

# **IMPACT OF INTANGIBLE ASSETS ON SUSTAINABLE GROWTH OF IT INDUSTRY IN PAKISTAN**

**BY**

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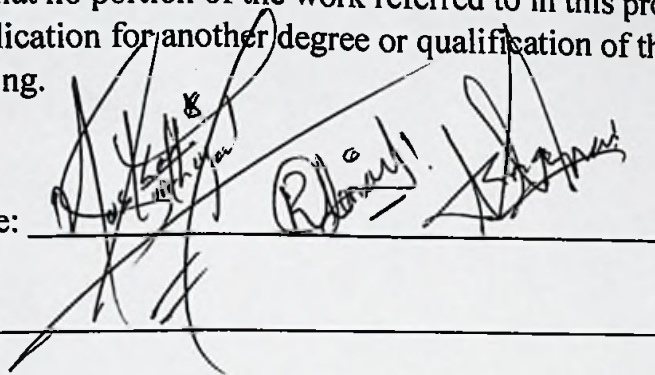
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## Abstract

In recent years, Pakistan's information technology (IT) industry has seen a substantial transformation and development. The industry has actively helped the nation's economy by placing a high priority on innovation, qualified human resources, and funding from the government. The study's goal is to examine the influence of intangible resources on sustainable development while also gaining an understanding of how they affect it. The information was gathered from the financial statements of Pakistan's IT industry for the years 2018 to 2022. We next entered our data into STATA, a statistical program used to define, analyze, and predict data, in order to ascertain the impact of independent variables on dependent variables. Pooled, random, and fixed estimation models were used to analyze the effects of independent factors on dependent variables. The findings show that goodwill has a positive and insignificant association, but research and development (R&D), financial securities, and information technology (IT) have positive and significant impact on sustainable growth. The investigation with these important findings adds to a collection of literature that may someday be used to investigate new research areas. The study may have also informed other decision-makers and investors on the significance of intangible assets in boosting sustainable growth.

**Keywords:** Intangible assets, Sustainable growth, Research and Development, Goodwill, Pakistan.