



**SUC
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AND COMMUNITY SERVICES
A HALF YEARLY BULLETIN**

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From the Desk of the Deanship

It is an immense pleasure to continue our journey in a successful 3rd year by publishing 2nd Issue of Volume 3 of Half yearly bulletin (March 2012 – September 2012) on “Research, Publications, Consulting and Community Services”, from the sprawling new campus of Sur University College.

We are happy to share that **SUC** has successfully completed 1 year in the exquisite new campus and received accolades and appreciation students, faculty and community. SUC faculty members have been continuing to excel in research and publications with publishing scientific papers in leading conferences and journals across the world. SUC faculty members have reached yet another mile stone in publishing papers in **Social Science Citation Index Journals**. **Dr A M Sakkthivel, Dr Bremananth , and Mr. B Sriram** worked on a path breaking research to *predicting mobile promotion response behavior* of consumers. The paper has been accepted for publication in *International Journal of Mobile Communications*, a leading international journal indexed *Social Science Citation Index (SSCI)*, a pinnacle of quality in publications.

SUC research bulletin continues to inspire the readers in and around Sultanate of Oman. SUC vows to continue its journey as a beacon for excellence in research and publications among the higher educational institutions in Sultanate of Oman. SUC Research Bulletin intends to continue its journey to spread the awareness on the significance of research and publications for the growth and development of intellectual capital in higher educational institutions, society and to the national as a whole. In this issue, we are happy to share the exhilarating statistics of research and publications achieved during last two years. It would prove the pay off from SUC strategic plan in synergizing the focus on teaching and research.

At this juncture, we reiterate our primary motto of the bulletin is to document, appreciate and publicize the contributions from faculty and other staff of SUC towards research, publications, consulting and community services. We profusely thank all the faculty members of SUC for their continuous support which enabled us to step into the successful 3rd year of publishing 6th issue. We render our sincere thanks to the academicians, industry and community from entire Oman and outside of Oman for their continuous support. In this issue, SUC faculty members have published research papers in 11 leading international indexed and referred journals (**including SSCI**) and 3 international and national conferences in India.

It is also imperative to state that Dr A M Sakkthivel has been invited and inducted in the Editorial Advisory & Review Board of Journal of Promotion Management, United States of America. It is a leading marketing journal from Taylor & Francis Group, a reputed international publishing group. SUC acknowledges this honor as a mark of consistent contribution to the field of research and publications.

We embarked on a journey to make this bulletin, an effective communicator to academia and industry with in and outside of Sultanate of Oman. We have covered a lot of

milestones in the **last 30 months**, in terms of research and publications (**48 leading indexed journals, 9 leading national journals, 48 leading International and 6 national conferences**), and the bulletin has lived to its expectations. The research helps SUC to reach greater heights in world ranking i.e. **6482** among the universities and colleges across the world, **9th** among the higher educational institutions, and **4th** among the colleges in Sultanate of Oman. The ranking has been given by ‘Academy Rank’ from UK (www.academyrank.com). We are very proud to say that SUC could be claimed as one of the leading higher educational institution houses extremely talented faculty members who are well versed in cutting research works, and significantly contributed to the new age research through publications in leading international indexed/referred journals/conferences around the world. The SUC research bulletin enjoys the uniqueness among the higher educational institutions in Oman and enables the academia, industry and community to aware of the research and developmental activities that are happening in SUC. Hence, we warmly welcome the continuous support from academicians, industry and community to share and collaborate with us in order to understand and utilize the services of Sur University College.





