



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

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

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From the Desk of the Deanship

It is an immense pleasure to commence our journey in a successfully completing 5th year by publishing 2nd Issue of Volume 5 of Half yearly bulletin (March 2014=September 2014) on “Research, Publications, Consulting and Community Services”, from the exquisite new campus of Sur University College.

We are happy to share that **SUC** has successfully completed 3 academic years (2011-2012, 2012-2013, 2013-2104) in our exquisite new campus and received accolades and appreciation students, faculty and community. SUC is one among the few campuses in Sultanate has excellent housing quarters for faculty members. 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 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. 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 unstinted support which enabled us to reach a vital mile stone of successfully completing our **5th year with publishing of 10th issue (Vol.5, No.2)**. 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 5 leading international indexed and referred journals and 3 international (ICSE 2014) in Abudhabi, Dubai, India and Malaysia. It is also imperative to mention that the faculty members have published 2 book chapters in leading edited books, and hand books of research from USA (IGI Global USA etc.).

We embarked on a journey to make this bulletin, an effective communicator to academia and industry within and outside of Sultanate of Oman. In the beginning of 5th year, we are proud to exhibit the publications achieved through the past 5 years, in terms of research and publications into **177 contributions (76 leading indexed journals, 9 leading national journals, 13 books/book chapters, 62 leading International and 11 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.



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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 2014

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 & Francis Group) (Scopus Indexed)</p> | <p>Do Advertising Tools Create Awareness, Provide Information and Enhancing Knowledge?: An Exploratory Study on Impacting Variables from Middle East</p> <p>Vol.20, No.3, pp.290-310.</p> |   <p>Prof. Dr A M Sakkthivel</p> |
| <p><i>Education and Information Technologies</i> – Springer – ISSN: 1360-2357; DOI: 10.1007/s10639-014-9351-7. – Scopus Indexed (Accepted for Publication).</p> | <p>Factors Influencing Internet Resource User Satisfaction: An Analytical Study on Omani Learners</p> |  <p>B Sriram</p> |
| <p><i>International Journal of Applied Research on Information Technology and Computing</i> –</p> | <p>Challenges in Using Search Engines on Retrieval Perspectives: A Case Study in Omani Higher Education Environment</p> <p>Vol 5, Issue 2: ISSN: 0975-8070(P), 0975-8089(O).</p> |  <p>B Sriram and Hisham Kh Abujalban</p> |

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| <p><i>International Journal of Management, IT and Engineering –</i></p> | <p>Factors Contributing to Good E – Governance: An Analytical Study on Sultanate of Oman Vol 4, Issue 10, ISSN: 2249-0558, 424 - 438</p> |  <p>Dr Dileep Kumar and B Sriram</p> |
| <p><i>International Journal of Modern Education and Computer Sciences –</i></p> | <p>Specialization Impact on Internet Resource Usage: Omani Undergraduate Learner’s Perspectives Vol 6, Issue 8, August 2014, pp: 10 – 17, MECS Press, ISSN: 2075-0161: DOI: 10.5815/ijmeecs.2014.08.02</p> |  <p>B Sriram</p> |



SUC Hosted International Forum

| | | |
|--|--|--|
| <p>2014 2-4 September</p> | <p>1st International Forum for Science and Mathematics Education</p> | <p>Hosted by Sur University College, Sur, and Directorate General of Education, Sur, Sultanate of Oman</p> |
|--|--|--|

Research Papers/Articles Presented in International/ National Conferences

| Year & date | Faculty | Seminar/Conference & Title |
|--------------------------|---|--|
| 2014 May 31-June 7 | Mr. Bilal and Dr Paul Ralph | Presented and published in International Conference on Software Engineering , Hyderabad, India Proposing a Theory of Gamification Effectiveness |
| 2014 4-6 June | Dr Jai Shree Umale | Presented and published in International Language Conference hosted by the International Islamic University, Malaysia from 4th-6th June 2014. Effective Error Correction |
| 2014 24-25 April | Assoc. Prof. Dr. Salah Al Khafaji and B Sriram | Presented and published in 8th International Conference on Engineering and Technology Research , Novotel Hotel, World Trade Centre, Dubai Integration of Information Systems in Business Processes: Educational Perspectives |





