

ADDRESSING THE RESEARCH DEFICIT IN PAKISTAN'S UNIVERSITIES: SOLUTIONS FOR PROMOTING QUALITY AND ORIGINALITY

DR. FAKHARA SHAHID

Lecturer International Relations, University of Okara

Email: fakhara.shahid@uo.edu.pk

DR. AHTASHAM JAN BUTT

Assistant Professor Higher Education Department.

Email: ahitishamjanbutt12@gmail.com

MR. ZEESHAN UMAR

MPhil Scholar, Department of Sociology University of Okara

Email: shan539908@gmail.com

MS. SAIRA ZAKA

MPHIL, Scholar Department of Sociology, University of Okara

Email: zsaira101@gmail.com

Abstract

This study addresses the critical research insufficiency in Pakistan's universities, particularly within the social sciences, where the quality and originality of academic outputs have been notably lacking. Through qualitative interviews with 55 academic professionals across various institutions, this research identifies key factors contributing to subpar research practices, including unethical behaviors such as paid thesis writing and inadequate methodological rigor. The findings reveal a pervasive culture that prioritizes quantity over quality, leading to degree inflation and diminished academic credibility. The study proposes actionable solutions aimed at fostering a strong research culture, including enhanced training for faculty and students, improved funding mechanisms, and increased collaboration between academia and industry. Additionally, it emphasizes the essential role of policymakers and political entities in leveraging research for effective governance. By addressing these issues, this research aims to contribute to the development of a more robust academic environment that not only enhances the quality of social science research but also supports informed policymaking and societal progress in Pakistan.

Key Words: Research Quality, Social Sciences, Pakistan, Academic Integrity, Research Culture

Introduction

The creation of new knowledge or the use of existing knowledge in a new creative way so as it can generate new concepts, methodologies and understanding is defined as research by Jonathan O'Donnell (Research Round, 2024). As for as the research in Social sciences is concerned, its significance has been increased as it provides solution to social, economic, political, and business-related problems. It deals with human behavior across various roles, including consumers, producers, leaders, and students. It involves a systematic approach to uncovering new information, confirming existing facts, and exploring their relationships and causal explanations. Social sciences research aims to identify patterns and natural laws that govern human interactions and social structures (Francis, n.d.). The contributions of Social sciences research are very vast as it impacts various facets of society i.e. Education and Learning, Reproductive Behavior, Family Planning, Public Health, Economic Development, Political Systems and Governance, Population Policy, Urban and Regional Planning, Workplace Dynamics, Social Justice and Human Rights, Crime and Criminal Justice, Environmental Sustainability, Technology and Society, Culture Management and effectiveness of legal and judicial processes etc. (Voxco, 2024). In the scientific and academic community, research functions as a dialogue aimed at sharing and advancing knowledge. This dialogue occurs among scholars and individuals studying a discipline, built upon

a thorough examination of existing evidence and prevailing schools of thought. Through this process of knowledge-making, constructive dialogues are manifested in the form of dissertations, research articles, and scientific essays, which are published in reputable international journals (Shah, 2022). Universities in developed countries have a well-established research culture, and their academic research outputs significantly contribute to the advancement and development of these nations. Unfortunately, Universities of Pakistan are lagging behind in the production of quality research. Research produced in Pakistan is deficient on many levels (Zardari, 2014). The need for universities in poor countries to focus on research has been a critical topic for decades. Research is crucial for economic growth and transitioning to a knowledge-based society (Khatta, Kinat, & Khattak, 2022). The state of social sciences research in Pakistan has garnered significant criticism, primarily due to its perceived poor quality and lack of depth. Scholars and educators alike have pointed out that much of the research conducted is superficial, often addressing only basic questions without delving into the complexities that characterize Pakistan's socio-economic landscape. This superficiality is attributed to a variety of factors, including inadequate academic incentives, a lack of collaborative research networks, and an overemphasis on quantity over quality in publication metrics (Siddique, 2022). The role of higher education institutions (HEIs) in the contemporary world have become increasingly important. The commercial and entrepreneurial requirements at present have made these institutions to transform their research according to these necessities. To lead the research in this manner, the universities have to innovate and generate openings through calculated risks. The dynamics of the economic development at present are also related to the incorporation of innovation, and the universities in this regard have a major responsibility (Packham, Pickernell, & Brooksbank, 2010).

