

**Sur University College**  
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## From the Desk of the Editors

This research bulletin highlights research activities and publications at Sur University College for the Academic Year 2017/18. The 8<sup>th</sup> volume of the 1<sup>st</sup> Annual Research Bulletin is an evidence of Sur University College's commitment towards research, consultancy and community service. We would like to thank and appreciate all faculty members who have demonstrated dedication and hardwork to complete their research work.

In line with its Vision and Mission, Sur University College continues to support its faculty members in carrying out research to meet both national and international standards. Further, Sur University College encourages its faculty members to undertake research projects that aim at meeting the requirements of the local community and adding value to the socio-economic progress in the Sultanate and beyond.

It is therefore that we are witnessing a rising number of research publications that are aimed at national needs of the Sultanate. Sur University College will continue to support and encourage its faculty members to carry out state-of-the-art research. Research is indeed the key for a bright future of the nation. Research conducted and published by Sur University College's faculty members not only supports its Strategic Plan but also provides an opportunity form Research-Teaching Nexus.

This bulletin is aimed to document published research, highlight the research contributions, and appreciate the faculty members for their services towards the community at large. We would like to thank all the faculty members for their hardwork and extended support in helping us reach yet another milestone.

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## Sur University College

**Research Contribution – Publications, Consulting and Community Service by Sur University College  
AY 2017 / 18**

### Indexed Journal Publications (Scopus & Web of Science etc.)

Serial No.	Department	Author(s)	Affiliation	Research Title	Journal Details
1	Engineering	1. Dr. Elbadawy, M. Elsebay 2. Dr. Mohammed Shedid 3. Dr. M. Fatouh 4. D. M. Elsebay	1. American University of the Middle East/ Helwan University 2. Sur University College 3 & 4. Helwan University	** Reliability of Nanofluid Concentration on the Heat Transfer Augmentation in Engine Radiator	International Journal of Automotive Technology (Scopus) 2018, J., Vol 19., No. 2 , Pages 233-243
2	Engineering	Mr. Saju Joseph	Sur University College	Effect of gamma radiation on structural, optical and electrical properties of ZnO thin films	Optoelectronics and Advanced Materials– Rapid Communications (Web of Science) 2017,J., Vol. 11, No. 5-6, Pages 377-380
3	IST	1. Dr. G. Yashodha 2. Dr. Bremanath R.	1. RECC, India 2. Sur University College	An efficient feature extraction technique for palm-print recognition system	International Journal of Biomedical Engineering and Technology, 25(2-4), pp.227-249(Scopus).
4	IST	Dr. Bremanath R.	Sur University College	Enhanced Multi-Intensity Analysis in Multi-Scenery Classification-Based Macro and Micro Elements	International Journal of Computer, Electrical, Automation, Control and Information Engineering, 11(4), pp.485-492. (ISI)

