

UBT

جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

RESEARCH E-NEWSLETTER

Deanship of Scientific Research

Discover. Transfer. Impact

رؤية
VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

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Highlights



2nd Research Symposium
2017 (10)



Dr. Abdullah Dahlan
research award 2017
(44)



Lifetime achiever to Dr.
Basma El Zein
(50)



Career and Entrepreneur-
ship Fair 2017
(59)

Welcome to UBT Research E-Newsletter

Welcome to the 2017 edition of the UBT Research Electronic Newsletter. In the 2nd volume 2nd issue, The Deanship of Scientific Research is delighted to represent all research activities at UBT, highlighting the research work of UBT faculty members and students, their publications, their inventions, and their awards. Researcher of the month, seminars, workshops, visits, announcements for coming events will be also available in the e-Newsletter.

Enjoy reading, and wishing you more publications, inventions, conferences, awards, citations, etc.

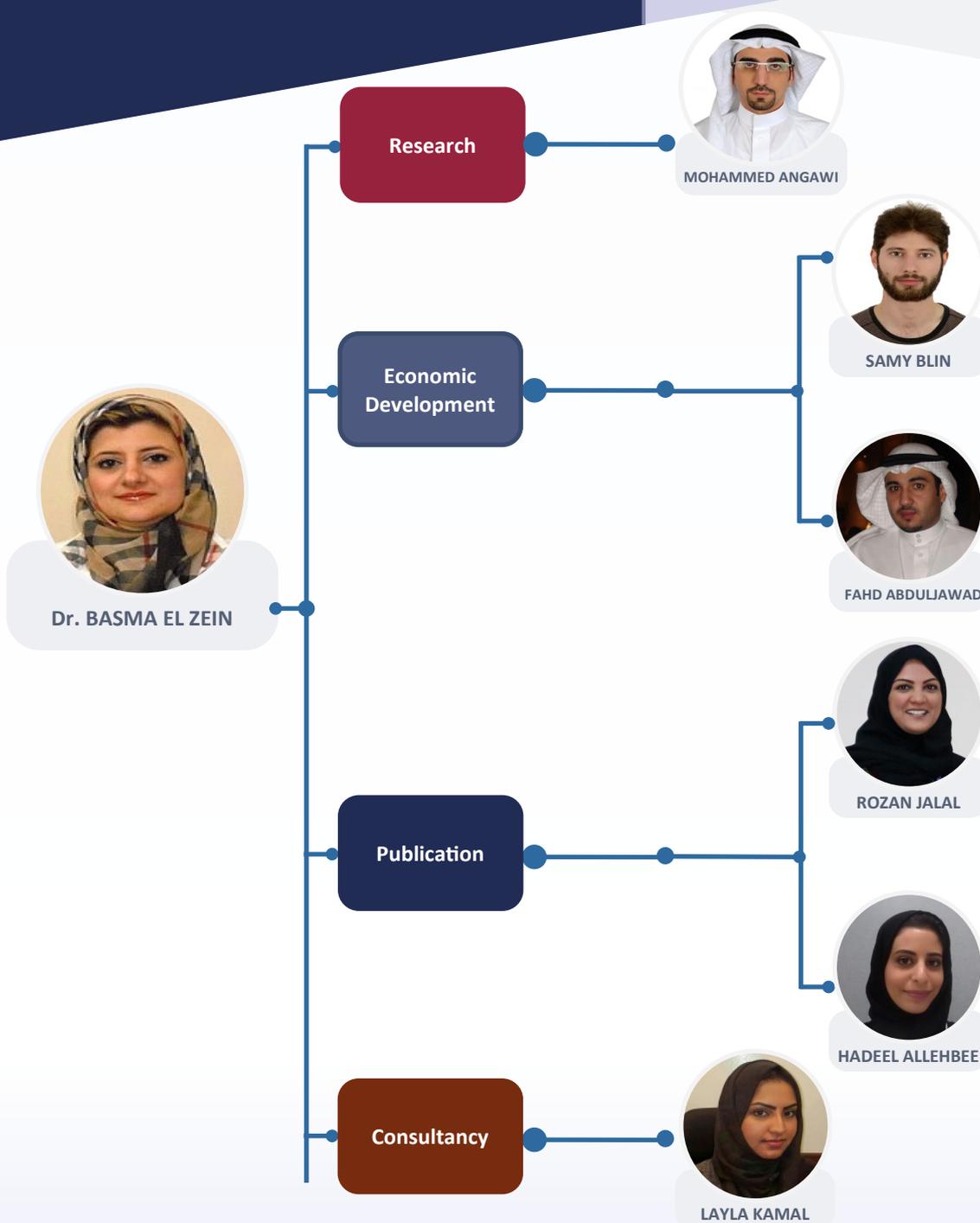
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DATES TO REMEMBER

- ◆ **DEADLINE FOR SUBMISSION**
- ◆ STUDENT PAPER ON 1ST OF OCTOBER
- ◆ CALL FOR PROPOSAL ON 1ST OF DECEMBER 2017 .
- ◆ **EVENTS:**
- ◆ FALLING WALLS JEDDAH ON 21ST OF SEPTEMBER 2017

OUR TEAM



OUR NEW TEAM MEMBERS

WELCOME ON BOARD

CONGRATULATIONS FOR BEING PART OF OUR UBT FAMILY. WE ARE CONFIDENT THAT YOU WILL BRING GREAT VALUE WITH YOUR CONTRIBUTION.



HADEEL ALLEHBEE
PUBLISHING SERVICES ADMINISTRATOR

Studied translation and interpreting at the University of Salford, home to most translation and interpreting specialists in the UK, and the only university providing both applied and theoretical translation studies for native Arabic speakers. Her passion and dedication granted her the University's Best Final Year Performance Award. Due to her high level of proficiency, Mrs. Allehbee succeeded to get her first job as a specialist translator before finishing her under-graduate studies in 2012. By 2013, she completed her MA in Translation from the University of Salford. During her work with Emdad Najed, trading, contracting, and undertaking company, she had the chance to work with The Ministry of Defence and The Ministry of Interior and their divisions. Mrs. Allehbee gained knowledge in research due to her post-graduate studies, and the nature of her work. Her expertise best match the fields of mechanics, engineering, architecture and green building, heavy machinery, and advertising.



FAHD ABDULJAWAD
RESEARCH ASSISTANT

He finished his Bachelor Degree in Business Administration with concentration on Marketing and Advertising at Cardiff University, Wales; UK in 2007. Followed by an MBA Degree with concentration on Purchasing, logistics and Material Management in 2010. Worked in Furniture Manufacturing (Sleep High), then lecturing in the Department of Supply Chain Management at UBT for 5 years, one year in the Deanship of Student Affairs as an Administrative Supervisor and Currently a Research Assistant at the Deanship of Scientific Research. His Research interests include: Public Transportation, Driver Behaviour and Recycling.



INTERNATIONAL CONFERENCE AND EXHIBITION FOR PROFESSIONAL CERTIFICATION

CERTX is the 1st International Conference and Exhibition for Professional Certification organised in the capital city Riyadh, Kingdom of Saudi Arabia under the theme "Professional certification: The driving force behind a knowledge-based economy". The event was one of the largest international events specialised in introducing pioneering international organisations and companies in the field of professional certification to contribute in enriching and spreading a culture of continuous learning, innovation and professional development. **Why CERTX**

- Explore latest developments in global certification programmes across industries
- Meet and network with international thought leaders in professional development and certification
- Identify the right certification programme to improve your skills and knowledge and advance your professional development
- Evaluate the latest competing programs and services you need to accelerate your career
- Attend professional and technical training workshops and earn international certifications
- Cutting-edge conference programme hosting senior government officials and certification experts who will speak on the industry's latest and most crucial topics
- Explore local policies regulating certification programmes and employments.

The Deanship of Scientific Research participated in CERTX on behalf of the CEC , the presentation was entitled: **"How executive education upgrades proficiency**

in careers and company performance" on 16th-18th of May, 2017, Dr.ELZein, explained the role That UBT is playing in bridging the gap between the academia breeds and the job market needs, showing the Continuous education services, college department and the research perspectives.



It has been noticed that students 's skills :

- are a critical asset for individuals, businesses and society.
- Matching those skills and jobs has become a high priority.
- mismatch has become more prominent in the global economic crisis.
- Many employers report difficulties in finding suitably skilled workers.





FRENCH EMBASSY DELEGATION TO UBT

A delegation from the French embassy in Riyadh and the French consulate in Jeddah visited UBT on three consecutive days, 4th-6th of April 2017.

The delegation was composed of: Mr. Cyrille Le-Deaut the cooperation attache –Riyadh
Mr. Karim Maatoug the Culturel Attache in Jeddah;
Ms.Salam Attasi; Mr.Benjamin; and Mr.Kamel ben Njima.

The delegation visited the CEC and Dhahban campus, where they met Dr.Mohanad Dahlan, Prof.Hussein Al Alawi, Dr.Mahmoud Baeissa, Dr.Basma EL Zein, and Dr. Amir Dhia.

The delegation discussed the possible collaboration with French universities, in different areas business, engineering and advertising .

Mr.Ledeaut confirmed that he spent a lot of time at UBT more than any other university in Saudi Arabia and he was very impressed by the facilities and the vision.

He clearly mentioned that, He has never seen in the Kingdom a university who has a clear vision, integrating all colleges in an interdisciplinary research and projects rather than KAUST.

Looking forward to a strong collaboration with French universities.





WORLD IP DAY-2017



Every April 26, the world celebrates World Intellectual Property Day to learn about the role that intellectual property rights (patents, trademarks, industrial designs, copyright) play in encouraging innovation and creativity.

This year, the theme was innovation is making our lives healthier, safer, and more comfortable, turning problems into progress. UBT for the first time participated in this global event to look at the concept of intellectual property in the kingdom of Saudi Arabia, and to present the role that UBT and specifically the Deanship of Scientific Research plays at the faculty, staff and students level.

The panel discussion took place in the 2 campuses, Sari and Dahban. The topic, was "Innovation, improving life" .

The panel was formed of:

- Mr. Mohamad AL Slamah from the ministry of Culture and information
- Eng. Ahmad AL Beshri , from Badir – King Abdul Aziz City for Science and Technology (KACST).

The moderator was Dr. Basma El Zein , the Dean of Scientific Research.

Different points were tackled during the panel such as:

- Defining the Intellectual property, its types, and the importance of patent, copyrights and trademarks.
- Furthermore, the panelist discussed the most important international associations and the agreements that the kingdom has signed in this regard.

Mr.Mohamad focused on the importance of the copyright and announced the new authority for intellectual property in the kingdom of Saudi Arabia .

Eng. Ahmad presented the role of Badir and KACST and explained the process of filing patents and protecting inventions.

Dr. Basma Closed the session by presenting the Innovation Unit at the Deanship of Scientific Research and the services that the unit provides to Faculty, staff and students to protect their ideas as patents, copyrights and trademarks in addition the technology transfer process that the university will be following to contribute to the economy and society of the kingdom of Saudi Arabia .



UBT HOST MAWHIBA STUDENT WHO WON A SPECIAL PRIZE IN ISEF 2017

Los Angeles, CA May 18th , 2017 – Society for Science & the Public, in partnership with the Intel Foundation, announced Special Awards of the Intel International Science and Engineering Fair 2017. Student winners are ninth through twelfth graders who earned the right to compete at the Intel ISEF 2017 by winning a top prize at a local, regional, state or national science fair. More than 55 organizations, representing a wide variety of scientific disciplines, distributed more than 300 awards, including scholarships, internships and scientific explorations.

The Kingdom of Saudi Arabia presented by King Abdul-Aziz & His Companions Foundation for Giftedness and Creativity (MAWHIBA) has participated in this international event with 18 Saudi students who presented the kingdom with very innovative projects.

MAWHIBA is a national cultural foundation established to help develop a comprehensive environment of creativity in Saudi Arabia to enable gifted citizens from all areas to properly use their talents for prosperity of the kingdom of Saudi Arabia.

