



INSTITUTE OF BUSINESS MANAGEMENT
IoBM

Ph.D. Policy Manual

**BOARD OF ADVANCED STUDIES & RESEARCH
(BASR)**

2026



Preface

A Doctor of Philosophy (PhD) is the highest university degree, awarded in most disciplines. Those who qualify at this level are expected to serve highly consequential functions in society, including in teaching and research. With in-depth training and immersion in a particular field of study, which includes making an original contribution to the area of study through the PhD dissertation, those holding PhD degrees are expected to have expertise in their area of study that they can utilize in teaching and further research, as well as in problem-solving and innovation to address important societal challenges.

The purpose of the PhD. The Policy Manual provides comprehensive guidance to students and relevant departments, enabling them to navigate the procedural requirements for completing the PhD degree. It aims to streamline the process and ensure clarity for all stakeholders involved. At IoBM, our PhD program is designed to foster cutting-edge research, develop innovative ideas, and enhance analytical skills. We strive to cultivate an environment that encourages both faculty and students to be independent and creative thinkers.



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1. Admission to a PhD. Degree Program

- **Basic Academic Qualification:** Eighteen years of schooling or Equivalent shall be required for admission in the PhD program.
- **Minimum CGPA/Division:** For admission to PhD programs, a minimum CGPA of 3.0 (out of 4.0 in the semester system) or 60% (in the annual system) in the MS/MPhil/equivalent degree is required, whether the degree was obtained from a Pakistani or a foreign university.
- **Admission Test:** Minimum 60% cumulative scores in GAT-Subjective.
- **Interview:** Successfully pass an interview conducted by the IoBM Interview/Admission Committee.
- **Research Statement:** PhD applicants will be required to submit a research statement at the time of admission.
- **Intra-Disciplinary Qualifications¹:**
Consistent with best practices internationally (including leading global universities), intradisciplinary admissions may only be allowed if:
 - i. The applicant has a strong interest in pursuing a PhD in a different discipline.
 - ii. The applicant has passed the GRE-Subject/Equivalent Test with a minimum 50% marks in the discipline of admission and has taken 6-9 Credit Hours (CH) of deficiency courses of level 7 as per the National Qualification Framework of Pakistan 2015.
 - iii. The admission committee is satisfied that the applicant's knowledge of the primary area (level 7) has sufficiently prepared him/ her to undertake the course of study of the doctoral program (or, in the opinion of the admissions committee, the preparation can be deemed satisfactory by taking a few additional courses after starting the program.

2. Coursework Requirement for the Award of a PhD Degree

The following requirements shall be fulfilled before the award of a PhD.

Degree: The students shall complete the coursework of at least:

- i. 18 credit hours if they are from the same discipline.
- ii. The courses shall be offered through regular classes (i.e., classes taught on campus by full-time faculty members of the Institute)
- iii. The courses shall preferably be of 8 levels as per the National Qualification Framework of Pakistan 2015.
- iv. A PhD degree should be based on research, not just on credit hours.

3. Comprehensive Examination

- i. Upon completion of coursework, every PhD student shall be required to pass the comprehensive examination to be granted candidacy for the PhD, with the provision that a student who fails the comprehensive exam may retake it once.
- ii. The required coursework, comprehensive exam, and defence of the synopsis/research proposals should be completed within the 1st 6 semesters of registration for a PhD program. The responsibility in this regard rests collectively with the PhD student and the Institute. In the event of noncompliance, the registration shall be cancelled, and transcripts for coursework completion may be issued to the student.
- iii. In the event of force majeure, i.e., noncompliance due to circumstances beyond the student's control, the Institute may consider the matter in accordance with the procedure prescribed under 3 (iv).
- iv. The following are the guidelines for conducting a Comprehensive Examination:

¹ According to HEC Graduate Education Policy 2023, Intradisciplinary refers to sub-disciplines occurring within one of the ten broad disciplines defined by UNESCO's International Standard Classification of Education (ISCED-F-2013).