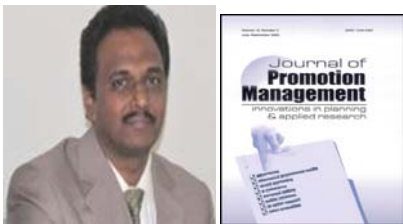
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Contribution to Research, Publications, Consulting and Community Services by Faculty and Staff of SUC September 2012

Research Papers/Articles Published in Leading International Journals (Peer reviewed/Refereed/Indexed)

Name of Journal	Title of paper	Faculty
<p>International Journal of Computer and Information Engineering (2010-393X) has been selected for publication in a forthcoming Issue</p>	<p>Robust Method for Finding Nearest-Neighbor using Hexagon Cells</p>	 <p>Ahmad Attia Al-Ogaibi, Prof. Ahmad Sharieh, Moh'd Belal Al-Zoubi, and Dr. R Bremananth</p>
<p><i>International Journal of Mobile Communications (Social Science Cited Index)</i> (ISSN: 1470-949X) has been selected for publication in a forthcoming Issue.</p>	<p>Predicting Mobile Promotion Response Behavior: A Mathematical Modeling Approach</p>	 <p>Dr A M Sakkthivel, Dr R Bremananth and B Sriram</p>
<p><i>Journal of Promotion Management, Vol.19, No.1 (In Press)</i> (ISSN 1049-6491 Print; ISSN: 1540-7594 Online) (International Indexed Journal: Taylor & Francis Group)</p>	<p>Modeling the Impact of Marketing Information on Consumer Buying Behavior in a Matured Marketing Environment: An Exploratory of the Middle East Consumers</p>	 <p>Dr A M Sakkthivel and B Sriram</p>

<p>International Journal of Electronic Finance, (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online) has been selected for publication in the forthcoming issue.</p>	<p>Empirical Investigation on Consumer Purchase Intentions in a Growing Competitive Marketing Environment</p>	 <p>Dr A M Sakthivel and MKG Rajev</p>
<p>International Journal of Marketing and Technology (ISSN: 2249-1058), Vol. 2 No.10, pp. 90 – 103 (October 2012)</p>	<p>The Culture Impact on Product Choices by Women Consumers of Middle East</p>	 <p>Mr Thomas P Chandy and B Sriram</p>
<p>International Journal of Library and Information Management, Vol. 03 (01), January – June, 2012, (ISSN No. 0975-878X)</p>	<p>E – Publications in the Digital Era: Boon or Bane</p>	 <p>Dr Salah Al Khafaji and MKG Rajev</p>
<p>Excel International Journal Of Multidisciplinary Management Studies (ISSN Online: 2249-8834), Vol 2. No.7, pp. 18 – 30.</p>	<p>Higher Education Institution Quality Assurance Management System - Modeling and Design</p>	 <p>Dr Salah Al Khafaji and B Sriram</p>
<p>British Journal of Advanced Academic Research (ISSN: 2050 6015) Vol.1, No.1, pp. 1-15 (2012)</p>	<p>Institutional Quality and Economic Performance: New Evidence from Sudan</p>	 <p>Rasha Hasim Osman, and Dr. Sufian Eltayeb Mohammed</p>

<p><i>Geocarto International</i> Taylor & Francis, vol. 28, no.1 ISSN 1010-6049 print/ISSN 1752-0762 online (2012)</p>	<p>Spectral material mapping using hyperspectral imagery: a review of spectral matching and library search methods',</p>	 <p>Sennraj V, Rama rao, Dr R Bremananth</p>
<p><i>IJCSI International Journal of Computer Science Issues</i>, Vol. 9, Issue 3, No 3, May 2012, ISSN 1694-0814 (2012)</p>	<p>Object Communication Error Prediction in Constructor Development</p>	 <p>Abdul Majid Soomro, and Dr R Bremananth</p>
<p><i>International Journal of Electrical and Electronics Engineering</i>, vol. 6, 2012, pp.272-287 (2012)</p>	<p>A Robust Extrapolation Method for Curtailed Aperture Reconstruction in Acoustic Imaging'</p>	 <p>Dr R Bremananth</p>
<p><i>International Journal of Computer and Communication Engineering</i>, Vol. 6, pp. 55-62 (2012)</p>	<p>A Robust Diverged Localization and Recognition of License Registration Characters'</p>	 <p>M Sankari, Dr R Bremananth, Dr C Meena</p>

