ISPP

INNOVATIVE SOLUTIONS THROUGH
PROFESSIONAL PSYCHOLOGY

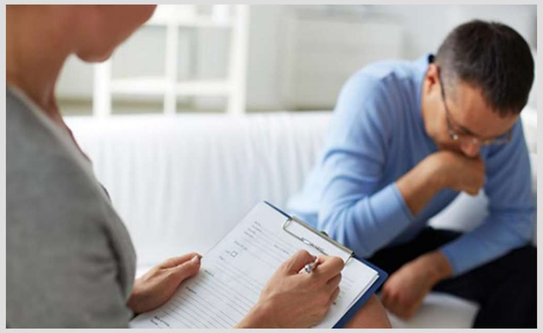
ispp@bahria.edu.pk

The research Institute of Innovative Solutions through Professional Psychology (ISPP) aims to improve the health and well-being of individuals, communities and organizations with emphasis on designing, implementing and evaluating innovative and sustainable plans focusing on overcoming all obstacles leading to personal and professional growth and recovery. The ISPP aims to formulate and test advanced therapeutic techniques for the benefit of every demographic, ranging from clinical population and special children to organizational employees. Our focus is to create specialized programs in alignment with changing trends in psychology which can deliver on the promise of improving the overall quality of life of the masses. ISPP aspires to become the leading institute which provides the best of services on both individualistic and collective levels of the society. Our core values are integrated with empowering various communities and ethnic minorities and making mental health indiscriminately accessible to people from all walks of life. Our team is constantly involved in helping you make the right decisions in your personal and professional lives by using various discoveries from psychology and contributing to the field with latest innovations in mental health services. The ISPP comprises of some of the most prominent mental health professionals in the country who work tirelessly for the improvement and awareness of the field.

THE PURPOSE OF PSYCHOLOGY IS TO GIVE US A COMPLETELY DIFFERENT IDEA OF THE THINGS WE KNOW BEST

-PAUL VALERY

RESEARCH & SERVICES PORTFOLIO

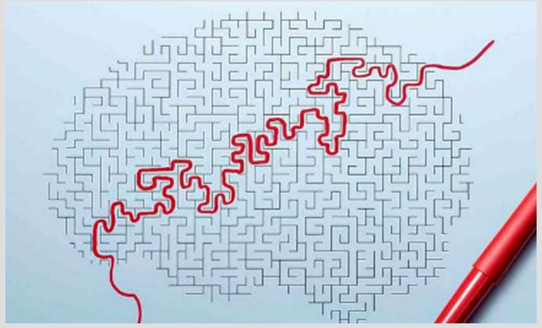


Testing the Efficacy of Cognitive Behavioral Therapy in Reducing Self-Harm

This ongoing project aims to test the efficacy of multicenter RCT to evaluate the clinical and cost effectiveness of culturally adapted therapy in patients with a history of self-harm across Pakistan. The project is funded by the Medical Research Council UK and is in collaboration with Pakistan Institute of Learning and Living.

Identification and Assessment of Adult Dyslexia.

This study focuses on the dyslexic trends surfacing in the adult population in Pakistan. The research is being supervised by some of the most renowned national and international mental health professionals, such as Dr. Wim Tops, Dr. Sana e Zehra Haidry and Prof. Dr. Zainab F. Zadeh in collaboration with the University of Groningen, Netherlands. The study will enable the validation of protocols and testing materials, which could be instrumental in assessing dyslexia in university students in Pakistan.



Automation of Diagnostic tool for Alzheimer's disease

The current HEC funded project aims at devising a diagnostic tool involving hand drawing impressions by elderly population through automation of a manual hand drawing test of eye hand coordination usually used to diagnose neuropsychological disorders or conditions. The project is a combined undertaking of Computer Sciences and Psychology domains by Dr Imran Siddiqi and Dr Uzma Masroor. The instrument will help in saving time, energy and the early diagnosis of Alzheimer's disease .

