



**SUC
RESEARCH, PUBLICATIONS, CONSULTING
AND COMMUNITY SERVICES
A HALF YEARLY BULLETIN**

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(Affiliated to Bond University, Australia and American University in Cairo, Egypt)

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From the Desk of the Deanship

It is an immense pleasure to commence our journey in a successful 4th year by publishing 1st Issue of Volume 4 of Half yearly bulletin (September 2012 – March 2013) on “Research, Publications, Consulting and Community Services”, from the exquisite new campus of Sur University College.

We are happy to share that SUC has successfully completed 18 months in the exquisite new campus and received accolades and appreciation students, faculty and community. SUC is one among the few campuses in Sultanate has excellent housing quarters for faculty members. 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 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 4th year of publishing 7th 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 9 leading international indexed and referred journals and 4 international conferences (including IEEE and EUROSIS) in Oman and India.

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 3 years**, in terms of research and publications (**54 leading indexed journals, 10 leading national journals, 52 leading International and 7 national conferences**), and the bulletin has lived to its expectations. 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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Prof. Dr. A M Sakkthivel, Asst. Dean for Academic and Research Affairs, Associate Editor

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

March 2013

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

Name of Journal	Title of paper	Faculty
<p><i>Journal of Promotion Management</i> (ISSN 1049-6491 Print; ISSN: 1540-7594 Online) (International Indexed Journal: Taylor & Francis Group) has been selected for publication.</p>	<p>Do Advertising Tools Create Awareness, Provide Information and Enhancing Knowledge?: An Exploratory Study on Impacting Variables from Middle East</p>	 <p>Prof. Dr A M Sakkthivel</p>
<p><i>International Journal of Electronic Finance</i>, (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online), has been selected for publication in the forthcoming Issue.</p>	<p>Examining the Impact of Socio-Cultural and Psychographic/Demographic Variables on Women Consumer Behavior: An Exploratory Study from Arab League Countries</p>	 <p>Prof. Dr A M Sakkthivel</p>
<p><i>Journal of Indian Management & Strategy (JIMS & M)</i>, Vol.17, No.4, pp.43-48. (February 2013)</p>	<p>Conceptual Dimensions of Creating Antecedents to Achieve Customer Loyalty</p>	 <p>Prof. Dr A M Sakkthivel</p>
<p><i>International Journal of Mobile Communications (Social Science Cited Index)</i> (ISSN: 1470-949X), Vol.11, No., 1, pp. 17-35. (January 2013)</p>	<p>Predicting Mobile Promotion Response Behavior: A Mathematical Modeling Approach</p>	 <p>Prof. Dr A M Sakkthivel, Dr R Bremananth and B Sriram</p>

<p><i>Journal of Promotion Management, Vol.19, No.1</i> (ISSN 1049-6491 Print; ISSN: 1540-7594 Online) (International Indexed Journal: Taylor & Francis Group) Vol.19, No.1, pp.1-16. (January 2013)</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>Prof. Dr A M Sakkthivel and B Sriram</p>
<p><i>IJCSI International Journal of Computer Science Issues, Vol. 10, Issue 1, January 2013, ISSN 1694-0814 (2013)</i></p>	<p>Challenges of Online Exam, Performance and problems for Online University Exam</p>	 <p>Mohammad A Sarrayrih and Mohammed Ilyas.</p>
<p><i>International Journal of Electronic Finance, (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online) Vol.6, Nos.3/4, pp. 285-297. (December 2012)</i></p>	<p>Empirical Investigation on Consumer Purchase Intentions in a Growing Competitive Marketing Environment</p>	 <p>Prof. Dr A M Sakkthivel and MKG Rajev</p>
<p><i>International Journal of Recent Trends in Mathematics & Computing, Vol 1, Issue 1, Oct 2012</i></p>	<p>A Qualitative Study on Educational Software Requirements Analysis – The Analysis Phase of SDLC</p>	 <p>B Sriram and S Bhuvana</p>
<p><i>Zenith International Journal of Multidisciplinary Research, Vol 02 (07), July, 2012, (ISSN No. 2231 5780) (Peer- Reviewed Refereed Journal)</i></p>	<p>Progressive and Effective Growth of Information Management in Digital Era - A Paradigm Approach</p>	 <p>MKG Rajev</p>

Research Papers/Articles Presented in International/ National Conferences

Year & date	Faculty	Seminar/Conference & Title
2013 17-19, January	MKG Rajev	International Conference on Knowledge Management and Organization in the Digital Era (ICKMODE- 2013) ”, SIT, Tumkur, Karnataka, India, January 17-19, 2013. Implication of E-learning in Digital Libraries: A Pragmatic Approach
2013 7-8, January	MKG Rajev	UGC Sponsored National Conference on Changing Paradigm of Academic Libraries in the E- Environment ” at Seva Sadan Marg, India, January 7 -8, 2013. Exploitation and Perception of Digitization in the Modern world of Libraries
2012 27 th December	G.Yashodha, R.Bremananth	IEEE International Conference on MACHINE VISION AND IMAGE PROCESSING (MVIP12), IEEE: 978-1-4673-2319-2, pp.145-148. Rotation Invariant Palmprint Recognition: An Overview and Implementation.
2012, 10-12, December	R. Bremananth, Ahmad Sharieh	MESM'2012, Middle Eastern Simulation and Modeling Conference, AOU, Muscat, Oman,(European Simulation Society-EUROSIS), December 10-12, 2012. Simulation of Library Security System Using Iris Scanning



