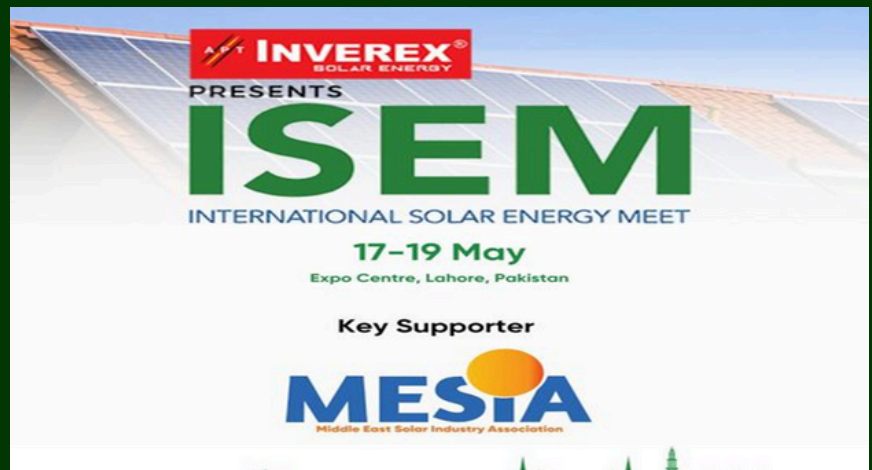
1. Industry Networking.
2. Showcasing Innovations.
3. Market Expansion.
4. Investment Opportunities.
5. Economic Growth.
6. Knowledge Exchange.

ISEM International Solar Energy Meet:

ISEM Pakistan provides a premium platform encompassing all facets of the solar energy industry.

Purpose:

1. Sustainable Development.
2. Investment Attraction.
3. Industry Networking.
4. Showcasing Innovations.



Land Star Property Expo 2024:



The Land Star Property Expo 2024 was a significant platform for property developers, real estate agents, investors, and home buyers to explore new projects, trends, and opportunities in the real estate market.

Purpose:

1. Showcase Real Estate Opportunities.
2. Market Trends and Insights.
3. Educational Opportunities.
4. Investment Opportunities.
5. Innovation and Technology.

29th Pakistan HVACR International Expo & Conference 2024:

The Pakistan HVACR International Expo & Conference is a significant event for anyone involved in the HVACR industry, offering a comprehensive platform for business growth, professional development, and industry advancement.

Purpose:

1. Showcasing Innovations.
2. Networking Opportunities.
3. Promoting Sustainable Practices.
4. Professional Development.
5. Market Expansion.



Land Star Property Expo 2024:



The Land Star Property Expo 2024 was a significant platform for property developers, real estate agents, investors, and home buyers to explore new projects, trends, and opportunities in the real estate market.

Purpose:

1. Showcase Real Estate Opportunities.
2. Market Trends and Insights.
3. Educational Opportunities.
4. Investment Opportunities.
5. Innovation and Technology.

Conferences facilitated by ORIC (April-June, 2024)

1. 9th ICIBM UCP Business School Spring 2024:



9th ICIBM
UCP Business School
Spring 2024

Theme:
Managing Resources and Knowledge in the Digitalized & Sustainable Business Ecosystems

April 25 - 26, 2024

Tracks:

- Track 1: Emerging Trends in Finance and Accounting
- Track 2: Current Issues in Marketing and Digitalized World
- Track 3: Role of Digital Economy in paving the path to Sustainability
- Track 4: Human Resources and Knowledge Management for Sustainable Organizational Development
- Track 5: Clean Technologies, environmental concern, Resource Productivity, and Green-sustainable Performance
- Track 6: Advances in Operations and Supply Chain Management
- Track 7: Contemporary Leadership Practices Driving Entrepreneurship and Resilient Organization
- Track 8: Ethical and Religious concerns for sustainable and resilient business ecosystem

Registration Fees:

- Registration Fee: 4000
- Early Bird Registration Fee: 3000
- Registration for Students: 1000
- Fee for International Participants: \$30

Important Dates:

- Abstract Submission Deadline: April 12
- Last Date for Early Bird Registration: April 5
- Last Date for Registration: April 19

Keynote Speakers:

- Dr. Dima Jamali**
Senior Lecturer, Middlesex University Dubai
- Professor Dr. Robert Foff**
Editor in Chief, Pacific Basin Finance Journal (PBFJ), Editor, Journal of Business Ethics, Journal of Business Finance & Accounting, Journal of Business Finance & Accounting, Journal of Business Finance & Accounting, Journal of Business Finance & Accounting

Affiliated Journals:

- Journal of Business Finance & Accounting**
Category: IF
- Journal of Applied Research in Multidisciplinary Studies**
Category: IF
- Journal of Entrepreneurship and Business Strategy**
Category: IF
- International Journal of Management Research & Emerging Business**
Category: IF

Knowledge Partners:

UCP TV

Conference Theme: Managing Resources and Knowledge in the Digitalized & Sustainable Business Ecosystems

About the Conference:

This conference, meticulously organized by UCP Business School, serves as a crucial platform for the exchange of ideas on the complex difficulties posed by the digitalized and sustainable business world. The 9th ICIBM will provide insights into how organizations can strategically manage resources and exploit expertise in this changing ecosystem.

