



NATIONAL UNIVERSITY OF MODERN LANGUAGES
Sector H-9, P.O. Shaigan, Islamabad
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No. ML. 1-2/22-MS-268

Date: 01-06-2022


To: Federal Secretary,
Ministry of Human Resource Development,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Perceived Organizational Support and Turnover Intention: The Mediating role of Personal Sacrifice and Job Fit**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.



Prof. Dr. Faid Gul
Head Dept. of Management Sciences
NUML



Dr. Hina Rehman
Research Supervisor

CC:
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Perceived Organizational Support and Turnover Intention: The Mediating role of Personal Sacrifice and Job Fit

Outcomes/findings of the Study:

The research was conducted on Jazz telecom company employees and data was gathered by using the self-administrated questionnaire. The main issue is highlighted in this study is related to employee's retention which is a serious concerning aspect for any organization. Organizations are making their continuous effort to settle down this problem but still they need to put more and more effort into this. Following are the research practical implication.

1. Organizations should explore the advance methods to enhance the level of commitment among employees and should increase the sense of loyalty among employees toward organization.
2. Organization should take considerable actions which will increase employee's perceived cost of leaving and make employees more satisfied and comfortable within their current position in organization.
3. Organization should provide employees with advance training skills that are valuable within organization and update reward and shift toward long term incentives.



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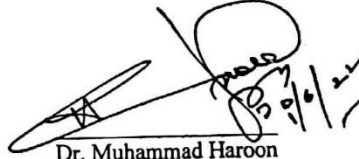
Date: 21/06/2022

To: Federal Secretary Commerce,
Ministry of Commerce,
Block-A, Pak Secretariat,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Measuring the effect of e-Service Quality on Online Purchase Intention with the Mediating Role of Customer Engagement**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Prof. Dr. Faid Gul
Head Dept. of Management Sciences
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Dr. Muhammad Haroon
Research Supervisor

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Measuring the effect of e-Service Quality on Online Purchase Intention with the Mediating Role of Customer Engagement

Outcomes/findings of the Study:

These following findings may help online business management in developing and implementing customer-focused marketing strategies to improve e-service quality and, as a result, customer engagement and purchase intention:

1. Online business owners and marketers may design their sites to boost speed and simplicity of use, creating a quality image that will ultimately engage customers online. They should do this by creating a user-friendly website with easy navigations throughout the web pages.
2. Product availability and quick product delivery have a favorable influence on consumer purchase intention; online business's management may invest in product availability and rapid delivery to please customers. They should have strong partnerships with efficient logistics providers to do this.
3. Online store managers are capable of creating user-friendly websites. Customers may become more engaged as a result, which may lead to an online purchase intention.
4. Online customer security is an issue that needs to be addressed specifically in Pakistan. People are apprehensive about disclosing personal information. Customers should have the option to turn off cookies, which should be clearly stated in the privacy and security terms and conditions.
5. Managers should undertake surveys to better understand current consumers' expectations of their online store in order to improve the e-effectiveness services and efficiency, resulting in increased customer engagement.
6. E-retail managers can ensure that their stores are of high quality in order to entice customers to make online purchases.
7. Online stores should design their websites to be quick to load and navigate. This can be accomplished by using simple visuals with lighter imagery.
8. Managers should encourage favorable client word-of-mouth communication, which will encourage more customers to participate. They can do this by running specials and encouraging customers to leave feedback and talk about their store.
9. Online stores should constantly display consumer reviews about ease of use, delivery time, information privacy, and website availability. This will improve the likelihood of making an online purchase.
10. Online businesses should provide accurate product availability information, as well as alternatives/substitutions and delivery times, in order to maximize the likelihood of making an online purchase.



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No. ML. 1-2/22-MS-274


Date: 31-05-2022

To: Federal Secretary
Ministry of Overseas Pakistanis
And Human Resource Development,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled '**Impact of Surface Acting, Work Hassles, and Negative Affectivity on Job Satisfaction with Moderating Role of Emotional Intelligence: A Case Study of Telecom Industry of Pakistan**'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Prof. Dr. Faid Gul
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Dr. Maria Zulfiqar
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Impact of Surface Acting, Work Hassles, and Negative Affectivity on Job Satisfaction with Moderating Role of Emotional Intelligence: A Case Study of Telecom Industry of Pakistan

Outcomes/findings of the Study:

The purpose of conducting this research was to check the impact of emotional intelligence on job satisfaction. The study proposed few suggestions for human resource managers in Pakistan. These following findings may help service organizations in developing and implementing employee – focused strategies to improve overall customer experience.