Books/Book Chapters Published Nationally/Internationally

Title of the Book/Book Chapters & faculty	Book/Publishers
<p>Digital Libraries – Issues and Challenges</p> <p>Dr. Salah Alkhafaji, Rajev MKG</p>	<p>(Eds.) Rishi Tiwari et.al., <i>Trends and development in library and information science</i>, 1st Edition, Zenith Publications, NewDelhi, India. ISBN: 978-81-909539-1-7 (2012).</p>





Contributed/ Participated/Attended Workshops/Conferences/Seminars

Year & date	Title	Workshop/Seminar/Conference & Faculty
25-26 March 2013	Entrepreneurial Higher Education for Sustainable Development (The Role of Higher Education Institutions)	Participated in a workshop at Ministry of Higher Education, Muscat, Sultanate of Oman Prof. Ahmad Sharieh, Ms. Fatma
14-16 March 2013	6 th TESOL International Conference	Participated in 6 th International TESOL International Conference, Dubai, United Arab Emirates. Ms. Nina Walter
7 March 2013	Omani-Japanese Students Forum	Workshop on Diplomatic Relationship between Oman and Japan, Musact, Sultanate of Oman. Academic Staff Prof. Ahmad Sharieh, Mr. Aiman

		<p>Students Nasser Salim, khuloud Abdul, Amur Dhanin, Noof Mohammed, Mahiyala Rashid, Muna Khamis, Bushra Yahya, Abdul Aziz Saud, Mohammed Ahmed, Said Juma, Talal Khamis, Badriyah khamis</p>
4 March 2013	Inter-Dynamic Economic Modelling	<p>Conducted a seminar for faculty members and students, Business Administration Theatre, Sur UIniversity College, Sur, Sultanate of Oman.</p> <p>Prof. Dr. H Gazi Ozan</p>
25 February 2013	Art and Science of Preparing a High Quality Research Paper for a Top Indexed/Refereed/Peer Reviewed Journal	<p>Conducted a seminar for faculty members and students, Business Administration Theatre, Sur University College, Sur, Sultanate of Oman</p> <p>Prof Dr A M Sakkthivel and B Sriram</p>
13 February 2013	Funding for Undergraduate Research Projects (FUROP) – TRC (Oman Research Council)	<p>Participated in a workshop at Golden Tulip Hotel, Muscat, Sultanate of Oman. Prof. Ahmad Sharieh, Dr. Ahmed Alnaemi, Dr. Arturo Palaming</p>
13 February 2013	Entrepreneurship in Public Sector	<p>Participated in a workshop at International Exhibition Center, Muscat, Sultanate of Oman.</p> <p>Ms. Fatma</p>
11 February 2013	Small and Medium Enterprises in Oman	<p>Participated in a conference at International Exhibition Center, Muscat, Sultanate of Oman.</p> <p>Dr Mehmood, Mr. Ali, Mr. Aiman and Ms. Famta</p>
5-9 January 2013	Establishing Your Small & Medium Enterprise	<p>Participated in a workshop on small and medium enterprises at College of Applied Sciences, Sur, Sultanate of Oman</p> <p>Academic Staff Prof. Ahmad Sharieh, Dr. Ahmed Alnaemi, Dr Mahmood, Mr. Aiman, Administrative Staff Wafa Almukhainee, Salwa Algyalanee, Khwala Saleh, Jumiah AL-Alawee, Rokyah Al-Amree Reem Aloraimee, Aref Al-Amree, Abdullah Al Taharee, Fatima Algyalanee</p> <p>Students</p>

		Zenab Alkalbanee, Zenab Alismaelee, Raja Almaskaree, Kholood Al-Bosaidee, Barakat Alhanaee, AbdelSalm ALgyalnee, Ahmad Alathem Al-Alwee, Abdulah Naser Al-Alwee
30 December 2013	Small and Medium Enterprises in Oman	Participated in a workshop at Sur Beach Holiday Hote, Sur, Sultanate of Oman Prof. Ahmad Sharieh, Prof. Ahmed Khalid, Dr Mahmood, Mr. Aiman
26 December 2012	Self Evaluation of Performance Indicators of Academic Staff	Conducted a workshop for faculty members, IT Theatre, Sur University College, Sultanate of Oman. Prof. Ahamd Sharieh
28 November 2013	Open Learning Resources for Higher Education	Conducted a workshop for faculty members and students, IT Theatre, Sur University College, Sur, Sultanate of Oman. Dr Khalaf, Expert, Ministry of Manpower

Articles Published in Leading Magazines/Newspapers

Name of Magazine	Title of paper	Faculty
Future Magazine, Shabiba, Sultanate of Oman (<i>Arabic</i>), January 2013	Research is a part and Parcel of Life	 Prof. Dr A M Sakkthivel
Future Magazine, Shabiba, Sultanate of Oman (<i>Arabic</i>), December 2012	Human Resources between Resentment and Grace	 Mr. Aiman

Awards/Accolades for College/Department/Faculty Member

Year of given awards (2011-2012)

Name of Award	faculty/ department
The Best Researcher	Dr A M Sakkthivel/Business Administration
Best Teacher in Foundation- English	Mr. Roy/General Foundation
Best Teacher in Business Administration	Mr. Thomas Chandy/Business Administration Department
Best Teacher in IT/IS	Mr. Mohammad A Sarrayrih/IT/IS Department
Best Administrative Staff	Ms. Asma Al-Qasmi/ Registration Ms. Samia Al Farsi/General Foundation

