

UBT

جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

RESEARCH E-NEWSLETTER

Deanship of Scientific Research

Discover. Transfer. Impact

VOLUME 2, ISSUE 1
MARCH 2017



Highlights



Gulf Education
Conference (16)



Researcher of the
month (22)



Technology transfer &
Entrepreneurship (42)



Springer –Nature (54)

Welcome to UBT Research e-Newsletter

Welcome to the 2017 edition of the UBT Research Electronic Newsletter. In the 2nd volume first 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.

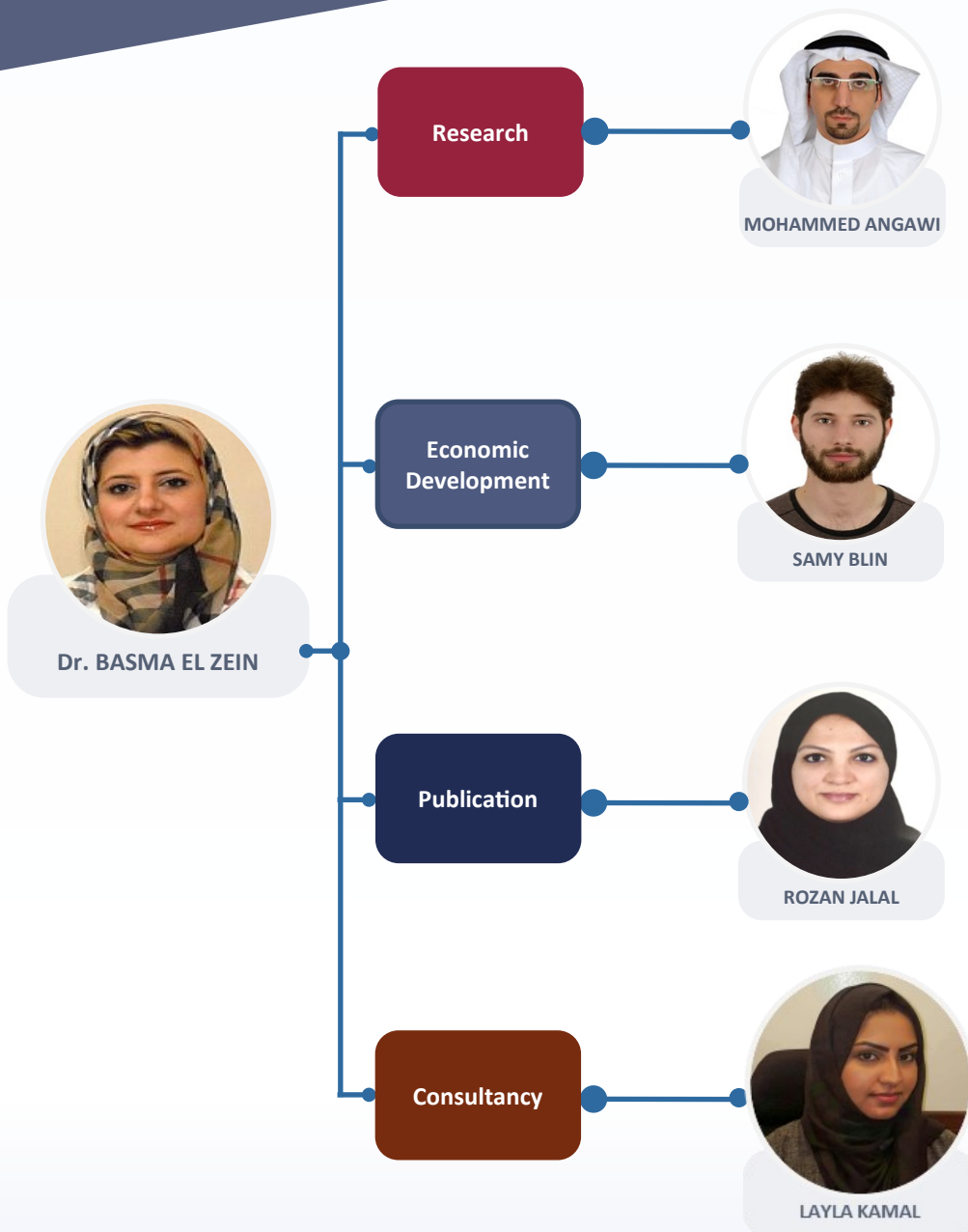
CONTENTS

Research	15
Economic Development	42
Publication	54
Consultancy	60

DATES TO REMEMBER

- ◆ **Deadline for submission**
- ◆ Call For funded Research 25th, May 2017
- ◆ Dr. Abdullah Dahlan Best Research Award 27th, April 2017
- ◆ **Events:**
- ◆ Career & Entrepreneurship Fair 17-19th April 2017
- ◆ World IP Day 26th, April 2017
- ◆ Research Symposium 27th, April 2017