The industrial and business world are rapidly evolving, and the knowledge community has its own speed of adopting to it. Therefore, a strategic planning from the higher education leaders is required in order to fulfil these specific needs. Having sustainability for this purpose comes through resolving contradictions within an organization; and this is important keeping in view the survival and competition factors (Meirawan, Prihatin, Suhardan, Dintha, & Komariah, 2020).

The knowledge generated through social sciences provide an avenue that is very helpful in understanding how human societies function, and eventually allows deciphering appropriate approaches to advance sustainable growth. It is imperative to learn the nexus between social science research and sustainable development, since the public policy subject is very closely aligned with it. What social sciences does is it outlines those issues that are related to the quality of life, and suggests the public policy solutions that can be incorporated for this purpose (Cuéllar-Marchelli, Flores, & Hernández, 2023).

Objectives

- To identify the main causes contributing to the low quality and originality of research in Pakistani universities, focusing on unethical practices and institutional challenges.
- To propose actionable solutions for developing a robust research culture in Pakistani universities that promotes creativity, originality, and relevance in social sciences.
- To explore the roles of policymakers, political parties, and research institutes in bridging the research deficit and enhancing the quality of academic outputs.

Research Questions:

1. What are the main causes behind the low quality and originality of research in Pakistani universities?

2. How do unethical practices in research (e.g., paraphrasing, paid thesis writing) impact academic credibility?
3. How can universities develop a strong research culture to promote creativity, originality, and relevance?
4. What role can policymakers, political parties, and research institutes play in bridging the research deficit?

Literature Review:

Literature has shown that original and authentic research is crucial for the advancement of research institutions. However, many of Pakistan's institutions struggle with fostering creativity in research. Common issues include ineffective thesis methodologies, such as paraphrasing, copying results and data from other researchers, and the use of paid thesis-writing services. These unethical practices hinder researchers' ability to compete at the global level and undermine the credibility and effectiveness of the research produced (Ilyas, 2023). Many universities in Pakistan have become factories for producing MPhil and PhD graduates, yet the overall impact of these degrees has been disappointing. Despite the growing number of 'scholars,' they have largely failed to enhance the quality of education and research or to address and tackle pressing social challenges thus leading towards Degree Inflation. As for as research in social Sciences is concerned it must effectively address societal problems. For this purpose, it is essential to meet the necessary quality standards and adhere to rigorous methodological practices in data collection, scientific analysis, and research (Bhatti, 2015).

Literature has revealed that the leading national Dailies have frequently written about this dilemma. Unfortunately, Pakistani universities struggle with a lack of original and high-quality research due to an absent research culture. Original and creative research is crucial for a country's progress, driving economic excellence, good governance, rule of law, accountability, and social development through better education and strong institutions (Ullah, 2022). Serious academic research on Pakistan, especially in the social sciences, is scarce, particularly when it involves extensive datasets, historical context, or scientific evidence. The shortage of rigorous research in economics, climate change, political science, and sociology leads to poor policymaking in Pakistan. Despite the country's increasing youth, urbanization, middle class, and connectivity, there is limited data to measure these changes and guide effective policy (Yusuf, 2012). The entire process from admissions to thesis evaluation and degree awarding in universities is fraught with issues that need attention from research boards, HEC, and provincial offices. As a nation, we often prefer shortcuts and seek quick results, primarily aiming to meet publication quotas for promotions. This approach fuels the predatory journal industry, which compromises research quality and ethics, with journals charging significant fees for rapid publication. This raises serious concerns about research standards and academic integrity (Umrani, 2023). The developed countries have a culture of acknowledging knowledge more readily, as the emphasis is on creating opportunities for discourse between the researchers and public policy decision-makers to generate pertinent and valuable knowledge. The developing countries on the other hand have complex legal framework and practices, which is a major reason in the North-South gap in scientific knowledge production. In addition, the resources restrict institutional procedures add to this grave problem that should be limited through the consolidation of research structures as a whole (Cuéllar-Marchelli, Flores, & Hernández, 2023).

