



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

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Sur, Sultanate of Oman**

From the Desks of Deanship

It is an immense pleasure to release the **2nd Issue of 1st volume** of Half yearly bulletin (April – September 2010) on “Research, Publications, Consulting and Community Services’, from Sur University College. The 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 for the successful release of the bulletin. We also thank the academicians from all the educational institutions from Oman and outside of Oman for their continuous support.

The prowess of academicians is gauged by the contributions through research, publications and consulting services to the academia and industry. Being a leading higher education institution from Al-Sharqiya Region, SUC is committed to spearhead the development of community through offering high quality higher education and career development. To attain this motto, the development of highly qualified faculty members who deeply committed to conduct research works, high quality publications, involve in consulting services helping the industries and involve in community services to help the local population.

We embarked on a journey to make this bulletin, an effective communicator to academia and industry with in and outside of Sultanate of Oman. The primary purpose of this bulletin is to act as window of communication between the faculty members from different higher education institutions of Sultanate of Oman, in order to facilitate the collaborative research, publications, consulting and community services. We believe the bulletin would have reached the target audience and attained the purpose for what it has been created for.

Hence, we warmly welcome the academicians and industry to share and collaborate with us in order to understand and utilize the services of Sur University College.

*Prof. Ahmad Sharieh, Dean,
Dr.A M Sakkthivel, Asst. Dean for Academic Affairs,
Dr. Salah Al-Khafaji, Asst. Dean for Students and Administrative Affairs*

**Contribution to Research, Publications, Consulting and
Community Services by faculty and other staff of SUC
September 2010**

**Research Papers/Articles Published in Leading International Journals (Peer
reviewed/Referred)**

Sl.No	Faculty	Title	Journal
1	Dr Salah Al-Khafaji and Sriram B	“Information Seeking – A Knowledge Enhancement Tool”	<i>International Journal of Information Science and computer Mathematics</i> (ISSN: 1829-4969) (Accepted for publication)
2	Dr. Sajeev Surendranath	“Impact of financial crisis in the performance of banks in Middle East – A case study of selected banks in Oman”	<i>International Journal of Management Rivulet</i> (ISSN:0976-657X) (A Peer Reviewed International Journal), Vol.1, No.1, pp. 72-77 (2010)
3	Dr A M Sakkthivel and Prof. T. V. Krishnan (National University, Singapore)	“To Push for Stardom or Not:-A Rookie’s Dilemma on Tamil Film Industry”	<i>IIMB Management Review</i> (Science Direct - Elsevier) (ISSN: 0970- 3896) Vol.22, No.3, pp. 80-92 (2010)
4	Dr A M Sakkthivel	“Influence of Internet on Online Buyer Involvement towards Buying Different Products and Services”	<i>International Journal of Electronic Finance</i> (Switzerland), (ISSN: 1746- 0079 Print; ISSN: 1746-0077 Online) Vol.4, No.2, pp. 171-189 (2010)
5	Dr A M Sakkthivel, A M, Edolyi, M.E & Ponraj J	‘Empirical Investigation on the Impact of Internal and External Variables that Influence Customer Loyalty, Customer Life Time Value and Consumer Switching Behavior in a Growing Competitive Environment”	<i>International Journal of Management Rivulet</i> (ISSN:0976-657X) (A Peer Reviewed International Journal), Vol.1, No.1, pp.1- 13 (2010)

Research Papers/Articles Published in Leading National Journals

Sl.No	Faculty	Title	Journal
1	Prof. Nazar Al-Rubayi and Sriram, B	“Economic and Manufacturing Development in Oman”	<i>Omani Journal of Applied Sciences</i> (Bi-Annual Referred Scientific Journal), (ISSN: 1990-5149) Vol.2, No.1, pp.45-70 (July 2010).
2	Dr Dileep Kumar P M	“Kudumbashree Micro Enterprises-A success story of Women Entrepreneurship in Kerala”	<i>A Management Researcher</i> (A Journal of the Institute of Management Development and Research, Trivandrum, India), Vol XVI, No. (April-June, 2010), pp.55-66

Books/Book Chapters Published Nationally/Internationally

Sl.No	Faculty	Title of the Book/Book Chapters	Book/Publishers
1	M. Zubi, Prof. Ahmad Sharieh , Suhair Abdullah, and Khalidah Zubi	<i>Computer Skills: Microsoft Windows XP Office 2007: Hardware and Software</i>	9 th edition, Dar Wael, Amman: Jordon, 2010. (ISBN: 978-9957-11-847-1)
2	Sumaya Abusaleh, Eman Abdelfatah, Zain Alabadi, Prof. Ahmad Sharieh	“The Effects of Educational Multimedia for Scientific Signs in the Holy Quran in Improving the Creative Thinking Skills for Deaf Children”	A Book Chapter published in <i>Innovation in Computing Sciences and Software Engineering</i> , Springer, New York, 2010. pp 408-408 (ISBN: 978-481-9111-6)