UBT hosted, mentored, supported and guided MAWHIBA student Ruba Al Sulami, Jeddah Gifted



MAWHIBA student Ruba Al Sulami

School, in executing her project ENEV066 entitled **“Green Nanotechnology: Increasing Sewage Water Treatment Efficiency by Using Economical Porcelanite Nanoparticles”** who won the Special Prize in the field of Water Technology at Intel ISEF.



UBT HOST MAWHIBA STUDENT WHO WON A SPECIAL PRIZE IN ISEF 2017



MAWHIBA student Ruba Al Sulami with her poster

Other Associations who participated in this international event:

- Acoustical Society of America
- ADA Foundation
- Air Force Research Laboratory
- American Chemical Society
- American Committee for the Weizmann Institute of Science
- American Institute of Aeronautics & Astro-

navitics

- American Intellectual Property Law Association
- American Mathematical Society
- American Meteorological Society
- American Physiological Society
- American Psychological Association
- American Statistical Association
- Arconic Foundation
- Arizona State University
- Ashtavadhani Vidwan Ambati Subbaraya Chetty Foundation
- Association for Computing Machinery
- Association for the Advancement of Artificial Intelligence
- Astronomical Society of the Pacific and the American Astronomical Society
- ASU Rob and Melani Walton Sustainability Solutions Initiatives
- China Association for Science and Technology
- Coalition for Plasma Science



- Drexel University
- Drug, Chemical & Associated Technologies Association
- Florida Institute of Technology
- Fondazione Bruno Kessler
- GoDaddy
- IEEE Foundation
- International Council on Systems Engineering
- K. Soumyanath Memorial Award
- K.T.Li Foundation Special Award
- Monsanto Company
- Mu Alpha Theta, National High School and Two-Year College Mathematical Sciences Honor Society
- National Aeronautics and Space Administration
- National Anti-Vivisection Society
- National Institute on Drug Abuse, National Institutes of Health, & the Friends of NIDA
- National Oceanic and Atmospheric Administration
- National Security Agency Research Directorate
- Office of Naval Research on behalf of the United States Navy and Marine Corps
- Oracle Academy
- Patent and Trademark Office Society
- Qatar Foundation, Research & Development
- Redds Venture Investment Partners
- Ricoh USA, Inc
- Samvid Education Foundation
- Sigma, Xi, the Scientific Research Honor Society
- Society for Experimental Mechanics, Inc.
- Society of Experimental Test Pilots
- SPIE, the international society for optics and photonics
- U.S. Agency for International Development
- U.S. Environmental Protection Agency
- United Technologies Corporation
- University of Arizona
- University of the Sciences in Philadelphia
- University of Toronto, Faculty of Applied Science & Engineering Award
- Wolfram Research, Inc.



SECOND RESEARCH SYMPOSIUM 2017

Deanship of scientific research (DSR) of University of Business and Technology (UBT) organized the 2nd Research Symposium on Wednesday 29th of April 2017 in the Library building of Dhahban Campus under the patronage of Prof. Hussein Al Alawi, the Rector of UBT. The aim of this event was to promote the concept of scientific research and to contribute towards the cultural development of Saudi Arabia society.

UBT research flagships are Agriculture and Food ,Water treatment, Energy conversion and energy storage, Electronics and communication, Transportation and automotive, Construction and buildings, and Health, where research has to be conducted from three perspectives: technological

business and advertising.

Faculty members of all departments of University of Business and Technology presented their research results on 32 posters. The poster presentations were arranged in three sessions: CBA, CEIT and JCA session, taking into account different criteria, such as quality, originality and significance of research and the quality of presentation. The jury chose the best four posters and winners of the best poster award are: Majed Al-sharayri and Arif Mohamed from CBA, Mohammad Ahmad Kanan from CE, and Haneen Shoaib from JCA.

The event was a great success, and it received positive comments from pleased guests, faculty, and students.

Research-Symposium



2nd Research Symposium (Poster session)
UBT cordially invites you to attend

Learn about other exciting research
Expand networking opportunities
Gain feedback

TIME TO SHOW

Let's meet at the Library in Dhahban
Thursday the 27th of April 2017

CBA + CEIT + JCA + UBT Library & UBT Deanship of Scientific Research

More than 30 posters presenting our faculty research findings & ideas.
Best poster awards for CBA, CEIT and JCA will be announced.

UBT
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UNIVERSITY OF BUSINESS AND TECHNOLOGY



Research-Symposium



**COLLEGE OF BUSINESS
ADMINISTRATION**

Understanding the Relationship Between Culture and Sensory Marketing in Developing Strategies and Opportunities in Emerging Economies: A Cross-Cultural Study

A. Althagafi, M. Ali

ABSTRACT

Sensory marketing strategy plays a critical role in understanding the culture and formulating a successful strategy. Sensory marketing is the process that affects customers' senses, perceptions, judgment, and behavior. It is critical for policymakers to understand the impact of sensory marketing on consumer buying practices across cultures, including emerging economies. This study serves as a backdrop of strategic development in emerging economies with a focus on the visual and tactile factors of the sensory marketing. Adopting Hofstede's (2001) cultural framework, this chapter has three major objectives. Based on literature review, firstly, it presents a cross-cultural analysis of the consumer sensory processing between the developed economies and emerging economy, Saudi Arabia. Secondly, it aims to evaluate the culture impacts on consumer behavior's purchase intentions in relation to the sensory factor such as touch and vision. Thirdly, it attempts to identify the role of consumer sensory factors in buying decision across the culture. According to the findings, the literature supports the universality of behavior patterns of multisensory interaction between touch and vision. This universality applies at both theoretical and operational levels

PA1

The Use Of Crowdsourcing To Create Innovative Supply Chain : A Conceptual Model

M. Ali , Ying Xie

ABSTRACT

Supply chain management is under increasing pressure to improve and innovate in the face of increased competition. Several organizations have implemented online crowdsourcing systems that gather ideas of new products or services from the group of people. Seltzer and Mahmoudi (2012) find that actual applications and assessments of crowdsourcing in public planning activities are still hard to find. Drawn from the lack of research in this area, this research proposes a conceptual model of implementing crowdsourcing in supply chain since crowdsourcing can also be seen as integral player in development of new business models. Jeff Howe (2006), refers to using collective wisdom of a large group of people to help solve problems. Aitamurto, Leiponen and Tee (2011) explain crowdsourcing as an open innovation mechanism which is best used when innovation are based on past advances.

PA 2

**COLLEGE OF BUSINESS
ADMINISTRATION**

**Role of Operations Strategy and Big Data:
Less than Truck (LTL) Load Carrier**

M. Ali, A. Upadhyay

ABSTRACT

Transportation systems play critical role in promoting economic activity. They bridge the gap between the supply and the demand and ensure the on time availability of goods. In order to achieve the optimum level of performance, transportation firms strive to make their operations more productive and efficient. It involves adapting different business strategies and models, and more importantly increased application of information technology (IT) in their operations.

The advancement in IT based electronics business is positively contributing to the transformation in the Less than truck load (LTL), which generally work on little margins, are easily impacted by factors such as empty trips, idled capacity on the lots, and rising energy cost (Hernandez et al. 2011).

The Study To Investigate Recycling Behavior Characteristics Of Residents Of Jeddah.

M. Ali , L. Miller

ABSTRACT

The growing economies in developing countries and increase in consumer spending has direct impact on the waste generated. As the income increases, the consumption pattern of the people changes (Medina, 1997). This is more reflected in emerging economies which has seen consumer spending increasing manifold, resulting in increase in household waste increase. This is coupled with the rise in consumers awareness to saving environment and going green by minimizing waste disposal and adopting recycling practices.

**COLLEGE OF BUSINESS
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**The Impact of Accounting Information
Reliability and Compatibility on Users
Decisions**



M. Al-Sharayri

ABSTRACT

This study aims to identify accounting information reliance and compatibility and their effects in decision making in Jordanian construction companies. A Questionnaire is designed and 49 surveys were distributed on the most related category, which consisted of accountants and executive managers working in shareholding construction companies in Jordan, only 45 questionnaires were returned taking into consideration that the total of construction shareholding companies in Jordan is 49 companies. The SPSS program is used through descriptive analysis statistics to analyze data and test the study's hypothesis. The repetitive distributions and the individual opinion percentages were identified studying each sample separately. The probable average was also identified depending on the 5 points Likert standard. The normative deviation was used to measure and identify the dispersion of responses for each question in the survey and comparing them with the rest. The study resulted in coming up with essential findings that accounting systems play an important role in supporting the construction companies' activities in decision making.

**A Study Of Supply Chain Management Practices
Of Toyota Motors**

M.Junaidi

ABSTRACT

The effect of the global economic meltdown increased the pressure on automotive executives to make right decisions about their supply chain for better performance. In a highly challenging and competitive environment, where supply chain is a popular tool for improving the organizational competitiveness, an efficient and effective supply chain strategy is a must for automotive manufacturers and their component manufacturers so as to meet changing consumer demands. Supply Chain Management is typically viewed to lie between fully vertically integrated firms, where the entire material flow is owned by a single firm and those where each channel member operates independently. Therefore coordination between the various players in the chain is key in its effective management. According to Christopher (1992), leading-edge companies have realized the real competition is not company against company, but rather supply chain against supply chain. Cooper, Lambert, and Pagh argue that organizational relationships tie firms to each other and may tie their success to the supply chain as a whole. In this context, a supply chain as a whole may have its own identity and function like an independent firm. However, to accomplish this ultimate supply chain, all companies' in the supply chain must have a supply chain orientation and the result is a fully managed supply chain

**COLLEGE OF BUSINESS
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The Influence of Personal Contact Networks (PCNs) on Marketing Capabilities in Small and Medium Enterprises (SMEs) in Saudi Arabia.

M. Ali Hurieb, H. Garamoun

ABSTRACT

Personal Contact Networks (PCNs) are informal and formal linkages that small and medium enterprises (SMEs) use for business development, to conduct business activities and make decisions (Birley, 1985). Much of the recent background literature on PCNs suggests that the related cluster of concepts of personal networking, social networking, relationship building and partnership formation are viewed as contributing to the success of local and global businesses (McGrath & O'Toole, 2014; Klyver, Hindle & Meyer, 2008; Fletcher & Fang, 2006; Fletcher, 2004; Grath & O'Toole, 2014; Klyver, Hindle & Meyer, 2008; Fletcher & Fang, 2006; McGrath & O'Toole, 2014; Luczak, 2009; Fletcher, 2004). Gilbert and Tsao (2000) suggest that in Western marketing literature, management of networks is viewed as a key factor in strategic behaviour and the networking paradigm is seen as a means of understanding the totality of relationships amongst firms engaged in production, distribution, and the use of goods and services. Institutional theorist, Gao (2008) explored how networks influence institutions, suggesting that institutional theory deals with choices made in response to, or in compliance with, an organisation's institutional environment (McGrath & O'Toole 2013). This is relevant for international business interactions not just because of economic interests (Loewe et. al., 2007), but because of the way business relationships in the form of PCNs affect operations. This research is critical to positioning my country to attract foreign direct investment by providing a roadmap to describe SME behaviour to external stakeholders.

PA 7

To What Extent Do Students View TV Predominantly In English, The Ones That Are Better In Listening Comprehension In Class.

A. Mohamed

ABSTRACT

Listening comprehension is an undeniable factor in the acquisition of a second language. As Newman and Koskinen remarks, "Students might establish the relationship between words and meanings through TV's combination of pictures and sounds. TV's entertaining qualities make it an easier medium to access than text and it also minimizes fear of failure in learning. Students can engage in making meaningful predictions of new vocabulary and content as they watch TV for entertainment. Therefore, viewing TV can be a cognitively active experience, when appropriate content is used." (1992, pp. 95-106). It therefore amplifies the need for investigation in the field of the relevant techniques and strategies required for successful SLA. So the question of comprehensible input mirrored in Krashen's(1985) theory on intake of a second language by L2 learners assumes a pertinent relevance to this discussion of paramount importance among the 46 theories of SLA(Long, 1993).Stephen Krashen posited that L1 are learned while L2 are acquired so by extension, the L2 students need motivation to progress in SLA. In providing that forward movement for L2, a certain amount of comprehensible input that is slightly above their present net language level, ought to be provided in the form of immersion through a medium that is comfortable and interesting. The acquisition process will then commence and progress (Krashen, 1985). This theory lays the basis for the internal validity of this research. So does the focus on the Berlitz (1895) theory of total immersion into the second language as the ultimate answer to the learners' approach, in presenting a compelling and relevant argument towards this area of study.