Positive Psychology Manuals and audios for improving subjective well-being.

This is an ongoing study which is focused on improving the quality of life of abandoned and orphaned individuals by keeping in mind the dearth of mental health workers in Pakistan. The present study aims to prepare material in the form of audios, videos and manuals to cater to the psychological needs of the group and distributing this material across the Country.

Dementia Roadmap for Pakistan: Research Topic Prioritizing Exercise

This project is in collaboration with Global Brain Health Institute (GBHI) and Institute of Neuroscience, Trinity College Dublin and will be focusing on inventive techniques to manage symptoms and encourage a discussion on Alzheimer's and Dementia. The project will be uniting global networks in efforts to understand, manage and prevent the challenges that come with the diseases.

Manual in Improving Mental Health of Mothers of Children with Autism.

This study aims to assess the efficacy of the CBT based self-help manual in improving mental health of mothers of children with Autism in Pakistan. In Pakistan, there is a huge demand-supply gap in psychotherapy and is also an underutilized field due to some people having various barriers against it such as stigma and financial constraints. In an effort to cater to these issues, this study aims to venture into psychotherapeutically oriented self-help in elevating the mental health of the general public.

Designing and execution of assessment centers for Sui Southern Gas Company (SSGC).

The project is in collaboration with Galvico and Pakistan Society for Training and Development (PSTD). The assessment center is especially designed and executed to identify employee competency through the use of reliable and valid testing tools. The project encompasses debriefing to participants on their strengths, weaknesses and developing areas. The program has been proven to enhance the efficiency of the employees and an overall improvement is shown in the environment of the organization.

Analysis of Stunted Students from Primary Grade Learner using Battery based Adaptive Achievement Test

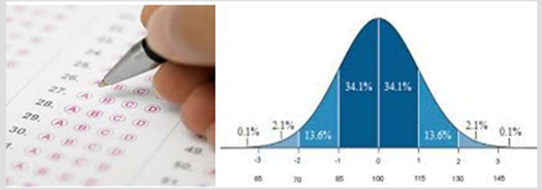
This is an HEC funded study which is working on identifying stunted students i.e intellectually deficit students who encounter learning difficulties while starting their academic life . It is the only authentic achievement test which is not culturally relevant and needs further adaptation and norm development with respect to Pakistani population. The project is joint venture of Engineering and Psychology domains initiated by Dr Tamim Ahmad and Dr Noshi Iram Zaman. It is anticipated to be a priceless contribution in the field of practicing psychology pertaining to special children population.

Identification of Emerging Problems in Communities, & their Solutions

With the changing trends in the world, it is of supreme prudence that the needs of the hour are identified in order to prepare their remedies in advance. Ongoing revolution in ideologies, mindsets and lifestyles has broadened the scope of internal conflicts, thereby challenging one's peace, communal harmony and organizational performance. ISPP acknowledges the cultural and personal differences within communities and organizations and works to diminish the differences to promote an integrative and well balanced environment. ISPP also caters to the cultural and societal needs for different Psychometric tools to investigate the emerging issues of mental health with more authentication and generalizability of research findings.

Development and Application of Customized Counseling &Psychological Intervention Modules for Individuals, Groups and Communities

The ISPP recognizes the utmost necessity of tailoring therapeutic Intervention models as per the requirement of different populations. Each intervention plan is devised to cater to targeted groups and communities in need of assistance. Mode of Psychological intervention is carefully selected as per the demand of each case and in alignment with all the leading bodies governing ethics in psychology. ISPP prioritizes mental health for all, and ensures the quality and efficacy of each session.



Testing Efficacy of Latest Innovations in Psychological Intervention and Counseling

ISPP prioritizes keeping up with the changing trends of the world and with that, providing the best mental health services to people from all walks of life. To warrant our quality, ISPP ensures all newly created modes of therapeutic interventions and techniques are effective for the Pakistani population. The session plans are tested via specially designed experimental studies in order to gather statistical support for the level of efficiency of the techniques in question.

