



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

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

P.O. Box.440, P.C. 411

Sur, Sultanate of Oman

Tel: (00968) 25565555 Fax: (00968) 25565561

Email: suc@suc.edu.om

Website: www.suc.edu.om

From the Desk of the Deanship

It is an immense pleasure to commence our journey in a successful 4th year by publishing 2nd Issue of Volume 4 of Half yearly bulletin (March 2013-September 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 2 academic years (2011-2012 and 2012-2013) in our 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. 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 unstinted support which enabled us to reach a vital mile stone of successfully completing 4 years with publishing 8th 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 7 leading international indexed and referred journals and 5 international and national conferences (including INFORUM and NASMEI) in Russia, Turkey, India and Oman.

We embarked on a journey to make this bulletin, an effective communicator to academia and industry within and outside of Sultanate of Oman. We have touched several heights in more than 3 years, in terms of research and publications (**58 leading indexed journals, 10 leading national journals, 56 leading International and 9 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.



Prof. Ahmad Sharieh, Full Professor and **Dean**, Editor – in – Chief
ahmadsharieh@suc.edu.om






Prof. Dr. A M Sakkthivel, Full Professor and Asst. Dean for Academic and Research
Affairs, Associate Editor
sakkthivel@suc.edu.om

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

September 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 forthcoming issue.</p>	<p>What Influence Consumer Buying Behavior towards Organizing Retailing in a Growing Competitive Marketing Environment? – An Exploratory on the Impacting Variables of Indian Consumers</p>	 <p>Prof. Dr. A M Sakkthivel</p>
<p><i>International Journal of Electronic Finance</i>, (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online), Vol.7, No.2, pp.161-175. (2013)</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>International Journal of Engineering and Electronic Business, 2013 – MECS Press – 5(2), 28 – 33 DOI: 10.5815/ijieeb.2013.02.05; ISSN: 2074-9031.</p>	<p>Conceptualization and Integration of Information Systems in Educational Business Activities</p>	  <p>Assoc. Prof. Dr. Salah Al Khafaji and B Sriram</p>

<p>International Review of Computers and Software, Vol.8, No.8, pp. 1961-1969. (2013)</p>	<p>A Robust Brain Image Segmentation Approach Using ABC with FBCM</p>	
<p><i>International Journal of Computer Science and Security</i>, Vol.7, No.1, pp.31-47. (2013)</p>	<p>'Java Implementation based Heterogeneous Video Sequence Automated Surveillance Monitoring',</p>	 <p>M Sankar, Dr. R Bremananth and Prof. Dr. Ahmad Sharieh</p>
<p>International Journal of Computer Science Issues, Vol 10 (03), May, 2013, (ISSN (Print): 1694-0814 ISSN (Online): 1694-0784) (Peer-Reviewed Refereed Journal)</p>	<p>A Paradigm Approach of Electronic Libraries in an Intellectual Milieu</p>	 <p>Dr Salah Alkhafaji and MKG Rajev</p>

Research Papers/Articles Presented in International/ National Conferences

Year & date	Faculty	Seminar/Conference & Title
<p style="text-align: center;">2013 27-28 December</p>	<p style="text-align: center;">Prof. Dr. A M Sakkthivel</p>	<p>Selected for presentation and publication at 7th 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 .</p> <p>Research paper on “Examining the Brand Communication Tools that Impact Brand Preferences of Women consumer buying</p>

		intentions- Empirical Investigation of Middle East
2013 4-5 December	Prof. Dr. A M Sakkthivel and B Sriram	Selected for presentation and publication at National Conference on New Horizon in Higher Education-Sharing the Best Practices in Teaching Methodologies and Evaluation Strategies , Directorate General of Education and Training, Ministry of Health, Regional Nursing Institute, Sur, Sultanate of Oman. Innovative Teaching and Evaluation Strategies-A Management Education Perspective
2013 4-5 December	Dr R Bremananth	Selected for presentation and publication at National Conference on New Horizon in Higher Education-Sharing the Best Practices in Teaching Methodologies and Evaluation Strategies , Directorate General of Education and Training, Ministry of Health, Regional Nursing Institute, Sur, Sultanate of Oman. Innovative Information Technology Teaching Methods for Medical Diagnose using MATLAB
2013 26-30, August	Y. Wang and Prof. Dr. Gazi Ozhan	The 21st INFORUM World Conference, Novosbrisk State University, Listvyanka, Russia The Adjustment and Conversion of National IO Table Series from WIOD. Turkey as an Example (China Economic Information Network of State Information Center, China)
2013 10 th August	Prof. Dr. Gazi Ozhan	Economics Panel, 5th Cultural and Arts Festival, Guzelyurt Municipality, Guzelyurt, Hekimhan, Malatya, Turkey Globalization Emerging Economics and Turkey: Growth Prospects and Expectations

Books/Book Chapters Published Nationally/Internationally

Title of the Book/Book Chapters & faculty	Book/Publishers
<p>Computer Skills 2, 1st Edition, 2013, M. AlZobi, Ahmad Sharieh, A. Hudaib, and K. AlZobi</p>	<p>ZamZam Publisher, Amman, Jordan</p>
<p>A Perception on Progression and Promotion of Web 2.0 in the Modern Era</p> <p style="text-align: center;">Rajev MKG</p>	<p>(Eds.) Prof. Dr. B. Ramesh Babu, editors: Prof. Dr. B. D. Kumbar and Prof. Dr. K. Somasekhara Rao, et. al.,</p> <p style="text-align: center;"><i>Libraries in the Changing Dimensions of Digital Technology</i>, 1st Edition, B. R. Publishing Corporation, New Delhi, India. ISBN: 9789350501153</p>



Contributed/ Participated/Attended Workshops/Conferences/Seminars

Year & date	Title	Workshop/Seminar/Conference & Faculty
3 October 2013	Workshop on Online Attendance and Grading Systems for Teachers	Conducted a workshop on Online Attendance, and Grading Systems for Teachers for SUC faculty members, IT Theatre, Sur University College, Sur, Sultanate of Oman. Mr. B Sriram
2 October 2013	Workshop on Teaching, Learning and Evaluation Methods	Conducted a workshop on Teaching, Learning, and Evaluation Methods for SUC faculty members, IT Theatre, Sur University College, Sur, Sultanate of Oman. Prof. Dr. A M Sakkthivel and Mr. B Sriram
17 September 2013	Moodle Workshop	Conducted a workshop on Moodle for SUC faculty members, IT LAB, Sur University College, Sur, Sultanate of Oman. Dr. Jayashree
25 August-1 September 2013	Workshop on Turkey`s Interindustry Analysis Model, TURINA	Participated in a workshop at Institute for International Trade and Investment (ITI), Tokyo, Japan Prof. Dr. H. Gazi Ozhan
7 July 2013	Electronic Registration System for HEIs	Participated in a workshop at Ministry of Higher Education, Muscat, Sultanate of Oman. Mr. Said and Ms. Asma
June 2013	Workshop on Preparing for HEI and Academic Program Accreditation in SUC	Conducted a workshop on pre-evaluation for accreditation, IT Theatre, Sur University College, Sultanate of Oman, Sur. Prof. Dr. Ahmad Sharieh & Mr. Sriram B
11 March 2013	“E-Government initiatives in Oman.”	Conducted a seminar for faculty members and students, Business Administration Theatre, Sur University College, Sur, Sultanate of Oman. Dr. Dileep Kumar