



**SUC
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AND COMMUNITY SERVICES
A BI ANNUAL BULLETIN**

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SUR UNIVERSITY COLLEGE**

(Affiliated to Bond University, Australia and American University in Cairo, Egypt)

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From the Desk of *the Editors*

It gives us great pleasure to announce the commencing of a successful 6th year of research publications. By publishing the 2nd Issue of Volume 6 of our Bi-Annual Bulletin of Research Publications (March – September 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 four full academic years at our new beautifully appointed campus, (2011 - 2012, 2012 – 2013, and 2013 – 2014, 2014-2015). 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 entered our 6th year of publishing of the 12th issue (Vol. 6, No 2).

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.

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 188 contributions including, (86 leading indexed journals, 9 leading national journals, 15 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.



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Prof. Dr. A M Sakkthivel, Full Professor and Asst. Dean for Academic and Research
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Contribution to Research, Publications, Consulting and Community Services by Faculty and Staff of SUC

September 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>Prof. Dr A M Sakkthivel and Mr. B Sriram</p>
<p><i>Journal of Internet Banking and Commerce (JIBC)</i>, (ISSN: 1204-5357) (Scopus Indexed) (2015) (September)</p>	<p>Influence of Social Network Websites over Women Consumers from Islamic Religion: A Structural Equation Modelling Approach</p> <p>Vol.20, No.2</p>	 <p>Prof. Dr A M Sakkthivel and Mr. B Sriram</p>
<p><i>International Journal of Engineering Innovations and Research</i></p>	<p>An Experimental study of a small-scale solar assisted absorption cooling system for Tropical climate</p> <p>Vol.4, No.2, pp. 441-445</p>	 <p>Dr. Mustafa I. Fadhel</p>

<p><i>International Journal of Contemporary Engineering Sciences</i> ISSN 1313-6569 (print), ISSN 1314-7641 (online)</p>	<p>Load Re-balancing for Distributed File System with Replication Strategies in Cloud Vol. 8, no. 10, pp.447-451</p>	 Dr. Surendran
<p><i>ARPN Journal of Engineering and Applied Sciences</i> ISSN 1819-6608)</p>	<p>An Improved Solution for Resource Management based on Elastic Cloud Balancing and Job shop Scheduling Vol. 10, no. 18, pp.8205-8210</p>	 Ms. T Tamilvizhi, DR. Parvatha Varthini and Dr. Surendran
<p><i>International Journal of Library and Information Science: (ISSN: 2141-2626) (2015) (September)</i></p>	<p>Academic library consortia in Arab countries: An investigating study of origins, development, and services." International Journal of Library and Information Science Vol.7, No.7, pp. 130-147.</p>	 Dr. Laila Sayed Samea
<p><i>Journal of King Saud University - Architecture and Planning (2015) (July)</i></p>	<p>Entitled "Developing a Sustainable Assessment Tool for Residential Projects. (The Case of Khartoum) Vol.27, No.2</p>	 Dr. Abdelgadir, Ayman K. and Abuelzain, Omar A.

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>Prof. Dr. A M Sakkthivel and B Sriram</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>




Contributed/ Participated/Attended Workshops/Conferences/Seminars

Year & date	Title	Workshop/Seminar/Conference & Faculty
<p>8-9 April 2015</p>	<p>ENGLISH DEVELOPMENTAL WORKSHOP: CURRICULUM</p>	<p>Participated the workshop with related to development of curriculum, Sur College of Applied Sciences, Sur, Sultanate of Oman.</p> <p>Dr. Arturo Palaming Dr Maricel Palaming</p>
<p>23-24 April 2015</p>	<p>INTERNATIONAL ELT CONFERENCE</p>	<p>Participated the 15th International ELT conference at Sultan Qaboos University, Muscat, Sultanate of Oman.</p> <p>Ms. Sudha Ms. Sajida</p>
<p>30 April 2015</p>	<p>ENGAGING STUDENTS IN COMMUNITY-BASED LEARNING ROJECTS: FOCUS ON CRITICAL THINKING, PROBLEM SOLVING AND LANGUAGE SKILLS</p>	<p>Participated the workshop at Language Center, Sultana Qaboos University, Muscat, Sultanate of Oman.</p> <p>Dr. Arturo Palaming Dr Maricel Palaming Ms. Clarissa Palaming</p>

	How to do a cutting edge research through SEM	Conducted the workshop for faculty members at Business Theatre, Sur University College, Sur, Sultanate of Oman. Prof. Dr. A M Sakthivel Mr. B Sriram
12-13 May 2015	1st Symposium of Communication, Information Technology, and Applied Biotechnology “ Current Trends and Future Schope)	Participated a symposium at Sur College of Applied Sciences, Sur, Sultanate of Oman. Prof. Dr. Ahmad Sharieh
10 June 2015	Preparation of SER for GFP and Quality Audit	Conducted a workshop on preparing SER for GFP and Quality Audit, Engineering Theatre, Sur University College, Sur, Sultanate of Oman. Prof. Dr. Ahmad Sharieh Mr. B Sriram
24 June 2015	Preparation of ISAA and Criterion Rating	Conducted a workshop on preparing ISAA and criterion rating, Engineering Theatre, Sur University College, Sur, Sultanate of Oman. Prof. Dr. Ahmad Sharieh Mr. B Sriram
1 July 2015	Workshop on Completing SER using ADRI and Standard Rating	Conducted a workshop on completing SER using ADRI and Standard rating, Engineering Theatre, Sur University College, Sur, Sultanate of Oman. Prof. Dr. Ahmad Sharieh Mr. B Sriram