PA 8



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Hotels Distribution: Makkah Region

Abdulrahman; F. Alhammad; B.M. T. Hejazi; R. Nahas; M. Minhajuddin

ABSTRACT

Hospitality sector has gained importance in GCC countries. Tourism and specifically religious tourism in Saudi Arabia is a primary driver for the hospitality sector. The Saudi hotel market has demonstrated continuous growth over the past years, due to the extensive request during the period of OumraH and HAJ Pilgrimage. The research is about gathering and analyzing data from various sources, through interviews with the hotels executive, questionnaires to be distributed to VISITORS, and by undertaking an extensive literature search. And provide recommendation and advices that contribute to the economic development of KSA (from Different Perspectives: Distribution, number of rooms, ranking, branded residence , elasticity of price...

E-learning Utilization In A Gender Segregated University – A Case Study In Saudi Arabia.

H. Nasseif

ABSTRACT

In Saudi Arabia's higher education, opportunities of technology enhanced learning (TEL) are provided in a gender segregated educational system. Technology usage in gender segregated university campuses may involve differentiation or inequality in issues related to usage such as support and training. This paper conduct a case study in a private university in Jeddah, Saudi Arabia. It examines Moodle utilization among the female and male campuses. It also examines the adoption of (new software) Pearson MyLab. Surveys were collected and usage statistics were examined to determine the differences. The findings indicated major differences in the utilization of Moodle tools and resources, where the female campus has an 80% higher number of total Moodle activities than the male campus. Both campuses though showed no significant differences in adopting and using MyLab software. But, a major gender priority issue arose when the male campus was given the opportunity for an earlier training and support for adopting the new software. Examining the differences between the male and female campus in applying and utilizing technology can help to provide the guidelines for gender segregated campuses to overcome challenges that may arise and guarantee smooth application of technology at their campuses

**COLLEGE OF BUSINESS
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**The role of WhatsApp in promoting CoP in
Saudi Arabian Universities- A Literature re-
view**

H. Nasseif

ABSTRACT

Communities of Practice (CoP) supports learning trends that highly promotes collaboration and students' engagement. With the emergence of new technologies and new social applications, the learning environment inside the classroom is also evolving. This research focuses on exploring social applications' role in promoting CoP specifically the "WhatsApp" application. The research analyses literature studies that investigates social applications and CoP in Saudi Arabian universities. The outcome of the research analysis indicates that Social apps have positive impact on Students' learning and students' satisfaction. The analysis also indicates that WhatsApp leads a positive impact on students' learning and satisfaction as well as for teachers and academics. Finally, the analysis provides recommendations and guidelines on how WhatsApp can promote CoP. These guidelines include managed course designed, team forming and grading and encouraging students' motivation. The research analysis also explores limitations found in the studies as Saudi students' accessibility to internet and personal phones, cultural acceptance issues and lack of engagements in WhatsApp posts. Future studies can focus on examining these limitations.

PA 11

**The Role Of Universities In Developing Wom-
en Leaders**

L.AIMutlaq

ABSTRACT

The purpose of this study is to explore the extent to which universities invest on developing women leadership skills. It also seeks to identify the main challenges facing women on developing these skills and how they acquire them to effectively lead. Moreover, it identifies the most important competencies required for women leaders. Both quantitative and qualitative methods were used in data collection where literature review was done and a survey consists of 5 parts and 35 questions was distributed to a sample of women in leadership positions. 53 responses were analyzed.

According to the findings of the study, the majority of women in leadership position are heads of academic departments with various specializations, most of them are holding a Master degree and have experience of less than 5 years and holding the current leadership position for 4 to 6 years. Also the results of the study asserts that women agree that universities contribute to the development of their leadership skills but did not provided with formal professional certification or courses in leadership or opportunities to attend conferences.

The results of the study assert their individual contribution to the development of their leadership skills but not participate in the book review club. The most challenges identified by women are lack of time, high workload and lack of preparatory programs and training opportunities. Furthermore, the study shows that global understanding and continues improvement are the most required competencies to be developed in women to enable them to take a lead and contribute to 2030 vision.

PA 12

**COLLEGE OF BUSINESS
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**Some Models Of The Muhammadiyah Edu-
cation Ways**

E. Moghrabi

ABSTRACT

It has become important to the educational process is facing some new destinations presents a whole to set up an Islamic student-prepared to perform a full role in the life under Islamic law.

There is no doubt that Islam has the power of a huge impact on these aspects, which enabled Muhammad peace be upon him to bring about educational changes in the Arab individual who converted ary to this religion's behavior, it behooves us to learn about some of the educational process Muhammadiyah properties and what are the ways used by the blessings and peace in the education of the whole nation and modify their behaviors in front of the theories and experiences of modern process. The approach of systematically Messenger of Allah, peace be upon him , a who fittest nation infidel pagan worthy when applied to set the affairs of Muslims today.

The search Touring a knowledge of educational formats, which are stationed main objective in the Muslim human breeding in accordance with the directives of the Prophet derived their applications through the Sunnah of the Messenger of Allah, peace be upon him actual and anecdotal.

**Using Projects Education Strategy In Teach-
ing Islamic Culture Course, Job Ethics Chap-
ter Case: UBT**

S. A. SHATA

ABSTRACT

Recent studies finds that depending on the lectures only as a method of teaching results that students feel bored and forget the information fast This paper investigates the effective education strategies that helps students to interact. As the effects of teaching will remain longer and students will transfer this to real life situations. The education strategy: Learning through projects have been chosen as helping strategy to the main education strategies for the course of Islamic Culture.

This paper is an answer to main question:

What is the effect of using the project strategy to teach the course of Islamic Culture and specially the chapter of Job Ethics.

**COLLEGE OF BUSINESS
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The Relationship Between Elasticity Of Money And Prices In Countries With The Largest Money Stock:An Econometric Review

F. Durani

ABSTRACT

the main purpose of this paper is to examine the relationship between money expansion and inflation rates and asset price fluctuations across countries charged with highest money creation. the USA, India, China and Japan reported with highest money stock in the world are studied for about 55 years. This research considers the monthly data of M2, the CPI, stock index values and Real Estate values in the stated countries. Johanssen's integration test indicates that a long term equilibrium relationship is seen between Money supply and inflation rates and Money Supply and Asset prices in all the four countries except India where Money Supply is not significantly co-integrated with the asset prices. Granger causality test results offer no definite inference, in China and Japan Causality is mostly not established between the variables, however in the USA and Indian Significant causal relationship is seen.

An Empirical Comparison In Saudi Arabia: Understanding The Persistence Of Stock Performance CAPM; FAMA-French Three Factor Model V/S Four Factor Model

H.Attasi

ABSTRACT

The performance of stock prices depends on multi-variate factors which are explored with the help of CAPM and Fama-French three factor models. Understanding and explaining the relationship between risk and return was the initial step. these methods are capital asset model (CAPM), Fama-French three-factor model and four-factor pricing model. In CAPM model, we only use a single variable to explain the risk return. In Fama-French, it requires more than one add-on variables (market premium, size, book-to-market), adding one extra variable when applying the four-factor model which is momentum. the paper shows positive performance for the four factor model which gives support to the use of the model in the Saudi Arabia capital market.

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**SME Learning From Failure That Will Lead To
Future Success**

L.Sorour

ABSTRACT

Business failure of new startup small and medium business enterprises (SMEs) had been shown as an important motive of future business success and growth. This had been proved in modern business learning theories. Reasons of business failure might vary from developed to developing countries and by that business attitude towards future success might differ accordingly.

Thus, Saudi Arabia had been chosen as a semi-developed country to test the reasons of business failure that might be a motive for future business success. KSA 2030 vision emphasizes on the importance of SMEs to the betterment of the Saudi emerging economy.

The current research aims at identifying reasons of business failure in Saudi Arabia as well as measuring the impact of different business failure reasons on future business success. Multiple regression analysis had been used to identify the impact of different business reasons failure. Also, hierarchical regression analysis had been used to evaluate and measure the impact of each reason of failure on future business success.

**Graduates' Employability: The Case Of The
College Of Business Administration**

Y.Jamjoom

ABSTRACT

Qualified and skilled employees are crucial in today's dynamic business environment and competitive economy. The Saudi government has put significant responsibility on higher education institutions to produce skilled graduates who can lead the advancement of the Kingdom's economy. Since its inception, as a small institute, the University of Business and Technology has prioritised the employment of its graduates, as reflected in its slogan, 'Education for Job Opportunities'. That said, it is essential to assess the extent to which its graduates have been workplace-ready. This study employs a quantitative research methodology in which employers, graduates and faculty members will be surveyed to identify key skills deemed to be important in the workplace and to investigate the extent to which graduates of the College of Business Administration (CBA) possess those skills. Based on the overall results of the study, recommendations will be made regarding the development of employability skills in CBA graduates.

**COLLEGE OF BUSINESS
ADMINISTRATION**

**The Impact of Internship on Youth Employment:
Case University of Business and Technology,
Saudi Arabia**

R. Farrash ; S. Shata

ABSTRACT

This paper study the effect of internship program on female Youth employment, by analyzing the employers evaluation forms, for undergraduate students from University of business and technology in Saudi Arabia, Jeddah .While most previous studies examined the relation between internship and College performance and the impact of internships from students perspective to see how satisfied they are with their knowledge and skills in the real work environment, and if it improves their GPA level. This study investigate the impact of internship on intern's employment by find out the most important non-academic skills from employer's perspective.

**The Impact of Job Performance Enablers on
Job Performance Capability: An Empirical
Study on Saudi Universities**

D. Mira

ABSTRACT

The purpose of this research to study the antecedent factors that impact job performance at universities in Saudi Arabia. These include talent management, organisational commitment, and job satisfaction. Indeed, several researchers (e.g. Lee, 2000; Jamaludin, 2009; Aydin, et al., 2011; Bo, 2013; Cherabin, et al., 2013; Erdem and Ucar, 2013; Fu, 2013; Mosadeghrad and Ferdosi, 2013; 2013; Sani, 2013) studied and called for further research on job performance and its causes in terms of talent management practices, organisational commitment, and job satisfaction.

COLLEGE OF ENGINEERING

Effect of AWJ Cutting Conditions on Vertical Force

A. I. Hassan

ABSTRACT

In abrasive waterjet (AWJ) cutting, the vertical cutting force is much lower compared to other conventional machining processes. The present paper describes a model that predicts the vertical cutting force in AWJ using waterjet pressure. The experimental results were found in good agreement with the theoretical vertical cutting force to a reasonable degree of accuracy. The results show that as pressure increases, the vertical cutting force increases while both the traverse rate and the abrasive flow rate have a slight effect on the vertical force over a wide range of experimental values.

PB 1

Design Of Wireless Digital Stethoscope For Heart Rate Monitoring Utilizing GSM Technique

B. Abu Zneid , A. HUSEN

ABSTRACT

The main aim of this project is to improve and develop a low cost electronic stethoscope with wireless transmission remote monitoring system which is more affordable and friendly. In addition, this project utilized Global system for mobile communication (GSM) to send patient's heart beat details via wireless network. Furthermore, Intelligent Algorithm of Heartbeats upnormalities Classification have been designed and implemented using microcontroller.

PB 2

COLLEGE OF ENGINEERING

A Comprehensive Study on PV/BS/UG Hybrid Energy System: "Case study on Saudi Arabia"

E. A. El-Sayed*, A. ELrashidi

ABSTRACT

In this paper we introduce a fully automated power management control system for hybrid PV/Battery Sank/ Utility Grid (PV/B S/UG) system. Different tilt angles have been tested to specify the best tilt angle for the selected site. The generated power from the PV system is measured and compared with the calculated one. The deficit and surplus power have been determined. The power management technique is designed in different operating modes and controlled using a programmed Arduino controller. A full algorithm as well as complete program using C++ have been designed and applied to manage the power flow supplied from the three available sources through the Arduino Nano controller. The introduced system is tested using a real lighting load of University of Business and Technology located in Dhahban-Jeddah, Saudi Arabia. A fuzzy logic design is used to verify the proposed power management system during the day. This methodology uses the hourly radiation, and hourly load power measured at different title angles of PV system. Very valuable results can be extracted from the proposed technique that could help researchers and decision makers. The results obtained from the proposed system have established the economic feasibility of installing hybrid energy systems in many sites of Saudi Arabia.