Our Team



Message from Dr. Abdullah Dahlan Chairman of UBT for Year 2017

“Work as Team to overcome all the challenges and the constraints to meet our goals within the vision 2030.”
by Dr. Abdullah Dahlan , Chairman of UBT



Mission & Vision

Research is the main tool to build tomorrow in KSA , that has a strategic goal to become one of the advanced countries in science , technology and innovation .To take this strategy forward , UBT is playing an important role through its core pillar “Research”

UBT has created the best environment to allow research to grow and prosper. We encourage and support disruptive research and create the platform for a knowledge based economy and society and contribute to the national transformation plan.

Vision:

Leaders in research excellence, creativity and innovation that serve the community and solve the current life problems.

Mission:

To support faculty, staff and students to perform creative and innovative scientific research.

DSR develops through UBT research the Business and Technology perspectives in KSA by Commercializing, transferring knowledge and ideas to serve economy and society in different sectors

Goals

Goals	Workshops	Seminars	MOUs	Programs	Projects	Activity
Support researchers toward innovative and creative ideas applied in different business sectors	●				●	●
Help researchers in developing their ideas	●					●
Facilitate access to the labs and to the needed facilities to conduct their research			●			
Establish research flagships that fit within the different disciplines of the university (colleges and departments) and meet the vision 2030				●		
Host prominent scientist	●	●			●	
Host visiting professors to establish research projects and international collaborations	●	●		●		●
Help researchers in preparing proposals and getting fund for their research topics.	●		●	●		
Help researchers in collaborating with national and international centers.			●	●	●	
Bring together all faculty to develop interdisciplinary approaches to goal-oriented problems		●			●	
Promote research culture that responds to local social and economic needs	●					●
Motivating researcher		●	●	●	●	●
Promoting publishing in High impact factor Journals	●	●				●
Help researchers in commercializing their innovative ideas	●			●		●
Disseminate technology transfer concept	●					
Provide consultation and sample analyses		●			●	
Establish strategic partnerships with the industry and technology transfer in the kingdom				●		
Transfer discoveries				●		
Promote research culture that responds to local social and economic needs	●	●				●
Address economic and social objectives of KSA				●	●	
Disseminate scientific awareness of technology transfer to business	●				●	

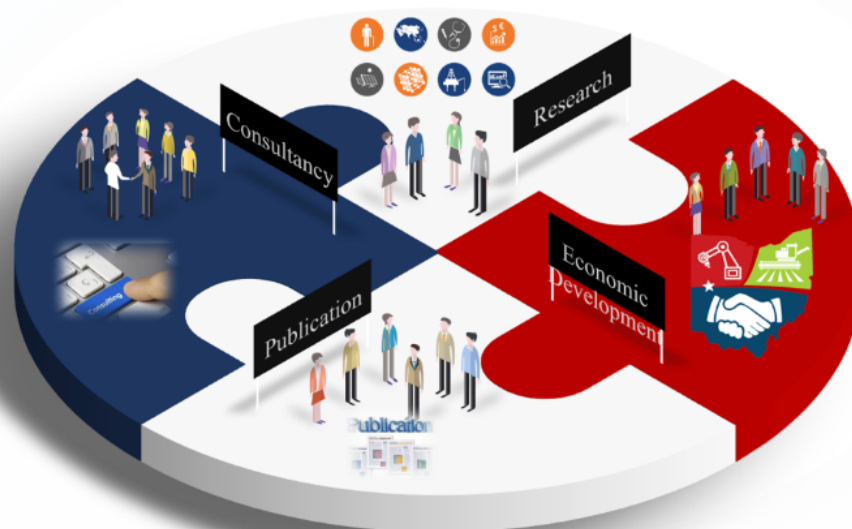
Values

Values:



