

## ABSTRACT

The purpose of this research is to identify and enunciate the various aspects of conversion of research produced in universities of Sindh. Those aspects comprise of the extent and type of research produced i.e. to explore how much research is produced by the universities and what type of research is that. This will lead to understand the overall culture of universities towards the research work further paving the way for probing into the reasons of opting that particular type of research together with throwing light on some hurdles faced by the researchers. In this way it streams in to identification/exploration and scrutiny of the factors playing crucial role in building and/or changing that culture. For conducting this research, mixed methodology has been used. Some semi-structured interviews have been conducted besides surveying with the help of questionnaire. Questionnaire is designed as to cover almost all the aspects of the research topic. On the basis of that collected data, some recommendations are proposed to all the actors of this play i.e. Universities, Industry and Government to work in their respective domain and foster the activity of conversion of research leading to its commercialization for the purpose of economic growth.