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
 Prof. Dr Ahmad Sharieh Full Professor & Dean	IST	6	8	5	19
 Prof. Dr. A M Sakkthivel Full Professor of Marketing & Asst. Dean for Academic and Research Affairs	BA	19	17	4	40
 Dr Salah Al Khafaji Associate Professor	IST	9	5	1	15

 <p>Dr R Bremananth Associate Professor</p>	IST	13	5	0	18
 <p>Mr. Sriram Instructor & Director – Quality Assurance</p>	IST	26	11	3	40
 <p>Mr. Rajev Instructor & LRC Manager</p>	LRC	7	12	5	24

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

Articles Published)

Publications	2001-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016*	Grand Total
International Journals (Indexed/Referred/Peer reviewed)	0	1	8	13	16	21	13	8	6	86
National Journals	3	2	4	0	0	0	0	0	0	9
Book/Book Chapters	0	0	2	3	3	0	3	3	1	15
International Conferences	0	2	12	15	19	8	6	4	0	66
National Conferences	0	0	2	0	2	5	2	1	0	12
Total	3	5	28	31	40	34	24	16	7	188
Cumulative Growth Rate	0	66%	933%	1033%	1333%	1033%	633%			5900%

- In Progress*

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

No. of Articles	No. of Journals	Country
10	3	Switzerland & UK
1	1	Canada
32	22	USA
2	2	Saudi Arabia
12	14	India
1	1	Oman

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

Name of Journal	No. of Scientific Papers	Place of Publication	Publisher
International Journal of Mobile Communications (Social Science Cited Index)	1	Switzerland & UK	Inderscience
Journal of Promotion Management	2	USA	Taylor & Francis
Journal of Internet Banking & Commerce	2	Canada	Arraydev
International Journal of Entrepreneurship and Small Business	1	Switzerland & UK	Inderscience
Journal of Services Research	2	India	IIMT
Journal of Computer & Information Sciences	1	Saudi Arabia	Kind Saud University Press (Elsevier)
Journal of Architecture and Planning	1	Saudi Arabia	King Saud University Press
IIM B Management Review	1	India	Science Direct
International Journal of Electronic Finance	8	Switzerland & UK	Inderscience
Journal of Indian Management & Strategy (JIMS 8M)	1	India	Indian Journals
International Journal of Management, Entrepreneurship and Technology	1	USA	IJMET
Oman Journal of Applied Sciences	1	Oman	College of Applied Sciences, Oman
Geo Carto International	1	USA	Taylor & Francis
British Journal of Advanced Academic Research	1	UK	Sachajournals
International Journal of Advanced Computer Science	1	USA	World Academy of Science, Engineering and

and Applications			Technology
International Journal of Mathematical, Computational Science and Engineering	1	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science and Information Security	2	USA	World Academy of Science, Engineering and Technology
International Journal of Electrical and Electronics Engineering	1	USA	World Academy of Science, Engineering and Technology
International Journal of Computer Science Issues	4	USA	World Academy of Science, Engineering and Technology
International Journal of Computer and Communication Engineering	3	USA	World Academy of Science, Engineering and Technology
International Journal of Computer, Information Science, and Engineering	1	USA	World Academy of Science, Engineering and Technology
Chinese – US Business Review	1	USA	David Publishing
International Journal of Computer and Information Engineering	2	USA	World Academy of Science, Engineering and Technology
International Journal of Marketing and Technology	2	USA	IJMRA
Library Progress International	1	India	Indian Journals
DESIDOC Journal of Library and Information Technology	1	India	DRDO
International Journal of Management, IT and Engineering	1	India	IJMRA
Excel International Journal Of Multidisciplinary Management Studies	1	USA	Excel Journals

International Journal of Engineering and Electronic Business	1		MECS Press
International Journal of Library and Information Management	1	India	Academic Research Journals
International Journal of Recent Trends in Mathematics & Computing	1	India	Titsbhiwani
Zenith International Journal of Multidisciplinary Research	1	India	Zenith Journals
International Journal of Financial Management	1	India	Indian Journals
Journal of Practicing Managers	1	India	BCIPS
International Journal of Mathematical, Computational Science and Engineering	1	USA	World Academy of Science, Engineering and Technology
Education and Information Technologies	1	USA	Springer
International Journal of Computer Science and Information Security	2	USA	World Academy of Science, Engineering and Technology
ARPJ Journal of Engineering and Applied Sciences	1	USA	ARPJ Journals
International Journal of Engineering Innovations and Research	1	USA	
International Journal of Contemporary Engineering Sciences	1	USA	
International Journal of Library and Information Sciences	1	USA	