



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

**VOLUME 3**

**ISSUE 1**



**MARCH 2012**

**Published by  
OFFICE FOR ACADEMIC AND RESEARCH AFFAIRS,  
SUR UNIVERSITY COLLEGE**

(Affiliated to Bond University, Australia)

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

Sur, Sultanate of Oman

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

Email: [suc@suc.edu.om](mailto:suc@suc.edu.om)

Website: [www.suc.edu.om](http://www.suc.edu.om)

## **From the Desk of the Deanship**

It is an immense pleasure to step into a successful 3<sup>rd</sup> year by publishing 1<sup>st</sup> Issue of Volume 3 of Half yearly bulletin (March 2012 – September 2012) on “Research, Publications, Consulting and Community Services”, from the sprawling new campus of Sur University College.

We are happy to share that SUC has successfully completed 1<sup>st</sup> semester in the exquisite new campus and received accolades and appreciation students, faculty and community. 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 has instated a prestigious award for ‘Best Researcher’ in order to encourage the faculty members to involve in serious research and publications.

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. In this issue, we are happy to share the exhilarating statistics of research and publications achieved during last two years. 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 support which enabled us to step into the successful 3<sup>rd</sup> year of publishing 5<sup>th</sup> 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 16 leading international indexed and referred journals and 8 international/national conferences in Oman and India.

Dr A M Sakkthivel, is the recipient of the inaugural award of ‘Best Researcher’ for his contribution to research and publications (12 International Journals, 10 International conferences and 1 book chapter) during his tenure with SUC since February 2010. It is imperative to mention the faculty members who immensely contributed to research and publications viz.

We embarked on a journey to make this bulletin, an effective communicator to academia and industry with in and outside of Sultanate of Oman. We have covered a lot of milestones in the last 24 months, in terms of research and publications (34 International journals and 40 International/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**, Dean, Editor – in – Chief  
[ahmadsharieh@suc.edu.om](mailto:ahmadsharieh@suc.edu.om)



[sakkthivel@suc.edu.om](mailto:sakkthivel@suc.edu.om)  
**Dr. A M Sakkthivel**, Asst. Dean for Academic and Research Affairs, Associate Editor





[drsalah@suc.edu.om](mailto:drsalah@suc.edu.om)  
**Dr. Salah Al-Khafaji**, Asst. Dean for Students and Administrative Affairs,  
Associate Editor

**Contribution to Research, Publications, Consulting and  
Community Services by Faculty and Staff of SUC  
March 2012**

**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 &amp; Francis Group) has been selected for publication</p>	<p>Modeling the Impact of Marketing Information on Consumer Buying Behavior in a Matured Marketing Environment: An Exploratory of the Middle East Consumers</p>	 <p align="center"><b>Dr A M Sakkthivel and B Sriram</b></p>
<p><i>International Journal of Electronic Finance</i>, (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online) has been selected for publication in the forthcoming issue.</p>	<p>Modeling Consumer Choice (Buying) and Switching Behavior in a Restricted Marketing Environment</p>	 <p align="center"><b>Dr A M Sakkthivel</b></p>
<p><i>International Journal for Management Rivulet (IJMR)</i>, Vol. 2, No.1, pp.10-21 (ISBN: 0976 – 657X) (2011) (Peer Reviewed and Indexed International Journal).</p>	<p>Modeling the Impact Of Promotional Mix Variables On Consumer Buying And Decision Making Behavior Towards Mobile Communication Services</p>	 <p align="center"><b>Dr A M Sakkthivel</b></p>
<p><i>International Journal of Entrepreneurship and Small Business</i>, (ISSN 1476-1297 Print; ISSN: 1741-8054 Online) (International Indexed Journal, Inderscience Publications, Switzerland), Vol.15, No.3, pp.376-388. (2012)</p>	<p>Modeling the Determinants that Impact that Risk-taking and Entrepreneurship Behavior in Emerging Economics</p>	 <p align="center"><b>Dr A M Sakkthivel and B Sriram</b></p>

