



**SUC
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AND COMMUNITY SERVICES
A HALF YEARLY BULLETIN**

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From the Desk of the Deanship

It is an immense pleasure to complete 2nd year by publishing 2nd **Issue of 2nd volume** of Half yearly bulletin (March 2011 – September 2011) on “Research, Publications, Consulting and Community Services”, from the sprawling new campus of Sur University College. We are happy to share that SUC is honored with ‘**B-School Leadership Award 2011**’ by ‘**World Education Congress**’. It is vital to mention here, that the **Business Administration Department** of SUC was honored with ‘**Best B-School Leadership Award 2010**’, and the faculty members, **Dr A M Sakkthivel** and **Dr Mohammed Krishat** were conferred with ‘*Best Professor in Marketing Management Award*’ and ‘*Best Professor in Information Technology Award*’ respectively, by **CMO Asia, Singapore in 2010**. It is imperative to mention that the academic contribution of SUC faculty members in terms of cutting edge research works, publications in leading international/national indexed/refereed journals and conferences have increased manifold since the inception of the bulletin. So, it is ample to quote that the bulletin acts as a motivator along with effective strategy and concrete policies on research by SUC have paid off. 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 have successfully launched the 4th issue of the bulletin in the past 2 years. 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 9 leading international indexed and referred journals and 14 international conferences around the world viz. China, Jordan, India, Srilanka, Thailand etc, in addition to Oman.

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 18 months, in terms of research and publications (20 International journals and 30 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

Dr.A M Sakkthivel, Asst. Dean for Academic and Research Affairs,
Associate Editor

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
September 2011**

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

Sl.No	Faculty	Title	Journal
1.	Dr A M Sakkthivel and B Sriram	Modeling the Impact of Marketing Information on Consumer Buying Behavior in a Matured Marketing Environment: An Exploratory of the Middle East Consumers	<i>Journal of Promotion Management</i> (ISSN 1049-6491 Print; ISSN: 1540-7594 Online) (International Indexed Journal: Taylor & Francis Group) has been selected for publication
2.	Dr A M Sakkthivel and Babawale, Tinuke	Are the Same Determinants Influence Customer Satisfaction and Brand Loyalty – An Exploratory Study”	<i>International Journal of Management, Entrepreneurship and Technology</i> , USA (ISSN: 2162-1578) 2011) (International Peer Reviewed and Refereed Journal) has been selected for publication in the forthcoming issue
3.	Dr A M Sakkthivel	Modeling the Impact Of Promotional Mix Variables On Consumer Buying And Decision Making Behavior Towards Mobile Communication Services	<i>International Journal for Management Rivulet (IJMR)</i> , Vol. 2, No.1, (ISBN: 0976 – 657X) (2011) (Peer Reviewed and Indexed International Journal) has been selected for publication in the forthcoming issue
4.	Dr A M Sakkthivel	Modeling the Impact of Internal and External Variables on Consumer Durables in a Matured Marketing Environment	<i>International Journal of Electronic Finance</i> , (ISSN: 1746-0079 Print; ISSN: 1746-0077 Online) (International Referred Journal, Inderscience Publications, Switzerland), Vol.5, No.4, pp. 316-332. (2011)
5.	Dr Salah Al khafaji and Sriram B	Educational Hypermedia Development Methodologies – A Proposed Model	Accepted for publication in <i>International Journal of Information Technology</i>

			<i>and Business Management</i> , Vol 1. No.2, Oct 2011 (ISSN: 2012-9548)
6.	Dr A M Sakkthivel	Empirical Investigation of Determining Monetary and Non-Monetary Styles of Leisure Behavior deriving Happiness	<i>Journal of Services Research</i> (ISSN: 0972-4702) (International Referred Journal), Vol.11, No.2 (2011)
	B Sriram	Difference Between Squares of Two Natural Numbers – Relations, Properties and New Approach	<i>International Journal for Mathematical Education</i> – Vol. 1, No.1, pp 21 – 34 (Research India Publication) (2011)
8.	B Sriram	Strategic Action Plan Using TEAMS – An Artificial Intelligence Approach	<i>International Journal for Management Rivulet (IJMR)</i> , Vol. 2, No.1, (ISBN: 0976 – 657X) (2011)
9.	Dr Salah Al khafaji	Review of IS and Business Challenges	<i>International Journal for Management Rivulet (IJMR)</i> , Vol. 2, No.1, (ISBN: 0976 – 657X) (2011)