Services

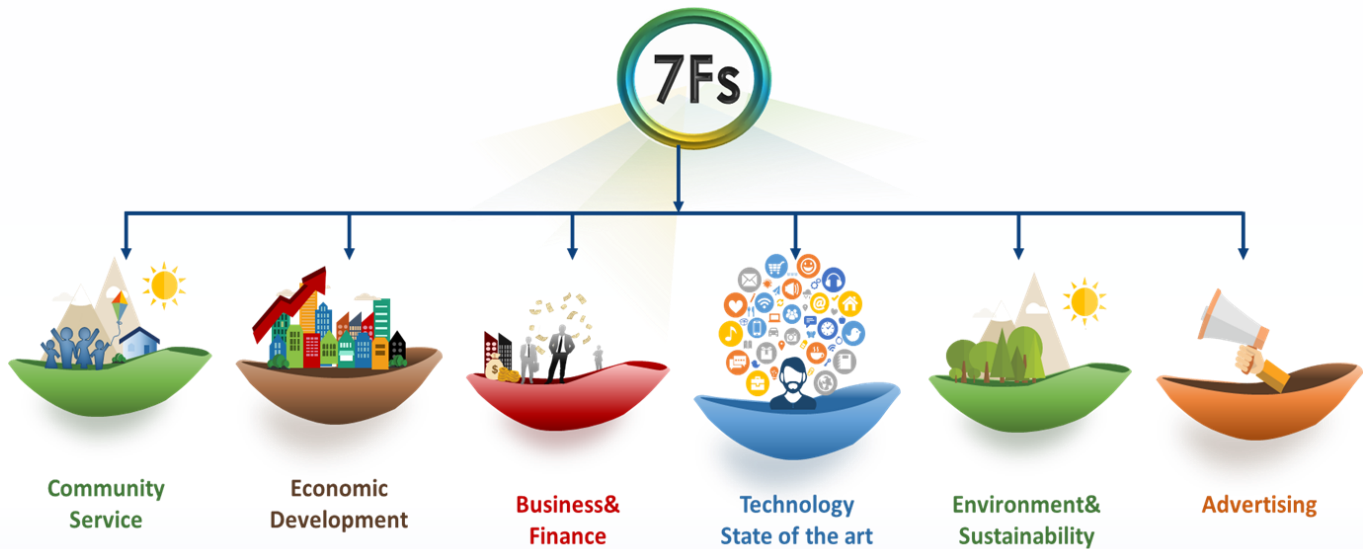
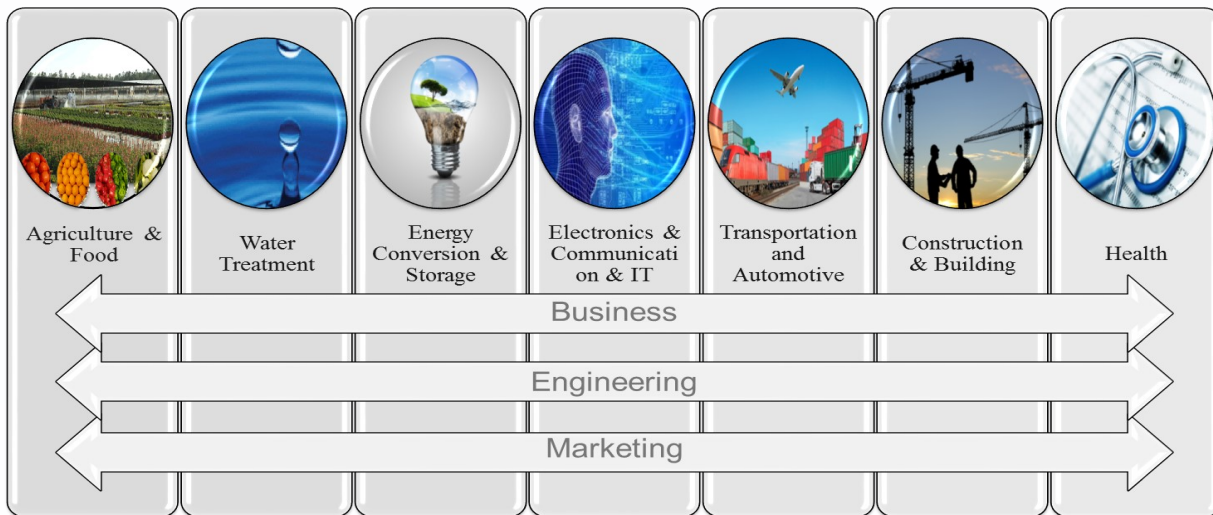
Services:



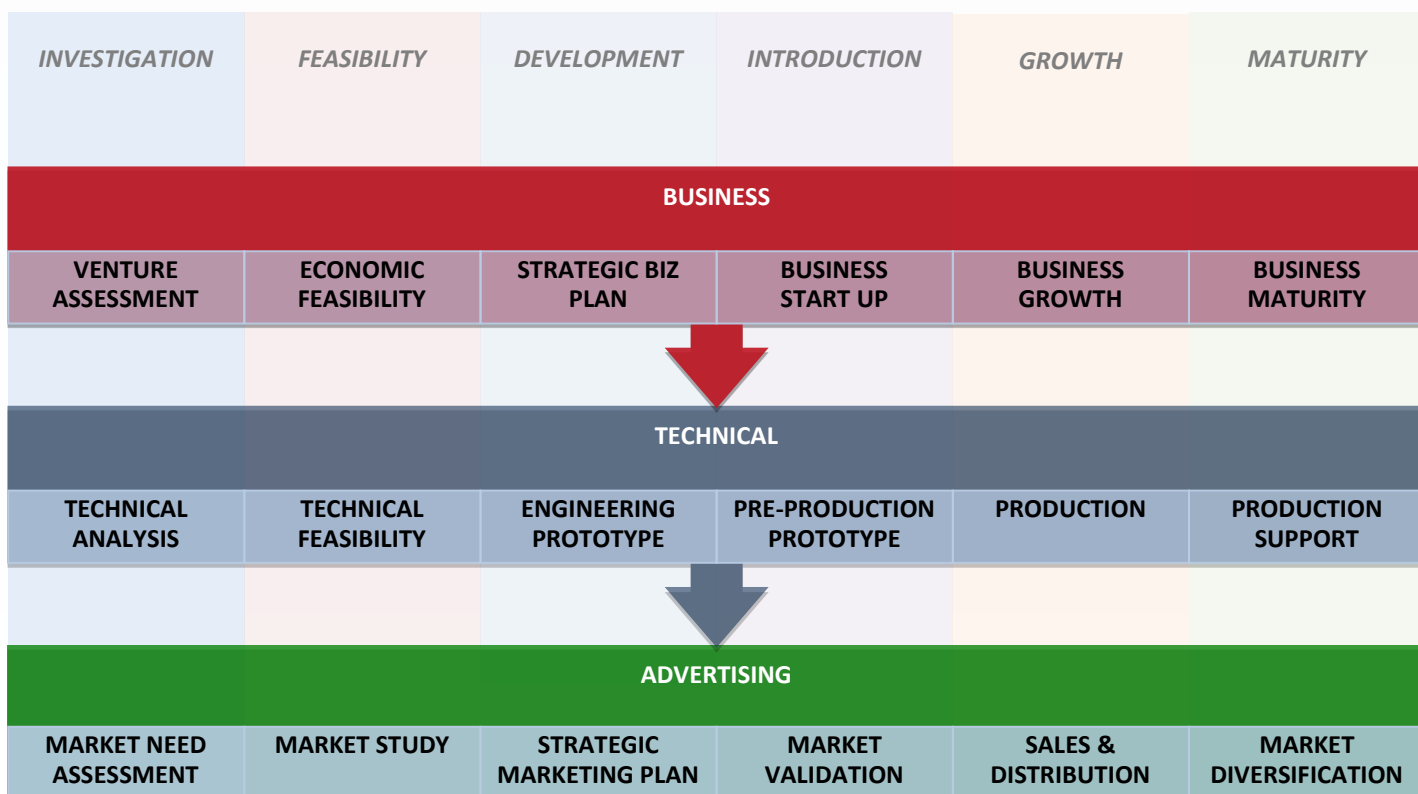
The Deanship of Scientific Research offers four types of services to UBT Faculty, Staff and students :