<p><b>Journal of Practicing Managers, Vol 02 (01)</b>  January – June, 2012,  (ISSN No. 2230-7419)  (Listed in UlrichWEB and Cabell’s Directory of Refereed Publications)</p>	<p>Knowledge Management and Role of Knowledge Managers in a Learning Resource Centre : a perception</p>	 <b>MKG Rajev</b>
<p><b>International Journal of Management, Entrepreneurship and Technology, USA</b> (ISSN: 2162-1578) 2011)  (International Peer Reviewed and Refereed Journal), Vol.1, No.1, pp. has been selected for publication in the forthcoming issue</p>	<p>Are the Same Determinants Influence Customer Satisfaction and Brand Loyalty – An Exploratory Study”</p>	<p><b>Dr A M Sakthivel and Babawale, Tinuke</b></p>
<p>World Academy of Science, Engineering and Technology Journal, Vol. 6, No. 60, pp. 1389-1395, 2011 ISSN 2010-376X (Print), ISSN 2010-3778(On-line) (Peer Reviewed and Indexed Journal) (2011)</p>	<p>A Robust Al-Hawalees Gaming Automation using Minimax and BPNN Decision</p>	 <b>Prof. Ahmad Sharieh and Dr R Bremananth</b>
<p>International Journal of Advanced Computer Science and Applications, Vol. 2, No.11 (ISSN : 2156-5570 (Online) &amp; ISSN : 2158-107X (Print) (2011)</p>	<p>Cryptosystem for Computer security using Iris patterns and Hetro correlators</p>	 <b>Dr R Bremananth and Prof. Ahmad Sharieh</b>
<p>World Academy of Science, Engineering and Technology, USA, Vol. 6, No.60, pp. 1574-1580, 2011, ISSN 2010-376X (Print), ISSN 2010-3778(On-line) (Peer Reviewed and Indexed Journal) (2011)</p>	<p>Localizing Acoustic Touch Impacts using Zip-stuffing in Complex k-space Domain</p>	 <b>Dr R Bremananth</b>
<p>International Journal of Computer Science and Information Security, Vol. 9, No.11, 2011, pp.8-15, 2011. ISSN: 1947-</p>	<p>Transformation Invariance and Luster Variability in the Real-Life Acquisition of Biometric Patterns</p>	<p><b>Dr R Bremananth</b></p>

5500:USA (Indexed Journal)		
Int. Jour. of Computer and Communication Engineering WASET, Vol. 6, pp. 55-62 (2012)	A Robust Diverged Localization and Recognition of License Registration Characters	<b>M Sankari, Dr Bremananth and Dr Meena</b>
Proc. of Int. Conf. on Advances in Recent Technologies in Communication and Computing 2011, Sep 14-15, 2011 © 2011 IET pp. 108-112 (All IET DL contents generally published in IEEE Xplore), indexed in IET Inspec, DBLP	Detecting Object From The Dynamic Background From The Noisy Image In Visual Surveillance	 <b>M Sankari and Dr Meena</b>
Proc. of Int. Colloquiums on Computer Electronics Electrical Mechanical and Civil September 20-21, 2011 © 2011 ACEEE. DOI: 02.CEMC.2011.01 pp.45-47, published in ACEEE journals which is submitted for indexing in DBLP, SCOPUS, IET INSPEC, EI, Google, DOAJ	Identifying An Object From The Dynamic Background Using Skeletanization In Visual Surveillance	<b>M Sankari and Dr Meena</b>
Chinese Business Review – Vol 11, Issue 1, pp: 128 – 137, ISSN: 1537 – 1506 – Peer Reviewed (2011)	Educational Software Development Life Cycle Stages	 <b>Dr Salah Al khafaji and Sriram B</b>
International Journal of Research in Commerce, IT and Management Vol 1, Issue 7 (2011) PP: 16 – 20, ISSN: 2231 – 5756 – Peer Reviewed	Educational Hypermedia – Impacts on Teaching and Learning Processes	<b>Dr Salah Al khafaji and Sriram B</b>

*International Journal of Computer Applications* 31(10):13-18, October 2011. Published by Foundation of Computer Science, New York, USA.  
– DOI: 10.5120/3860-5385 – Peer Reviewed