Research Papers/Articles Presented in International Conferences

Sl.No	Faculty	Title	Seminar/Conference
1.	Prof. Ahmad Sharieh and Sriram B	Case Study: Point Views analysis of Governance and management in Quality Audit reports Published by Oman QAAA”	International Arab Conference on Quality Assurance in Higher Education”, Zarqa University, Jordon. May 10-12, 2011
2.	Sriram B and Bhuvana S	A Qualitative Study on Educational Software Requirements Analysis – The Analysis Phase of SDLC	Proceedings of The National Workshop-Cum-Conference on Recent Trends in Mathematics & Computing 2011- The Technological Institute of Textile & Sciences, Bhiwani, Haryana May 21, 2011 - ISBN - 819039523X
3.	MKG RAJEV	An overview on role of strategic approach on marketing services in academic libraries	National Conference on Trends and Issues for Academic Libraries in Digital Era, NCTIALDE-2011, Moti Lal Rastogi School of Management and Society for Promotion of Environment, Education and Development (SPEED), Mahoba, U.P. In Association with Special Libraries Association (SLA) - Asian Chapter at AliGanj, Lucknow. India, 29 th May 2011
4.	MKG RAJEV	Library Automation – A need for Academic Libraries in Digital Era	UGC Sponsored National Seminar on Increasing Utility of Collegiate Teachers, Department of Library Science, M.J.S. Govt PG College, Bind, Bhopal, India, 26-27, June, 2011.
5.	Dr Salah Al khafaji and Sriram B	Using SDLC in Educational Hypermedia Development”	8th International Conference on Business and Information (BAI 2011), July 4-6, 2011, Bangkok, Thailand
6.	Dr A M Sakkthivel and Yasir Ali	Empirical Study on the Determinants That Influence Customer Satisfaction and	8th BAI International Conference on Business and Information (BAI 2011),

	Sulaiman Al Balushi	Brand Loyalty	Bangkok, Thailand. 4-6 th July, 2011.
7.	Dr A M Sakkthivel, Thomas P Chandy, and Dr Sumathy Mohan	Empirical Investigation on the Consumer Choice and Switching Behavior towards mobile communication services	Ministry of Consumer Affairs (Govt. of India) sponsored “National Seminar on Globalization and Consumers – Issues and Challenges, Department of Commerce, Bharathiar University, Coimbatore, India. 22&23, July, 2011.
8.	Prof. Ahmad Sharieh and Ms. Rania Salman	A Model of Phases to help Discovering the Gifted Students and Expected Obstacles Associate with the Phases	The 2nd Gulf Forum for the Gifted, Salalah, Sultanate of Oman. 25-27 July, 2011.
9.	Dr A M Sakkthivel and Sriram B	Empirical Investigation on the Impact of Marketing Information on Consumer Buying and Decision Making Behavior	International Conference on Leading Beyond Horizon: Engaging Future (ICLBH 2011), Department of Business Administration, Annamalai University, Annamalai Nagar, India. July, 28-30, 2011.
10.	Sriram B and M. Illyas	Knowledge Management in Educational Processes	International Conference on Leading Beyond Horizon: Engaging Future (ICLBH 2011), Department of Business Administration, Annamalai University, Annamalai Nagar, India. July, 28-30, 2011.
11.	MKG RAJEV	Application and conservation of Knowledge Management in Information Resource Centre : a perspective approach	International Conference on Contribution of the Academic Librarians towards a Knowledge Society, University Library Association, Colombo, Srilanka, 11 -12, August, 2011.
12.	MKG RAJEV	Need and Utility of Digital Libraries – An overview	National Conference on Designing a digital Library using open source software, Department of Faculty of Engineering and Technology, Annamalai University, Annamalai Nagar, India, 19-20,