Researchers, practitioners, and thought leaders from around the world will gather to encourage discussions aimed at driving innovation, sustainability, and effective resource management in the modern corporate context. With a focus on knowledge dissemination, ICIBM serves as a beacon, helping researchers, and stakeholders through the complexities of navigating digitalized and sustainable business ecosystems and networking for better practical outcomes.

2. Erasure, Resistance and Innovations Two-day International Conference on Language, Literature and Linguistics

About the Conference:

The Faculty of Languages and Literature organized its first international conference on the theme Erasure, Resistance, and Innovation on June 6 & 7, 2024. The conference aimed to explore ideas revolving around Political erasure of unwanted individuals, communities, cultures, identities, languages, and knowledge through forced and orchestrated collective amnesia. The incorporation of a panel discussion regarding the recent massacre and genocide in Palestine played a pivotal role in raising awareness and voice against oppression.




**Erasure, Resistance, and Innovation:
Two-day International Conference on
Language, Literature, and Linguistics**
June 6-7, 2024
Faculty of Languages and Literature
University of Central Punjab, Lahore, Pakistan

International Speakers:

- Dr. Suzanne Flynn**
Suzanne Flynn is a professor of linguistics and language acquisition at Massachusetts Institute of Technology (MIT), USA. She is a leading researcher on the syntax acquisition of children and adults in bilingual, second, and third language contexts.
- Dr. Esra Mirze Santessot**
Esra Mirze Santessot is Associate Professor of English at the University of Georgia, USA. She is the author of *Disorientation: Muslim Identity in Contemporary Anglophone Literature* (Palgrave Macmillan, 2013) and *Muslim Comics and Warscape Witnessing* (Ohio State UP, 2022).
- Dr. Zahid Javid Choudhary**
Dr. Choudhary is a professor of Applied Linguistics at the Foreign Languages Department of Taif University, Saudi Arabia. His scholarly portfolio includes three ESP textbooks, high citation index and 55 full-length articles credited in Web of Science, Scopus, and HEC indexed journals.
- Dr. Claire Chambers**
Claire Chambers is Professor of Global Literature at the University of York, UK. She is the author of *British Muslim Fictions* (2011), *Britain Through Muslim Eyes* (2016), and *Making Sense of Contemporary British Muslim Novels* (2019).
- Dr. Bryant Scott**
Bryant Scott is Assistant Professor of English and Co-Chair of Qatar Faculty Forum at the Division of Arts and Sciences, Texas A&M University at Doha, Qatar. His research articles are published in various peer-reviewed international journals.

National Speakers:

- Dr. Muhammad Shahbaz Arif**
Muhammad Shahbaz Arif is a Professor of Neurolinguistics. He is the former Dean of the Faculty of Social Sciences and Humanities at Govt College University Faisalabad (GCUF), University of Lahore (UOL) & University of Sargodha (UOS).
- Dr. Mariam Zia**
Mariam Zia is Assistant Professor and Coordinator, Department of Social Sciences, Lahore School of Economics, Pakistan. She was the Syed Babar Ali Fellow for Spring 2023 at the MIT Institute, Harvard University, and is currently a research affiliate with the Institute.
- Dr. Aroosa Kanwal**
Aroosa Kanwal is Associate Professor of English Literature, at the Department of English, Quaid-i-Azam University, Islamabad, Pakistan. She is the author of *Rehumanizing Muslim Subjectivities: Postcolonial Geographies, Postcolonial Ethics* (forthcoming, Routledge / 2024), *Contemporary Pakistani Speculative Fiction and the Global Imaginary: Democratizing Human Futures* (Routledge 2023).
- Dr. Asma Mansoor**
Asma Mansoor is Assistant Professor at the Department of English, International Islamic University, Islamabad, Pakistan. Her research papers have been published in reputable international journals by Routledge, SAGE, and Springer Nature.

3. 2nd International Media Conference

Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections & Future Directions



2nd International Media Conference

Media Education and Professional Practices in the Digital Age:

Interdisciplinary Reflections & Future Directions

May 29-30, 2024

Faculty of Media and Mass Communication
University of Central Punjab, Lahore

CONFERENCE COLLABORATORS



The second plenary session of the 2nd International Media Conference, hosted by the Faculty of Media and Mass Communication (FMMC) at the University of Central Punjab (UCP), took place on May 30, 2024. This session, titled “Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections and Future Directions,” featured a series of insightful talks and discussions from prominent academicians and media professionals.