- a. The exam shall be based on a recapitulation of the conceptual knowledge of the discipline to which the student is admitted.
- b. The exam shall cover the courses studied, preferably at the graduate level, and shall be conducted on a single composite question paper.
- c. The evaluation shall be on an aggregate basis, expressed as pass/fail, and shall not be graded.

4. Comprehensive Guidelines

The purpose of a comprehensive exam is not to test memory recall of the concepts learned during the coursework, but to evaluate the ability to analyze a given problem and design solutions based on established theories and models.

Format:

- The format is designed to evaluate students' ability to apply the theories and models learned during the PhD coursework and will be communicated well in advance of the test.
- The paper would be based on the theories studied by the student at the PhD level.
- The paper may include question(s) regarding the evaluation and application of theories of at least 10 given research papers to a problem.
- The Comprehensive Exam will be open-book and may last 5-8 hours, depending on the program.

5. PhD Degree Completion Timeline

- i. The PhD degree shall be awarded not before the completion of three years or six regular semesters and not after completion of eight years or 16 regular semesters.
- ii. The completion date of the PhD degree shall be reckoned from the date of notification of the award of the PhD degree.
- iii. The maximum duration shall be determined from the date of student enrollment until the date of the completion notification of the PhD degree.
- iv. If a student is unable to secure a PhD degree within the prescribed timeframe and seeks an extension of the duration, the Institute may refer the matter to the appropriate authority and determine the causes of the delay. In the event of force majeure, i.e., delay on account of circumstances beyond the control of the student, the university may grant an extension in the period of award of the PhD degree following the duration-limiting factor(s). It shall also take corrective measures if the delay is caused by process or administrative reasons.

6. Re-admission and Credit Transfer for PhD Degree

- If the student exceeds the program's maximum duration, he/she may apply for re-admission in accordance with the IoBM Re-admission Policy.
- Re-admission is contingent upon the Institute's discretion, which is determined based on the recommendation of the Credit Equivalent and Transfer Committee (CETC) of IoBM. While students may express their interest in re-admission, the final decision lies with the Institute, taking into account various factors evaluated by the committee.
- In case of credit transfer from another university, IoBM's Credit Equivalent and Transfer Committee (CETC) will assess and evaluate the transfer of credits between educational institutions and programs. A maximum of 50% of the courses may be transferred with a grade of B or higher.

7. PhD Dissertation Requirements

- Complete the prescribed coursework in accordance with the Program Structure.



- Select a supervisor from the relevant field within the university/institute in accordance with HEC requirements.
- Pass a comprehensive Exam.
- Write a PhD proposal following the IoBM PhD Template under the guidance of a supervisor (See Templates 1 & 2).
- Successfully defended the PhD proposal in an open defence.
- Submit the research proposal to the BASR meeting for consideration and approval. The proposal will be submitted for consideration at the BASR meeting following the student's registration for the dissertation.
- BASR Approval of PhD Proposal.
- The supervisor will maintain a satisfactory semester-wise research progress report.
- Complete a total of 48 credit hours of PhD coursework (18 CHs) and dissertation (30 CHs).
- Each PhD researcher shall be required to publish at least one research paper as the first author during his or her doctoral studies in an HEC-approved journal for the award of a PhD degree (as per IoBM Research Publication policy given on page # 8).
- Final dissertation submission to BASR.
- Evaluation of the dissertation by 02 Evaluators from technologically advanced countries and approval by BASR.
- If the dissertation is rejected by one of the evaluators, it will be sent to a third evaluator.
- Finalise the dissertation based on the comments/changes provided by the evaluator/s.
- Present a dissertation defence in the presence of an external examiner and a committee consisting of a supervisor (as an observer), relevant Research Head, program coordinator, Dean, one subject expert, and BASR Representative.
- The process of dissertation finalization entails carefully considering and incorporating any comments/changes provided by the examiners while ensuring compliance with the designated IoBM format (See Template 3).
- Submit soft copies on two CDs and a minimum of five hard copies, including: Library, concerned Dean's Office/Research HoD, Supervisor, BASR, and Student, according to the IoBM PhD (Template 3)
- Complete the student's file, including all required forms/documents, and have it signed by the relevant authorities.
- The PhD dissertation cover should be "Black" in colour.
- The Degree Award Letter is issued after the completion of all HEC and IoBM requirements (BASR PhD: Checklist)
- Submission of the online PCD form provided on the HEC website.

