



1121 Biology-Psychology Building
4094 Campus Drive
College Park, MD 20742
www.psychology.umd.edu
Tel: 301-405-5862

Subject: Letter of Appreciation for Quantify Research and Consultancy (SMC-Private) Limited

Dear Khuram,

I would like to express my sincere appreciation to Quantify Research and Consultancy for your outstanding partnership and professional excellence in conducting the nationwide survey in Pakistan for our multi-country study.

Your organization played a pivotal role in the successful implementation of a complex and methodologically rigorous survey examining how people's feelings and beliefs shape their preferences and choices in life. The study spanning seven countries—South Africa, New Zealand, Germany, Pakistan, Chile, Italy, and Ukraine—required a high degree of technical competence, contextual sensitivity, and operational precision. Your team demonstrated all of these qualities consistently throughout the project.

We particularly commend your careful attention to sampling design, field coordination across diverse regions of Pakistan, and adherence to high ethical and quality standards. The reliability and richness of the data collected under often challenging field conditions are a testament to your team's professionalism, responsiveness, and deep understanding of local social dynamics.

The success of the Pakistan component of this cross-national study would not have been possible without Quantify Research and Consultancy's commitment, flexibility, and collaborative spirit. We value your contributions greatly and look forward to opportunities for future collaboration on research initiatives of shared academic and societal relevance.

Once again, please accept our sincere thanks for your exemplary work and dedication.

Warm regards,

Arie Kruglanski

Prof. Arie W. Kruglanski

Distinguished University Professor, Department of Psychology

University of Maryland, College Park, MD 20742

kruglanski@gmail.com

website: kruglanskiarie.com