Following ethics and norms; positive interaction with people and reducing the obstacles, help in creating a strong sense required for effective research. In developed countries, the environment within the higher education institutions has transformed towards the demand and excellence of research. The focus of research at the universities is to enhance the potential of students for the technological progressions in the society. Research undeniably is an essential component of a university, and for this, the facilities and incentives are provided to extract rich research. The involvement of faculty in a university for this purpose overall strengthens the research ethos at universities (Rasool & Dilshad, 2023).

The history of social sciences in Pakistan has a mixed record. People associated to teaching, research and practice in different areas of social sciences has definitely increased. In addition, the institutional measures related to this field have also gained momentum over the years. There is an increased development of public and private sector universities, research organizations and study areas, which are working in the research, teaching and analysis direction. The 1970s saw an increase in nature of such organizations, and during the 1990s, the private sector was motivated to establish universities and institutions within this area. The international funding through foreign donors have been provided to the universities, think tanks and NGOs as financial help. This funding was aimed at conducting research and organizing seminars on frequent basis, which increased after 2001 (Rizvi, 2015).

Unlike in Western democracies, where parties commonly establish research institutes and think tanks, Pakistan's politician rarely attempts to seek wisdom from researchers and think tanks thus leading themselves towards poor policies and decision making which harm the country. Only Z.A. Bhutto previously supported intellectuals in his party—a practice now neglected. Setting up such research bodies would enable parties to develop policies based on thorough analysis, reducing their reliance on research lead them to blame external factors for failures. Political parties in Pakistan, both in government and opposition, often avoid engaging in intellectual discourse on national issues due to a lack of vision and capacity. In contrast, objective research and policy analysis can foster meaningful debate and lead to effective, long-lasting solutions rather than those based on political convenience or coercion (Janjua, 2009). Literature has identified several key causes of poor-quality research in Pakistani universities: including inadequate funding, lack of proper infrastructure, insufficient research training for faculty and students, and limited access to quality research resources. Additionally, issues such as bureaucratic obstacles, a lack of emphasis on research in academic evaluations, and a focus on quantity over quality in publications contribute to the overall problem: here are certain causes of useless research in Social Sciences

- Research Mentor across various discipline tends to focus on religious and nationalist ideologies, often presenting subjects uncritically from a single dominant perspective. Alternative viewpoints are rarely considered, and debates on these issues are uncommon. with a fixed mindset they often continue to teach the same viewpoint, resisting changes or alternative perspectives in research (Tahir, 2005).
- Many university Heads of Department (HoDs) are not actively involved in research and, due to insecurities, often avoid encouraging their colleagues to pursue research, fearing younger faculty may gain recognition or acclaim (Zardari, 2014).
- When it comes to the publication for promotions faculty members are encouraged to produce numerous research papers to earn promotional points, prioritizing the number of publications over the quality and impact of their research. This focus results in low-quality

work that fails to contribute meaningfully to global knowledge and problem-solving agenda.

- The top administrative leadership positions of the universities and of the departments are often filled based on political affiliations rather than merit, leading to a lack of professional standards and a stifling of critical thinking and innovation. This undermines the quality of teaching and research, as academic integrity is compromised for personal and financial gain (Shah, 2024).
- One of major cause of useless research in Pakistan is torturous method of acquiring funding or lake of funding for productive research. In contrast, universities in developed countries have dedicated funds for the professional development of academics. Students of lower socioeconomic status experienced greater learning losses in various countries, including Pakistan (Carroll et al., 2022).
- In many countries, academia and industry collaborate to address real-world problems through research. Academia transfer knowledge from research to industry which is primarily used for the development of country. In Pakistan, however, this gap is wide, resulting in research that fails to meet industry needs and leaving graduates underprepared for the job market ("Academia-Industry Gap," 2024).

Research quality in social sciences at Pakistani universities has faced significant challenges, often resulting in subpar academic output. A notable concern is the prevalence of poor methodological rigor, which undermines the validity and reliability of research findings. Many studies lack robust data collection techniques and fail to employ appropriate statistical analyses, leading to questionable conclusions (Ali & Khan, 2023). Furthermore, the insufficient peer-review processes in some local journals exacerbate the issue, allowing poorly conducted studies to be published without adequate scrutiny (Rehman et al., 2023). This situation not only hampers the credibility of social science research in Pakistan but also affects its contribution to policy-making and societal development (Zafar & Malik, 2023). The Higher Education Commission (HEC) of Pakistan has recognized these deficiencies, noting a shortage of suitably trained faculty and a general decline in the discipline's health. Despite some efforts to address these issues, such as establishing committees for the development of social sciences, the challenges persist. Many researchers are trapped in a cycle of replicating existing studies rather than engaging with local problems through innovative and contextually relevant frameworks. This reliance on borrowed concepts from Western academia not only stifles originality but also risks imposing alien perspectives on indigenous issues (Zaman, 2008).