8. Guidelines for Proposal Writing and Defence

Each PhD researcher shall write a dissertation that reflects the relevance, credibility, effectiveness, and legitimacy of the research. The dissertation must be an original and innovative contribution to knowledge that helps solve socio-economic problems. To improve the quality of a PhD dissertation, some regulations are suggested for the students in the following areas:

i. Selection of Research Area

The research area of the PhD researcher must:

- Corresponds to the community needs at the regional and local levels and complies with the priority.
- Inline with the National Research Agenda.
- Reflects the basic and pure research.
- Signifies emerging areas of research that coincide with Sustainable Development Goals (SDGs).



ii. Quality of Reporting

The quality of presentation and reporting in the dissertation shall reflect the following characteristics:

- The document is well written.
- The contents are balanced, well- organized, appropriately styled, clearly structured, and well-cohered.
- The document is free from grammatical and spelling errors and flawed terminology.
- Minor shortcomings, such as inaccurate use of acronyms and clumsy sentence structure, have been addressed.
- Quantitative research proposals must include a valid statistical design for data analysis.
- The formatting shall be compatible with international standards.

iii. Methodology Quality

To produce a PhD dissertation capable of independent research, ensuring the technical soundness of the following guidelines shall be useful to make the PhD research methodologically sound:

- **Guidelines ensuring the quality of Qualitative Research:**

A PhD research dissertation, based on the Qualitative Research methods, should satisfy at least the following questions:

- a. Does the research, as reported, illuminate the subjective meaning, actions and contexts of those being researched?
- b. Is there evidence of the adaptation and responsiveness of the research design to the circumstances and issues of real-life social settings encountered during the study?
- c. Does the sample produce the type of knowledge necessary to understand the structures and processes within which the individuals or situations are located?
- d. Is the description provided detailed enough to allow the researcher or reader to interpret the meaning and context of what is being researched?
- e. How are the different sources of knowledge about the same issue compared and contrasted?
- f. Are subjective perceptions and experiences treated as knowledge in their own right?
- g. How does the research move from a description of the data through quotation or examples, to an analysis and interpretation of the meaning and significance of it?

- **Guidelines Ensuring the Quality of Quantitative Research:**

A PhD dissertation with Quantitative Research methods should satisfy, at least, the following questions:

- a. Reliability – Are the results repeatable?
- b. Validity – does it measure what it says it does?
- c. Internal validity – do the research results mean what they appear to?
- d. External validity – can the results be generalised to other settings (ecological validity)
- e. and to other populations (population validity)?
- f. Replicability – are the results of the study reproducible?

iv. *Appropriateness of the Methods to the Aims of the Study*

To achieve research objectives, alignment of research approach methods is necessary. Therefore, a PhD dissertation at least:



- a. Reflect a fair proportion of the latest knowledge of contemporary techniques and methods in relation to study objectives.
- b. Contain detailed and easily comprehensible discussions regarding the applied methods and techniques.
- c. Justify the use of methods and techniques to achieve study objectives.
- d. Show evaluation of obtained results in relation to study objectives.
- e. The methods and techniques used should justify the results obtained.
- f. The obtained results should support the study objectives.

v. *Relevance to the Policy and Practice*

The research should have significantly answered the questions related to policy and practice in that area, establishing its usefulness and usability. Accordingly, a PhD dissertation at least:

- a. Reflect judicious evaluation of study results in relation to policy-related aims and goals undertaken while starting the research.
- b. Discuss the practical implications of the study's results in relation to emerging practices in that area.
- c. Establish the usefulness of the study's results for policy-making, as stated at the outset.
- d. Discuss how the resulting policy will be useful for the organization/society.
- e. The study output should be significant enough to be published or to be patented.
- f. The author's assessment of the results must not be superficial or lacking in substance.

vi. *External Evaluation of PhD Dissertation*

A PhD dissertation must be evaluated by:

- At least two external experts who shall be PhD faculty members from the world's top 500 universities, ranked by the Times Higher Education or QS World Ranking in the year corresponding to the dissertation evaluation year or from the list of HEC recognized universities of technologically/academically advanced countries.

vii. *AI and Similarity Checking Policy for Dissertations*

With artificial intelligence (AI) tools increasingly being used in academic writing and research, it is necessary to ensure academic integrity. Turnitin has introduced an AI detection feature in Feedback Studio to identify AI-generated content in submitted documents.

