



**SUC  
RESEARCH, PUBLICATIONS, CONSULTING  
AND COMMUNITY SERVICES  
A BI ANNUAL BULLETIN**

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SUR UNIVERSITY COLLEGE**

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

It gives us great pleasure to announce the commencing of a successful 6<sup>th</sup> year of research publications. By publishing the 1<sup>st</sup> Issue of Volume 6 of our Bi-Annual Bulletin of Research Publications (September 2014 – March 2015). This will feature, “Research Publications, Consultancy, and Community Services”, originating from the new exquisite Sur University College campus.

We are happy to share the announcement that SUC has successfully completed three full academic years at our new beautifully appointed campus, (2011 - 2012, 2012 – 2013, and 2013 – 2014). During this period the SUC administration has received many accolades along with the deep appreciation of the students, faculty and the community at large. One such appreciation of the faculty is extended to SUC, as one amongst only a few campuses in The Sultanate of Oman that have excellent housing accommodations for the faculty members. Having this security is very much appreciated and welcomed by the faculty.

The SUC faculty members have continually excelled in the research and publications arena by publishing scientific papers in the leading journals and conferences around the world. This Bi-Annual Research Bulletin continues to inspire readers from in and around The Sultanate of Oman. SUC vows to continue its journey as a beacon of excellence in the researching of written publications among the higher educational institutions throughout the Sultanate of Oman. The intent of SUC is to continually spread awareness of the significance that research publications hold for the future growth and development of intellectual capital in the higher educational institutions, society, and the nation as a whole. This will also show case the rewards of an excellent SUC Strategic Plan by synergizing the focus on teaching and research projects that have led to publications around the world.

At this juncture, we would like to reiterate that our primary goal of this bi-annual bulletin is to document, show case, appreciate, and publicize the many dedicated contributions of the faculty and other staff members of SUC towards research, publications, consultancy and community services. We profoundly thank all the faculty members of SUC for their continuous unequalled support which has enabled us to reach a vital milestone of successfully entering our 6<sup>th</sup> year of publishing of the 11<sup>th</sup> issue (Vol. 6, No 1).

We also would like to sincerely thank the academicians, industry and the community in their entirety from The Sultanate of Oman, for their unwavering support and dedication to excellence.

In this issue, SUC faculty members have published research papers in four leading International indexed referred journals plus three International journals (ASREN 2014) in Al Ain, Dubai, and Oman. It is also imperative to mention that the faculty members have published one book chapter in the leading edited books, and the hand books of research from the U.S.A. (IGI Global USA etc.)

We at SUC have embarked on a journey to make this bi-annual bulletin an effective instrument of communication to academia and industry throughout the Sultanate of Oman. In the beginning of the sixth year we are proud to exhibit the publications achieved through the past 5 years. In terms of research and publication activities totaling 182 contributions including, (81 leading indexed journals, 9 leading national journals, 14 books or book chapters, 66 leading International and 12 National conferences). The SUC Bi-Annual Bulletin of Research Publications has lived up to and passed our expectations.

We are very proud to say that SUC could be claimed as one of the leading higher educational institutions housing some extremely talented and dedicated faculty members. Also who are well versed in the cutting edge research works and have significantly contributed to the new age research through publications in leading International indexed /referred journals and conferences around the world. The SUC Bi-Annual Research Bulletin enjoys the uniqueness among the higher educational institutions in Oman. This brings awareness to the academia, industry and community of the benefits that research and developmental activities that are happening at SUC. Hence, we extend a warm welcome of the continuous support that academicians, industry and community share and collaborate with us to understand and utilize the many educational services provided by the Sur University College.