Research Papers/Articles Presented in International Conferences

Sl.No	Faculty	Title	Seminar/Conference
1	Prof. Ahmad Sharieh	“Information and Communication Technology in Education Certificate,”	At “ International Conference on New Horizons in Education (INTE2010) ”, European University of Lefke, Turkish Republic of Northern Cyprus (TRNC), Turkey. 23-25 th June, 2010.
1	Rania Salman and Prof Ahmad Sharieh	“Scientific Results of Talented When There is Suitable Environment for Innovation and Research”	At “ The 7th Arab Conference for Gifted and Talented ”, 28-29 July 2010, Amman-Jordan, PP761-781.
2	Dr A M Sakkthivel, Yasir Ali Sulaiman Al-Balushi and and Ponraj, J	“Empirical Investigation on the Determinants influence Consumer Buying and Switching Behavior towards Consumer Durables in a Matured Marketing Environment”	at “ 2nd International Conference on Management Practices for Sustainable Growth (ICMPSG 2010) ”, Department of Business Administration, Annamalai University, Annamalai Nagar, India. 28 -30 th July 2010.

Research Papers/Articles Presented in National Conferences

Sl.No	Faculty	Title	Seminar/Conference
1	Dr Salah Al-khafaji and Sriram, B	“Educational Hypermedia Development Methodologies”	Presented in 1 st Joint Scientific Symposium, CAS, Sohar University, Sohar, Sultanate of Oman. 13 th April, 2010.

Funded Projects (National/International)

Sl.No	Faculty	Title of the Project	Funding Agencies/Institutions
1	Dr Dileep Kumar P M	“Role of Kudumbashree Programme on the Entrepreneurship Development of Women in Kerala, India”	A Major Research Project is sponsored by <i>University Grants Commission (UGC)</i> New Delhi, India Research Fund: INR.499200 (4500 RO Approx.)

Contributed/ Participated/Attended Workshops/Conferences/Seminars

Sl.No	Faculty	Title	Workshop/Seminar/Conference
1	Dr A M Sakkthivel	“ Strategic Exposure to Global Consumer Behavior and Sciences ”	Conducted the Workshop for MBA Students at Erode Builders’ Institute of Technology, Erode, India. 3 rd August, 2010.
2	Dr A M Sakkthivel	“ Strategic Integrated Marketing Communications –A Strategic Positioning Tool kit ”	Conducted the Workshop for MBA Students at Excel Technological Institutions, Kumarapalayam, India. 14 th August, 2010.
3	Dr. Sajeew Surendranath	“ International Career Prospects for Management Graduates ”	Conducted the Seminar at the Management Department, Mar Athanasious college, Kothamanagalam, Kerala, India. 16 th August, 2010.
4	Dr A M Sakkthivel	“ Synchronizing Personal, Professional Growth with Organizational Growth: A Toolkit to Become Great from Good – V.3 ”	Conducted One day Workshop for Top, Middle and Lower level Executives of SAVORIT LIMITED, Chennai, India August 26, 2010

Awards/Accolades for College/Department/Faculty Members

Sl.No	Department/Faculty	Details of Award	Awarding Institutions
1	Prof. Ahmad Sharieh	Conferred with “Amity Global Academic Excellence Award” for the year 2010	Amity International Business School, Amity University, Noida, New Delhi, India. 26th February 2010
2	Department of Business Administration, Sur University College	Conferred with “Best B-School Leadership Award” for the year 2010	CMO Asia (with HRD World Congress), Singapore. Award was given on 23 rd July, 2010 at SUNTEC, Singapore.
3	Dr Mohammed Al-Khrisat	Conferred with” Best Professor in Information Technology Management” for the year 2010	CMO Asia (with HRD World Congress), Singapore. Award was given on 23 rd July, 2010 at SUNTEC, Singapore.
4	Dr A M Sakkthivel	Conferred with” Best Professor in Marketing Management” for the year 2010	CMO Asia (with HRD World Congress), Singapore. Award was given on 23 rd July, 2010 at SUNTEC, Singapore.

Faculty Exchange Programme

Sl.No	Faculty	Details	Institution
1	Mr. Mohammed Illyas	Visiting Scholar of Information Technology to participate, interact and learn the teaching and research techniques from Faculty Members	School of Information Technology, Bond University, Gold Coast, Australia. June – August 2010