Therefore, the following guidelines will be followed for all submitted academic documents.

- Under no circumstances shall a dissertation based on plagiarized research be acceptable. It is the primary responsibility of both PhD researchers and their supervisors to prevent plagiarism.
- Originality/Similarity reports generated by Turnitin provide clues in the form of text matches, Proverbs, Universal Truths, phrases, etc. Scholars/Students must ensure that the document they submit is in the required style (e.g., IEEE, Chicago, MLA, APA).
- If the document has a similarity index $\leq 19\%$, the benefit of the doubt may be given to the author; however, if any single source has a similarity index $\geq 5\%$ without citation, it must be revised/corrected.
- AI-generated content detected by Turnitin must be $\leq 19\%$. Single source AI detection (large language model) must be below 5%.
- It is important to note that excessive quoted material is not permitted per policy, and the Turnitin tool issues a warning if submitted material exceeds 15% quoted material, which is alarming and not accepted.



viii. Research Publication

- For Science disciplines: One research article in a W(Impact Factor) category journal, or two research articles in X category journals.
- For Social Science disciplines: One research article in an X category journal or above.

ix. General Guidelines

- The student will use the proposal template provided on the IoBM's website to write the proposal.
- After the proposal has undergone a Turnitin check, the supervisor will forward the proposal to the PhD Coordinator/Research Head (Templates 1 & 2, along with BASR PhD Forms 9, 10, 11, and 12) in both hard and soft copies.
- Once the PhD proposal has been reviewed and deemed compliant with the general guidelines, including permissible limits on the similarity index, format, and other requirements, the proposal defence date will be scheduled by the respective PhD. Program Coordinator/Research Head. This date will be mutually agreed upon by the relevant expert/panel.
- The composition of the review committee will be determined based on the relevance of the research area, with the consent of the supervisor and Research Head, and the approval of the relevant Dean.
- At least 7-10 days before the proposal defence, the PhD Program Coordinator/Research Head will issue an official notification to inform the students, the supervisor, the review committee, the Dean, and the BASR-Office.
- The Proposal defence sessions are scheduled exclusively on Saturdays, with a suitable time slot from 12:00 PM to 2:00 PM.
- If the defence committee recommends changes during the Proposal defence, the candidate is responsible for incorporating them into their research.
- After making the necessary revisions, the candidate must obtain approval from the relevant Research Head/Dean. This approval process requires certifying the changes from the relevant supervisor before submitting the revised proposal to the BASR-Office.
- Once the proposal has received committee approval, it will be forwarded to the BASR Office for further consideration.

9. PhD Dissertation Template and General Guidelines:

i. PhD Dissertation Guidelines

- The word limit for a PhD dissertation should be between 50,000 and 70,000 words, with 1.5 spacing. Footnotes, references and text within tables are not counted within the word limit (*Appendices and Bibliographies are also excluded*).
- APA (Business Management and Social Sciences) and IEEE (IT and Engineering) Reference/Citation style to be followed.
- Font Style: Times New Roman
- Font Size: 12
- Spacing: 1.5
- Running Head: Left
- Paragraphs (First Line) Indented
- Page Number: Bottom Centre
- Short Title: Upper right
- Page Format: 1" (Bottom) 1" (Top) 1.5" left and 1.0" Right
- Upto 5 Levels of Heading (i.e. 1, 1a, 1b, 1c, 1.1, 1.2, 1.3.....)
- Alignment: (Justified)