PB 3

Liquid Heating Using Wind Energy

I. Abdullah, M. Kanan, R. Assaf

ABSTRACT

This work is aiming to utilize wind energy and liquid circulation with throttling applied for liquid heating. A Pilot unit consists of wind turbine, pump, pipes, throttling valve, tank constructed and tested. Wind turbine utilized to drive the hydraulic pump and generate hydraulic energy in form of pressure and flow. Pressurized liquid passes through pipes, fittings and throttling valve lose energy that converts into heat. By continuous circulations, the temperature of the liquid increases and causes a temperature increase in the whole system. Experimental results shows significant temperature increase in short time. Proposed model feasible, economic and environmentally friendly.

PB 4

COLLEGE OF ENGINEERING

Using Simulation Approach to Validate the Economic Impact of Utilizing the Integrated Quality Software Development Model

M. Kanan, R. Assaf

ABSTRACT

Software development cost is a crucial issue in software industry in the presence of broad competition. A simulation modeling approach is used to validate the economic impact of utilizing the Integrated Quality Software Development Model (IQSD), Waterfall Model, and The Prototyping Model in software development. Three factors are considered, learning rate and developer's skills, the selected sample proportion, and the expected number of iterations. This research shows that utilizing the IQSD results lower needed efforts for software development and higher level of customer satisfaction once an iteration is software development process is needed.



Advanced Intrusion Detection System For Wireless Mobile Ad Hoc Networks (A-ids-wman)

S. Muqtar & Sayed Elfar

ABSTRACT

Presenting cutting edge research- A mobile Ad hoc network (MANET) is a collection of wireless mobile agents in which nodes communicate each other without using any topology or infrastructure. Almost all networks are protected by using multilayer firewalls and encryption methods, but many of them are not efficient. Intrusion Detection System(IDS) must be supplemented by other Security and protection mechanisms. Therefore we proposed an Advanced Intrusion Detection System architecture and mechanism for Wireless Mobile Ad hoc Network (A-IDS-WMAN) that monitors the wireless network to detects anomalies for multi-hop ad-hoc wireless networks and to protect them from intruder attacks. An A-IDS-WMAN depends upon forwarding packets to neighboring nodes, and it work on Simple rules that have been designed to identify the misbehaving nodes. A special node is selected as a monitoring node that can keep track on misbehaving node.

COLLEGE OF ENGINEERING

Enhanced Night Navigation Using A Public Imagery Database

R.Nahas

ABSTRACT

We introduced a new method for enhancing night vision. Our method differs from other methods in the sources that are used. In the proposed method we use two source images, one image is taken from an infrared camera and the other is retrieved from a public database stored in a cloud that are fused together onto a display. This approach uses data from the cloud when it is not present in an active camera. Our approach is especially important for applications that require navigation at night. Daytime images are stored in the database, so a vehicle operator can drive at night; however, much of the scene will appear as if it is daytime. In this work, we developed a new metric designed for our approach and compared several approaches for image fusion and developed a method to fuse images. Our results showed that driving in darkness can be significantly improved by using this approach and can increase safety of night navigation for automotive and other applications.

Automated Configured Router For Controlled Sharing Wifi For Internet Guests

M. Alidelbi¹, H. Adham, S.Alshehri, M.Alsokait, S.Alfattani

ABSTRACT

Problem: the need of immediate out-doors internet access for emergency uses, while the 4g is not available for any reason.
Solution: client-server app where the server create framework to configure router in order to provide internet access.

COLLEGE OF ENGINEERING

Improvement of Vapor Chamber Performance Using Nanofluids

A. Wijaya, B. El Zein, S. Harmand

ABSTRACT

rapid advances in nanotechnology have lead to emerging of new generation of coolants called "nanofluids". Nanofluids are defined as suspension of nanoparticles in a basefluid.

Increasing heat fluxes and power loads require efficient and reliable heat dissipation.

Objectives of the Research:

- Improve efficiency and reliability of heat transfer devices
- Increase the lifetime of electronic components
- Reduction in size and weight of electronic devices

Nanomaterials For 3rd Generation Sensitized Solar Cells

M.Alkhatib, H.Abuhimid, M. Dosari, E.Traversa, J-P Vilcot, B.ElZein

ABSTRACT

Nano-materials play a very important role as building block for many optoelectronic devices. They differ from bulk counterpart in the size, characteristic and their new physical properties and offer new opportunities to be employed in various applications.

Zero dimensional (0D) and one Dimensional (1D) nanostructures have attracted lots of attention in solar energy harvesting, conversion and storage, owing to their unique physical and chemical properties. Nano-materials offer many advantages in energy conversion specifically in solar cells. These solar cells, depends on the physical interaction between nano-materials or chemical reaction at the surface or interface of the nano-materials. In this presentation, we will discuss the Zero and one dimensional nanostructures and the role they play in increasing the conversion efficiency of solar cells, taking in consideration the materials to be used to meet the main objective of developing an eco-green solar cell with high conversion efficiency.

COLLEGE OF ENGINEERING

**Quality In Higher Education: Perceptions Of
Top Administrators**

F. Alotaibi', G. Weheba', and S. Toy

ABSTRACT

Quality in higher education is driven by numerous factors. One of these factors is the top administrators' perceptions of quality. In their communication to the public, administrators' state initiatives and stress dimensions that they believe would increase stakeholders' satisfaction and derive institution's reputation.

The intangibility of the outcome, heterogeneity of the process, and inseparability of production and consumption have been cited in support of such a classification. However, some researchers have viewed higher education as an atypical service industry because of the aspects incorporated and the multiplicity of stakeholders. Furthermore, unlike many service sectors, higher learning Institutions have stringent academic and sometimes personal entry requirements that define the population to which the service is rendered; this creates a specific customer base (Rowley,1997).

**JEDDAH COLLEGE
OF ADVERTISING**

**Views Of Apology In Linguistics: Examples Of
Arabic Culture**

A.Samarah

ABSTRACT

It is important to be polite in the Arabic culture. Maybe this is one interesting difference between Arabic society and Western society.

Sometimes Westerners react to what they feel is extreme politeness on part of Arabic speakers, there are even people who interpret this kind of politeness as the ingratiation.

For this reasons it is important to emphasize the cultural value of politeness. Some examples may help to show this.

For instance, an Arabic customer entering a shop will normally make an 'apology' for disturbing the shop assistant.

Another example, moving in the street you can't avoid (sometimes) pushing other people; an Arabic speaker will always make an apology, otherwise he/she will be in trouble. The apology has a very important function in avoiding struggles between the tribes. The traditional importance of apology is also reflected in the holy Qur-an where humans are advised to be ready to make apologies to his neighbor. In the Arabic striving for harmony between people, the apology has great importance

Arabic Linguistics And Sibawaihi

A.Samarah

ABSTRACT

The purpose of the present study is to discuss some of the important features of Arabic linguistics on the one hand, and show the importance of one of the greatest grammarians in Arabia -"Sibawaihi"- on the other. My study is mostly based on studies by Itkonen (1991), Savignac, Horsfield (1935: 270), and Grimme (1936: 90-5).

I will focus my present study on the following questions:

1. When did Arabic linguistics start?
2. Who were the most important Arabic linguists?
3. Who was the most famous figure and what did he achieve?
4. What were the most important sources for the Arabic linguists?

Finally, Have "Western linguists" really understood the role of Arabic linguistics in Arabia?

These questions have not been discussed enough in most of the articles I have seen, and I have found it necessary and useful to give additional information (during my previous studies of Sibawaihi's own work) in order to make the picture more complete in this area of historical studies.

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**Leadership Online-identity On Twitter:
The Case Of Saudi Arabia And The USA**



H. Shoeib

ABSTRACT

Online virtual space provides different methods of socially constructing and performing leadership. Social media globally is a phenomena that impacts and influences identity construction on virtual space. This paper will compare between different facets of the Saudi Arabian and the USA's online leadership expression reflected in the Saudi King Salman bin Abdul-Aziz Al Saud and the American president Mr. Donald Trump's online identity manifested through their virtual space public engagement on Twitter.

CBA RESEARCH PUBLICATION ABSTRACT

THE EFFECTIVENESS OF MOBILE MARKETING AND BRAND RECOGNITION IN SAUDI ARABIA: A LITERATURE REVIEW

Mohammad Ali. Hurieb, Mohammad Zulfeequar Alam

* international journal of business quantitative economics and applied management research, 2017, 3, (10)

ABSTRACT

Information Technology sector is indeed very rapidly growing within KSA. Sales of internet and computers are highest in the country as compared to other nations in the region. Saudi Arabia is the second big market for the mobile phone in the Middle East. The country has specific rules and regulations to regulate and monitor the working of the mobile phone operators in the market. Saudi Telecom market also has grown tremendously over the past 4-5 years, and this is due to the result of the liberalization of the society and its thinking. This article describes the existing knowledge of how mobile marketing can increase value for consumers and retailers in the region. Mobile marketing and its

activities are shown to be both an extension of consumers' shopping behaviours in Saudi Arabia. The article focuses on to know how mobile marketing creates value for consumers and retailers, enabling research that is more precise and development of managerial theories and tools while presenting both managers and academics with increased understanding of mobile purchasing and its value outcomes for retailers. For this study, an exploratory research has been taken, also more than hundreds of related articles have been reviewed, and outcome of this has been discussed. Keywords: Mobile Market, value creation, mobile marketing, Saudi Arabia

Keywords: Mobile Market, value creation, mobile marketing, Saudi Arabia

CBA RESEARCH PUBLICATION ABSTRACT

EXPLORING SHOPPER INSIGHTS OF SOCIAL MEDIA USE IN SAUDI ARABIA

Mohammad Zulfeequar Alam

* International Review of Management and Marketing, 2017, 7,(2)

ABSTRACT

Social media inspired millions of users from all over the world. This media has made the connection more familiar to ones that are more intelligent. This new medium of communication wins the trust of consumers by connecting with them at a deeper level. Global and local companies have recognized social media marketing as a potential marketing platform and have utilized with innovations to power their advertising campaign their marketing approach through social media. One cannot afford to not having any presence on the social network channel now a day when their counterparts are having waves of products and services in the market. Despite, the spread of social media and the broad adoption of these various communication tools, there is a lack of studies in Saudi region that conceptualized the goals of objectives of the study. A convenience sample survey has been collected from 226 respondents through using the online survey via Google forms and monkey survey during 3 months from October to December 2015. The closeended questionnaire was used, and particular care has been taken to reduce the non-response rate and the error arising out of it. After collecting the data, it was manually edited, coded and then recorded on excel sheet. For descriptive analysis statistics (frequency distribution), Chi-square goodness of fitness test at $P = 0.05$ was applied, and result findings were interpreted accordingly in the study.