While addressing the research deficit in Pakistan's Universities, especially in the social sciences, it is well-documented that unethical practices, inadequate funding, and lack of proper infrastructure is root cause of this disease. However, the gap lies in understanding how these issues can be systematically addressed to foster an improved research culture in Pakistani universities. Existing studies highlight the problems but fall short of providing a comprehensive model for enhancing research quality through policy reforms, faculty development, and resource optimization. This study will address this gap by focusing not only on identifying the root causes but also on proposing actionable solutions.

Research Methodology

A qualitative research has been conducted. The study involved 25 PhD holders, 5 associate professors, 10 assistant professors, and 15 lecturers, from three universities of the province Punjab, Pakistan, who participated in semi-structured interviews designed to explore their experiences,

challenges, and perspectives on research quality in social sciences in Pakistan. The data collected from these interviews were analyzed using thematic analysis, which allowed for the identification of recurring themes and patterns across the responses (Dawadi, 2020). To ensure the confidentiality and privacy of the participants, all data were anonymized, protecting their identities and enabling them to share their insights openly without fear of institutional repercussions.

Discussion Table

Themes	Sub Themes	Participant Examples	Solutions
Lack of Research Training	<ul style="list-style-type: none"> -Misunderstanding of research basics -Emphasis on rephrasing/copy-pasting -lack of understanding regarding the importance of research 	<p>"I don't know the difference between methodology and methods."</p> <p>"I was taught to copy and paste in my M.Phil."</p> <p>"I was told just to get my degree as it is more important than research"</p> <p>"I do not know what does research gap and grey area means in Research"</p>	<ul style="list-style-type: none"> -Urgent need for research training and development -Reform in research curriculum and training methods -Immediate training of research mentors in the universities
Institutional Barriers	<ul style="list-style-type: none"> - Administrative overload - Lack of funding - Political interference - Institutional Internal politics 	<p>"We are given administrative tasks unrelated to our field."</p> <p>"No funds available for publishing in good journals."</p> <p>"there is highly torturous method to get funding for research"</p> <p>"Academic decisions are influenced by local political figures."</p>	<ul style="list-style-type: none"> -Reduce political influence in academic affairs - Task should be allocated according to the specialization -Increase funding and support for quality research -Policy changes to reduce administrative burden
Psychological Factors	<ul style="list-style-type: none"> - Stressful environment - Lack of motivation - workplace harassment - personal vendettas 	<p>There is no recognition or reward for quality research.</p> <p>"I am extremely tortured mentally by administrative staff"</p> <p>"Senior colleagues approached for by passing merit and on refusal I lost my credibility in the university"</p>	<ul style="list-style-type: none"> -Establish reward and recognition systems for research -Counseling and mental health support for faculty -Psychological assessment of the employees after every 4 year -Seminars, workshops and penalties by ombudsperson to stop workplace harassment -prevalence of merit should be insured
Predatory Journals	<ul style="list-style-type: none"> - Easy publication - Lack of peer review 	<p>"Predatory journals are easy to get into."</p>	<ul style="list-style-type: none"> -Awareness campaigns against predatory publishing