- Spine: Last name of the author with the first name initial and year
- Cover Colour for PhD dissertation: Black

ii. *The Ordering of Items for the Dissertation*

- Title Page [PhD Dissertation Template]
- Dedication (optional)
- Acknowledgement (any special assistance given should be stated)
- Author's Declaration
- Plagiarism Undertaking
- Forwarding Sheet
- Certificate of Approval
- Notification
- Examination Report
- Table of Contents
- List of Tables
- List of Figures
- List of terms, symbols or abbreviations (if any)
- Abstracts
- The Body of Text [Chapter 1 to Last Chapter]
- Endnote (if any)
- References
- Bibliography (if required)
- Annexures/Appendices (if any)

iii. *Font Style and Size:*

- Times New Roman font to be used
- Font size 12 for the text of the dissertation
- Font size for title page 18-22
- Font size 14 for Heading 1, for Heading 2 "12" and for text "12"
- Condensed type is not acceptable

iv. *Line Spacing in the Text:*

- The space between rows of text should be 1.5 lines.

v. *Citation /Reference Style:*

- References should be made to the publication manual of the American Psychological Association (APA), 6th Edition and later, and, for IT and Engineering Departments, the IEEE referencing style is required.

vi. *References:*

- The references list should cite all the literature referred to in the text of the dissertation.

vii. *Chapters Title Heading and Subheading:*

- Headings should be single-spaced.
- Each chapter should begin on a new page.

viii. *Margins, Physical Layout and Pagination:*

- For Binding, a minimum of 1-inch margin is required for all sides of the page. This applies to all pages.



- The page number should be printed at the bottom of the page and centred and should be approximately three-quarters of an inch from the page's edge.
- All pages shall be numbered in sequence. There should be no blank or duplicated pages.
- All sections before the main text, including the preface, are numbered in small Roman numerals (i, ii, iii, etc.).
- The main text onwards, including Abstract, Chapter pages, Illustration, Figures, Tables, Reference and Appendices/Annexures should be numbered in consecutive order in Arabic numerals (1, 2, 3)

ix. Tables format:

- Table headings should be in bold, with font size 12 and Times New Roman font.
- Use the MS Word table format.
- Capitalize each word in the table heading.
- Mention the source (if any) at the bottom of the table in font size 11.

x. Figures:

- Caption Heading should be placed under the figure.
- The Title of the Figure should be in bold, Times New Roman, font size 12, with each word capitalized.
- The figure heading should be clearly indicated below the figure.
- Mention the source (if any) below the title in font size 11.

xi. Declaration:

- The declaration should include whether any material contained in the dissertation has been used before and that the main text of the dissertation is original work. The declaration immediately follows the acknowledgement and must be signed by the candidate.

xii. Dissertation Binding Template:

- Black colour, with the IoBM logo embossed in gold lettering, to be printed on the dissertation.

xiii. Electronic Version:

- The Institute of Business Management (IoBM) requires the electronic submission of the dissertation on 2 CDs, to be kept by the relevant department/Library for copyright purposes. The document should be in PDF format. No compression or password protection should be employed. It is the author's responsibility to ensure that the PDF version of the dissertation matches the completeness and fidelity with the print version of the dissertation.

xiv. AI and Plagiarism Check:

- The dissertation will be checked for AI and Similarity index twice: first at the time of sending it for evaluation, and second after the open defence, before forwarding the case to BASR for approval of the degree by the IoBM Focal Person.
- The overall similarity index must be $\leq 19\%$. However, if any single source shows a similarity index $\geq 5\%$ without proper citation, the document must be revised and corrected.
- In addition to similarity checking, the dissertation will also be reviewed for AI-generated content using Turnitin's AI detection tool. The AI-generated content must be $\leq 19\%$, and any single AI source (large language model) exceeding 5% will require revision and resubmission.



xv. Selection of External Evaluations and Defence Examiner by BASR:

- The supervisor and the Head of department are supposed to propose the names of at least 6 PhD experts - Four Evaluators (from Technologically Advanced Countries) and 2 Defence Examiners (as per HEC Policy) on the subject area to be submitted to BASR for Approval (BASR PhD Form: Examiners/Evaluators Form No. 15).
- The external experts who shall be PhD faculty members from the world's top 500 universities, ranked by the Times Higher Education or QS World Ranking in the year corresponding to the dissertation evaluation year or from the list of HEC recognized universities of technologically/academically advanced countries.