Keywords: Social Media, User Perceptions, Marketing Communication, Consumer Attitude, Consumer Behavior, Shopper Insight, Saudi Arabia

CBA RESEARCH PUBLICATION ABSTRACT

THE BUYING PATTERN OF ENERGY DRINK AND ITS USE AMONG THE YOUNG GENERATION OF SAUDI ARABIA

Mohammad Zulfeequar Alam

* British Journal of Marketing Studies ,2017,5, (2)

ABSTRACT

Energy drink intake has to turn into a favorite exercise around the world, in particular among the younger generation. In Saudi Arabia, there are significant limitations in energy drinks – in abstract, tastes, advertising, the attention of sponsorship, are not permitted," however, it is not limited to the use of social media. The core purpose of this study is to investigate the consumption patterns of energy drinks among young people in Saudi Arabia even after partial restrictions on the promotion of energy drinks. This method of the research was used an exploratory approach in nature with the data collection through survey method (Maxim, 1999) were gathered from the respondents. A self-administered structured questionnaire was developed using survey monkey online services. After getting the responses, the data were edited, tabulated and analyzed using descriptive statistics (Frequency distribution) through the excel sheet and the result was explained accordingly. The result reveals that there is a trend of widespread use of energy drinks among young people, especially students in the age group 23-27 (72.10%). It also indicates that there is a high level of social acceptance of energy drink consumption in the region. The respondents showed a tendency towards buying decisions of it, but between the choice of brands, a certain degree of loyalty was shown. There is a call of some awareness program to increase the knowledge among the youth about the consumption of energy drinks and their effects on health

Keywords: Energy Drinks, Power Drink, Consumer Behavior, Buying Pattern, Youth, Saudi Arabia

CBA RESEARCH PUBLICATION ABSTRACT

IMPACT OF SAUDI ARABIA ECONOMIC CHANGES (OIL SHOCK) 2016 ON CONSUMER PURCHASING HABITS; WITH SPECIAL REFERENCE TO RETAIL SHOPPING IN KSA

Salah Abunar, Mohammad Zulfeequar Alam

* International Journal of Business and Management Review , 2017,5,(4)

ABSTRACT

Consumer behaviour is a complex phenomenon, consisting of a set of decisionmaking processes, economic determinants and market incentives. The complexity of the buying processes of consumers may be largely linked to a sensation that 's hard to predict and control. However, consumers are a primary source of income for business organisations, so knowing their behaviour has a great importance for the survival of business and market prosperity. For this, the researcher focuses primarily on highlighting the effects of the current economic recession (oil shock) of Saudi Arabia among the behaviour of consumers, in particular for household goods. An explorative research followed by descriptive research has been taken. Primary data has been obtained through a close-ended questionnaire, and it was collected using online Google form and the personal basis from the consumer of Saudi Arabia during January 2017 March 2017. Following receiving the data, it was examined with deceptive statistics. Chi2 test at P. Value 0.05, correlation coefficient has been utilised to check the validity and reliability of the hypothesis, and results were interpreted accordingly in the article. It was investigated that the majority of the respondents had a negative impact of the current economic crisis on the household purchase. Besides, it was also found that there was a variation in opinion among the respondents regarding the changes of their household consumption and expenses before and after the economic crisis (Oil shock)

Keywords: Consumer Behavior, Consumer Perception, Economic Crisis, Oil Shock, Household, Retailing, Saudi Arabia

CBA RESEARCH PUBLICATION ABSTRACT

DEVELOPING IN-HOUSE ERP SYSTEM FOR THE CONSTRUCTION INDUSTRY IN A DEVELOPING COUNTRY: A CASE STUDY

Mahmood Ali

* Engineering Management Research, 2017, 6, (1)

ABSTRACT

Benefits reaped from implementing Enterprise Resource Planning (ERP) systems have made them a critical part of organisations. These systems, which are developed on best business practices, are sometimes unable to satisfy unique organisational needs, such as those specific to the construction industry which present a unique set of challenges different from those of manufacturing and service industries. This paper aims to study the development of in-house ERP system in an organisation in a developing country, and seek to explore and understand the development of ERP system designed exclusively around the needs of an organisation. This study adopts a case study based qualitative research methodology. Primary data is collected through a series of interviews, discussions with the project manager, development staff and end users. The outcome of the study shows that through proper planning coupled with detailed needs analysis, suitable change management strategy, an experienced project team and selecting the appropriate software development process, any organisation can design and develop ERP system that caters for the organisation specific needs. Therefore, eliminating the need of complex software customisation or altering business processes. Further, by developing an in-house system, the probability of a failed implementation is greatly reduced thus allowing the organisation to focus on its core business while benefitting from the new system.

Keywords: ERP system, human resources, in-house ERP, construction industry

CBA RESEARCH PUBLICATION ABSTRACT

IMPACT OF ORGANIZATIONAL CULTURE ON JOB SATISFACTION AMONG THE UNIVERSITY FACULTY MEMBERS – AN EMPIRICAL STUDY

Sayeeduzzafar Qazi, Tejbir Kaur

* International Journal of Business and Social Science, 2017, 8,(3)

ABSTRACT

Organizational culture and job satisfaction are the very critical factor for any university. The purpose of the study was to find out prevailing organizational culture among the faculty members of the Universities and between Public and Private Universities, to understand the correlation between Organization culture and Job satisfaction and to suggests the remedies for improving the organizational culture and job satisfaction The present study was conducted on 368 faculty members of Indian private and government universities randomly drawn using questionnaire method. The results obtained indicates that the faculty members of both private and government universities were experiencing moderate level of OCTAPACE culture and also moderate level of job satisfaction and dominant culture components includes Openness and Risk taking, Confrontation, Pro-action, Collaboration and Experimentation. No differences were found between male and female faculty members on the dimensions of job satisfaction and organizational culture. It was further explored and found that there is significant positive correlation exists between organizational culture and job satisfaction.

Keywords: Openness and Risk Taking, Trust, Autonomy, Organizational Culture, Job Satisfaction

CE RESEARCH PUBLICATION ABSTRACT

ELECTROPHOTONIC IMPROVEMENT OF POLYMER SOLAR CELLS BY USING GRAPHENE AND PLASMONIC NANOPARTICLES

Ali Elrashidi

* International Journal on Multidisciplinary Materials Research: Mater. Express, 2017, 7,(4)

ABSTRACT

It is essential to enhance a solar cell performance at near-infrared region which represents almost 40% of sunlight energy. In this paper, an efficient light trapping polymer solar cell which uses plasmonic nanoparticles and antireflection transparent graphene layer is introduced. The shape of the periodic nanostructure of nanocrystalline zinc oxide (nc-ZnO) grown on its flat surface and the thickness of graphene layer are optimized. Lumerical finite difference time domain (FDTD) solution software is used to design and analyze the proposed structure. In addition, electrical and optical models are developed to calculate the short circuit current fill factor and overall efficiency of the designed polymer solar cell structure. The distributed gold nanoparticles (Au-NPs) inside the active layer with 41 Au-NPs/unit cell produce the maximum efficiency and short circuit current density, 8.94% and 17.33 mA/cm² respectively, and a high light absorption near-infrared region is obtained. Finally, the electric field distribution inside the solar cell structure is also illustrated in this work.

Keywords: FDTD, Plasmonic Nanoparticles, Polymer solar cell, Short Circuit Current Density, Overall Efficiency

CE RESEARCH PUBLICATION ABSTRACT

MATHEMATICAL MODELING USING PURE FRACTIONS AND MONTE CARLO SIMULATION TO CONTROL THALASSEMIA DISEASE TRANSITION

Abdelrahim .M. Zabadi , Ramiz Assaf, Mohammad Kanan

* International Journal of Advanced Biotechnology and Research (IJBR), 2017, 8, (2)

ABSTRACT

Thalassemia is one of the most widely spread genetic disease, especially in the Middle East. The study aims to create a mathematical model for the control of the transition of genetically inherited thalassemia disease. New form of representing the numbers in the unit - interval $[0, 1]$ which is called pure fractions and the theory and properties of pure fractions were examined and applied. To generalize the effectiveness of this innovative model to predict the number of generations needed to eliminate Thalassemia or other similar genetic diseases, MonteCarlo simulation via MATLAB was used. Results indicated such genetic diseases could be controlled and can be eliminated with proper family policies.

Keywords: Thalassemia disease, pure fraction, reducible pure fraction, mathematical Model, Monte Carlo simulation, MATLAB.

CE RESEARCH PUBLICATION ABSTRACT

PREVALENCE OF VISUAL AND MUSCULOSKELETAL DISORDERS AMONG OFFICE WORKERS IN PALESTINE

Yahya Saleh, Ramiz Assaf

* Journal of Ergonomics, 2017, 7, (3)

ABSTRACT

Visual and Musculoskeletal Disorders (VMSD) are one of the occupational diseases prevalent among office workers in the globe. Many studies have been devoted to examine such disorders in developed countries. However, few studies have recently been initiated in developing countries. Among them is this study which aims to assess the prevalence of VMSDs among office workers in Palestine. To this end, a self-reporting questionnaire was designed and distributed to 501 respondents from office workers working in public and private organizations in West Bank, Palestine. The collected data were statistically analyzed using Minitab 17.0. More specifically, ANOVA and Multiple Linear Regression (MLR) analyses were conducted. The results showed that about 62.5% of the sampled workers suffered from the development of at least one VMSD symptom, and about 17% indicated they have one permanent symptom. Besides, gender and age of office workers showed significant statistical differences in the prevalence of VMSD's symptoms. The results of the MLP showed significance in modeling the VMSD's symptoms prevalence. The findings of this study could help the relevant stakeholders in taking engineering and administrative interventions to alleviate the adverse effects of VMSD on office workers' occupational health, safety and job performance.

Keywords: Office workers; Musculoskeletal disorders (MSDs); Visual disorders; Ergonomics; Multiple linear regressions

CE RESEARCH PUBLICATION ABSTRACT

ECONOMIC ADVANTAGES OF UTILIZING THE INTEGRATED QUALITY SOFTWARE DEVELOPMENT MODEL

Mohammad Kanan, Gamal Weheba, Ramiz Assaf

* Industrial Engineering & Management, 2017,6,(1)

ABSTRACT

New contemporary software development models try to tradeoff among the three major aspects of concern; Cost, time and meeting customer requirements. One of the recently introduced software development models is the Integrated Quality Software Development (IQSD). This model builds on the advantages of both the prototyping and waterfall models and eliminates their limitations. This research presents the development of a cost estimation function that quantifies the economic benefits of implementing the IQSD model. Numerical analysis indicated that the IQSD model outperforms traditional development models from an economic standpoint.

Keywords: Integrated quality software development; Waterfall model; Prototyping model; Software development lifecycle; Cost estimation

CE RESEARCH PUBLICATION ABSTRACT

COMPARING VARIOUS MIDDLE MACHINES WITH TIME SYNCHRONIZATION USING VIDEO STEAMING PROTOCOLS

Mohamed Shajahan, Mohamed Zakir

* Research Journal of Kings University, 2017 ,2, (1) , Special Issue

ABSTRACT

With an innovative growth of video applications over the Internet, many methods and approaches have been proposed to stream protocol with time synchronization, besteffort networks. In this research work, we propose a distributed multimedia streaming and simulated ADHOC network environment. The main of the research is to reduce traffic via network. The receiver-driven protocol employs four sections, Rate Allocation Algorithm, Packet Partitioning Algorithm Packet Loss Detection Packet recovery and moreover we demonstrate all the above said methods through internet experiments .

Keywords: Distributed streaming, RTT Timing Calculation, Forward Error Correction

JCA RESEARCH PUBLICATION ABSTRACT

HOW PEOPLE SPEAK ABOUT CULTURAL DIFFERENCES

Abdullah Y. Samarah

* American Journal of Linguistics 2017, 5,(1)

ABSTRACT

This study tries to explain and describe reasons that make people from different places react when they experience a new culture. Besides the topic/s they have been interested in talking about, and how they have participated in their discussion i.e., topic and topic change. All these steps are important to show the role of this semi-interculture between people who come from different places, how they react, speak and describe after their interaction with the new culture where they live now. This study also has tried to show which topic/s are the most interesting ones for the participants to discuss and talk in similar situations.

Keywords: Inter/Cross Cultural Communication, Grammatical topic, Discourse topic, Topic fragment, Speakers topic and Topic formulation

RESEARCHER OF THE MONTH

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 College Of CBA

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DR.ABDULLAH DAHLAN RESEARCH AWARD 2017

On a Yearly basis, UBT awards the Dr. Abdullah Dahlan Research Award: for the best research conducted to its faculty, in recognition for their great efforts.

Twelve faculty have applied, and only two were awarded based on the following criteria:

- Number of published papers under the nominated research
- Impact factor of the journal where the research has been published
- H-index of the primary investigator
- International and national collaboration
- Number of awards received within the research
- Number of conferences was presented where the nominated research
- Level of originality and results applicability
- Applicability in the Saudi society
- Level of contribution to the economic development and community service

The awarded researches are:

1. "Marketing Strategies for the E-commerce and Digital Marketing" presented by Mohamad Zulfeequar Alam from CBA, and published in "Journal of International Business and Economics"
 2. "High –Speed Image Registration Algorithm with Sub-Pixel Accuracy" presented by Amr Youssef from CE, and published in "IEEE signal Processing Letters"
- Each winner received a plaque of recognition, as well as monetary reward of twenty thousand Saudi Riyals.