1. Managers should monitor organization's support towards employees by giving them non-monitory incentives and rewards like early off time, job flexibility, and defined working hours. Employees with high emotional Intelligence can control their emotions and maintain a pleasant mental state. However, non-monitory incentives can help stressed employees also in their performance.
2. Employers specifically attached to service industry should hire employees who are emotionally intelligent by evaluating them in interviews and tests. Talking specifically about service industry, a person with high emotional intelligence and organization support can be more productive for business.
3. Work hassles is an important factor when considering negative affectivity in an organization. The higher the negative affectivity the lower will be the job satisfaction among the employees. The study has highlighted that people with high emotional intelligence takes work hassles positive.
4. If the culture of the organization is good ample to give space to the member of staff to excel and grow, then there shall be less strain and job stress for the worker.



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No. ML. 1-2/22-MS-270

Date: 31-05-2022

To: Federal Secretary Commerce,
Ministry of Information Technology and Telecommunications,
Islamabad.

Subject: **Research Findings**

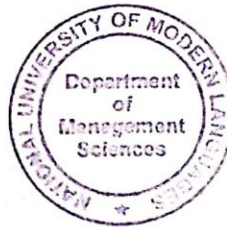
1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "Effect of Social Capital, Organizational Trust and Knowledge Reciprocity on Organizational Innovation Capability through Tacit Knowledge Sharing with Self-Concordance". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Prof. Dr. Faid Gul
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Dr. Nisbat Ali
Research Supervisor

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Effect of Social Capital, Organizational Trust and Knowledge Reciprocity on Organizational Innovation Capability through Tacit Knowledge Sharing with Self-Concordance

Outcomes/findings of the Study:

1. This research provides an initial content framework for academia and researchers with novel constructs. It also provides critical and logical thinking to promulgate further the importance of tacit knowledge sharing through research.
2. It will also guide HEC and educational institutes to compile a course work to be studied as a compulsory subject. It will guide firms, especially organizations with a sublime population of knowledge workers, to design training curricula to teach these variables as subjects. Mainly in the Pakistani business environment, innovation is being achieved through traditional means by only incorporating the strengths related to academic qualifications.
3. This study may diversify the managers' attention to consider other means of career development of the employees related to social and behavioral constructs. More often, social and behavioral constructs seem to be neglected.
4. Few IT companies have shown interest in the conclusion of this study to implement in their training manuals. At least, this study will act as a thought-provoking mode in these organizations. In this sense, the organization might employ our framework in their business domains.
5. Training can be provided to the IT sector employees to alter their mindset regarding adopting social circles to spread tacit knowledge sharing. The importance of behavior training is manifold.



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No. ML. 1-2/22-MS-277

Date: 31-05-2022


To: Federal Secretary,
Ministry of Finance, Revenue and Economic Affairs,
Islamabad.

Subject: **Research Findings**

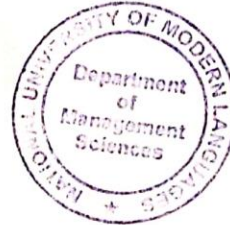
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Prof. Dr. Faid Gul
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Dr. Ali Burhan Khan
Research Supervisor



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Financial Innovation, Sustainable Economic Growth, and Credit Risk: A Case of the ASEAN Banking Sector

Outcomes/findings of the Study:

These following findings may help policy makers:

1. Identification of key credit risk determinants
2. Current research will not only be beneficial for the management of ASEAN countries' banks but also provide help to the overall financial industry and their respective regulatory bodies to understand the behavior of ASEAN banks' credit risk regarding financial innovation and economic growth. Thus, this study will play an essential role concerning the stability of the banking sector in the ASEAN region.