**Prof. Dr. Ahmad Sharieh**, Full Professor and **Dean**, Editor – in – Chief  
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**Prof. Dr. A M Sakkthivel**, Full Professor and Asst. Dean for Academic and Research  
Affairs, Executive Editor

**OUR STEPS OF SUCCESS (ALL ISSUES)**

<b>Vol.3, No.2 September 2012 – March 2013</b>  <b>6<sup>th</sup> Issue</b>	<b>Vol.4, No.1 March 2013- September 2013</b>  <b>7<sup>th</sup> Issue</b>	<b>Vol.4, No.2 September 2013-March 2014</b>  <b>8<sup>th</sup> Issue</b>	<b>Vol.5, No.1 March 2014- September 2014</b>  <b>9<sup>th</sup> Issue</b>	<b>Vol.5, No.2 September 2014-March 2015</b>  <b>10<sup>th</sup> Issue</b>
<b>Vol.1, No.1 March 2010- September 2010</b>  <b>1<sup>st</sup> Issue</b>	<b>Vol.1, No.2 September 2010 – March 2011</b>  <b>2<sup>nd</sup> Issue</b>	<b>Vol.2, No.1 March 2011- September 2011</b>  <b>3<sup>rd</sup> Issue</b>	<b>Vol.2, No.2 September 2011 – March 2012</b>  <b>4<sup>th</sup> Issue</b>	<b>Vol.3, No.1 March 2012- September 2012</b>  <b>5<sup>th</sup> Issue</b>

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

**March 2015**

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

Name of Journal	Title of paper	Faculty
<p><i>Journal of Services Research</i> (ISSN: 0972-4702) (International Referred Journal), Vol.15, No.3, (Selected for publication) (2015)</p>	<p>Investigation of Personal and Social Behavioral Styles that Derives Happiness: An Empirical Investigation on the Leisure Behavior of Women from Islamic Religion</p> <p>Vol.15, No.3,</p>	 <p><b>Prof. Dr A M Sakkthivel and Mr. B Sriram</b></p>
<p>International Research: Journal of Library &amp; Information Science (ISSN: 2249 – 0213) 2014</p>	<p>An Evaluation of User Satisfaction on Library Promotional and Staff Support Services at Sur University College, Sultanate of Oman</p> <p>Vol.4, No.4. 417-430</p>	 <p><b>MKG Rajev and B Sriram</b></p>
<p>International Journal of Medical, Health, Pharmaceutical and Biomedical Engineering</p>	<p>Brain Image Segmentation Using Conditional Random Field Based On Modified Artificial Bee Colony Optimization Algorithm</p> <p>Vol:8 No:9, 2014</p>	 <p><b>Dr. R Bremananth</b></p>

<p>International Proceedings of Chemical, Biological &amp; Environmental Engineering (IPCBE) ISSN 2010-4618</p>	<p>Drying characteristics of lemongrass in solar assisted chemical heat pump dryer</p> <p>Vol. 77 2014, pp: 39-43</p>	 <p><b>Dr. Mustafa I. Fadhel</b></p>
<p>Asian Journal of Research in Banking and Finance (Asian Research Consortium)</p>	<p>A Case Study on E Banking Services and Customer Satisfaction in Sultanate of Oman</p> <p>Vol.4, No.12 (December)</p>	 <p><b>Dr. Dileep Kumar and B Sriram</b></p>

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

Year & date	Faculty	Seminar/Conference & Title
<p><b>2015 7 January</b></p>	<p><b>Dr Arturo Palaming</b></p>	<p>Presented and published in <b>1<sup>st</sup> ELT Professional Development Symposium. English Language Center. Higher College of Technology, Muscat, Sultanate of Oman.</b></p> <p>Notions of Good Teaching in ELT Classrooms</p>
<p><b>2014 14-16 December</b></p>	<p>Dr. Ayman K. Abdelgadir</p>	<p>Presented and published at Proceedings of International Scientific Conference CIB-MENA "Smart, Sustainable and Healthy Cities, 14-16 December, Abu Dhabi-UAE.</p> <p>Sustainable Housing Priorities in a less developed country (Case of Sudan)</p>
<p><b>2014 14-16 December</b></p>	<p><b>Dr. Laura M. Strachan and Prof. Moawiyah M. Ibrahim</b></p>	<p>Presented and published in <b>Water and Life in Arabia Conference in the UAE.</b> The Abu Dhabi Tourism &amp; Culture Authority event was</p>