- * Research
- * Economic Development
- * Publication
- * Consultancy

Research Flagships



Research Approach

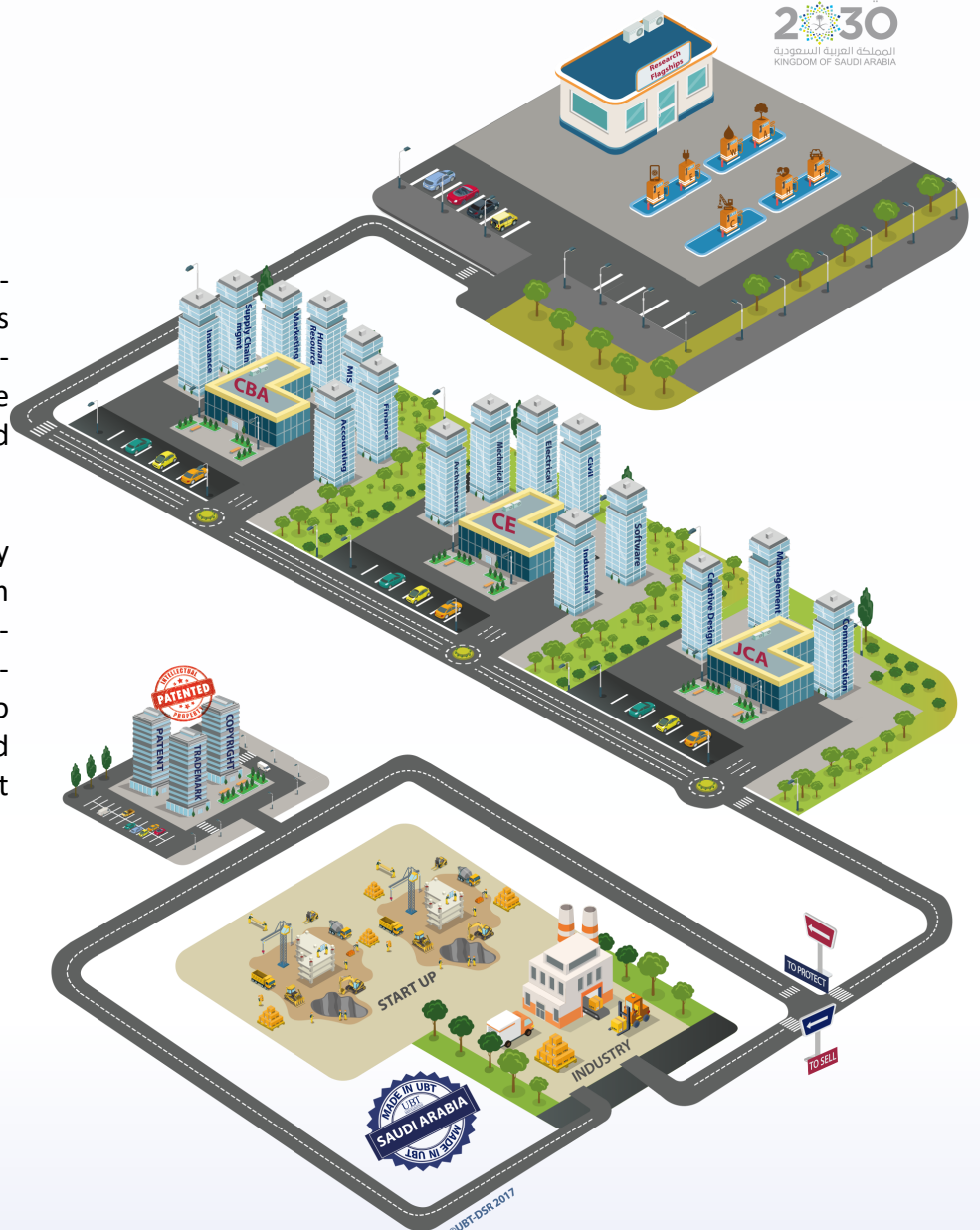


UBT Research & Consultation roadmap



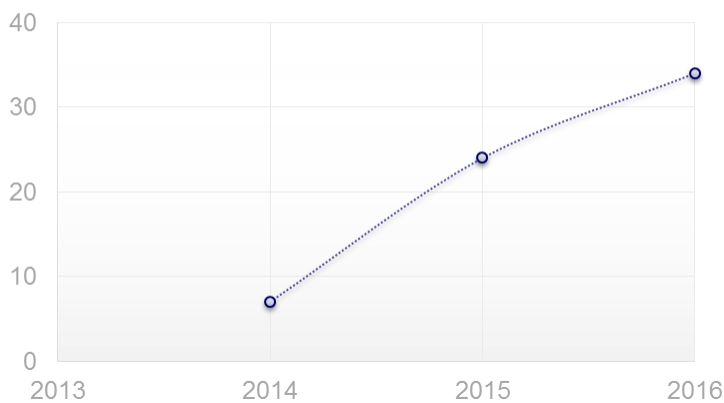
Beyond teaching, UBT generates knowledge and conducts interdisciplinary quality research that contribute to the economic development and serve the community .