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No. ML. 1-2/22-MS-278

Date: 31-06-2022


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Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Does Firm Growth Impede or Expedite Insolvency Risk? A Mediated Moderation Model of Leverage Maturity and Potential Fixed Collaterals**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Does Firm Growth Impede or Expedite Insolvency Risk? A Mediated Moderation Model of Leverage Maturity and Potential Fixed Collaterals

Outcomes/findings of the Study:

These following findings may help policy makers:

1. The governments should formulate policies that make external financing cheaper by reducing the benchmark rates on loans for commercial consumption. Long-term financing is less risky, and its provision to the business community can nurture growth at the industrial level that eventually strengthens the economic growth in the country.
2. At the government level, it is also required to make short-term financing readily available at favorable conditions to encounter the rollover risk associated with short-term financing. It is proven that the financial firms exhibit a 'fill the gap' behavior while lending to the manufacturing sectors.



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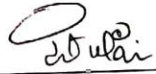
To: Federal Secretary,
Ministry of Information Technology & Communications,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Investigating Role of Information Technology as Enabler of Reverse Logistic Cost Saving and Customer Satisfaction**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Investigating Role of Information Technology as Enabler of Reverse Logistic Cost Saving and Customer Satisfaction

Outcomes/findings of the Study:

1. The research looked into the impact of supply chain coordination and integration on Reverse logistic cost saving and customer satisfaction with moderating role of information technology. The findings suggest that IT enables the impact of supply chain coordination and integration on customer satisfaction while its role in reverse logistic cost saving was not proven in this study.
2. This study's practical applications include assisting managers in developing a reverse logistics dynamic capability to meet the growing problem of returns by integrating and coordinating with supply chain participants. The moderating influence of an IT skill is specifically addressed since it improves the impact of reverse logistics capabilities by improving business performance.
3. The study's findings offer insight into how to establish efficient and effective reverse logistics capabilities, and the moderator information technology competency' illustrates how proper application of IT competency leads to customer happiness. Because a company's weak reverse logistics capabilities result in poor handling and recycling of used products, these used products have a bigger environmental impact. As a result, managers should work to improve their ability to deal with reverse logistics on a proactive basis.
4. Another point of view for managers is that in order to maximize their reverse logistics capabilities, companies choose to engage in minimal levels of coordination and integration that demand just the most basic levels of IT expertise. In such instances, the managers will require a minimal level of collaboration in order to accomplish the required outcomes.
5. Companies can save money on packaging by recycling used plastic bottles, fast food wrappers, containers, and other packing materials. Restaurants should provide a convenient location for customers to dispose of waste items, and they can also encourage and engage their customers to recycle packaging and other waste materials.



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No. ML. 1-2/2.2-M5-275

Date: 31-05-2022

To: Federal Secretary
Ministry of Planning & Reform,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "**Impact of infrastructure development on Tourism development in Gilgit Baltistan**". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.

Prof. Dr. Faid Gul
Head Dept. of Management Sciences
NUML

Dr. Maria Zulfiqar
Research Supervisor



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Impact of infrastructure development on Tourism development in Gilgit Baltistan

Outcomes/findings of the Study:

The purpose of conducting this research was to check the impact of infrastructure development on tourism development in Gilgit Baltistan. The study proposed few suggestions for the policy makers in Pakistan.

1. International perceptions about Pakistan and tourism in Pakistan can be changed if tourism is closely evaluated and maintained.
2. The government of Pakistan should work with local residents to increase tourism businesses. Tourism development plans should aim to improve, resident infrastructure along increasing tourism industry. The government of Pakistan should organize community awareness campaigns and urge residents to participate in tourist development planning and administration.
3. Local government should also work to improve the hotel industry's quality and the entertainment alternatives offered in Gilgit Baltistan. This measures will give great boost to tourism in Pakistan.
4. This project can bring a lot of the finances in the country. This project needs upgrading of basic facilities in GB so that flow of tourism can be made easy. Tourism will give jobs to jobless people in GB and can help in reducing the poverty. This strongly advocated for building international standard hotels, parks, picnic points and internet facility for local and international tourism.
5. Although tourism is important for our country. However, it is important to keep environmental degradation issue also important. The benefits which we will receive from tourism should not be at the expense of environmental cost.