MARKETING STRATEGIES FOR THE PROMOTION OF E-COMMERCE IN SAUDI ARABIA

Mohammad Zulfequar Alam

* Journal of International Business and Economics®, JIBE, USA, 2017, 17,(1)

ABSTRACT

E-commerce has depended on new calls for the marketing these days because of the changes in the associated behavior of consumer habits, and the way of purchase changed during the new millennium due to the technological innovation and the external communications methods of marketing. Due to fast increase in the attention of consumers in online marketing, it has become the ideal means of purchasing and the pattern of doing shop for the people in the world. In Saudi Arabia, the internet become the part of life now, and citizens are motivated to obtain their demands online, but the electronic procurement direction still did not keep the significant place of marketing in Saudi Arabia. The present study is to measure the e-commerce motivational factors and to identify the strategy for the promotion of electronic business in the region. For the study, a survey of 128 respondents of Saudi Arabian purchasers was conducted during the three months from September to November 2015. Data collection was carried out using a structured and close-ended questionnaire. The received data were coded and analyzed with proper analytical tools. It was investigated that the majority of the respondents had involved in e-marketing as well as alternative one. Moreover, the timing of e-marketing significantly differed in opinion among the people, and discount offer were the most motivational factors to e marketing by the people.

Keywords: E-commerce, promotional strategy, e-marketing, Saudi Arabia



HIGH-SPEED IMAGE REGISTRATION ALGORITHM WITH SUBPIXEL ACCURACY

Amr Yousef, Jiang Li, Senior Member, IEEE, and Mohammad Karim, Fellow, IEEE

* IEEE SIGNAL PROCESSING LETTERS, 2015,22, (10)

ABSTRACT

A new, fast and computationally efficient lateral subpixel shift registration algorithm is presented. It is limited to register images that differ by small subpixel shifts otherwise its performance degrades. This algorithm significantly improves the performance of the single-step discrete Fourier transform approach proposed by Guizar-Sicairos et al. and can be applied efficiently on large dimension images. It reduces the dimension of Fourier transform of the cross correlation matrix and reduces the discrete Fourier transform (DFT) matrix multiplications to speed up the registration process. Simulations show that our algorithm reduces computation time and memory requirements without sacrificing the accuracy associated with the usual FFT approach accuracy

Keywords: Fast Fourier transform, phase correlation, subpixel registration.



UBT Innovation and Entrepreneurship Award winners for 2017

Creative thinking, problem analysis, and broad horizons are the characteristics of University of Business and Technology (UBT) graduates. UBT, and the Deanship of Scientific Research play key roles in generating knowledge and serving the community. We adopt innovation and entrepreneurship in accordance with the vision of the Kingdom of Saudi Arabia 2030. We promote the educational and research process and its outputs by encouraging, supporting and helping our students to crystallize their ideas and transform them into innovations. We provide means and tools to develop their abilities and to qualify them to integrate into the knowledge society. The University has launched the first initiative of its kind in the Kingdom, under the name of Business and entrepreneurship clinics to provide entrepreneurs and small and medium-sized companies with advice, guidance, support, supervision, training and consultation. It helps to diagnose their weaknesses and analyze them in

order to propose the appropriate solution for them. During the Graduation ceremony for 2017, that was held on the 9th of May 2017 in Hilton –Jeddah, the Deanship of Scientific Research announced the UBT Award for Entrepreneurship and Innovation in recognition of the efforts of our distinguished and creative students:

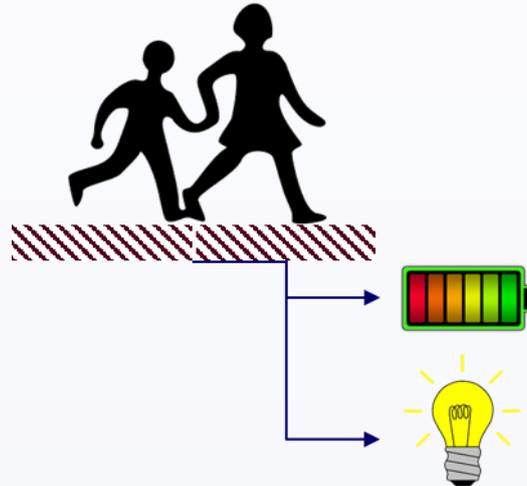
- First Prize: Fares Osama Sakhiri and M. Mansoor Mohamed Kawas from Industrial Engineering Department for their innovation “Cooling Wave Device “A rapid cooling system for home and health use.
- Second Prize: Ghaith Nader Anwar Idris & M. Siraj Munir Al - Marawi from the Department of Industrial Engineering for their innovation “vert Tile system” to convert human movement to electrical energy.

We wish you all more success creativity, innovation and leadership.



VERTTILE

By Eng. Gaith Nader Anwar Edrees , and Eng. Siraj Munir Almoarawi
Industrial Engineering Department .



ABSTRACT

Energy harvesting using nanomaterials provides an opportunity for advancement towards sustainable systems. Sustainable systems, or Self-powered systems, are a new technology which allows a device to perform without the need for external power source like batteries or such. This “VERTtile” can harvest energy from sources around us such as mechanical vibrations, noise, and/or human movement and convert it into electric energy. The purpose of our invention is the transformation of massively wasted energy sources, walking and natural heat, into electricity. The electricity generated can either be stored for later usage or directly used to charge any electronic device. From street lamps, street lights, traffic posts, warning signals, roadway lights, to nearby houses, homes, plugs for phone charging, and more. The application possibility is endless.



COOLING WAVE

By Eng. Fares Osama Sukhairi and Eng. Mansour Mohammed Qawas
Industrial Engineering Department



ABSTRACT

An innovative Electric appliance, a rapid cooling wave fridge. This product is considered a twentieth century technology because it provides speed in cooling and high efficiency , accuracy and safety. It is similar to the microwave oven in heating the aliments, this device will cool down any product in minutes in a rapid way. It can be used in hospitals, labs, restaurants or even houses.

Congratulation to Dr. Basma EL Zein



Dr. Basma EL Zein, has been endorsed by Marquis Who's Who as a leader in the engineering education industry.

Jeddah, Saudi Arabia, May 11, 2017 – Marquis who's who , the world's premier publisher of biographical profiles, is proud to name Basma EL Zein, a lifetime Achiever.

An accomplished listee, Basma EL Zein celebrates many years' experience in her professional network, and has been noted for achievements, leadership qualities, and the credentials and success she has accrued in her field. As in all Marquis Who's Who biographical volumes, individuals profiled are selected on the basis of current reference value. Factors as position, noteworthy accomplish-

ments, visibility, and prominence in a field are all taken into account during the selection process.

A seasonal professional with decades of experience under her belt, Dr. EL Zein currently serves as the dean of scientific of scientific research for the university of Business and Technology, and the director of the university's Research and Consultation Center. Earlier in her career, she lent her services to a variety of research, management, and academic roles for IEMN , King Abdullah University of Science and Technology, Dar Al Hekma University, and Jeddah international school.

A graduate of Lebanese University and the University of Lille, Dr. EL Zein holds a master degree in engineering and a Phd in nanotechnology. Throughout her career, she has contributed her knowledge to articles in professional journals. In order to remain active among her professional community,



she affiliates herself with the IEEE as senior Member the Engineering syndicate, the project management institute, the Material Research Society, the American Association for the advancement of Science, and Association of University Technology Managers.

Over many years, she has conducted research in nanotechnology for Energy conversion and energy storage, computer vision, and data communication over power lines.

Beyond her exceptional personal accomplishments, she has been recognized many times for her outstanding work. In addition to earning an achievement award through Hariri Foundation, Dr.EL Zein has been selected as solar Pioneer by MESIA and has been featured in one edition of

Who's who in Asia and two editions of Who's Who in the world.

In recognition of outstanding contributions to her profession and the Marquis Who's Who Community, Basma EL Zein has been featured on the Marquis Who's who Lifetime Achievers website.

<https://wwlifetimeachievement.com/2017/06/16/basma-el-zein/>

APPROVED FUNDED RESEARCH

OPTICAL ABSORPTION ENHANCEMENT FOR A-SI:H SOLAR CELLS USING PLASMONIC NANOPARTICLES.

Ali El Rashidi

ABSTRACT

Solar energy is the most favoured renewable energy that can be harvested and converted to usable electrical energy using solar cells with a drawback of limited efficiency. The light harvesting and power conversion efficiency can be boosted utilizing nanostructured materials, including nanowires, quantum dots, plasmonic materials, and nanoantennas. In this work, we propose a new structure for an excitonic solar cell with improved light harvesting and power conversion efficiency using plasmonic nanoparticles distributed on the top surface of conical shape solar cell. Different metals will be used as plasmonic nanoparticles such as gold, copper, silver and vanadium dioxide. Hydrogenated amorphous silicon solar cells which has very strong absorbers using n-type, intrinsic, and p-type layers will be used. Therefore only a very thin film is required to capture most of the incident light. These light absorbing molecules can also be deposited with solution processable techniques. This means that large area devices can be manufactured using simple and cheap manufacturing processes. There

fore these solar cells are relatively cheap to produce and can be prepared as flexible devices. The flexible and light-weight nature of these cells means they are more portable than traditional solar cells and can be incorporated more easily into consumer goods, such as backpacks. Another advantage of the strong absorption properties of these types of solar cells is they perform well under low or diffuse light conditions and so can be used indoors. On the other hand, conical shape of PIN is used to enhance the light trapping by multiple reflections of incident light. The optimum shape, size and position of plasmonic materials and optimum shape and height of the PIN conical shape will be determined using a finite difference time domain (FDTD) simulation tool. According to the parametric study, we will fabricate a prototype for a solar cell that can be industrialized. Electrical and optical properties of the proposed model will be determined and verified with the ones obtained by the parametric study as well.

APPROVED FUNDED RESEARCH

ASSESSMENT OF QUALITY COST IN SAUDI ARABIA MANUFACTURING INDUSTRY

Hussein Reda

ABSTRACT

Quality costs are those resulting from producing, identifying, repairing, and avoiding defective products. It consists of the following four categories:

- 1) Internal failure costs: are incurred prior to the products delivery to the customer. They include costs of scrap, rework, retest, downtime, yield losses or disposition.
- 2) External failure costs: are occurring after the products are delivered to the customer. They include categories such as complaint adjustment, returned products, warranty charges, and liability or allowances concessions.
- 3) Appraisal costs: are resulting from measuring, evaluating, and auditing of material and products to determine their conformance to specifications. They include costs of inspection and testing of incoming material and through production, testing, and equipment calibration.
- 4) Preventive costs: are associated with activities aimed at reducing appraisal and failure costs. They include costs of quality planning and design, new products review, process control, training, quality

data analysis and reporting, and improvement projects.

A survey of several manufacturing industries in Saudi Arabia will be conducted. The survey include a cross representation of manufacturing activities existing in the region. They include construction material, light metal fabrication, plastics and glass products, and assembly of various electric & mechanical products and home appliances.

The survey is intended to assess the level of awareness and quantitative estimates of quality costs as related to the above four categories. The survey design and findings will be presented along with analysis. Specific conclusions will be drawn regarding quality costs studies and reduction/improvements programs as related to the surveyed industry categories.

APPROVED FUNDED RESEARCH

PIEZOELECTRIC FOR LIGHTING HIGHWAYS

Seoud Abouamer

ABSTRACT

Sound is a regular mechanical vibration that travels through matter as a waveform. Longitudinal sound waves – compression waves – transmitted through the ambient air are made up of waves of alternating pressure deviations from the equilibrium pressure, causing local regions of compression and rarefaction. In This work, different intensity of the input sound was used.

Compared with other mechanical energy sources,

it is very difficult to use mechanical energy from sound in order to generate electrical energy using a conventional PZT-based bulk or thin film piezoelectric energy harvester." To overcome this difficulty, the team worked with zinc oxide nanowires, a piezoelectric nanomaterial that leads to a much more sensitively response toward sound energy.