xvi. Evaluation of PhD Dissertation:

- The evaluation is expected to take 4 weeks. The remainders are supposed to go to the evaluators after 4 weeks.
- If the evaluators do not respond within the given time, the BASR Office is authorised to send the dissertation to the other evaluator on the provided list for review and approval.

xvii. Open Defence of PhD Dissertation:

- A student shall proceed with an open defence after submitting the changes (if any) suggested by the evaluators. These changes are supposed to be verified and certified by the relevant supervisor, PhD Coordinator/Research Head, Dean and submitted to the BASR-Office for further processing.
- After receiving the changes certificate and the dissertation (if any), the BASR-Office will officially send the dissertation to the Defence Examiner for review and invite the defence.
- The PhD dissertation defence date must be decided based on the defence examiner's availability, in accordance with the IoBM defence conduct scheduled policy.
- The existing students of the relevant PhD programs must attend the defence, and the coordinators should maintain attendance.
- PhD dissertation open defence evaluation form (BASR PhD Form 18) to be submitted to the Defence examiner, and submit the defence report on the same day to the BASR Office.
- The sealed defence examination report will then be presented to the BASR members for Degree approval. In case of changes suggested by the defence examiner, the student must incorporate the changes, obtain approval from a relevant supervisor, Research Head, and Dean, and submit the case to the BASR-Office for resending to BASR for Degree Approval.
- The final dissertation will be sent to the IoBM Turnitin Focal Person for official similarity checking.

xviii. Open Defence of PhD Dissertation Protocol:

- Under HEC Policy, the defence must be conducted openly.
- Advance notice should be provided to ensure timely communication of the defence schedule.
- The relevant department shall maintain supervision of the proceedings.
- Attendance at the defence is mandatory for both pertinent research students and faculty members.
- Questioning will take place after the presentation concludes.
- Initial inquiries may come from the audience, then from faculty members, and ultimately from the examiner, with no limit on the number of queries.



- During the defence, the supervisor's role is solely that of an observer.
- The defence proforma must be completed, signed by the relevant committee members, and submitted on the same day of the viva exam.



PhD TEMPLATES

1. Short Proposal
2. Long Proposal Template
3. Dissertation Template



PhD Proposal Form for BASR

Date: Program:
Name of Student: Registration No. (full):
Date of Admission: Course completed (Semester):
Date of comprehensive exam:
Name of Supervisor/s: Co-Supervisor:
Title of Dissertation:
(Capitalize Each
Word):

*Note: A word count of 2000 (Maximum) with a font size of 11 (Times New Roman).
Only relevant references should be added.*

- | | Yes | No |
|---|--------------------------|--------------------------|
| a) Correspond to the community needs at the regional and local levels | ☐ | ☐ |
| b) National Research Agenda | ☐ | ☐ |

Signifies emerging areas of research that coincide with SDGs # _____

1. Introduction and Literature Review Summary
2. Problem Statement
3. Study Objectives
4. Model/Hypothesis
5. Research Methodology (*Data Collection, Sample Size, Analytical Techniques*)
6. Expected Results and Contributions
7. References (only in-text citations)



Ph.D. Research Proposal Template



**Title of Study
(Topic)**

**Ph.D. Dissertation Research
Proposal**

**Student's Name
(Student ID #)**

Supervisor/s
Dr. ABC
Dr. XYZ

**College/Department of
Institute of Business Management (IoBM)**

Karachi

2026



Title of Study

1. Introduction and Literature Review Summary

This section provides the background and historical context of the study, outlining the empirical foundations of the research. It presents relevant facts related to the research topic and/or study area to help the reader understand the significance and scope of the proposed research. In addition, this section summarizes the key findings, debates, and gaps identified in the existing literature, thereby situating the study within the broader body of scholarly work. The review of literature informs the development of the research questions and highlights how the proposed study contributes to and extends current knowledge in the field.