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No. ML. 1-2/22-MS-276

Date: 31-05-2022


To: Federal Secretary,
Ministry of Planning Development & Reform,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research study titled "Impact of Green Supply Chain Management Strategies on Operational Performance: Mediating and Moderating Role of Green Innovation and Supply Chain Capability". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Prof. Dr. Faiz Gul
Head Dept. of Management Sciences
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Dr. Akhtar Tanveer
Research Supervisor

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**Impact of Green Supply Chain Management Strategies on Operational Performance:
Mediating and Moderating Role of Green Innovation and Supply Chain Capability**

Outcomes/Findings of the Study:

The following study findings may help business management in developing and implementing Green Supply Chain Management Strategies to ameliorate operational performance through the role of green innovation and supply chain capability. The following are the advantages & benefits of CSR to firms, society, community, environment, and to business:

1. The potential benefits of CSR to firms include: operational costs savings, better brand recognition, organizational growth, increased sales and customer loyalty
2. Green CSR refers to the duty of reducing or eliminating the negative impact that companies have on the environment.
3. The advantages of CSR are, deepened competitive advantage, employee retention rates, revitalized relationship building, greater sustainability.
4. Observation of Rules and Regulation, the organization are required to follow the rules and regulations laid by the government in proper manner.
5. Payment of Taxes, the business organizations must pay taxes and duties regularly to the government such as sales tax, income tax, custom duty, VAT, etc.
6. CSR increases employee engagement, supports local and global communities, Increases investment opportunities, Increases customer retention and loyalty.
7. CSR Increase employee loyalty and job satisfaction. Boost employee engagement. Create a knock-on effect that improves productivity. Give employees the chance to develop new skills.



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No. ML/R&SI/2022/1008

Date: 16-06-22

To: Principal Information Officer/Director General
Ministry of Information and Broadcasting,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "**History and the Future of the Hybrid Party Politics in Neoliberal Age: A Case of Pakistan**". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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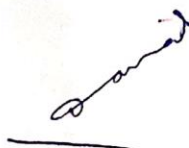
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Reception

Dr. Waseem Ishaque

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No. ML. /R&SI/2022/1009

Date: 16-06-22

To: Principal Information Officer/Director General
Ministry of Information and Broadcasting,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "The Antiquity of Public Relations in South Asia: A Historical Perspective on the Evolution of Public Relations in Pakistan". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
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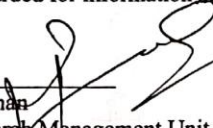
No. ML/R&SI/2022/1010

Date: 16-06-22

To: Deputy Director
Ministry of Planning, Development & Special Initiatives,
Islamabad.

Subject: **Research Findings**


1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Regional Security Implications of China-Pakistan Economic Corridor (CPEC)". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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ORIC NUML

Reception


21/6/22

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Dr. Waseem Ishaque





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No. ML/R&ST/2022/1011

Date: 16-06-22

To: Deputy Director
Ministry of Planning, Development & Special Initiatives,
Islamabad.

Subject: **Research Findings**


1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Impact of China-Pakistan Economic Corridor (CPEC) on National Development and Integration in Pakistan". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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21/6/22

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Dr. Wassem

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No. ML/R&SI/2022/1012

Date: 16-06-22

To: Deputy Director
Ministry of Planning, Development & Special Initiatives,
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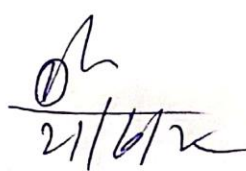

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Dr. Fazli Subhan
Manger Research Management Unit
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Reception  o/c
21/6/22
Dr. Wassem Ishaque 



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No. ML/REST/2022/1013

Date: 17-06-22

To: Director General
Ministry of Interior,
Islamabad.


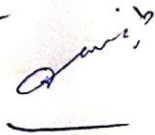
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Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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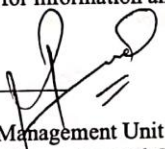
No. ML./RESI/2022/1014

Date: 17-06-22

To: Director General
Ministry of Interior,
Islamabad.

Subject: **Research Findings**


1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "National Security Paradigm of Pakistan - Retrospective Analysis". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

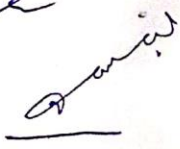
CC:

ORIC NUML

Reception


21/6/22

O/C

Dr. Waseem Ishaque 



NATIONAL UNIVERSITY OF MODERN LANGUAGES
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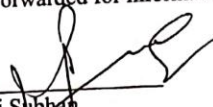
No. ML./R&SI/2022/1015

Date: 17-06-22

To: Director General
Ministry of Interior,
Islamabad.



Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Challenges of National Integration in Pakistan and Strategic Response". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

CC:

ORIC NUML

Reception 
Dr. Waseem Ishaque 

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No. ML/R&SI/2022/1016

Date: 20-06-22

To: Director General
Ministry of Foreign Affairs,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Nuclearisation in the Gulf and Its Impact on the Regional Stability". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.

Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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Reception

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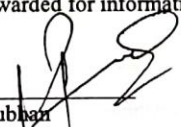
No. ML./R&ST/2022/1018

Date: 20-06-22

To: Director General
Ministry of Foreign Affairs,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Islamic Military Alliance (IMA) and Pakistan". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.



Dr. Fazli Subhan
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Office of Research Innovation and Commercialization (ORIC)
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No. ML/REST/2022/1019

Date: 20-06-22

To: Director General
Ministry of Foreign Affairs,
Islamabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "Avoiding Zero-Sum between Iran and Saudi Arabia: Pragmatism in Pakistan's Gulf Policy". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazl Subhan
Manager Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.


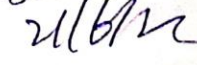

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Dr. Waseem Ishaque



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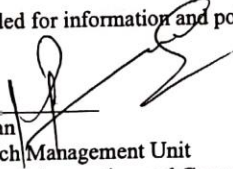
No. ML. /R&SI/2022/1020

Date: 20-06-22

To: Director General
Ministry of Foreign Affairs,
Islamabad.



Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our faculty/students have carried out a research studies titled "**Indian Aqua Aggression: Investigating the Impact of Indus Water Treaty (Iwt) on Future of India-Pakistan Water Dispute**". The research articles are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information and policies, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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No. ML/R&SI/2022/997

Date: 15-06-22

To: Section Officer (Admin-I)
Ministry of Housing & Works
B-Block Pakistan Secretariat, Red Zone,
ISLAMABAD

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our MPhil Scholar Mr. Nasir has carried out a research study titled 'Analysis of Environmental Strategic Planning in The Public Sector of Pakistan'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Dr. Fazli Sabhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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19/6/22

Analysis of Environmental Strategic Planning In The Public Sector of Pakistan

Outcomes/findings of the Study:

The purpose of conducting this research was to analyze environmental strategic planning in the public sector of Pakistan. The study proposed few suggestions for housing ministry at federal level. These findings may help the stakeholders to improve environment by reducing hazardous practices at federal level. Following are some of the recommendations that should be followed by the Housing Ministry of Pakistan in order to generate better results:

1. Housing Ministry should follow SOP regarding pollution and air, water and land quality in different projects.
2. Housing Ministry should follow SOP regarding land take and terrestrial biodiversity (e.g., land take, land use change, and risks for protected areas and endangered species)
3. Housing Ministry should follow SOP regarding rivers and aquatic biodiversity (e.g., degree of regulation of rivers, ecosystem connectivity, and fish species diversity)
4. Housing Ministry must encourage low-pollution projects and adopt policies that promote environmental conservation, technical advancement, resource productivity increase in industrial development, and pollution mitigation.
5. Housing Ministry must follow SOP regarding greenhouse gas emissions
6. Housing Ministry should follow SOP regarding climate change risks in different projects.
7. Housing Ministry should consider resettlement of directly affected populations in different projects.
8. Housing Ministry should check numbers of people at risk in the zones of influence in different projects.
9. Housing Ministry should follow SOP regarding energy consumption in different projects.
10. Housing Ministry should adopted a precautionary approach to environmental challenges.
11. Project's waste should be used to generate electricity in place of oil and gas. Thus, consumption would benefit both industry and the world as a whole.
12. Housing Ministry should considers potential environmental implications in new projects and service development (e.g. assessing energy usage, Recyclables or pollution generation).
13. In Pakistan, industrial pollutants such as charcoal briquettes, biogas, biodiesel, and acetone, butanol, and ethanol may be used as renewable energy sources.
14. Environmental activities implemented by Housing Ministry are aligned with national and/or international standards and policies
15. Housing Ministry of Pakistan should follow SOP's regarding land use, waterways and marine habitats.