	<ul style="list-style-type: none"> - High publication fees - Rapid publication process - Pressure to publish 	<p>"They accepted my article without any corrections."</p> <p>"They charge hefty fees but don't ensure quality."</p> <p>"They published my paper in just a few days."</p> <p>"I needed to publish quickly to get my promotion."</p>	<ul style="list-style-type: none"> -Promote the importance of rigorous peer review processes -Advocate for more affordable and ethical publication options -Emphasize the need for time-intensive, quality review processes -Develop support systems for quality over quantity in research
Resource Constraints	<ul style="list-style-type: none"> - Inadequate research facilities - limited access of digital research resources - Limited collaboration opportunities - poor WIFI connectivity 	<p>"We lack access to research labs and libraries."</p> <p>"we are devoid of accessing the top-notch digital resources such as Springer, IEEE Xplore, JSTOR, Wiley Online Library etc."</p> <p>"We have no connections with international researchers."</p>	<ul style="list-style-type: none"> -Improve infrastructure and access to research resources -improving access to digital resources and libraries -Encourage international collaborations and partnerships -Access to fast internet in the universities
Cultural Factors	<ul style="list-style-type: none"> - Resistance to change -Societal undervaluation of research - Incompetent Leadership 	<p>"Traditional mindsets hinder the adoption of new methods."</p> <p>"Research is not seen as a valuable contribution."</p> <p>"Incompetent senior faculty lack knowledge of emerging technologies, continue using outdated methods."</p>	<ul style="list-style-type: none"> -Promote openness to new research methods and technologies -Increase societal awareness of the importance of research -Implement training programs for senior faculty. -Young and trained minds should be included in decision making
Political Neglect of Research	<ul style="list-style-type: none"> -Uninformed and Uneducated Leadership -Lack of Appreciation for Research in Policy making 	<p>"Politicians are ignoring research-based policy recommendations and Policies are formed without consultation with experts"</p> <p>"Due to gap between politicians and researcher, country development has been compromised which is leading towards the wastage of national resources reciprocally creating many other issues"</p>	<ul style="list-style-type: none"> - Educate politicians on the importance of research in policymaking. -Establishment of mandatory consultation with researchers during policy formation. - Promote research awareness campaigns highlighting its role in development.

			-Introduce evidence-based policymaking standards in the legislative process.
--	--	--	--

This table highlights several critical challenges in the academic research landscape, including a lack of proper research training, institutional barriers like funding and political interference, psychological stress due to workplace dynamics, and the rise of predatory journals. Participants expressed concerns over resource limitations, outdated leadership, and political neglect of research in policymaking. Solutions proposed include reforming research training, improving infrastructure, reducing administrative overload, promoting collaboration, and increasing societal and political appreciation for research to foster a healthier academic environment.

Understanding human behavior through social sciences is crucial to fully benefiting from scientific advancements. Solving global problems requires integrating perspectives from fields like anthropology, sociology, and philosophy, fostering collaboration between science and social sciences. Social sciences are indispensable alongside technology, influencing disciplines like IT, business, and economics. The revival of social sciences in top universities reflects their modern relevance, as they help shape well-rounded approaches to complex societal challenges. Social sciences play a critical role in problem solving and innovations (Dawn, 2024). Social sciences research plays a vital role in addressing complex global issues by expanding knowledge and promoting equitable development. It fosters political stability by linking economic and social progress, as highlighted by experts. By encouraging inclusive development, social sciences contribute to fair resource distribution and shape a collaborative, enlightened approach to solving the world's economic and social problems. As global challenges evolve, the importance of social sciences in creating sustainable and innovative solutions has become more prominent in public discourse (Bokhari, 2023). Furthermore, the socio-economic conditions in Pakistan contribute to this decline; fields like engineering and medicine attract more students due to better financial prospects, leaving social sciences underfunded and undervalued. As a result, many capable individuals opt out of pursuing careers in social sciences, further exacerbating the problem. The need for a paradigm shift is urgent—one that encourages deeper inquiry into pressing public policy issues and fosters an environment conducive to rigorous academic discourse. Addressing these challenges is crucial for revitalizing social sciences research in Pakistan and ensuring it plays a meaningful role in addressing the country's complex socio-economic challenges (Inayatullah, Saigol, & Tahir, n.d.). If we consider some important assessments regarding the development of Social Sciences in Pakistan, from the late-1980s to the start of the 21st Century; there are questions of different levels related generally to the quality of research. These questions are with reference to the comparative and critical disposition, basic data, the structuring of theory and its application to actual conditions, generalizations of a broader application, methodological problems and scientific standards. In addition, strong concerns are raised on the poor impartiality or the selective usage of information. The majority of cases in this context include personal desires, political partialities leading to the utilization of specific historical evidence. This leads to the weakening of clear and simple examination of reason. A factor behind this problem is the absence of complete understanding of essentials of depersonalized study, which basically stand on procedures and whole data. Also, lacking the understanding to gauge research on alike subjects elsewhere is a problem as well. Due to this, the researcher's potential is limited about identifying various methods to work in areas of culture, economic issues and socio-political domains (Rizvi, 2015).

