



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

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Sur, Sultanate of Oman**

From the Desks of Deanship

It is an immense pleasure to release the 1st volume of Half yearly bulletin on “Research, Publications, Consulting and Community Services”, from Sur University College. The 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.

The prowess of academicians is gauged by the contributions through research, publications and consulting services to the academia and industry. Being a leading higher education institution from Al-Sharqiya Region, SUC is committed to spearhead the development of community through offering high quality higher education and career development. To attain this motto, the development of highly qualified faculty members who deeply committed to conduct research works, high quality publications, involve in consulting services helping the industries and involve in community services to help the local population.

The bulletin would act as a communicator to academia and industry with in and outside of Sultanate of Oman. The bulletin would also act as window of communication between the faculty members from different higher education institutions of Sultanate of Oman, in order to facilitate the collaborative research, publications, consulting and community services. We hope the bulletin would help the academia and industry in order to understand and utilize the services of Sur University College.

We warmly welcome you to share, collaborate, and contribute your valuable ideas, opinions and services.

*Prof. Ahmad Shariéh, Dean,
Dr.A M Sakkthivel, Asst. Dean for Academic Affairs,
Dr. Salah Al-Khafaji, Asst. Dean for Students and Administrative Affairs*

**Contribution to Research, Publications, Consulting and
Community Services by faculty and other staff of SUC
March 2010**

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

Sl.No	Faculty	Title	Journal
1	Dr A M Sakkthivel	“Influence of Internet on Online Buyer Involvement towards Buying Different Products and Services”	International Journal of Electronic Finance (Switzerland), (Selected for publication in forthcoming issue (2010))
2	Dr A M Sakkthivel and Prof. T. V. Krishnan (National University, Singapore)	“To Become a Star – A Rookie Dilemma in Tamil Film Industry: A Game Theory Approach	Management Review (Journal of IIM-Bangalore, India), (Selected for publication (2010))

Research Papers/Articles Published in Leading National Journals

Sl.No	Faculty	Title	Journal
1	Dr Nazar Al-Rubayi and Sriram, B	“Economic And Manufacturing Development in Oman”	Provisionally accepted for publication in ‘Omani Journal for Applied Science’ (forthcoming issue) (2010)

Research Papers/Articles Presented in International Conferences

Sl.No	Faculty	Title	Seminar/Conference
1	Dr A M Sakkthivel, Essosa E.M and Ponraj, J	“Empirical Investigation of Determinants Influence Customer Loyalty, Customer Life Time Value and Consumer Switching Behavior in a Growing Competitive Environment”	at 2 nd International Conference on Management of Emerging Paradigm Conflicts in a Globalizing World”, organized by International Society for Competitiveness (ISC), Indiana University of Pennsylvania (IUP), USA and PES Institute of Technology, Bangalore, India at PES Institute of Technology, Bangalore, India. 8 & 9 th January, 2010.
2	Dr A M Sakkthivel	“Strategic Execution of IT Services for Social and Economic Development” (Chief Guest and Key Note Speaker)”	at the International Seminar on Impact of IT Services in Financial Sectors” at Vivekananda Educational Institutions, Tiruchengode. India. February 11, 2010.
3	Dr Sajeey, S and Chandy, Thomas	Corporate governance and ethical issues – a study on the corporate governance failure at Satyam Computers India”	at the International conference on Strategies for sustainable Development, Sur College of Applied Sciences, Sur, Oman. 21-22, February, 2010
4	Dr A M Sakkthivel	“Creating and Developing Customer Loyalty for Diffusing Unexpected Business Risks in order to do Better Business”	at the UGC sponsored seminar on “Exploring Contemporary Business Basics”, Department of Business Administration, Annamalai University, India. 21 & 22, March 2010

Research Papers/Articles Presented in National Conferences

Sl.No	Faculty	Title	Seminar/Conference
1	Dr Salah Al-khafaji and Sriram, B	“Educational Hypermedia Development Methodologies”	Accepted for presentation in 1 st Joint Scientific Symposium, CAS, Sohar University, Sohar, Sultanate of Oman. 13 th April, 2010.

Articles Published in Practitioner Magazines/National/International Dailies

Sl.No	Faculty	Title	Magazines/Dailies
1	Dr Sajeev, S	“Dancing in the Rain”	at Thursday Magazine, Times of Oman, Sultanate of Oman. Jan 28-Feb 3, 2010 Edition.

Contributed/ Participated/Attended Workshops/Conferences/Seminars

Sl.No	Faculty	Title	Seminar/Conference
1	Dr A M Sakkthivel	“European Standards of Benchmarking for Advanced Vocational Education”	Participated the Workshop by British Council and YODAK at YODAK (Higher Education Council) Center, Lefkosa, TRNC, Turkey. 7 th January, 2010
2	Dr A M Sakkthivel	“Effective Design for Successful Career”	Conducted the Workshop for Entrepreneurship Development Center, Intelligent Building, FAS Center, European University of Lefke, TRNC, Turkey. 11 th January, 2010
3	Prof. Ahmad Sharieh	Chair of Session: Sustainable Development	Participated the International Conference on Strategic for Sustainable Development, Sur College of Applied Sciences, Sur. Sultanate of Oman. 21-22 February, 2010.
4	Prof. Ahmad Sharieh	“Research Symposium on ELT”	Participated the Symposium at the Language Center, Sultan Qaboos University, Muscat. Sultanate of Oman. 28 th February, 2010.
5	Mr. R. Bhupathy	“Research Symposium on ELT”	Participated the Symposium at the Language Center, Sultan Qaboos University, Muscat. Sultanate of Oman. 28 th February, 2010.
6	Ms. Shanta Borker	“Improvement of Quality in Higher Education”	Attended the Seminar by Oman Quality Network (OQN), Muscat, Sultanate of Oman. 17 th March, 2010.
7	Mr. Sujith Nair	“Improvement of Quality in Higher Education”	Attended the Seminar by Oman Quality Network (OQN), Muscat, Sultanate of Oman. 17 th March, 2010.
8	Prof. Ahmad Sharieh	“Preparing and Application of Concept ‘Quality Assurance’ in Higher Education Institution”	Conducted a session in Quality Assurance Workshop, Sur College of Applied Sciences, Sur, Sultanate of Oman. 28-29 March, 2010