Research Papers/Articles Presented in International/ National Conferences

Year & date	Faculty	Seminar/Conference & Title
2012 21-22 December (Forthcoming)	Dr A M Sakkthivel	Selected for presentation and publication at 6th International Marketing Conference by North American Society for Marketing Education in India (NASMEI) by Kotler – Srinivasan Centre of Marketing Excellence and Stanford University at GLIM, Chennai, India . Gauging the Impact of Local and Alien Culture on Young Consumers Buying Behavior
2012 26-27 October	MKG Rajev	3rd International Symposium on Emerging Trends and Technologies in Libraries and Information Services (ETTLIS- 2012) ”, Jaypee University of Engineering and Technology, AB Road, Ragogarh, M.P. India, Oct 26-27, 2012 Implication of Information Literacy in Academic Environment: A Paradigm Approach
2012 1-2 August	Dr R Bremananth	International Conference on Advances in Mobile Network, Communication and its Applications (MNCApps 2012) , Bangalore, 2012. Proc. of IEEE Computer Society. IEEE: 978-0-7695-4720-6/12, 2012 IEEEDOI 10.1109/MNCApps.2012.10, pp.23-28. Multi-Intensity Analysis for Overlapping of Invariant Textures in Mobile Communications',
2012 June 27	MKG Rajev	National Conference on Digital Resources in Higher Academic Research” at Tumkur University, Tumkur, India. on Preservation of Digital Resources in Libraries – An Outline
2012 8-9 August	MKG Rajev	National Conference on Open Source Library Integrated Systems” at B.S. Abdur Rahman University, Chennai, India. Open Source Software (OSS) – Issues and Prospects

**Year-wise Progress of Research and Publications in SUC: 2001
-2013 (In Progress)**
(No. of Scientific Articles Published)

Publications	2001- 2008	2008- 2009	2009- 2010	2010- 2011	2011- 2012	2012- 2013 (in progress)	Grand Total
International Journals (Indexed/Referred/Peer reviewed)	0	1	8	13	16	10	48
National Journals	3	2	4	0	0	0	9
Book/Book Chapters	0	0	2	3	3	0	8
International Conferences	0	2	12	15	18	3	50
National Conferences	0	0	2	0	2	2	6
Total	3	5	26	31	39	9	121
Cumulative Growth Rate	0	66%	866%	1033%	1300%		3933%
Annual Growth Rate	0	66%	420%	19%	22%		

Faculty Publications in some of the selected top journals

Name of Journal	Place of Publication	Publisher
International Journal of Mobile Communications (SSCI)	Switzerland & UK	Inderscience
Journal of Promotion Management	USA	Taylor & Francis
International Journal of Entrepreneurship and Small Business	Switzerland & UK	Inderscience
Journal of Services Research	India	IIMT
IIM B Management Review	India	Science Direct
International Journal of Electronic Finance	Switzerland & UK	Inderscience
International Journal of Management,	USA	

Entrepreneurship and Technology		
Oman Journal of Applied Sciences	Oman	
Geo Carto International	USA	Taylor & Francis
British Journal of Advanced Academic Research	UK	Sachajournals
International Journal of Advanced Computer Science and Applications	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science and Information Security	USA	World Academy of Science, Engineering and Technology
International Journal of Electrical and Electronics Engineering	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science Issues	USA	World Academy of Science, Engineering and Technology
International Journal of Computer and Communication Engineering	USA	World Academy of Science, Engineering and Technology
Chinese – US Business Review	USA	
International Journal of Computer and Information Engineering	USA	World Academy of Science, Engineering and Technology
International Journal of Marketing and Technology	USA	
Excel International Journal Of Multidisciplinary Management Studies	USA	
International Journal of Library and Information Management		Academic Journals