5	IST	<ol style="list-style-type: none"> <li>1. Dr. Mohammad Sharaf</li> <li>2. Dr. Amer Nizar Abu Ali</li> <li>3. Dr. Juhana Salim</li> <li>4. Dr. Tarek Khalil</li> </ol>	<ol style="list-style-type: none"> <li>1. Sur University College</li> <li>2. Sur University College</li> <li>3. UKM, Malaysia</li> <li>4. Sur University College</li> </ol>	** A Grounded Theory for ICT Mediated Tacit Knowledge Transferability in MNCs	Interdisciplinary Journal of Information, Knowledge and Management (Scopus) Accepted
6	IST	<ol style="list-style-type: none"> <li>1. Dr. Appathurai</li> <li>2. Dr. Anandkumar</li> </ol>	<ol style="list-style-type: none"> <li>1. Sur University College</li> <li>2. Karpagam University</li> </ol>	** Comparative Analysis of BBx, OBBx, POBBx and SOBBx indexing Methods of Spatial Databases	International Journal of Engineering & Technology, 7 (2.20) (2018) 153-158
7	IST	Dr.M. Sadish Sendil	Sur University College	Heart disease prediction using SVM based neuro-fuzzy technique in the cloud computing	Applications (IJCTA), 2017, ISSN 0974-5572. Vol. 10, Issue no. 11, page no.133-145. (Scopus)
8	IST	<ol style="list-style-type: none"> <li>1. Dr. A. AnushPriya</li> <li>2. Dr. R. Gunasundari</li> <li>3. Dr. K. Appathurai</li> </ol>	<ol style="list-style-type: none"> <li>1. Karpagam University</li> <li>2. Kargapam University</li> <li>3. Sur University College</li> </ol>	Resource Scheduling for Private Cloud Using Cloud Platform Adaptive Genetic Algorithm	International Journal of Pure and Applied Mathematics 2017, Vol. 117, No. 21, Pages:591-604. (Scopus)
9	Engineering	<ol style="list-style-type: none"> <li>1. Dr. Balagopal, V</li> <li>2. Dr. Abdul Rahim</li> <li>3. Dr. Viswanathan, T. S.</li> </ol>	<ol style="list-style-type: none"> <li>1. VIT University</li> <li>2. Sur University College</li> <li>3. VIT University</li> </ol>	** Sustainable Supplementary Cementitious Materials Derived from Agro-Wastes - A Review	International Journal of Civil Engineering and Technology (IJCIET) Volume 8, Issue 12, December 2017, pp. 572-582

## Peer Reviewed Journal Publications

Serial No.	Department	Author(s)	Affiliation	Research Title	Journal Details
1	Engineering	1. Dr. Mohammad Shedid 2. Dr. Moses Kumar	1. Sur University College 2. Sur University College	** Review on Exhaust Heat Recovery Systems in Diesel Engine	International Journal of Advanced Engineering Research and Science, vol 4, no. 11, 2017, pp.091-097
2	Engineering	1. Dr. Hesham Gorshy 2. Dr. Moses Kumar	1. Sur University College 2. Sur University College	** Implementation of Optimized Manufacturing Process of Gyrocopter Rotor Blade from Composite Materials	International Journal of Advanced and Innovative Research (2278-7844) / # 1/ Volume 6 issue 10
3	Engineering	1. Dr. V. M. Patel 2. Dr. Mohammad Israr	1. RAI University 2. Sur University College	Experimental Investigation of Electrode Life in Resistance Spot Welding of Coated Steel	International Journal of Mechanical Engineering & Technology, Volume 9, Issue 3, [March-2018], pp 511-518
4	Engineering	1. Dr. Hardik B. Ramani 2. Dr. Mohammad Israr	1. RAI University 2. Sur University College	** Effects on the Performance Characteristics by Altering Different Parameters for Single Cylinder C.I. Engine Blended with Neem Bio-Diesel	International Journal of Applied Engineering Research, Volume 13, Issue 8,(2018), pp 5894-5898
5	Engineering	1. Dr. Sagar Patel 2. Dr. Mohammad Israr	1. RAI University 2. Sur University College	** Methodologies to Reduce Defects in Ceramic Products industries: Application of Continuous Improvement Processes	International Journal of Applied Engineering Research, Volume 13, Issue 12, (2018), pp 10146-10149

6	Business Administration	1. Mr. P. M. D. Kumar 2. Mr. B. Sriram	1. Sur University College 2. Sur University College	** Factors Influencing Investment Behavior of Individual Investors in Middle East Countries	Asian Journal of Research in Banking and Finance DOI: 10.5958/2249-7323.2018.00036.6
7	Business Administration	Dr. Ehab	Sur University College	** THE PRACTICAL MODEL OF HEDGING IN ISLAMIC FINANCIAL MARKETS	International Journal of Economics, Commerce and Management United Kingdom Vol. VI, Issue 6, June 2018
8	Business Administration	Dr.Saed A. Mustafa	Sur University College	The Relationship between Marketing Mix and Consumer Preference in Supplement Product Usage	International Journal of Economic Research, 14 (19) 381-393
9	Business Administration	Dr. Mahmoud Manayseh	Sur University College	** The Impact of using Financial Information on Decision Making. Analytical Study on Omani Private Companies.	International Journal of Research in Organizational Behavior and Human Resources Management, Vol.5,No.4, December 2017, pp. 1-13.
10	Business Administration	Dr. Basil Thomas	Sur University College	** A Review of the Entrepreneurship Ecosystem of Oman	International Journal of Professional Management, Volume 13, Issue 2, 2018
11	Business Administration	Dr. Basil Thomas	Sur University College	Value Added Tax Reforms in India	Asian Journal of Multidisciplinary Studies, Volume 5, Issue10, Pp 143-151, 2017