		held in Al-Ain, UAE  Wadi Bani Kharous: Populations and Water Systems
<b>2014 10-12 December</b>	<b>Prof. Dr. Ahmad Sharieh &amp; Assoc. Prof. Dr. R.Bremananth</b>	Presented and published at <i>scientific contribution section</i> in the 4th International Platform on Integrating Arab e-Infrastructure in a Global Environment. e-AGE 2014. <b>December 10-12, 2014.</b> Muscat. Oman. This conference is hosted by <b>The Research Council of Oman.</b> (TRC). <b>Venue : Grand Hyatt Hotel, Muscat</b>  An efficient Approach of e-Iris Enrolling and Authentication for FS e-Apps
<b>2014 23-25 November</b>	Dr. Ayman K. Abdelgadir & Dr. Mustafa I. Fadhel	Presented and published at <i>Proceedings of SEEP2014, 23-25 November 2014, Dubai-UAE.</i>  Review on developing a residential projects sustainability assessment tools for developing countries (with a focus in greater Khartoum)

## Books/Book Chapters Published Nationally/Internationally

Title of the Book/Book Chapters & faculty	Book/Publishers
<p>Examining the Brand Communications Tools that Impact Brand Preferences of Women Consumer Buying Intentions: Empirical Investigation of Middle East</p> <p><b>Prof. Dr. A M Sakkthivel and B Sriram</b></p>	<p>(Ed.) Theodosios Tsiakis, <i>Handbook of Research on Innovations in Marketing Information Systems</i>, IGI-Global, Hershey, PA, USA (Selected for Publication)</p>
<p>The Tangible and Intangible Cultural Landscape of Wadi Bani Kharous: Investigations in the Sultanate of Oman</p> <p><b>Dr. Laura M. Strachan and Prof. Moawiyah M. Ibrahim</b></p>	<p>Ministry of Heritage and Culture, Sultanate of Oman (Selected for publication)</p>
<p><b>Energy and Materials Research for the Future</b></p> <p>Mustafa I. Fadhel and Yijin Wu</p>	<p>Selected, peer reviewed papers from the 2014 2nd International Conference on Future Energy &amp; Materials Research (FEMR 2014), December 24-25, 2014, Wuhan, China TRANS TECH PUBLICATIONS (TTP)</p>

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



Year & date	Title	Workshop/Seminar/Conference & Faculty
<p>19 March 2015</p>	<p>Workshop on institution, standards , assessment, project,.</p>	<p>Participated the workshop with related to assessment criteria for accreditation with Ministry of Higher Education, MOHE Building, Muscat, Sultanate of Oman.</p> <p><b>Prof. Dr. Ahmad Sharieh and B Sriram</b></p>
<p>15,16,18,19 March 2015</p>	<p><b>Electronic databases at SUC</b></p>	<p>Conducted a workshop on Electronic Databases at SUC at LRC Lab for SUC Community at Sur University College</p> <p><b>Dr. Laila Samea and Mr. MKG Rajev</b></p>



<b>12 March, 2015</b>	<b>How to cite your references</b>	Conducted a workshop on How to cite your references at LRC Lab for SUC Community at Sur University College <b>Dr. Laila Samea and Mr. MKG Rajev</b>
<b>2 March 2015</b>	<b>Preparing Strategic Plan for the Initiative: Sur Health City</b>	Conducted a workshop on preparing strategic plan, Sur Health City, Ministry of Health, Sur, Sultanate of Oman. <b>Prof. Dr. Ahmad Sharieh</b>
<b>25 February 2015</b>	<b>Future Entrepreneurs</b>	Participated the workshop conducted by Oman Chamber of Commerce and Industry, Al Sarqiya Governate Branch, Sur. Sultanate of Oman. <b>Mr. Ali Al-Oraimi</b>
<b>25-25 February 2015</b>	<b>3<sup>rd</sup> Conference on Quality Management and Quality Enhancement in Higher Education</b>	Participated the 3 <sup>rd</sup> Conference on Quality Management and Quality Enhancement in Higher Education, Crown Plaza Hotel, Muscat, Sultanate of Oman.. <b>Mr. Raqiya Al Darwishi</b>
<b>24 February 2015</b>	<b>SUC Online Library Catalog</b>	Conducted a workshop on SUC Online Library Catalogue & Electronic Databases for SUC Community at LRC Lab, Sur University College, Sur, Sultanate of Oman <b>Dr. Laila Samea and Ms. Ruqiya</b>
<b>14 February 2015</b>	<b>ELTPN Conference : Practical Ideas in the Class Room</b>	Participated the ELTPN conference by British Council of Oman and Cambridge University Press, College of Banking and Financial Studies, Muscat, Sultanate of Oman. <b>Dr. Arturo Palaming Dr Maricel Palaming Ms. Clarissa Palaming</b>
<b>10-12 December 2014</b>	<b>4th International Platform on Integrating Arab e-Infrastructure in a Global Environment, e-AGE 2014</b>	Participated in the conference 4th International Platform on Integrating Arab e-Infrastructure in a Global Environment, e-AGE 2014, <b>December 10-12, 2014</b> , Muscat, Oman. This conference is hosted by <b>The Research Council of Oman</b> . (TRC). <b>Venue : Grand Hyatt Hotel, Muscat</b> <b>Prof. Dr. A M Sakkthivel</b>