16. Housing Ministry of Pakistan should participate in activities which aim to protect and improve the quality of natural environment
17. Housing Ministry should also take care of the guidelines regarding climate change threats in multiple programs as well as emission of greenhouse gases.
18. Housing Ministry should undertake initiatives to promote greater environmental responsibility and conservation
19. Housing Ministry should keep track of the amount of citizens at risk in various projects' zones of impact. To save electricity, modern equipment's should be used.
20. Housing Ministry should often conduct assessments of the health and safety effects of our projects and services on the wellbeing of customers
21. The Housing Ministry should make an effort to minimize the environmental effects by recycling and waste control measures.
22. The Housing Ministry should take into account future environmental impacts when developing innovative programs and services.
23. The Housing Ministry should start unique programs as well as initiatives that help in mitigating the depletion of energy resources.
24. The Housing Ministry should conduct different surveys regarding innovation & Modernization.
25. The Housing Ministry should demand weekly or annual assessments on the climate for the support of stakeholders from every firm that comes under it.
26. The Housing Ministry is to modernize the traditional practices by conducting more and more researches, by mapping the changes and strategies of developed countries and by allowing the transformational leadership to overtake the conventional style.
27. In order to boost efficiency and to normalize all the environmental planning process, the Housing Ministry of Pakistan should focus on new and up to date technology.



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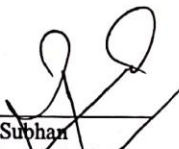
No. ML/R&SI/2022/998

Date: 15-06-22

To: Deputy Secretary
Pakistan Tehreek-e-Insaf
1st Floor, 72 East, Fortune Plaza Jinnah Avenue,
Blue Area, Islamabad

Subject: Research Findings

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our MPhil scholar Mr. Shabbir has carried out a research study titled 'The Role of Social Media as Tool Of Political Communication in Enhancing Political Message: A Comparative Study of Political Parties in Pakistan'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

CC:

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**The Role of Social Media as Tool of Political Communication in Enhancing Political Message:
A Comparative Study of Political Parties in Pakistan'**

Outcomes/findings of the Study:

The purpose of conducting this research was to study the role of social media as tool of political communication in enhancing political message. The study proposed few suggestions for political parties social media wing in Pakistan. These following findings may help the stakeholders to improve their communication with the public.

1. The purpose of social media is to develop strong brand through social networking and original content creation. Using different social media channels, political candidates must communicate directly with and influence the voting public. Voters struggle to identify a common ground that supports true human communication while mobilizing the media in today's technologically centered environment.
2. As result of political activity on social media platforms, voters form perceptions of one another and candidates as well. According to findings, whether or not voters engage in online political activities, their political enthusiasm may be quenched or rekindled. Candidates are the campaign's leaders, and they set the example for the audience in terms of good online behaviour and inclinations.
3. Social media interactions are rapidly impacting the formation of political agendas, with long-term political and legal implications. The role of social media campaigns as a new component shaping agendas has been underestimated in recent political agenda-setting research.
4. Social media platforms could be utilized to enhance "social accountability mechanism".
5. Establishing a starting point for online campaigns in any area for social media research could be crucial but will be effective
6. Political parties must realize the significance of social media and use this platform both before and during elections involving people's active participation for strengthening democracy.



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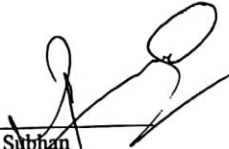
No. ML/R&SI/2022/999

Date: 15/6/22

To: **Director General**
Ministry of Health
Directorate General Health, Block-D,
New District Complex, Muzaffarabad.

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains.
2. In this regard our MPhil scholar Ms. Iqra has carried out a research study titled "Comparative Analysis of Public and Private Health System Governance at Secondary Level: A Case Study of Azad Jammu & Kashmir". The outcomes of the study are enclosed herewith for ready reference/perusal, please.
3. Forwarded for information, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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O/C

Comparative Analysis of Public and Private Health System Governance at Secondary Level: A Case Study of Azad Jammu & Kashmir

Outcomes/findings of the Study:

The purpose of conducting this research was to study comparative analysis of public and private health system governance at secondary level: a case study of Azad Jammu & Kashmir. The study proposed few suggestions for the policy makers in Pakistan.