			August, 2011.
13.	Dr A M Sakkthivel	Consumer Choice (Buying) and Switching Behavior in a Restricted Marketing Environment	8 th Annual World Congress of the Academy for Global Business Advancement (AGBA 2011), Dalian, China. 15-17 th September, 2011
14.	Dr A M Sakkthivel and Ponraj J.	Impact of Internal and External Promotion Variables on Consumer Buying Behavior in Emerging Economy – An Exploratory Study	International Conference in Marketing, Indian Institute of Management, Lucknow, India. 12-14 th January, 2012

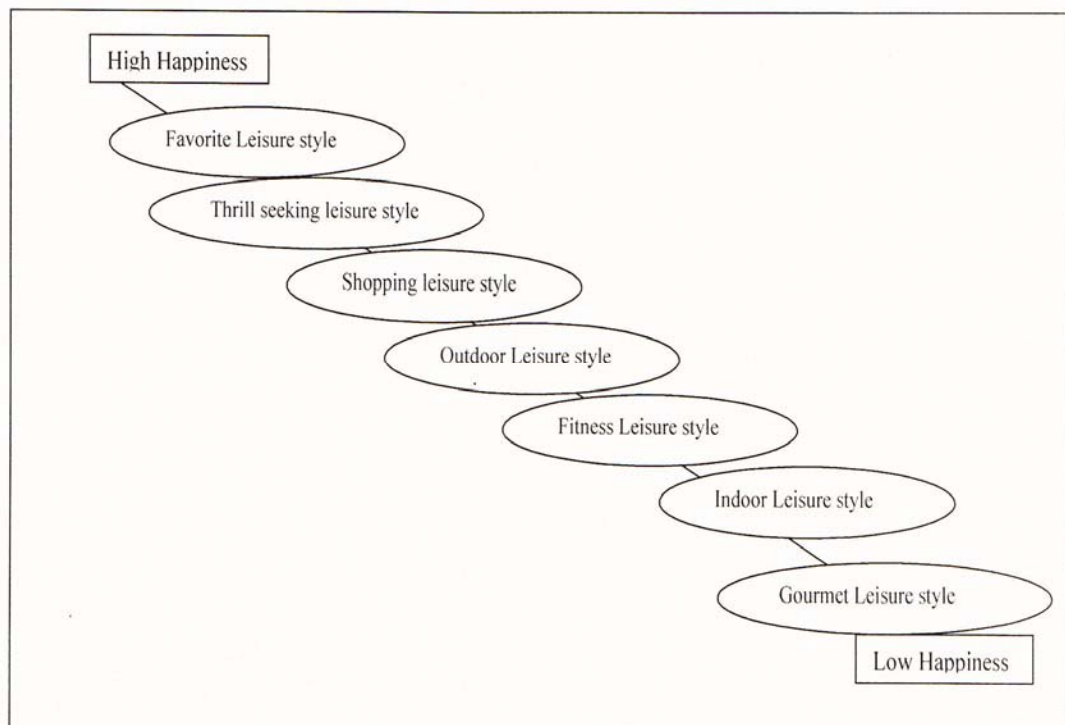


Fig 1: Leisure behavioural style: Happiness continuum

Sakkthivel, A M (2011), 'Empirical Investigation of Determining Monetary and Non-Monetary Styles of Leisure Behaviour deriving Happiness', *Journal of Services Research*, Vol.11, No.2

Contributed/ Participated/Attended Workshops/Conferences/Seminars

Sl.No	Faculty	Title	Workshop/Seminar/Conference
1	Dr Tarig Mohamed Salih	Coaching and Mentoring	Conducted the Workshop for Medical and Para Medical Personnel, Quality Management Department, Sur Hospital, Sur, Sultanate of Oman. 3 rd May, 2011.

Awards/Accolades for College/Department/Faculty Members

Sl.No	Department/Faculty	Details of Award	Awarding Institutions
2	Sur University College – Prof. Ahmad Sharieh	Conferred with “B-School Leadership Award” for the year 2011	World Education Congress, Asia Awards, Taj Place Hotel, Dubai 25 th September, 2011.