Development of need based psychological and behavioral assessment programs

ISPP aims to design and evaluate programs that accommodate the special needs of different populations such in clinical, educational and organizational fields. These assessment programs can be helpful in diagnoses, determining courses of action, devising treatment plans and managing behavior or increasing work performance. These modules are applicable to an array of fields requiring the assistance of professional psychology

Consumer Behavior Predictive Analytics through Market-Based Research and Focused Groups

A primary pillar of psychology, research helps to answer various questions which help to develop and improve the quality and efficacy of different strategies. Professional psychology deeply values research and its implication in the modern world. By conducting market based researches, ISPP ensures valid statistics that could help gather authentic and accurate data, build predict organizational and consumer behavior models, and guarantee customer satisfaction. Our Team at ISPP are especially trained in conducting focus groups comprising of demographically diverse members who are encouraged to participate in discussions monumental for market researches. The responses are qualitatively analyzed to extract beneficial information.

Development of Organizational Culture and Appraisal Programs

Every workplace's unique culture contributes a great deal to the unique psychological and social environment of the overall performance of the organization. ISPP carefully studies employee behavior and organizational values and principles and develops a well-integrated culture. ISPP develops and executes sensibly planned appraisal programs, formal and informal assessments which help evaluate employee performance. The specialized programs ensure that each appraisal is just and well-deserved in order to positively reinforce the hardworking employees.

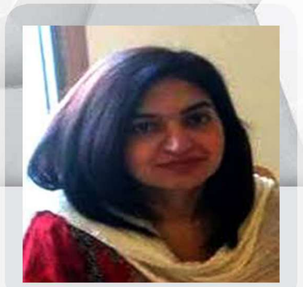
Planning and Execution of Research Based Marketing Programs and Customized Employee Development Programs

Organizational psychology focuses on the field to have an edge over consumer behavior. Various marketing strategies are carefully designed to fit the requirements of the project by undergoing rigorous research and development process. Each employee of an organization is a treasured member and ISPP recognizes the importance of individual development. Employee development programs are carefully structured to fit organizational needs, keeping individual differences in mind. The programs have a special focus on aptitude assessments, career counseling and trainings to improve individual and collective employee performance and also promote teamwork. The programs developed at ISPP are evaluated on the basis of especially formulated quantitative and qualitative evaluations. Survey evaluation forms, feedback sessions and regular meetings are scheduled to ensure the efficacy of each and every program.

KEY RESEARCHERS

Prof. Dr. Zainab F. Zadeh

Prof. Dr. Zainab F. Zadeh has been trained in International Mental Health Leadership Program from Center for International Mental Health, University of Melbourne, Australia. (2010). She is an educationalist and national level trainer having conducted several training workshops at national international level. She has contributed and have played lead role in projects funded by USAID and UNAIDS. She has been providing consultancy to PNS Shifa hospital Karachi, Sui Southern Gas Company, Adamjee Insurance, British Petroleum, United Energy, International Psychological Services (IPS Australia Based) and several other organizations. She completed diploma in clinical supervision (Accredited by British Association of Counseling and Psychotherapy) in the year 2011. She is a member of American Psychological Association (APA) and is the Editor of Bahria Journal of Professional Psychology, which is an HEC approved and WHO Indexed Journal. Dr Zadeh is also serving on editorial board of four national/ international journals. She presently is President Pakistan Association of Clinical Psychologist and Chartered member British Psychological Society.



