



**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 commence our journey in a successful 5th year by publishing 1st Issue of Volume 5 of Half yearly bulletin (September 2013-March 2014) 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 commencing our **5th year with publishing of 9th issue (Vol.5, No.1)**. 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 14 leading international indexed and referred journals and 6 international and national conferences (including NASMEI) in Abudhabi, Malaysia, Turkey, India and Oman. It is also imperative to mention that the faculty members have published 3 book chapters in leading edited books, and hand books of research from India and USA (IGI Global USA etc.).

We embarked on a journey to make this bulletin, an effective communicator to academia and industry within and outside of Sultanate of Oman. In the beginning of 5th year, we are proud to exhibit the publications achieved through the past 4 years, in terms of research and publications (**72 leading indexed journals, 9 leading national journals, 11 books/book chapters, 60 leading International and 11 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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Contribution to Research, Publications, Consulting and Community Services by Faculty and Staff of SUC

March 2014

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) Vol.20, No.3 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>World Academy of Science, Engineering and Technology, International Journal of Mathematical, Computational Science and Engineering</i> Vol:8 No:1, 2014. (International Science Index(ISI) Vol:8, No:1,2014 waset.org/publications/9997211).</p>	<p>A Robust Method for Finding Nearest-Neighbor using Hexagon Cells</p>	 <p>Ahmad Attia Al-Ogaibi, Ahmad Sharieh. Moh'd Belal Al-Zoubi, R. Bremananth</p>
<p><i>Journal of Computer & Information Sciences – A Journal of King Saud University – Elsevier Publications – ISSN: 1319 – 1578. (Accepted for publication)</i></p>	<p>Major Challenges in Developing a Successful e – Government: A Review of Sultanate of Oman</p>	  <p>Mohammad A Sarrayrih and B. Sriram</p>

<p><i>International Journal of Marketing and Technology</i> (ISSN: 2249-1058), Vol. 4 No.4, pp. 175 – 188 (April 2014)</p>	<p>Impact of Cultural Variables: An Exploratory Study on Omani Women Consumers</p>	  <p>Thomas P Chandy and B Sriram</p>
<p><i>International Journal of Management, IT and Engineering</i>. Vol. 4, No. 4 (April 2014), pp. 222-233 (ISSN: 2249-0558) – Refereed)</p>	<p>The Ultimate Search Engine – An Optimal Retrieval System</p>	 <p>Hisham Kh Abujalban and B Sriram</p>
<p><i>DESIDOC Journal of Library & Information Technology</i>, Print ISSN : 0974-0643, Vol. 34 No. 2, pp.140-146 (Peer-Reviewed Refereed Journal) (Scopus Indexed)</p>	<p>Impact of Academic library services on user satisfaction: A Case Study of Sur University College, Sultanate of Oman</p>	  <p>MKG Rajev and B Sriram</p>
<p><i>Library Progress (International)</i>, (Print ISSN : 0970-1052. Online ISSN : 2320-317X.) Vol. 33 No. 2, pp. 307-320 (Peer-Reviewed Refereed Journal).</p>	<p>Impact of library resources on user satisfaction: An empirical study on gulf countries</p>	 <p>MKG Rajev and B Sriram</p>

<p><i>Journal of Internet Banking and Commerce (JIBC)</i>, (ISSN: 1204-5357), Vol. 18, No. 3 (Scopus Indexed), pp.1-21.</p>	<p>Do Online Companies Control the Behavior of Online Consumers?: Exploratory Study on the Impacting Variables of 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), Vol.7, No.3/4, pp. 281-298</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 and Dr. S Porkodi</p>
<p><i>International Journal of Engineering and Electronic Business</i>, 2013 – MECS Press – 5(4), 34 – 40, DOI: 10.5815/ijieeb.2013.04.05; ISSN: 2074-9031 - Refereed</p>	<p>Instructor’s Performance: A Proposed Model for Online Evaluation</p>	 <p>Assoc. Prof. Dr. Salah Al Khafaji and B Sriram</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><i>International Journal of Engineering and Electronic Business</i>, 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><i>World Academy of Science, Engineering and Technology International Journal of Computer, Information Science and Engineering</i> Vol:7 No:10, 2013.(International Science Index Vol:7, No:10, 2013 waset.org/publications/9997167)</p>	<p>Enhanced Approaches to Rectify the Noise, Illumination and Shadow Artifacts</p>	<p>M. Sankari, C. Meena</p>

INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY & COMPUTER SCIENCES PERSPECTIVES (Pezzottaite Journals), Vol.2, No.4, pp.691-698

TECHNOLOGICAL
PROGRESS IS
DIRECTLY
PROPORTIONAL
TO RESEARCH &
DEVELOPMENT –
AN INDIAN
PERSPECTIVE



Dr. Aswani Kumar, Dr. Ali Gufran

Research Papers/Articles Presented in International/ National Conferences

Year & date	Faculty	Seminar/Conference & Title
2014 4-6 June	Dr. Jai Shree Umale	Selected for presentation in International Language Conference hosted by the International Islamic University, Malaysia from 4th-6th June 2014. Effective Error Correction
2014 27-29 March	Ms. Nina Walter	Presented in 1st International Conference on Applied Linguistics “Language in Focus”: Exploring the challenges and opportunities in Linguistics and English Language Teaching (ELT) from 27-29 March 2014 in Antalya, Turkey. Non-Native Teachers of English in the Middle East.
2014 9-10 March	Assoc. Prof. Dr. Salah Al Khafaji and B Sriram	Presented and published at BCS International IT Conference , 9 & 10, March, 2014 – Abu Dhabi, UAE Using Online Resources: A Self Learning Tool
2013 27-28 December	Prof. Dr. A M Sakkthivel	Presented and published 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 . Research paper on “Examining the Brand Communication Tools that Impact Brand Preferences of Women consumer buying intentions- Empirical Investigation of Middle