12	Business Administration	1. Dr. Prasad Bage 2. Dr. Mohammad Issa	Sur University College	** The Impact of Management Innovation on Business Performance: A Case Study of Omani Manufacturing Firms	International Journal of Professional Management, Volume 12, Issue 6, pp. 1-9
13	Business Administration	Mr. Rajeev MKG	Sur University College	International Journal of Digital Library Services (IJODLS): A Bibliometric Study	International Journal of Arts, Science and Humanities, 5(4), pp.197-203.
14	Business Administration	1. Dr. T. Kalakumari 2. Dr. Saed A. Mustafa	1. Sur University College 2. Sur University College	** Experiential Marketing – Factors influencing the consumption pattern of health drinks	International Journal of Commerce, Business and Management, 6(5)53-57.
15	IST	1. Dr. Mohammad Adnan 2. Dr. Asad Habib 3. Dr. Hamid Mukhtar 4. Dr. Gohar Ali	1 & 2. Kohat University of Science 3. NUST, Pakistan 4. Sur University College	Assessing the realization of Smartphones Learning Objectives in Students' Adaptive Learning Paths	International Journal of Engineering Research Volume No. 6, Issue No. 4, pp. 201-208, April 2017
16	IST	1. Dr. Tarek Khalil 2. Dr. Mohammad Al Rafai 3. Dr. Amer Fayez 4. Dr. Mohammad Sharaf	Sur University College	** Towards Effective Customer Relationship Management in Oman: Role of Big Data	International Journal of Research, Vol.5 (Iss.10): October 2017. ISSN- 2350-0530(O), ISSN- 2394-3629(P)
17	IST	Dr. Salah Al Khafaji	Sur University College	** Academic Advising Process Role in Supporting Students Success	International Journal of Scientific Research and Management, ISSN: 2321-3418, Volume 5, Issue 11, November 2017

18	Engineering	1. Dr. Mohammad Israr 2. Dr. Hardik B. Ramani	1. Sur University College 2. RAI University	Experimental Investigation on Compression Ignition Engine Runs on Different Blends of Rice Bran Oil	International Journal of Applied Engineering Research Volume 13, Issue 14, (2018), pp 11589-11592
19	Engineering	1. Dr. M.D.S. Choudhary 2. Dr. Jyoti Soni 3. Dr. Mohammad Israr	1. DAVV 2. DAVV 3. Sur University College	** Optimization of Value Stream Mapping in Production Line in an Automobile Industry	Journal of Emerging Technologies and Innovative Research Volume 5, Issue 7, [July 2018], pp 39-60, Impact Factor-5.87
20	IST	Dr. Bremanath R.	Sur University College	A Robust Eyelashes and Eyelid Detection in Transformation Invariant Iris Recognition: In Application with LRC Security System	International Journal of Computer, Electrical, Automation, Control and Information Engineering 10.10 (2017): 1906-1912.
21	Engineering	1. Dr. Hanna Mostafa 2. Dr. Hesham Gorshy 3. Dr. Moses Kumar	Sur University College	** Design of bearing using hybrid Aluminum metal matrix composite	International Journal of Modern Trends in Engineering and Science 2017, J., Vol. 04, No., Pages 41-43)