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> |
| <p>Promotion of Research Culture in Sur University: A Case Approach</p> <p>Prof. Dr. A M Sakkthivel and Prof. Dr. Ahmad Sharieh</p> | <p>(Ed.) Neeta Baporikar, <i>Handbook of Research on Higher Education in the MENA Region: Policy and Practice</i>, IGI-Global, Hershey, PA, USA, pp. 332-354.</p> |

Contributed/ Participated/Attended Workshops/Conferences/Seminars

| Year & date | Title | Workshop/Seminar/Conference & Faculty |
|---|--|---|
| 26-29 October 2014 | TWAS 25th General Meeting | Participated the Meeting at Al Bander Hotel, Muscat, Sultanate of Oman. Prof. Dr. Ahmad Sharieh |
| 14-16 October 2014 | Education in Oman: The Way to Future | Participated the seminar at Al Bustan Hotel, Muscat, Sultanate of Oman. Prof. Dr. Ahmad Sharieh Mr. Ameer Al-Mukhaini |
| 16 September 2014 | New Updates of Higher Education Statistics | Participated the workshop at Muscat International Hotel, Muscat, Sultanate of Oman Mr. Amin Ahmed |
| 12 August 2014 | Emerging Investment Practices in Indian Scenario | Participated the Panel Discussion at Integral University, Lucknow, India. Assoc. Prof. Dr. Aswani Kumar |
| 24 March & – 16 April 2014 | Workshop on Conducting online Tests over Moodle - - Mock Test Session | Organized workshops for SUC faculty coordinators, Sur University College, Sur, Sultanate of Oman Assoc. Prof. Dr. Ahmed Alnaemi |



Awards and Accolades

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|---|---|---|
| <p>2014 24 September</p> | <p>Education Leadership Award (Asian Confederation of Businesses and CMO Asia)</p> | <p>Mr. Thomas Chandy has been awarded at Taj Palace Hotel, Dubai.</p> <p>Award consists of a trophy and citation</p> |
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Year-wise Progress of Research and Publications in SUC: 2001 -2014 (In Progress)

Articles Published)

| Publications | 2001-2008 | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015* | Grand Total |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|--------------------|
| International Journals (Indexed/Referred/Peer reviewed) | 0 | 1 | 8 | 13 | 16 | 21 | 13 | 4 | 76 |
| National Journals | 3 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 9 |
| Book/Book Chapters | 0 | 0 | 2 | 3 | 3 | 0 | 3 | 2 | 13 |
| International Conferences | 0 | 2 | 12 | 15 | 19 | 8 | 6 | 0 | 62 |
| National Conferences | 0 | 0 | 2 | 0 | 2 | 5 | 2 | 0 | 11 |
| | | | | | | | | | |
| Total | 3 | 5 | 28 | 31 | 40 | 34 | 24 | 6 | 171 |
| Cumulative Growth Rate | 0 | 66% | 933% | 1033% | 1333% | 1033% | 633% | | 5800% |

- In Progress*

**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 | 1 | Canada | Arraydev |
| International Journal of Entrepreneurship and Small Business | 1 | Switzerland & UK | Inderscience |
| Journal of Services Research | 1 | India | IIMT |
| Journal of Computer & Information Sciences | 1 | Saudi Arabia | Kind Saud University Press (Elsevier) |
| 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 and Applications | 1 | USA | World Academy of Science, Engineering and Technology |
| International Journal of Mathematical, | 1 | USA | World Academy of Science, |

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|--|---|-------|--|
| Computational Science and Engineering | | | 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 |

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|---|---|-------|--|
| 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 |