<b>10 December 2014</b>	Draft of Higher Education Law	Participated in the workshop by MOHE at Grand Hormuz Hotel, Muscat, Sultanate of Oman  <b>Prof. Dr. Ahmad Sharieh</b>
<b>2 December 2014</b>	Private colleges and universities Meet with Undersecretary, MOHE	Attended the meeting with Undersecretary of MOHE, MOHE Building, Muscat, Sultanate of Oman  <b>Prof. Dr. Ahmad Sharieh</b>

### LEADING CONTRIBUTORS OF SUC RESEARCH AND PUBLICATIONS (2010-2015)

Faculty Name	Department	International/ National Journals	International/ National Conferences	Book/ Book Chapters	Grand Total per Faculty
  <b>Prof. Dr Ahmad Sharieh</b> <b>Full Professor &amp; Dean</b>	<b>IST</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>19</b>
  <b>Prof. Dr. A M Sakkthivel</b> <b>Full Professor of Marketing &amp; Asst.</b>	<b>BA</b>	<b>18</b>	<b>17</b>	<b>4</b>	<b>39</b>

<b>Dean for Academic and Research Affairs</b>					
 <b>Dr Salah Al Khafaji</b> <b>Associate Professor</b>	<b>IST</b>	<b>9</b>	<b>5</b>	<b>1</b>	<b>15</b>
 <b>Dr R Bremananth</b> <b>Associate Professor</b>	<b>IST</b>	<b>13</b>	<b>5</b>	<b>0</b>	<b>18</b>
 <b>Mr. Sriram</b> <b>Instructor &amp; Director – Quality Assurance</b>	<b>IST</b>	<b>25</b>	<b>11</b>	<b>3</b>	<b>39</b>
 <b>Mr. Rajev</b> <b>Instructor &amp; LRC Manager</b>	<b>LRC</b>	<b>7</b>	<b>12</b>	<b>5</b>	<b>24</b>

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

Year of given awards (2013-2014)

Name of Award	faculty/ department
<b>The Best Researcher</b>	<b>Prof. Dr A M Sakkthivel/Business Administration and Mr. B Sriram/IST</b>
<b>Best Teacher in Foundation- English</b>	<b>Dr. Maricel/General Foundation</b>
<b>Best Teacher in Business Administration</b>	<b>Dr Dileep Kumar/Business Administration Department</b>
<b>Best Teacher in Engineering</b>	<b>Dr. Laura/Engineering Department</b>
<b>Best Teacher in IT/IS</b>	<b>Dr. Laila/IT/IS Department</b>
<b>Best Teacher in Mathematics</b>	<b>Mr. Murad/Mathematics</b>
<b>Asian Education Leadership Awards</b>	<b>Mr. Thomas Chandy/Business Administration</b>





**Year-wise Progress of Research and Publications in SUC: 2001 -2015  
(In Progress)**

**Articles Published)**

<b>Publications</b>	<b>2001-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>	<b>2011-2012</b>	<b>2012-2013</b>	<b>2013-2014</b>	<b>2014-2015*</b>	<b>Grand Total</b>
<b>International Journals (Indexed/Referred/Peer reviewed)</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>13</b>	<b>16</b>	<b>21</b>	<b>13</b>	<b>8</b>	<b>81</b>
<b>National Journals</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>Book/Book Chapters</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>14</b>
<b>International Conferences</b>	<b>0</b>	<b>2</b>	<b>12</b>	<b>15</b>	<b>19</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>66</b>
<b>National Conferences</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>12</b>
<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>13</b>	<b>182</b>
<b>Cumulative Growth Rate</b>	<b>0</b>	<b>66%</b>	<b>933%</b>	<b>1033%</b>	<b>1333%</b>	<b>1033%</b>	<b>633%</b>		<b>5900%</b>