2. Problem Statement

Logically, the first step in any research is to state the problem clearly. This step is indispensable in the writing process because it governs the organisation and flow of the dissertation. The purpose statement should provide a synopsis of the purpose of the study, briefly define and delimit the specific area of the research, identify the unit of analysis in the study, and foreshadow the hypotheses to be tested or the questions to be raised. A problem may be stated in terms of a verbal statement, i.e., "The purpose of this research is to examine..." or "This study aims at ascertaining" Problem could also be stated in the form of a question like: "Why are Muslims divided?" or "What are the factors associated with the rise of hate crime against Muslims in the West?"

3. Study Objectives

- i.
- ii.
- iii.....

4. Model/Hypothesis

This section presents the theoretical and/or conceptual framework of the study, from which the research questions and testable hypotheses are derived. The proposed model explains the relationships among the key variables under investigation. Hypotheses are formulated as conjectural and conditional (if–then) statements that specify the expected direction and nature of these relationships, grounded in relevant theories and existing empirical literature.



5. Research Methodology (Data Collection, Sample Size, Analytical Techniques)

The research methodology section constitutes the core of the research proposal, as it explains how the study will be conducted to address the research questions and test the proposed hypotheses. This section outlines the overall research design, data sources, sampling framework, data collection procedures, and analytical techniques to ensure the validity and reliability of the findings. The main components of the methodology are as follows:

5.1 Type of Research

5.2 Data Source

5.3 Sampling Method

5.4 Sample Size

5.5 Data Collection, Tools, and Justification

5.6 Variables and Measurement

5.7 Data Analysis Techniques (Proposed Model, if any)

6. Expected Results and Contributions

The study is expected to produce empirical evidence addressing the research questions and testing the proposed hypotheses, thereby contributing to the existing literature by filling identified research gaps. The findings are anticipated to offer policy-relevant insights and practical implications for stakeholders, while also providing a foundation for future research in the field.

7. References (In-text Citations Only)

This section includes all sources cited within the text of the proposal. References are presented in accordance with the prescribed citation style, ensuring consistency and accuracy. Only works cited in the text are included in this section.



2.5 CM

2.5 CM

5.5 CM

PhD

5.5 CM

1 CM

7.5 CM

Name of
Student

7.5 CM

Year (e.g.
2026)

4.5 CM



**CENTRE ON THE
PAGE**

**LOGO SIZE:
(L*W)
4 X 4.5 CM**

2. CM

DISSERTATION TITLE

**THE TITLE SHOULD
BE CLEAR AND
CONCISE**

**BOLD,
UPPERCASE,
CENTER,
18 POINTS FONT
SIZE,
TIMES NEW ROMAN**

5.5 CM

By
NAME OF STUDENT

**BOLD,
UPPERCASE,
CENTER,
12 POINTS FONT
SIZE,
TIMES NEW
ROMAN**

5.5 CM

**DEPARTMENT OF BUSINESS MANAGEMENT
INSTITUTE OF BUSINESS MANAGEMENT (IoBM)
KARACHI, PAKISTAN**

**BOLD,
UPPERCASE,
CENTER,
18 POINTS FONT
SIZE,
TIMES NEW ROMAN**

2026

2.5 CM



Inside Page
DISSERTATION TITLE

**BOLD,
UPPERCASE,
CENTER,
18 POINTS FONT
SIZE,
TIMES NEW ROMAN**



**UPWARD
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PAGE**

**LOGO SIZE:
(L*W)
4X4.5 CM**

**By
Name of Student**

**Supervisor
Name of supervisor**

**BOLD,
Lowercase,
CENTER,
12 POINTS FONT
SIZE,
TIMES NEW ROMAN**

**A Dissertation submitted in partial fulfillment of the requirement for the degree of
PhD.....**

**DEPARTMENT OF
INSTITUTE OF BUSINESS MANAGEMENT (IoBM)
KARACHI, PAKISTAN
2026**

**BOLD,
UPPERCASE,
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(Note: The number of chapters and sections in the dissertation varies; it can be increased, but chapters 1,2,3,4 and 5 are important).

REFERENCES

APPENDICES (If any)