## International Conferences and Proceedings

Serial No.	Department	Author(s)	Affiliation	Research Paper Title	Conference Details
1	Engineering	Dr. Mohammad Ibrahim Dr. Mohamed Abdelhady	Sur University College	** The ways of achieving correlation between authenticity and Contemporaneity in Omani Architecture	International Conference on Urban Primacy and Traditional Urban Fabric in Sultanate of Oman
2	Business Administration	Mr. Ali Abdullah Amer	Sur University College	** Shariah Audit practice in Oman: Theoretical Review	7 <sup>th</sup> Islamic Conference 2017, Muscat, Oman
3	IST	Dr. Mohammad Al Odat* & Mr. Ilyas Abdullah	Sur University College*	** Surveillance Rapid Detection of Signs of Traffic Service in Real Time	International Conference on E-Commerce (IcoE 17), Universiti Teknikal Malaysia
4	Engineering	Dr. Aymen K. Abdelgadir	Sur University College	Social Priorities of Less Developed Countries Sustainable Housing (A Case Study of Sudan)	International Conference Improving Sustainability Concept in Developing Countries (2017), Cairo, Egypt
5	IST	Dr. Sitwat Usman Langrial* & Dr. Fannah Al Fannah Al Araimi	Sur University College	** Promoting Pediatric Healthcare through Persuasive Information Systems: A Qualitative Study	Pacific Asia Conference on Information Systems (PACIS 2017), Malaysia

\*\*Research related with Socio-economic transformation

## Books & / or Book Chapters

Serial No.	Book / Chapter Title	Publisher/Year	Author/Editor	Specialization/ Area of Study
1	Cutting Fluids in Machining with Special Emphasis on Turning Operation (Book)	Lambert Academic Publishing (LAP), Germany / 2018	Dr. Mohammad Israr and J. K. Dhadhaniya	Mechanical Engineering
2	Optimization of friction stir welding parameters for Aluminum Alloy (Book)	Scholar's Press, Germany / 2018	Dr. Mohammad Israr and Jignesh Patel	Mechanical Engineering
3	Lean Manufacturing System: Optimization in Small and Medium Enterprises (Book)	Scholar's Press, Germany / 2018	Dr. Mohammad Israr and Mohit B. Diwan	Mechanical Engineering
4	Proactive Development of Persuasive Technologies for Health (Book)	IGI Global / 2018 (Upcoming)	Dr. Sitwat Langrial & Dr. Agnis Stibe	Persuasive Technologies
5	Web-based Behavioral Therapies for Mental Disorders (Book)	IGI Global / 2017	Dr. Sitwat Langrial	Health Information Systems

## Research Work in Progress

Department	Author/s	Working Title
Information Systems and Technology	Dr. Yi Yi Thaw	Factors influencing consumers' confidence to adopt e-commerce in Oman
Information Systems and Technology	Dr. Gohar Ali	A survey on load balancing policies and techniques in grid computing
Business Administration	Dr. V. K. Vyas	q-Sumudu Transform of product of generalized Basic Hypergeometric function and application
Business Administration	Dr. V. K. Vyas	q-SUMUDU TRANSFORM OF A BASIC ANALOGUE OF THE I-FUNCTION
Business Administration	Dr. Ehab and Dr. Prasad	A Comparative Study of Conventional Verses Islamic Banks in Oman
Information Systems and Technology	Dr. Sitwat Usman Langrial	Users' Perceptions on a Persuasive Information System-based Intervention for Child Healthcare: A Trial Study