- In Progress\*

**Publication of No. of Articles – Mapping of No. of Journals Vs Country of Publication**

<b>No. of Articles</b>	<b>No. of Journals</b>	<b>Country</b>
<b>10</b>	<b>3</b>	<b>Switzerland &amp; UK</b>
<b>1</b>	<b>1</b>	<b>Canada</b>
<b>27</b>	<b>18</b>	<b>USA</b>
<b>1</b>	<b>1</b>	<b>Saudi Arabia</b>
<b>12</b>	<b>14</b>	<b>India</b>
<b>1</b>	<b>1</b>	<b>Oman</b>

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

<b>Name of Journal</b>	<b>No. of Scientific Papers</b>	<b>Place of Publication</b>	<b>Publisher</b>
<b>International Journal of Mobile Communications (Social Science Cited Index)</b>	1	Switzerland & UK	Inderscience
<b>Journal of Promotion Management</b>	2	USA	Taylor & Francis
<b>Journal of Internet Banking &amp; Commerce</b>	1	Canada	Arraydev
<b>International Journal of Entrepreneurship and Small Business</b>	1	Switzerland & UK	Inderscience
<b>Journal of Services Research</b>	2	India	IIMT
<b>Journal of Computer &amp; Information Sciences</b>	1	Saudi Arabia	Kind Saud University Press (Elsevier)
<b>IIM B Management Review</b>	1	India	Science Direct
<b>International Journal of Electronic Finance</b>	8	Switzerland & UK	Inderscience
<b>Journal of Indian Management &amp; Strategy (JIMS 8M)</b>	1	India	Indian Journals
<b>International Journal of Management, Entrepreneurship and Technology</b>	1	USA	IJMET

<b>Oman Journal of Applied Sciences</b>	1	Oman	College of Applied Sciences, Oman
<b>Geo Carto International</b>	1	USA	Taylor & Francis
<b>British Journal of Advanced Academic Research</b>	1	UK	Sachajournals
<b>International Journal of Advanced Computer Science and Applications</b>	1	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Mathematical, Computational Science and Engineering</b>	1	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Computer Science and Information Security</b>	2	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Electrical and Electronics Engineering</b>	1	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Computer Science Issues</b>	4	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Computer and Communication Engineering</b>	3	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Computer, Information Science, and Engineering</b>	1	USA	World Academy of Science, Engineering and Technology
<b>Chinese – US Business Review</b>	1	USA	David Publishing
<b>International Journal of Computer and Information Engineering</b>	2	USA	World Academy of Science, Engineering and Technology
<b>International Journal of Marketing and Technology</b>	2	USA	IJMRA
<b>Library Progress International</b>	1	India	Indian Journals
<b>DESIDOC Journal of</b>	1	India	DRDO



<b>Library and Information Technology</b>			
<b>International Journal of Management, IT and Engineering</b>	1	India	IJMRA
<b>Excel International Journal Of Multidisciplinary Management Studies</b>	1	USA	Excel Journals
<b>International Journal of Engineering and Electronic Business</b>	1		MECS Press
<b>International Journal of Library and Information Management</b>	1	India	Academic Research Journals
<b>International Journal of Recent Trends in Mathematics &amp; Computing</b>	1	India	Titsbhiwani
<b>Zenith International Journal of Multidisciplinary Research</b>	1	India	Zenith Journals
<b>International Journal of Financial Management</b>	1	India	Indian Journals
<b>Journal of Practicing Managers</b>	1	India	BCIPS
<b>International Journal of Mathematical, Computational Science and Engineering</b>	1	USA	World Academy of Science, Engineering and Technology
<b>Education and Information Technologies</b>	1	USA	Springer
<b>International Journal of Computer Science and Information Security</b>	2	USA	World Academy of Science, Engineering and Technology