APPROVED FUNDED RESEARCH

NOVEL DESIGN AND IMPLEMENTATION OF CHIPLESS TAG USING RADIO FREQUENCY IDENTIFICATION (RFID) SYSTEM

Samer Bali

ABSTRACT

Radio-Frequency Identification (RFID) wireless technology is becoming the most popular and important instrument that is used in many applications such as logistic chains, tracking and localization items. RFID has the capability to read the items without needing line of sight. In addition, RFID is used for applications that require relatively long reading distance compared to the traditional barcode system. The main obstacle of the RFID system is the cost of an active tag unit as well as a passive tag unit with chip, and this still prevents RFID from being a widely used identification system.

Chipless tag is one solution to effectively reduce the cost of the tag. However, this solution imposes new challenges in RFID systems. One of the main classical challenges is the development of

anti-collision methodologies in order to identify multiple tags simultaneously. The anti-collision protocols that are frequently used in traditional active and passive RFID tags with chips are not suitable for chipless tags, since chipless tags do not have any on board controlling element (chip) or circuit. Therefore, new anti-collision protocols should be developed for chipless tags. In this project we will design a microstrip printed antenna using a Ink-Jet printer in our lab at University of Business and Technology.

In this research project, it is intended to design and develop new chipless tags that should be extremely cheap. The new tags will need the development of new protocols for reading multiple tags simultaneously. As a result, this will open the way for building an initial prototype of an enhanced passive RFID system.

UBT – DSR IS PLEASED TO ANNOUNCE

FIRST CALL FOR RESEARCH PROPOSAL 2017/2018

Date To Remember :
1st of December 2017

What to submit :

- 2 Hard Copies
- 1 CD/USB Soft Copy



BRIEF PROCESS

- 1 Prepare your proposal with your RCC College Coordinator
- 2 Check with your HOD
- 3 Check with your RCC Coordinator you last Proposal Version
- 4 Get the approval of the Dean
- 5 Receive External reviewer evaluation report
- 6 Scientific council approval
- 7 Start your project

RESEARCH AREAS

Flagship Research



UBT – Deanship of scientific research IS PLEASED TO ANNOUNCE

Call For Research Proposal

KACST-Grants Programs for Universities and Research Centers (GPURC)

UBT / Deanship of scientific research is calling for proposals for the external fund from KACST-GPURC National Research Fund.

Any faculty from UBT can apply to this Grant Program with certain conditions:

- Approval of UBT
- Obtain the Letter of Intent from UBT Scientific Council
- Follow UBT policies and procedures for external fund
- Follow KACST policies and Procedures

AREAS OF RESEARCH:

Applied Research	<ul style="list-style-type: none"> •Water •Energy
Innovation Research	<ul style="list-style-type: none"> •Oil and gas •Petrochemicals and materials Medicine and health •Aerospace and aviation
Directed Research	<ul style="list-style-type: none"> •Agriculture and food industries •Construction and construction
Industrial Development	<ul style="list-style-type: none"> •Electronics and Information and Communication Technology Environment •Defense and security
Industrial Innovation	<ul style="list-style-type: none"> •Transportation

EVALUATION CRITERIA:

- Intellectual
- Impact
- Work Plan
- Qualification of the Team
- Budget
- Research Compliance

DATES TO REMEMBER:

- UBT / Deanship of Scientific Research deadline 30th of September, 2017

or Visit KACST website : <https://gpurc.kacst.edu.sa/>

IEEE UBT STUDENT BRANCH

Student paper Contest

UBT

جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY



IEEE

University of Business & Technology
Student Branch

UBT- IEEE Student Paper Contest

IEEE Region8 Student Branches organize on yearly basis the student paper contest as part of the student, scientific, academic and technical activity.

Paper should **cover technical and engineering aspects**. The work should be original in treatment and concise in coverage.

UBT Students submit their papers to Deanship of Scientific Research (DSR) , the winners will be submit to the international competition to participate in IEEE R8 EUROCON conference.

Deadline : **Sunday 1st of October 2017**

Submission to RCC-Researchservices@ubt.edu.sa For any further information:
DSR@ubt.edu.sa , Mr. Mohmmad Anqawi m.angawi@ubt.edu.sa



CAREER AND ENTREPRENEURSHIP FAIR 2017

Going into business and being an entrepreneur can seem irresistible on these days. UBT, as an initiation associated with Saudi Arabia's Vision 2030, organized an Entrepreneurship Fair (EF) as part of the UBT career and Entrepreneurship Fair (CEF) 2017 and part of Business & Entrepreneurship Clinic (BEC) program. The Research and Consultation Center (RCC) and College of Business Administration (CBA) was pleased to invite all to take part in this one of its kind event in the Kingdom of Saudi Arabia, to participate as an Entrepreneurship Enablers in the fair that will take place in Hilton from 17th to 19th of April 2017.

CEF 2017 is not a job fair, it is retooling for career opportunities and a way to utilize skills to keep pace with the new vision 2030 – KSA

OBJECTIVES OF THE ENTREPRENEURSHIP FAIR (EF):

- Promote entrepreneurship as a career
- Harness creativity
- Network
- Promote support and consultancy to SMEs and Entrepreneurs
- Exchange Advise and information

THE EVENT IS TARGETED ALL SEEKERS OF:

- Accelerator
- Incubator
- Seed Fund
- Consultancy
- Mentorship program
- Training
- Workshops
- Help & Support

The event was inaugurated under the patronage of SMEA presented by Mr. Muwaffaq Jamal the Vice Governor - Regional & Sectorial Development, Prof. Hussein Alawi the rector of UBT, and Vice Rector Dr. Lulwa Mutlaq, Dr. Weam Tunsi, and many other key people from UBT.

ENTREPRENEURSHIP FAIR PARTICIPANTS



Economic Development



Established in 2001, the Saudi Industrial Property Authority (MODON) is responsible for the development of industrial cities with integrated infrastructure and services. Whereas MODON has established industrial cities in various regions of the Kingdom, it is currently overseeing 35 existing and underdevelopment cities which include: Riyadh (1st., 2nd. & 3rd.), Jeddah (1st., 2nd. & 3rd.), Dammam (1st., 2nd. & 3rd.), Makkah, Qassim (1st. & 2nd.), Al-Ahsa (1st. & 2nd.), Madina Al-Munawwara, Al-Kharj, Sudair, Al-Zulfi, Shaqraa, Durma, Ha'il, Tabuk, Ar'ar, Al-Jouf, Assir, Jazan, Najran, Al-Baha (1st. & 2nd.), Hafr Al-Batin and Wa'ad Al-Shamaal; in addition to MODON Oases in Al-Ahsa, Jeddah, Al-Qassim, Al-Jouf an Yanbu.



ENTREPRENEURSHIP FAIR PARTICIPANTS



Qotuf AlRiyadah is the first Saudi private sector-led, none profit entrepreneurship foundation . It was established in 2012, in order to foster the sustainable development of entrepreneurship in Saudi Arabia with the chairman Dr. Ghassan A. Suliaman as the founder and Eng. Tuba Terekli as the Co-founder and CEO. Experienced Saudi entrepreneurs established Qotuf to support the needs of aspiring Saudi entrepreneurs through the launch of initiatives, with private and public sectors in affiliation with organisations in over 165 countries. Qotuf only develops highly specialized initiatives focused on three key areas 1. Economic stability and diversity 2. Youth engagement via innovation, and 3. High quality job creation. Qotuf programs have achieved unparalleled results locally and globally as the strategic direction is more towards diversification and proper engagement of equity funding, mentoring, and growth development to drive the entrepreneurial ecosystem to graduate companies that create high quality of jobs and global existence.

Wadi Makkah is a platform of startup companies from innovation and scientific research through three main programs:

- Innovation Center: Helps the innovators by providing the necessary technical services to transform innovative ideas into economically viable products.
- Accelerator: helps the entrepreneurs to transform innovative product to startup companies by providing consulting services, training, mentoring, funding and office spaces, in addition to accessing the market.
- Venture Capital: designed to provide the necessary investments for the startup companies to achieve the growth and sustainability by connecting them with Angle Investors and Venture Capital networks.



**INNOVATION
AND ECONOMIC
DEVELOPMENT**



مدينة الملك عبدالعزيز
للعلوم والتقنية
KACST



KAUST is a graduate research university of science and technology renowned by global benchmarks. KAUST aspires to be a destination for scientific and technological education and research. Innovation & Economic Development. The mission of the Innovation & Economic Development department is to help maximize KAUST's contribution to the economic diversification of the Kingdom of Saudi Arabia and its transformation to a knowledge-based economy. KAUST considers itself to be a catalyst for innovation, economic development and social prosperity in Saudi Arabia and the world.

Both the National Science and Technology Plan and the National Industry Strategy objectives aim to diversify the economy through the development of non-oil technology industries. The Kingdom's leading research institution for science and technology KACST has established a national technology innovation program under the name of BADIR, a program for technology incubation focuses on supporting technology based business opportunities and the development of technology entrepreneurship. KACST launched BADIR program in 2008 with the establishment of its first incubator, BADIR-ICT (information and communications technologies). to ensure continued use of best practices, KACST introduced an incubator monitoring and evaluation system for the BADIR incubators. BADIR also provided feasibility studies and development support to 11 proposed incubators within universities and other institutions around the Kingdom through the leadership role in the Saudi Arabian incubation industry by initiating the establishment of a national network.

ENTREPRENEURSHIP FAIR PARTICIPANTS



Saudi Council of Engineers aims to promote the engineering profession and do whatever may be necessary to develop and upgrade its standards and those practicing it. Among its duties are: setting criteria and standards of practicing and developing this profession including licensure terms and conditions; prescribing necessary rules, regulations, and examinations for obtaining professional degrees; conducting courses, conferences, symposia, and exhibitions relating to the profession; and submission of technical advice in its area of specialization in accordance with regulations to be approved by the Council's Board of Directors.



The Islamic Research and Training Institute (IRTI) is an entity within the Islamic Development Bank Group and serves as the IDB Group's primary organizational unit for the delivery of Islamic Finance research, training, information, advisory, technical assistance and Islamic Financial Products development services within the Group and to its Member Countries.

IRTI is responsible for basic and applied research in Islamic finance with the mission to facilitate its practical application in collaboration with other IDB Group members and partner organizations. IRTI is also responsible for enabling the development and sustenance of a dynamic and comprehensive Islamic Financial Services Industry (IFSI), which supports the socio-economic development in member countries. It is also mandated to develop capacity of the personnel engaged in Islamic finance development activities in the IDB Group's Member Countries.



نساعدك في سعيك للرزق

Started as a job creation initiative by Community Jameel, Bab Rizq Jameel (BRJ) is now a complete employment hub incorporating, job placements, career counseling and self-employment initiatives. Now, BRJ is not only helping with creating jobs and training in several industries but also helps close the gap between university education and private sector requirements.

Objectives:

1. Help create job opportunities for young men and women.
2. Introduce possible recruits seeking job opportunities to companies and establishments in the MENAT region.
3. Match young Saudi men and women looking for employment to existing job opportunities.
4. Support owners of small projects through providing them with interest-free loans.
6. Support household projects.
7. Offer franchise opportunities to young entrepreneurs.

بنك التنمية الاجتماعية
Social Development Bank

The Bank is considered to be one of the cornerstones of the government of Saudi Arabia. It provides loans for citizens, to enable them to contribute to the construction of this generous country. The objectives have been verified as the following:

- To provide interest-free loans for small enterprises, employers, and emerging trades to encourage them to run their own businesses independently.
- To provide interest-free Social Loans for citizens with limited incomes, in order to help them overcome their financial difficulties.
- To play a coordinating role for the MSME sector.
- To encourage savings for individuals and institutions in the Kingdom, and to find the appropriate tools to achieve this goal.

The Bank provides interest-free loans for social purposes like marriage, family support.

ENTREPRENEURSHIP FAIR PARTICIPANTS



Venture Highway is a part of StrateSphere, a company that specializes in empowering the next generation of professionals in emerging economies through the design and implementation of complex, fit-for-purpose public private partnerships (P3) around education, innovation, and economic transformation.



نمِّد الفرد لينمو المجتمع
empowering individuals to develop the society

Majid community development aspires to be a leader in building a sustainable development system through the exchange of experiences and the application of empowerment mechanism for individuals within their communities in Saudi Arabia.