Conference Highlights:

FMMC received a total of 198 abstracts for the conference. After a thorough review process, 143 abstracts were accepted, and half of these were presented in 10 different parallel sessions on the second day of the conference.

Panel Discussion: A significant part of the day was the panel discussion on “Evolving Practices of Content Creation, Presentation and Editorial Control.” This session was moderated by Dr. Atif Ashraf.

The discussions in Plenary-II and the panel session offered valuable interdisciplinary insights into the current and future directions of media education and professional practices in the digital age.

4. Global Conference on Psychopathology & Rehabilitation (GCPR-24)

About the Conference:

The primary objective of the “Global Conference on Psychology & Rehabilitation” is to cultivate a scholarly forum conducive to interdisciplinary collaboration, knowledge dissemination, and purposeful discourse directed towards the advancement of mental health advocacy, awareness, and therapeutic methodologies within the context of physical activity promotion. This convergence will assemble esteemed experts, seasoned practitioners, impassioned advocates, and influential stakeholders from across the globe.

Submissions of original research, encompassing both empirical and theoretical approaches, delve into diverse facets of mental health issues aligned with the overarching theme of conference are invited.

Department of Psychology, University of Central Punjab
in collaboration with Fountain House cordially invite you on

**Global Conference on
Psychopathology & Rehabilitation
(GCPR-24)**
(Wellness Our Shared Responsibility)

26th & 27th June, 2024
Venue:
University of Central Punjab

Psych Consultants
Transforming Lives

BOP
THE BANK OF PUNJAB

ALL CONFERENCE ALERT
ACADEMIC CONFERENCES AT A GLANCE



UCP-ORIC

12th Steering Committee Meeting

About Steering Committee Meeting:

ORIC (Office of Research, Innovation, and Commercialization) Steering Committee Meetings typically involve key stakeholders and decision-makers who oversee and guide the research and innovation strategies of an institution or organization. Exploring opportunities for collaboration with other institutions, industry partners, and governmental agencies to enhance research capabilities and commercialization potential.

Setting long-term goals and objectives for the research and innovation activities of the institution.

Date: 24 April, 2024 (Wednesday).

Time: 10:30 AM

Location: Takhleeq Board Room Ground Floor

Points discussed in 12th ORIC Steering Committee Meeting 24 April, 2024

1. To review the performance of ORIC in line with KPIs and strategic plan and guide ORIC leadership by effective oversight and evaluations.
2. Confirmation of minutes of the 11th ORIC steering committee meeting.
3. ORIC Completed Activities:
About Sichuan Vocational College of Information and Technology Institute China visit, details of Expo Events, Patents submission and examination reports, UCP faculty members have offered ten Consultancies to different industries (facilitated by ORIC) and ORIC SCORECARD (2023-24) progress with committee members and updated them on the current status of its KPIs.
4. ORIC Ongoing Activities:
Research Proposals submission to National/International Funding Agencies work, ORIC-E-Newsletter (April-June, 2024), NGIRI-IGNITE Funds (Call for Proposals for Final Year Projects 2023-2024) is being informed by FMs.



UCP-ORIC

13th Steering Committee Meeting

About Steering Committee

Meeting:

ORIC (Office of Research, Innovation, and Commercialization) steering committee meeting typically refers to a gathering of individuals who are part of a steering committee. ORIC steering committee comprise of group of senior executives or stakeholders responsible for providing guidance and direction to a project, organization, or initiative. The purpose of the meeting is to discuss key issues, make strategic decisions, and ensure that the project or initiative is aligned with organizational goals.

Date: 12 June, 2024 (Wednesday).

Time: 10:30 AM

Location: Takhleeq Board Room Ground Floor

Points discussed in 13th ORIC Steering Committee Meeting 12 June, 2024

1. To review the performance of ORIC in line with KPIs and strategic plan and guide ORIC leadership by effective oversight and evaluations.
2. Confirmation of minutes of the 12th ORIC steering committee meeting.
3. ORIC Completed Activities:
16 students (from FOMS, FLL, FOE & FOIT&CS) have been sent on two weeks visit to SVCIT, CHINA, EXPO Centre events participation by UCP students and faculty and post event reports, about patents filing and examination reports, current status of ORIC Scorecard.
4. ORIC Ongoing Activities:
Data Collection for HEC-ORIC SCORECARD, IPs Drafting and filing, Research Proposals submission to National/International Funding Agencies, ORIC-E-Newsletter, Faculty Industry Placement Program 2024.