



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

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(Affiliated to Bond University, Australia)  
P.O. Box.440, P.C. 411  
Sur, Sultanate of Oman**

## **From the Desk of the Editors**

It is an immense pleasure to enter into successful 2<sup>nd</sup> year of publishing **1<sup>st</sup> Issue of 2<sup>nd</sup> volume** of Half yearly bulletin (September 2010- March 2011) 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 which enabled us to have successfully completed the first year. We render our sincere thanks to the academicians, industry and community from entire 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.

In this issue, SUC faculty members have published research papers in 4 leading international journals and 7 international conferences. Also, 2 books have been published which are being sold internationally and contribution of 1 book chapter in a book that is being sold internationally.

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. 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, Editor – in - Chief**  
**Dr.A M Sakkthivel, Associate Editor**  
**Dr. Salah Al-Khafaji, Associate Editor**

## Contribution to Research, Publications, Consulting and Community Services by Faculty and other Staff of SUC March 2011

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

| Sl.No | Faculty  | Title   | Journal  |
|-------|--|---|--|
| 1     | Dr Salah Al-Khafaji<br>and Sriram B  | “Information Seeking – A<br>Knowledge Enhancement<br>Tool”  | <i>International Journal of<br/>Information Science and<br/>computer Mathematics</i><br>(ISSN: 1829-4969), Vol.2,<br>No.1, pp. 9-24 (December<br>2010)                                 |
| 2.    | Mr. Ali Hubais (Sur<br>University College)<br>and Stefanie Pillai<br>(University of<br>Malaya, Malaysia) | “An Instrumental Analysis of<br>English Vowels Produced by<br>Omanis”   | <i>Journal of Modern<br/>Languages</i> (ISSN:1675526X)<br>(a Journal of University of<br>Malaya), Vol.20, pp. 1-18<br>(2010)   |
| 3     | Dr A M Sakkthivel  | “Modeling of Determinants<br>Influence Consumer Behavior<br>Towards Different Technology<br>Products”                         | <i>International Journal of<br/>Electronic Finance,<br/>(Switzerland)</i> (ISSN: 1746-<br>0079 Print; ISSN: 1746-0077<br>Online), Vol.5, No.1, pp. 84-<br>103. (January 2011)          |
| 4     | Dr A M Sakkthivel  | “Empirical Investigation of<br>Determining Monetary and<br>Non-Monetary Styles of<br>Leisure Behavior deriving<br>Happiness”, | <i>Journal of Services<br/>Research</i> (ISSN: 0972-<br>4702) (International<br>Referred Journal) has been<br>selected for publication in<br>the forth coming Issue<br>(October 2011). |

### Books/Book Chapters Published Nationally/Internationally

| Sl.No | Faculty  | Title of the Book/Book Chapters   | Book/Publishers  |
|-------|--|---|--|
| 1     | Dr A M Sakkthivel and Sriram B   | Analysis and Risk Profiling of Omani Entrepreneurs – A Case Study”  | (Eds.) Kakar, Deepti, Kaur Dilpreet, and Ahuja, Yukti, <i>Entrepreneurship and Innovation: New Age Mantra</i> , 1 <sup>st</sup> Edition, Excel Publishers, (ISBN: 9789380697581), India. |
| 2.    | M. Zubi, Prof. <b>Ahmad Sharieh</b> , Suhair Abdullah, and Khalidah Zubi | <i>Computer and Software Packages- Basic Skills: Microsoft Windows 7 Office 2007: Hardware and Software (ICDL 5)</i>  | 1 <sup>st</sup> edition, ZamZam, Amman: Jordon, 2011. (2010/11/4208)   |
| 3.    | M. Zubi, Prof. <b>Ahmad Sharieh</b> , Suhair Abdullah, and Khalidah Zubi | <i>Computer and Software Packages- Basic Skills: Microsoft Windows XP Office 2007: Hardware and Software (ICDL 5)</i> | 1 <sup>st</sup> edition, ZamZam, Amman: Jordon, 2011. (2010/11/4212)   |