The establishment of Higher Education Commission (HEC) in Pakistan; is actually an initiative in developing the research culture at universities. The HEC has taken different steps to improve the research environment. However, these initiatives have remained ineffective due to dearth of merit, the political intrusion, lack of research exercises and scarcity of funds. The universities in this regard have a huge role to play as they need to implement policies that encourages the quality research culture. Working on the laboratories and infrastructure for the research centers are the core to develop a sound research standard. The international collaborations with different universities should be operative and research-oriented (Rasool & Dilshad, 2023).

Improving research infrastructure in Pakistani universities is crucial for enhancing the quality and impact of social sciences research. The Higher Education Commission (HEC) can take several strategic steps to address existing challenges and foster a more conducive environment for rigorous academic inquiry. These steps are under

1. Establish Collaborative Research Networks
2. Reform Funding Mechanisms
3. Enhance Faculty Development Programs
4. Create a Unified Research Office
5. Develop Digital Platforms for Research Collaboration
6. Foster a Purpose-Driven Research Culture
7. Strengthen Quality Assessment Metrics

There are certain measures which must be taken by Government. These measures are

1. Increase Funding for Research
2. Reform Research Policies
3. Foster International Collaboration
4. Enhance Research Training and Capacity Building
5. Promote a Culture of Research Collaboration
6. Revise Academic Incentives
7. Strengthen Institutional Frameworks
8. Academic freedom

Conclusion:

In conclusion, addressing the research deficit in Pakistan's universities, particularly within the social sciences, is imperative for the nation's academic and societal advancement. This study has identified several critical factors contributing to the low quality and originality of research outputs, including unethical practices, inadequate funding, and a lack of supportive infrastructure. The prevalence of shortcuts, such as paid thesis writing and ineffective methodologies, not only undermines academic integrity but also hampers the credibility of Pakistani research on a global scale. To foster a robust research culture, it is essential for universities to prioritize quality over quantity in academic outputs. This can be achieved through comprehensive reforms in research training, improved funding mechanisms, and enhanced collaboration between academia and industry. Additionally, policymakers and political parties must recognize the value of research in informed decision-making and governance. By investing in research initiatives and establishing think tanks, they can bridge the gap between scholarly work and practical application.

Ultimately, enhancing the quality of social science research in Pakistan will not only contribute to academic excellence but also address pressing societal challenges. As the nation strives for

progress, a commitment to original and impactful research will be crucial in shaping effective policies and fostering sustainable development.

REFERENCE

- Academia-industry gap: Pakistan encounters challenges in aligning with international copyright standards. (2024, January 8). The Express Tribune. <https://tribune.com.pk/story/2452492/academia-industry-gap>
- Ali, S., & Khan, A. (2023). Challenges in Social Science Research: A Case Study of Pakistan. *Pakistan Journal of Social Sciences*.
- Bhatti, M. W. (2015, December 13). Pakistani varsities producing poor quality research work, moot told. *The News International*. <https://www.thenews.com.pk/print/81452-Pakistani-varsities-producing-poor-quality-research-work-moot-told>
- Bokhari, J. (2023, March 20). Turning to social science for solutions. *Dawn*. <https://www.dawn.com/news/1743155>
- Carroll, E., Azevedo, J. P., Bergmann, J., Brossard, M., Chang, G.-C., Chakroun, B., Cloutier, M.-H., Mizunoya, S., Reuge, N., & Rogers, H. (2022, May 11). The global education crisis – even more severe than previously estimated. *World Bank Blogs*. <https://blogs.worldbank.org/en/education/global-education-crisis-even-more-severe-previously-estimated>
- Cuéllar-Marchelli, H., Flores, A., & Hernández, K. (2023). Strengthening social science research to enhance the quality of sustainable development debate and policy in El Salvador. *Social Sciences & Humanities Open*, 1-9.
- Dawadi, S. (2020). Thematic analysis approach: A step-by-step guide for ELT research practitioners. *NELTA Journal*, 25(1-2), 1-15. <https://files.eric.ed.gov/fulltext/ED612353.pdf>
- Dawn. (2024, February 27). Link between science, social sciences highlighted. *Dawn*. <https://www.dawn.com/news/1817342>
- Francis, A. (n.d.). Significance of research in social sciences. *MBA Knowledge Base*. Retrieved from <https://www.mbaknol.com/research-methodology/significance-of-research-in-social-sciences/>
- Ilyas, N. (2023, March 30). Need for quality research in Pakistan's research institutes: Highlighting hidden facts. Retrieved from <https://www.csapakistan.com/2023/03/30/need-for-quality-research-in-pakistans-research-institutes-highlighting-hidden-facts/>
- Inayatullah, Saigol, R., & Tahir, P. (Eds.). (n.d.). *Social sciences in Pakistan: A profile*. https://www.academia.edu/27834646/Social_Sciences_in_Pakistan_A_Profile_Edited_by
- Janjua, Y. (2009, December 14). The importance of research. *Dawn*. <https://www.dawn.com/news/958160/the-importance-of-research>
- Khatta, M. I., Kinat, S.-u., & Khattak, M. I. (2022). Problems of research in Pakistan at the level of universities/institutions. *Scientific International*, 34(1), 67-75. ISSN 1013-5316; CODEN: SINTE 8 67. <http://www.sci-int.com/pdf/637981470233410426.pdf>
- Meirawan, D., Prihatin, E., Suhardan, D., Dintha, R., & Komariah, A. (2020). KNOWLEDGE CREATION OF HIGHER EDUCATION LEADERS IN FACING CHANGES. *International Journal of Advanced Science and Technology*, 1051-1064.