1. The government should carefully allocate the available resources among the rural and urban population of AJ&K.
2. The Government should take initiatives in the development of human resources like doctors, nurses, and well-trained lady health workers.
3. The stakeholders and the Ministry participate in the process of planning to implementation of healthcare program to maintain the sustainability of the health policies.
4. The health care providers either public or private to be trained in the use of modern technology, and policies to develop for E-health and promote development in the profession.
5. Budget to be increased so that both sectors can become able to provide effective and efficient health to its population and achieve goals and expectations. The Government creates conditions whereby the people have the opportunity to reach and maintain the highest attainable level of health.
6. Above all health system providers of AJ&K should immediately translate its health policies into action to benefit the people by ensuring humanity, equity, accessibility, and disease alleviation.
7. The health system of AJ&K desperately needs a dynamic leadership, governance that is prepared to design and enforce evidence-based policies and programs and taking care of the system. Furthermore, the leader of the health system must have a strategic vision and determination to improve and strengthen both the public and private health sectors of the country. In addition, equity must be the overarching guiding principle underpinning the health systems.



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No. ML./R&SI/2022/1000

Date: 15-06-22

To: **The Additional Secretary**
Ministry of Education
Office of the Directorate of Education (Colleges) Sakwar,
Gilgit

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our MPhil Scholar Ms. Sehar has carried out a research study titled '**Socio Economic and Administrative Barriers to Female Quality Education: A Case Study of Gilgit Baltistan**'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

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O/C

Socio Economic and Administrative Barriers to Female Quality Education: A Case Study of Gilgit Baltistan'

Outcomes/findings of the Study:

The purpose of conducting this research was to study Socio Economic and Administrative Barriers to Female Quality Education: A Case Study of Gilgit Baltistan'. The study proposed few suggestions for education ministry in GB. These following findings may help the stakeholders to improve female education by reducing barriers in GB.

1. The Government should provide more teaching resources at girl's schools of GB for betterment in girl's education. The Head of primary schools of GB should motivate teachers towards collaboration work to improve the good comprehensive education at schools. The Government should facilitate the general education in girl's schools and provide facilities for students as well for teachers to promote inclusive education. The Government and policy makers and Head of the primary school should try to provide electronic devices and other equipment for deep concentration of the students towards studies. Providing school facilities, opening of new schools, bringing schools within easy reach of the children, starting girls' section in boys' schools, and condensed course for adult women etc.
2. Female Students have to be conscious about their studies.
3. Female Students should be motivated about their education in schools.
4. Teachers should be highly educated and full of energy of motivation. Teachers have to give a attention and awareness on female education in class.

Analysis of Environmental Strategic Planning in The Public Sector of Pakistan



NATIONAL UNIVERSITY OF MODERN LANGUAGES

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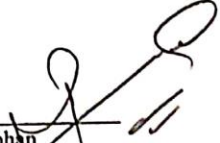
No. ML/R&ST/2022/1001

Date: 15-06-22

To: **Deputy Secretary**
Pakistan Peoples Party Parliamentarian
House No. 1, Street 85, Sector G 6/4,
Islamabad

Subject: **Research Findings**

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our MPhil scholar Mr. Shabbir has carried out a research study titled '**The Role of Social Media as Tool Of Political Communication in Enhancing Political Message: A Comparative Study of Political Parties in Pakistan**'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
2. Forwarded for information, please.


Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

CC:

ORIC NUML

o/c



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No. ML/R&SI/2022/1002

Date: 15-06-22

To: Deputy Secretary
Pakistan Muslim League (N)
180-H, Model Town, Lahore

Subject: Research Findings

1. National University of Modern Languages (NUML) is a premier University in conducting high quality teaching and research activities. We are currently working on various research projects which can improve public functioning/administration or in devising policies for the public interest in various domains. In this regard our MPhil scholar Mr. Shabbir has carried out a research study titled '**The Role of Social Media as Tool Of Political Communication in Enhancing Political Message: A Comparative Study of Political Parties in Pakistan**'. The outcomes of the study are enclosed herewith for ready reference/perusal, please.
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Dr. Fazli Subhan
Manger Research Management Unit
Office of Research Innovation and Commercialization (ORIC)
NUML, Sector H-9, Islamabad.

CC:

ORIC NUML

O/C

The Role of Social Media as Tool of Political Communication in Enhancing Political Message: A Comparative Study of Political Parties in Pakistan'

Outcomes/findings of the Study:

The purpose of conducting this research was to study the role of social media as tool of political communication in enhancing political message. The study proposed few suggestions for political parties social media wing in Pakistan. These following findings may help the stakeholders to improve their communication with the public.

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6. Political parties must realize the significance of social media and use this platform both before and during elections involving people's active participation for strengthening democracy.