### Research Papers/Articles Presented in International Conferences

| Sl.No | Faculty                                    | Title  | Seminar/Conference   |
|-------|--|--|--|
| 1     | Thomas P Chandy and Dr Sajeev Surendranath | “RURAL MARKETING IN INDIA – Prospects and Challenges”  | At “ <b>International Conference on Rural Markets (ICRM) 2010</b> ”, School of Management and Business Studies, Mahatma Gandhi University, Kottayam, Kerala, India. November 29-30, 2010 |
| 2.    | Dr Sufian Eltayeb Mohamed                  | “Foreign Direct Investment, Absorptive Capacity and Growth in MENA countries: A Dynamic Panel Data Approach” | At “ <b>2<sup>nd</sup> International Conference on Applied Business and Economics</b> ”, Faculty of Business, Sohar University, Sultanate of Oman. December 14-15, 2010.                 |
| 3.    | Dr A M Sakkthivel and                      | Analysis and Risk Profiling of Omani Entrepreneurs”  | At “ <b>International conference on Entrepreneurship and</b>   |

|    |                           |   |   |
|----|---------------------------|---|---|
|    | Sriram B                  |   | <b>Innovation”</b> , JIMS, New Delhi, India. <b>5<sup>th</sup> February, 2011.</b>  |
| 4. | Dr A M Sakkthivel         | “Designing Strategic Framework to Manage the Impact of Global Business Environment on Management Education”         | <b>(Key Note Speaker), at “International Conference on the Impact of Global Business Environment and Management Education”</b> , Periyar Institute of Management Studies, Periyar University, India. <b>10 &amp;11, February, 2011.</b>   |
| 5. | Dr Sufian Eltayeb Mohamed | “Workers’ Remittances and Growth in MENA Labor Exporting Countries”   | At <b>“International Conference on Changing Structure of International Trade and Investment: Implications for Growth and Development”</b> , Department of Economics and Centre for WTO Studies, Jamia Millia Islamia ( A Central University), New Delhi, India.2-3 March, 2011. |
| 6. | Dr A M Sakkthivel         | “Designing A Strategic Conceptual Framework of In Store Promotion Practices to Influence Consumer Buying Decision”” | At <b>“UGC (Govt. of India) Sponsored Seminar on Innovative Management Practices”</b> , Department of Administration, Annamalai University, Annamalai Nagar, India. <b>10<sup>th</sup> March, 2011.</b>   |
| 7. | Mr. B Sriram              | Managing Educational Technology Innovations – Higher Education Perspectives "                                       | At <b>“UGC (Govt. of India) Sponsored Seminar on Innovative Management Practices”</b> , Department of Administration, Annamalai University, Annamalai Nagar, India. <b>10<sup>th</sup> March, 2011.</b>   |

### Contributed/ Participated/Attended Workshops/Conferences/Seminars

| Sl.No | Faculty                    | Title  | Workshop/Seminar/Conference  |
|-------|----------------------------|--|--|
| 1     | Prof. Ahmad Sharieh        | “Blended and Mobile Learning”  | Participated in the 1 <sup>st</sup> International Conference of the Omani Society for Educational Technology, Muscat, Sultanate of Oman. 6-8 <sup>th</sup> December 2011 |
| 2     | Prof. Ahmad Sharieh        | “The Grant Writing and Research Management Symposium”  | Participated in the Symposium University of Nizwa, Nizwa, Sultanate of Oman. 24-26 <sup>th</sup> January, 2011   |
| 3     | Dr. Sufian Eltayeb Mohamed | “The Grant Writing and Research Management Symposium”  | Participated in the Symposium University of Nizwa, Nizwa, Sultanate of Oman. 24-26 <sup>th</sup> January, 2011   |
| 4     | Prof. Ahmad Sharieh        | “Procedures for Establishing New Academic Programs in Private Higher Education Institutions” | Participated in the Workshop by Ministry of Higher Education, Aljsah, Muscat, Sultanate of Oman, 23 <sup>rd</sup> February, 2011   |