## Internal Seminars & Workshops

Faculty Member/s	Topic	Date
Dr. Bremanath R.	Image Processing & Fuzzy Logic	20.11.2017
Dr. Sitwat Langrial/Dr. Thandeka Fortunate	Preparing Research Papers for High Indexing Journals	21.02.2018
Dr. Sadish Sendil	Mapping ILO Attainment	11.02.2018
Dr. Sadish Sendil	GFP Audit Process	29.01.2018
Dr. Arturo Palaming	Program Specific Contemporary TLA Methods	22.01.2018
Mr. Sriram	Cross Sectional Mapping & Measuring ILOs	23.01.2018
Dr. Vijay Kumar	Facts & Figures of Ancient Mathematical Techniques	28.02.2018
Dr. Kala Kumari	Disaster Recovery and Business continuity Planning	08.03.2018
Dr. Stalin	Accounting Software in Real Business Scenario & Practical Assignments	15.03.2018
Dr. Prasad	Marketing of B-Schools in India	22.03.2018
Dr. Issa	The Entrepreneurship Ecosystem of Oman	29.03.2018
Dr. Aymen Abdelgadir	Sustainable Housing Priorities of Developed Countries	28.03.2018
Dr. Mohammed Ibrahim Abdelhady	Ways of Achieving Correlation between Authenticity and Contemporary Omani Architecture	14.03.2018
Dr. Mohammed Ibrahim Abdelhady	Automation Systems in Construction Sites using Construction Robots	25.03.2018
Dr. Sitwat Langrial, Dr. Thandeka, Mr. Sriram	Research Capacity Building	21.12.2017
Mr. Sriram	Orientation Seminar: Overview, Manuals and Policies	07.11.2017
Dr. Salah Al Khafaji	Academic Advising Process and its role in supporting Students	10.04.2018
Dr. Sitwat Langrial	Teaching-Research Nexus (Engineering Department)	15.07.2018
Dr. Mohammad Israr	Framework for Industrial Benchmarking in Logistic Centric activities through CRITIC analysis and KANO Questionnaire	09.05.2018

**Research Paper Publication in National & International Journals**  
**Department Wise Analysis AY 2017 – 2018**

Department	Total Number of Papers	Type of Research		
		Basic	Applied	Experimental
Business Admin	9	3	6	0
Information System & Technology	10	0	8	2
Engineering	11	0	9	2
English & Humanities	0	0	0	0
Total	30	3	23	4

**Research Paper Presentation in National & International Conferences**  
**Department Wise Analysis AY 2017 – 2018**

Department	Number of Papers
Business Admin	1
Information System & Technology	2
Engineering	2
English & Humanities	0
Total	5

## Research Publications Based on Indexing

Indexing	Publications
Scopus Sources List & Web of Science	9
Peer reviewed indexed platforms	21
Total	30

## Research Impact on Society (Based on ISI citations)

Serial No.	Department	Highly Cited Researchers	Total Citations
1	Information Systems & Technology (IST)	7	284
2	Engineering	3	181
3	Business Administration (BA)	2	24
<b>Total Researchers</b>		<b>12</b>	
<b>Total Citations</b>		<b>489</b>	

*\*\* This table is based on ISI citations only. It does not include other impact indicators.*

## Statistical Analysis on Community Oriented Research Publications, AY 2017/18

Publications	2017/18
International Journals **	18
National Journals	0
Books	0
International Conference Proceedings **	4
<b>Total Research Activities</b>	<b>22</b>

## Yearly Progress in Research & Publications at Sur University College (On-going)

Publications	2001-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	Grand Total
International Journals (Indexed/Peer Reviewed)	0	1	8	13	16	21	13	8	12	7	30	129
National Journals	3	2	4	0	0	0	0	0	0	0	0	9
Books / Chapters	0	0	2	3	3	0	3	3	2	1	5	22
International Conferences	0	2	12	15	19	8	6	4	4	--	5	75
National Conferences	0	0	2	0	2	5	2	1	3	--	0	15
<b>Total</b>	<b>3</b>	<b>5</b>	<b>28</b>	<b>31</b>	<b>40</b>	<b>34</b>	<b>24</b>	<b>16</b>	<b>21</b>	<b>8</b>	<b>40</b>	<b>250</b>

## Analysis of Research Publications – Alignment with Sur University College’s VMCs

### Vision Statement

*Sur University College aspires to be one of the most distinguished private universities in the Sultanate of Oman and beyond, committed to providing socio-economic transformation through quality education and research in preparing students for the future.*

### Mission Statement

*Sur University College strives to sustain institutional effectiveness, excellence in teaching, student support services, and professional and research activities to meet national and community goals through developing talented students.*

Below is an analysis highlighting research activity at Sur University College during the Academic Year 2017/18 through the lens of its Vision and Mission Statements.

<b>Research Activities</b>	<b>AY 2017/18</b>
International Journals	30
National Journals	0
Books	5
Book Chapters	0
International Conferences	5
National Conferences	0
Total Activities	40