		East
2013 4-5 December	Prof. Dr. A M Sakkthivel and B Sriram	Presented (Guest Speakers) 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	Presented (Guest Speakers) 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

Books/Book Chapters Published Nationally/Internationally

Title of the Book/Book Chapters & faculty	Book/Publishers
Promotion of Research Culture in Sur University: A Case Approach Prof. Dr. A M Sakkthivel and Prof. Dr. Ahmad Sharieh	(Ed.) Neeta Baporikar, Hand Book of Research on Higher Education in the MENA Region: Policy and Practice , IGI-Global, USA. (selected for publication in the forthcoming book)
Learner Involvement and Motivation through Moodle Dr. Jaishree Umale	(Ed.) Ashok K. Saini, Use of ICT in English Language Teaching , State Council of Educational Research and Training, India. (selected for publication in the forthcoming book)
Evolution of Preservation of e-sources in Digital Environment – An outlook Rajev MKG	(Eds.) Dr. Deshmukh, S.J, editors: Gante P.B et. al., Contemporary Issues in Library & Information Science . (Accepted for the Publication).



Contributed/ Participated/Attended Workshops/Conferences/Seminars

Year & date	Title	Workshop/Seminar/Conference & Faculty
25 January – 6 February 2014	Workshop on Turkey`s Interindustry Analysis Model, TURINA	Organized 2 nd Workshop at Institute for International Trade and Investment (IITI), Tokyo, Japan. Prof. Dr. Gazi Ozhan
31 December 2013 1st January 2014	How to cite your References using reference management software: Mendeley as an example	Conducted Workshop for the faculties, staffs, and Students of at LRC Computer Lab, Library Resource Center, Sur University College, Sur, Sultante of Oman. Dr. Laila and MKG Rajev

Year-wise Progress of Research and Publications in SUC: 2001 -2014 (In Progress)

Articles Published)

Publications	2001-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014 (in Progress)	Grand Total
International Journals (Indexed/Referred/Peer reviewed)	0	1	8	13	16	21	13	72
National Journals	3	2	4	0	0	0	0	9
Book/Book Chapters	0	0	2	3	3	0	3	11
International Conferences	0	2	12	15	19	8	4	60
National Conferences	0	0	2	0	2	5	2	11
Total	3	5	28	31	40	34	22	163
Cumulative Growth Rate	0	66%	933%	1033%	1333%	1033%	633%	5333%

- **In Progress***

**Faculty Publications in some of the selected top journals
(Indexed/refereed/peer reviewed)**

Name of Journal	No. of Scientific Papers	Place of Publication	Publisher
International Journal of Mobile Communications (Social Science Cited Index)	1	Switzerland & UK	Inderscience
Journal of Promotion Management	2	USA	Taylor & Francis
Journal of Internet Banking & Commerce	1	Canada	Arraydev
International Journal of Entrepreneurship and Small Business	1	Switzerland & UK	Inderscience
Journal of Services Research	1	India	IIMT
Journal of Computer & Information Sciences	1	Saudi Arabia	Kind Saud University Press (Elsevier)
IIM B Management Review	1	India	Science Direct

International Journal of Electronic Finance	8	Switzerland & UK	Inderscience
Journal of Indian Management & Strategy (JIMS 8M)	1	India	Indian Journals
International Journal of Management, Entrepreneurship and Technology	1	USA	
Oman Journal of Applied Sciences	1	Oman	
Geo Carto International	1	USA	Taylor & Francis
British Journal of Advanced Academic Research	1	UK	Sachajournals
International Journal of Advanced Computer Science and Applications	1	USA	World Academy of Science, Engineering and Technology
International Journal of Mathematical, Computational Science and Engineering	1	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science and Information Security	2	USA	World Academy of Science, Engineering and Technology
International Journal of Electrical and Electronics Engineering	1	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science Issues	4	USA	World Academy of Science, Engineering and Technology
International Journal of Computer and Communication Engineering	3	USA	World Academy of Science, Engineering and Technology
International Journal of Computer, Information Science, and Engineering	1	USA	World Academy of Science, Engineering and Technology
Chinese – US Business Review	1	USA	
International Journal of Computer and Information Engineering	2	USA	World Academy of Science, Engineering and Technology

International Journal of Marketing and Technology	2	USA	
Library Progress International	1	India	Indian Journals
DESIDOC Journal of Library and Information Technology	1	India	DRDO
International Journal of Management, IT and Engineering	1	India	
Excel International Journal Of Multidisciplinary Management Studies	1	USA	
International Journal of Engineering and Electronic Business	1		MECS Press
<i>INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY & COMPUTER SCIENCES PERSPECTIVES</i>	1	India	<i>Pezzottaite Journals</i>
International Journal of Library and Information Management	1	India	
International Journal of Recent Trends in Mathematics & Computing	1	India	
Zenith International Journal of Multidisciplinary Research	1	India	
International Journal of Recent Trends in Mathematics & Computing	1	India	
International Journal of Financial Management	1	India	Indian Journals
Journal of Practicing Managers	1	India	