Basic strategies;

- promote and disseminate the concept of sustainable development.
- Stakeholder participation.
- Increase sustainable development impact through effective programs .
- Implement the concept of sustainable development at the internal level .
- Organizing and applying voluntary work internally and externally.



Geeks Valley is a Saudi startup that supports the maker movement in the MENA region by providing an online learning platform with free online tutorials/videos in Arabic adapted to all ages for different electronic, 3D printer and other maker's projects, the platform doubles as an e-store that sells all makers' needs. It also conducts offline events, workshops and after school programs.



The Fastest Growing Job Site in the GCC & the Arab World Owned by Naseeb Networks & launched on 16 September, 2006, Mihnati.com is an ambitious online recruitment project to serve the GCC's & the Arab World's increasing demand for Online Recruitment services for both Job Seekers & Employers in a friendly, fast & fully featured system.

As the name explicitly implies, Mihnati.com or 'My Career' in English, helps Job Seekers to achieve their career objectives by empowering them with a vast set of online tools to find the best available job opportunities in the region.

Services provided to Employers are superior in both technology & results. Starting by advertising jobs, searching the Job Seekers Database to managing CVs, Mihnati.com provides Employers with highly advanced online recruitment tools to find the best talent in the region.

ENTREPRENEURSHIP FAIR PARTICIPANTS



NF Consulting Team is a very ambitious team that consist of young, creative and skilled professionals with international experience and local culture knowledge. NF Consulting is not only marketers but the target audience as well.

NF team's experience cuts across many disciplines including the fields of Advertising, Media, Public Relations, Digital & Social Media, Activation & Event Management. NF's Vision is to become a major go to consultant firm in the region for clients in need of strategic and creative marketing solutions. NF's Mission is to achieve results by combining skills and expertise with client's knowledge and support.



The Deanship of Scientific Research aspires to be Leaders in research excellence, creativity, and innovation that serve the community and solve the current life problems. The Economic Development Department at the Deanship integrates Partnership with industries, Innovation and Technology Transfer, and Entrepreneurship to bring disruptive ideas to the marketplace to impact our economy and community. The Entrepreneurship Unit aims to promote innovative businesses, and is committed to create growth and to serve and contribute to the realization of Saudi Vision 2030.



UBT/CBA FIELDTRIP TO FRANCE - SUPPLY CHAIN MANAGEMENT DEPARTMENT 2017

In accordance with UBT's slogan "Education for Job Opportunities", the University has successfully organized an educational trip to France in coordination with the CESI for groups of students from CBA – Supply Chain Management to Rouen, France. The group consisted of four students and was supervised by Mrs. Raoum Shabouni. The trip included visits to world-leading companies in varied industries. UBT team visited the French car manufacturer "Renault" and had a chance to link what they have learned in classes to it's applications in the industry.



In addition, UBT students visited the factory of "Safran Aircelle – the aircraft industry" and "Soget – port operations."



The objectives of the visit were:

- Reinforce and expand on concepts taught in class
- Supplement and enrich classroom procedures by providing learning experiences in an environment outside the schools
- Arouse new interests among students
- Help students relate school experiences to real life experiences
- Bring the resources of the industrial, commercial, and educational within the students' learning experience
- Offer students the opportunity to study and explore real situations and processes in their actual environment

UBT always thrives to assist its students with the necessary tools and knowledge to make them ready to face the real world as they graduate.



مدينة الملك عبدالعزيز
للعلوم والتقنية KACST



برنامج بادر لحاضنات التقنية
Badir Program for Technology Incubators

KACST VISIT 2017

The King Abdulaziz City for Science and Technology (KACST) is a scientific government institution that supports and enhances scientific applied research. It coordinates the activities of government institutions and scientific research centers in accordance with the requirements of the development of the Kingdom. It also cooperates with the relevant authorities in identifying national priorities and policies in technology and science so as to build a scientific and technological basis that serves development in agriculture, industry, mining, etc. It also aims at developing national competences and recruiting highly qualified specialists to help develop and control modern technology in order to serve development in the Kingdom. KACST comprises all the requirements of scientific research, such as laboratories, means of communications, information sources and all necessary facilities.

On the 15th of May 2017 , UBT delegation composed of Prof.Hussein Al alawi, Prof.Osama Junaidi, Dr.Weam Tunsi, Dr.Basma EL Zein, Dr. Jawad AL Sulaiman, visited H.E Dr. Turki bin Saud bin Mohammed Al-Saud the President of King Abdulaziz City for Science and Technology to discuss venues of collaboration.



The meeting was followed by visits to many research centers such as Nanotechnology , communication and information technology research institute, and the Saudi Patent Office .

At the end of the visit UBT visited Badir a KACST



program (incubator) and met many startups.

BADIR program was launched in 2008 by KACST with the establishment of its first incubator, BADIR-ICT (Information and Communications Technologies). This was followed in 2010 by the establishment of BADIR-BIO (bio-technologies) and BADIR-AMI (Advanced Manufacturing and Materials Technologies).

Two further BADIR incubators covering NANO-technology and energy sectors are in the feasibility and concept development stage.

In 2011, to ensure continued use of best practices, KACST introduced an incubator monitoring and evaluation system for the BADIR incubators.

BADIR is also provided feasibility studies and development support to 11 proposed incubators

within universities and other institutions around the Kingdom through the leadership role in the Saudi Arabian incubation industry by initiating the establishment of a national network.

The visit was very fruitful where the delegation discussed many venues of collaboration such as: media and advertising, research project, summer internship, funded research project, support to the innovation unit at the deanship of scientific research, support to the new program in renewable energy and nanotechnology at the college of Engineering.



MODON VISIT 2017

The Saudi industrial property authority (MODON) was established in 2001. MODON is responsible for the development of industrial cities with integrated infrastructure and services. MODON has established industrial cities in several regions of the kingdom, and it is currently overseeing 35 existing and underdeveloped cities. MODON is also responsible for creating the ideal environment growth and development of technology zones in the Kingdom of Saudi Arabia.

On the sideline of the meeting held between MODON and the university of business and technology on 8th of June 2017 represented by Dr. Basma El Zein Dean Of Scientific Research, MODON were very pleased to see a local university operating on such high level of ambition. MODON were also pleased to cooperate with UBT in all that would develop and serve the industry. Attendees were:

From UBT: Dr. Basma El Zein, Dr. Jawad Al-Suliman and Miss. Rozan Jalal.

From Modon: Mr. Naif Alduraywish, Eng. Abdulrahman Al-Dujayn, Mr. Abdulmohsen Al Salem and Eng. Ali Al-Omeir

The highlights of the meeting could be summarized as follows:

- The university will provide courses for engineers with nominal fees.
- MODON will initiate the "MODON incubators" program, which include the construction of several incubators in different cities, and the search for various forms of partnerships for the incubators to reach an outstanding level that is equivalent to those in advanced countries.
- MODON's proposal of providing a land or plant to be used as a center for scientific research. (A field visit can be arranged when desired).
- Finally, MODON announced that they are looking forward to cooperate with UBT in all that would help achieve "Vision 2030" and the "national transformation program 2020", and falls within MODON general roles.

MONSHA'AT VISIT 2017



The Small and Medium Enterprises General Authority was developed to regulate, support and develop the SME sector in the KSA according to the best international practices, with the view of increasing the productivity of these SMEs, increasing its contribution to the GDP and increasing the capacity of the Saudi economy. All of which will result in creating jobs and finding job opportunities for national labor. UBT team arranged a visit to SMEA in their main office in Riyadh 8th of June 2017 . Mr. Najm AL Hemsy, director of strategic partnership thanked the UBT for the visit to the authority, and reviewed the university's distinguished efforts in the service of scientific research and entrepreneurship. Mr. Najm also acknowledged the university's initial knowledge of the national strategy for entrepreneurship. The area of possible future cooperation between the UBT and the SME general authority can be summarized as follow:

- The UBT will demonstrate to the capacity building management the scientific material and the content of the training on entrepreneurship and the advisory support through the business clinics. Then discuss the possible ways of cooperation.
- The UBT was informed of the authority desire to work on the case studies of the emerging businesses. And the authority will discuss the process of linking with the experienced entities in the field.
- The authority was informed of the UBT desire to create consulting research projects according to the university specialization.
- The authority was informed of the UBT desire to discuss the cooperation regarding the initial financing of entrepreneurship projects initiated by the university. The authority shall examine means of supporting in the event that it becomes one of the roles of the authority.

UBT – Deanship of Scientific Research (DSR) & Continuing Education Center (CEC) are pleased to announce

Accredited SME Consultant™ (ASMEC)

For the first time in the Gulf region UBT will host

Prof. Richard L. Weinberger, Chief Executive Officer
Association of Accredited Small Business Consultants®

AASBC is the only global association on training and certification of small business and SME consultants with proprietary educational materials and practice aides explicitly designed to develop proficiency in the specialized area of small business and SME consulting. Accredited Small Business Consultants and Accredited SME Consultants have the knowledge and credibility to assist clients in improving operational efficiency leading to increased profitability and business value.

NOTES

- When : to be announced
- Time : from 9:00 am - 5:00 pm
- Where: Continuous Education Center (CEC) – 27th floor Kings road tower , Jeddah - Saudi Arabia

Exam will be conducted on the 3rd day of the workshop

TOPIC TO BE COVERED

- Small business & SME today
- General financial Statement review
- Revenue & expense review
- Asset & liability Review
- Ratio analysis
- SWOT analysis
- Operational management
- Strategic planning
- Budgets & forecasts
- Internal controls
- Marketing
- Business organizations
- Financing
- Risk assessment & fraud deterrence
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ABOUT THE TRAINER

Dr. Weinberger has over 30 years experience as a financial and management consultant dealing exclusively with small businesses and SMEs providing a diversity of services to a wide range of clients in all industries. He is an international speaker and has taught numerous continuing education courses for entrepreneurs and professionals. In addition to his business experience, Dr. Weinberger has been a full-time professor, adjunct professor, small business/entrepreneurial university program coordinator, prior member of the Colorado State University System Board of Governors, and a past elected school board trustee. He holds a Doctor of Philosophy degree in organization and management from Capella University, a Master of Business Administration degree in management from West Texas A&M University, a Bachelor of Business Administration degree cum laude in accounting from West Texas A&M University, and a Bachelor of Business Administration degree in marketing from The University of Texas at Austin. He is a Certified Public Accountant and has held numerous other professional certifications and designations. Dr. Weinberger serves in the capacity as the Chief Executive Officer of the Association of Accredited Small Business Consultants. He is the author of the SEMP Approach: Simplified Examination to Maximize Profit, which is the foundation of the educational training for the AASBC and, also, the author of the best selling book, Propel Your Small Business to Success, a forward-thinking systems approach for small business owners and entrepreneurs. He is also a contributing guest expert to AllBusiness.com, one of the world's largest online resources for small businesses.

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BE PART OF THE FALLING WALLS LAB JEDDAH ON 21 SEPTEMBER 2017

Your Presentation

- Present your research project, business plan or social initiative – in just 3 minutes!
- Get involved in exciting discussions and network with fellow innovators and experts from different disciplines.

Who can apply

- We are looking for great ideas from all fields!
- Apply now if you are a Bachelor or Master student, PhD candidate, post-doc, young professional or entrepreneur.

Application deadline

- Apply online at falling-walls.com/lab/apply
- Application deadline: **15 August 2017**

The Falling Walls Lab Jeddah

- The event will take place at the **University of Business and Technology (UBT)**, Dhahban, Jeddah, Saudi Arabia
- Start: Participants will be informed about the starting time of the event.

SHARE YOUR INNOVATIVE IDEA AND WIN A TRIP TO BERLIN

A distinguished jury selects the winner who

- travels to Germany and qualifies directly for the global Lab Finale in Berlin on 8 November as one of 100 international winners (travel and accommodation are covered).
- wins a ticket for the Falling Walls Conference where leaders from science, industry and policy-making meet.

QUESTIONS?

Contact us at rcc@ubt.edu.sa

Tweet about the Lab: #FallingWalls17

The Falling Walls Lab Jeddah is hosted by the University of Business and Technology.

UBT

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For any further information
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