Educational Software Development – Users Requirement Analysis



**B Sriram**

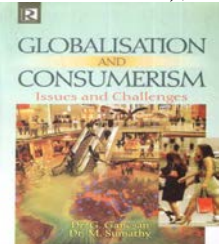
## Research Papers/Articles Presented in International/ National Conferences

Year & date	Faculty	Seminar/Conference & Title
2012 4 <sup>th</sup> March	Dr A M Sakkthivel and B Sriram	Presentation and publication at <b>Oman Management Symposium, IBRA College of Technology, IBRA, Sultanate of Oman.</b>  Modeling the Impact of Internal and External Variables on Risk Taking Behavior of Omani Entrepreneurs, - An Exploratory Study
2012 4 <sup>th</sup> March	Dr A M Sakkthivel and Yasir Ali Suliaman Al-Balushi	Presentation and publication at <b>Oman Management Symposium, IBRA College of Technology, IBRA, Sultanate of Oman.</b>  Building Conceptual Model of Marketing of Tourism for Oman
2012 Feb 28-29	MKG RAJEV	<b>International Conference on Knowledge Management &amp; Resource Sharing (ICKMARS 2012)</b> ”, Waljat College of Applied Sciences, Muscat, Sultanate of Oman, Role of Automation of Learning Resource Centre in Academic Environment: A Perception
2012 January 19-21	MKG RAJEV	<b>National Conference on Innovative Library Services in Digital Era</b> ” at Dr.Mahalingam College Of Engineering and Technology, Pollachi, Influence on Customer Relationship Management and Marketing of Information Services in Academic Environment
2012	Dr A M Sakkthivel and	<b>International Conference in Marketing</b> , Indian Institute of Management, Lucknow, India.



12-14 <sup>th</sup> January	Ponraj J.	Impact of Internal and External Promotion Variables on Consumer Buying Behavior in Emerging Economy – An Exploratory Study
2011 Dec 9-11	M Sankari and Dr Meena	PSG College of Tech. Vehicle Identification In Visual Surveillance “International Conference on Advances in Computing
2011 17-19, November.	MKG RAJEV	<b>National Conference on Transformation of Agricultural Libraries in collaborative Era</b> ”, Dr. Y. S. Parmar University of Horticulture & Forestry, Nauni, Solan (H.P),  Evolution of Information Seeking Behavior in Electronic Environment in Libraries : A paradigm approach
2011 September 20-21	M Sankari and Dr Meena	Proc. of Int. Colloquiums on Computer Electronics Electrical Mechanical and Civil © 2011 ACEEE. DOI: 02.CEMC.2011.01 pp.45-47, published in <b>ACEEE journals which is submitted for indexing in DBLP, SCOPUS, IET INSPEC, EI, Google, DOAJ.</b> Identifying An Object From The Dynamic Background Using Skeletanization In Visual Surveillance

## Books/Book Chapters Published Nationally/Internationally

Title of the Book/Book Chapters & faculty	Book/Publishers
<p><b>Consumer Choice and Switching Behavior – An Empirical Investigation</b></p> <p><b>Dr A M Sakkthivel and Thomas P. Chandy</b></p>	<p>(Eds.) Ganesan, G. and Sumathy, M, <i>Globalization and Consumerism: Issues and Challenges</i>. 1st Edition. Regal Publications (ISBN: 9788184841336), India. (2012)</p> 
<p><b>Managing Technology Innovations – Higher</b></p>	<p><b>Educational</b> (Eds) Karthikeyan B., Pragadeeswaran S., Panchanathan N., - Innovative Management Practices – 1<sup>st</sup> Edition – ISBN: 978 –</p>



Education Perspectives

81 - 920303 – 9 – 5

**B Sriram**

**Consortia and Prospects of Libraries in Academic Environment”** (Eds.) Veeranjaneylu, K, Mahabatra Rabindra K and Vishaki P, *Library Services in the Knowledge Web*, 1<sup>st</sup> Edition, New India Publishing Agency, India. (2011)