- Packham, G., Pickernell, D., & Brooksbank, D. (2010). Special Issue: The changing role of universities in knowledge generation, dissemination and commercialization. *The International Journal of Entrepreneurship and Innovation*, 261-263.
- Rasool, T., & Dilshad, M. (2023). Factors Influencing Research Culture at Public Universities in Pakistan. *Research Journal for Societal Issues*, 41-58.
- Rehman, M., Iqbal, Z., & Shah, R. (2023). Peer Review Practices in Pakistani Journals: An Analysis. *Pakistan Social Sciences Review*.
- Research Round. (2024). Introduction to research and 10 purposes of research. Retrieved from <https://researchround.com/introduction-to-research-and-10-purposes-of-research/>
- Rizvi, H. A. (2015). CONTEMPORARY ISSUES IN SOCIAL SCIENCES IN PAKISTAN. *Journal of Social Sciences and Humanities*, 3-14.
- Shah, R. A. (2024). A crisis of merit. *The News on Sunday*. <https://www.thenews.com.pk/tns/detail/1230425-a-crisis-of-merit>
- Shah, S. W. A. (2022, February 28). Research woes. *Dawn*. <https://www.dawn.com/news/1677410>
- Siddique, O. (2022, April 19). Social science research: Do we need to dig deeper? *Pakistan Institute of Development Economics*. <https://pide.org.pk/blog/social-science-research-do-we-need-to-dig-deeper/>
- Tahir, P. (2005). Quantitative development of social sciences. In Inayatullah, R. Saigol, & P. Tahir (Eds.), *Social sciences in Pakistan: A profile* (pp. 459-560). Islamabad: Council of Social Sciences, Pakistan.
- Ullah, Z. (2022, December 3). Quality of research. *Dawn*. <https://www.dawn.com/news/1724382/quality-of-research>
- Umrani, S. (2023, January 24). Research usability and ethical issues. *Dawn*. <https://www.dawn.com/news/1733356/research-usability-and-ethical-issues>
- Voxco. (2024). Importance of social research. *Voxco*. <https://www.voxco.com/blog/importance-of-social-research/>
- Yusuf, H. (2012, August 6). Dearth of research. *Dawn*. <https://www.dawn.com/news/740132/dearth-of-research>
- Zafar, M., & Malik, F. (2023). The Impact of Research Quality on Policy Development in Pakistan. *Journal of Research in Social Sciences*.
- Zaman, A. (2008, September). Improving social science education in Pakistan (MPRA Paper No. 10477). *International Islamic University of Islamabad*. <https://mpra.ub.uni-muenchen.de/10477/>
- Zardari, S. (2014, November 2). The sorry state of research at our universities and how to fix it. *Dawn*. Retrieved from <https://www.dawn.com/news/1141829>