Dr. Zainab Hussain Bhutto

Dr. Zainab Hussain Bhutto is a Senior Associate Professor at the Institute of Professional Psychology, BUKC where she also serves as the HoD. Dr. Bhutto earned her Ph.D. from the Institute of Clinical Psychology, University of Karachi. She has served as a clinical psychologist in various hospital setups in Karachi, Pakistan which includes her current practice as a clinical psychologist at Umeed-e-Nau Clinic of Bahria University. As an HEC approved supervisor she has supervised 24 undergraduate theses and over 19 postgraduate theses. Her latest achievement includes her certification in Play therapy from the Canadian Association for Play Therapy in Toronto granting her recognition as a trained play therapist. Owing to her vast experience in the field she holds widespread research interest in clinical, educational as well as organizational psychology with researches to her name in all three domains. Her basic research examines primarily Clinical Psychology, psychological treatment/intervention modalities, Positive Psychology, Social Psychology, and Cognitive Behavior Therapy.

Dr. Uzma Masroor

Dr. Uzma is an Associate Professor at department of Professional Psychology, Bahria University Islamabad Campus and is leading a research cluster of Psychological Interventions and Personality development. She holds a doctorate degree in Clinical Psychology from Institute of Clinical Psychology, University of Karachi and is a practitioner Clinical psychologist and member of American Psychological Association (APA). She has trainings from recognized institutions in psychotherapeutic interventions and provides regular trainings in professional and personal domains as a certified trainer. Her research is mostly in psychological interventions, automation of neuro-psychological tools and identification of psychological disorders and learning disabilities in general.

Dr. Noshi Iram Zaman

Dr. Noshi Iram Zaman is heading department of Professional Psychology, Bahria University Islamabad. She embraced a doctorate degree in Clinical Psychology from Institute of clinical Psychology, University of Karachi. She is a trained and certified hypnotherapist from National Guild of Hypnotists-USA, NLP Practitioner from National Federation of Neuro-linguistic Psychology Florida, USA and Eidetic Practitioner from Eidetic Psychology Solutions, Ireland. She has multiple national & international publications and has supervised a number of MS/PhD scholars and is a member of American Psychological Association (APA). Her research is mostly in psychometrics, psychological intervention, positive psychology, E-learning and automation of achievement test and identification of stunted children. Besides this she has a vast experience in teachers training, seminars, workshops and guest lectures etc. Dr. Zaman is a practitioner clinical psychologist and has intensive experience in dealing with psychiatric issues/disorders. Moreover, she has contributed a lot in promoting awareness regarding psychological health and mental wellbeing via teaching, research, talk shows and television programs.

Dr. Kiran Bashir

Dr. Kiran Bashir Ahmad has been employed at her alma mater, the Institute of Professional Psychology, BUKC. She is currently working as Senior Assistant Professor and Associate Editor of the Bahria Journal of Professional Psychology. She has been actively involved in the teaching, training and supervision of students. Her research interests span the areas of clinical psychopathology and psychotherapeutic interventions, disabilities positive psychology, youth development, organizational practices, the self, identity and society, and cultural diversity. Her Ph.D. thesis discusses the psychosocial dynamics of the adjustment of adolescents with and without disabilities. =Dr. Kiran Bashir Ahmad is a life member of the Pakistan Psychological Association (PPA), the Pakistan Association for Cognitive Therapists (PACT) and an Executive Member of the Fraternity of Literature and Culture (FOLC). She is regularly invited to attend and present papers in national and international seminars and conferences in the fields of psychology and social sciences including socio-cultural elements and literature.

Dr. Urooj Sadiq

Dr. Urooj Sadiq is heading department of Professional Psychology, Bahria University Lahore Campus. Her professional experience spans 14 years in the field of clinical psychology; including research, teaching and clinical practice. She completed her PhD in the field of Clinical Psychology, from the Institute of Clinical Psychology, University of Karachi. Her professional endeavor started from the Institute of Clinical Psychology, University of Karachi, in 2004 and since then she has been to some of the distinguished institutions of Pakistan, such as GC University Lahore, COMSATS Institute of Information Technology Lahore Campus, University of Central Punjab and Bahria University. Her area of specialization in research is mainly related to women's health, psychological well-being, family and interpersonal relationships, parenting, psychopathologies, psychotherapies & their effects etc.