**MKG Rajev**

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

<b>Year &amp; date</b>	<b>Title</b>	<b>Workshop/Seminar/Conference &amp; Faculty</b>
26 March 2012	<b>Graduates in the Oil and Gas Industry: Reality and Expectations</b>	Attended one day seminar, by Ministry of Higher Education and Ministry of Oil and Gas. <b>Prof Ahmad Sharieh</b>
17-19 March 2012	<b>Moving Mountains – Entrepreneurship- Through Higher Education</b>	Participating in the 3-days Workshop: Moving Mountains –Entrepreneurship- Through Higher Education, Golden Tulip Hotel. Organized by the Ministry of Higher Education (MoHE) in partnership with The Research Council and the Central University of Finance and Economics in China, Golden Tulip Hotel, Muscat, Oman. <b>Prof Ahamd Sharieh</b>
2012 4 <sup>th</sup> March	<b>Oman Management Symposium</b>	Participated in Oman Management Symposium, IBRA College of Technology, IBRA, Sultanate of Oman. <b>Prof. Ahmad Sharieh</b>
2012 20-21 <sup>st</sup> February	<b>Quality Management and Enhancement in Higher Education</b>	Participated in Oman Quality Network in Higher Education Regional conference, Intercontinental Hotel, Muscat, Sultanate of Oman. <b>Prof. Ahmad Sharieh, Dr A M Sakkthivel B Sriram</b>
2011 20-21 <sup>st</sup> December,	<b>Communication between Family, School, and Community</b>	Participated in Seminar of Communication between Family, School and Community, Province of South East, Sur, Sultanate of

		Oman. <b>Prof. Ahmad Sharieh</b>
<b>2012</b> <b>17<sup>th</sup> January,</b>	<b>Economic Development of Province of North and South East</b>	Attended: Economic Forum, Sur Beach hotel, Sur, Sultanate of Oman. <b>Prof. Ahmad Sharieh</b>
<b>2012</b>	<b>Oman Economic Society Conference</b>	Participated in Oman Economic Society Conference, Muscat, Sultanate of Oman. <b>Dr Tarig</b> <b>Dr Sufian</b>
<b>2012.</b> <b>January 24<sup>th</sup>,</b>	<b>Electronic Resources of Learning Resources Centre of SUC- with Special Reference to ACM and IEEE</b>	Conducted Workshop for the faculties and staff of SUC, SUC Information Technology Theatre <b>MKG Rajev</b>
<b>2012</b> <b>8<sup>th</sup> January</b>	<b>Omani Environment Day</b>	Attended the programm in Sur College of Applied Sciences, Sur, Sultanate of Oman. <b>Prof Ahmad Sharieh</b>
<b>2012</b> <b>8<sup>th</sup> January</b>	<b>Omani Environment Day</b>	Attended the programme in Sur College of Applied Sciences, Sur, Sultanate of Oman. <b>Ali ALqasmi, Ahmad Al Jalad, Michael</b>
<b>2012</b>	<b>Key Performance Indictors in Higher Education Institutions of Oman</b>	Participated in the workshop, Holiday Inn, Muscat, Sultanate of Oman. <b>Prof. Ahmad Sharieh and Mr. B Sriram</b>
<b>2012</b>	<b>Preparing Quality Audit Portfolio – ADRI Model</b>	Conducted workshop for Quality Assurance Unit, Sur College of Applied Sciences, Sur, Sultanate of Oman. <b>Prof. Ahmad Sharieh and Mr. B Sriram</b>

## Awards/Accolades for College/Department/Faculty Member



**Year of given awards (2010-2011)**

<b>Name of Award</b>	<b>faculty/ department</b>
<b>The Best Researcher</b>	<b>Dr A M Sakkthivel</b>
<b>Best Teacher in Foundation- English</b>	<b>Mr. Timothy Joseph</b>
<b>Best Teacher in Foundation - Mathematics</b>	<b>Ms. Shayma Al Tabib</b>
<b>Best Teacher in Business Administration</b>	<b>Mr. Thomas Chandy</b>
<b>Best Teacher in IT/IS</b>	<b>Dr Salah Al Khafaji</b>
<b>Best Administrative Staff</b>	<b>Mr. Said ALOrimi</b>
<b>Best Technician</b>	<b>Mr. Abhilash M</b>