We bring together faculty members and students from across the colleges and departments to develop interdisciplinary approaches to goal-oriented problems and industrial potential to support the economy and the society

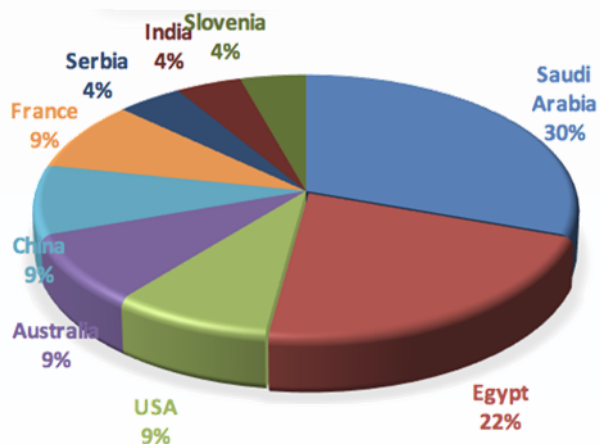


UBT Research in numbers

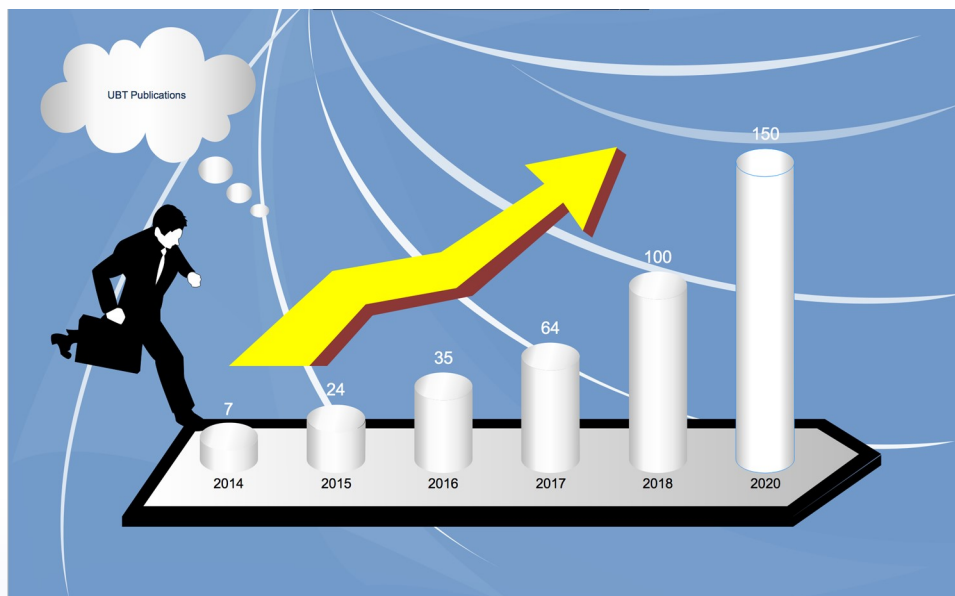
Publication under UBT affiliation



International Collaboration– Publication



Publication Forecasting





MOU WITH OKAZ

Represented by its General Director, Dr. Waleed Kattan, Okaz Organisation for Press and Publication signed a memorandum of understanding in common with the University of Business and Technology, represented by its General Director; Prof. Hussein AlAlawi.

Therein, UBT and Okaz agreed to cooperate in all academic activities, research projects, and training programs that achieve their common interest. This includes :

1. An assigned prize of 50.000 Riyals for a 'reading competition,' developed in collaboration between UBT and Okaz, and aimed at encouraging young people of both sexes for more reading .
2. Okaz's free daily provision of 100 newspaper copies to the University of Business and Technology, under the possibility of doubling that number in the near future.
3. Okaz's monthly publication of UBT's latest updates in scientific research and academic achievements in Saudi Arabia and the Arab world, submitted by Dr. Basma El Zein .
4. A charge-free promotion (ad) in Okaz of Dr. Ihsan Bu-Hulaiga's lecture at UBT the Sunday that followed.
5. A study on the possible cooperation with the international scientific magazine: Nature .



MOU WITH KAU—LIBRARY

A memorandum of understanding in the field of Digital Library Services was signed on November 25th, 2016, between the University of Business & Technology and King Abdulaziz University. The Rector of UBT, Prof. Hussein AlAlawi, accompanied by the university's Vice Rectors and Deans, welcomed onto UBT's campus in Dhaban a distinguished delegation from King Abdulaziz University, which consisted of:

- Dean of the Research and Consulting Institute (RACI), Dr. Abdullah ElGhamdi
- Vice-Dean of RACI, Dr. Nayef AlOteibi - the Dean of Library Affairs, Dr. Nabil Qumsani
- Vice-Dean of Library Affairs, Dr. Ghassan AlNoeimi
- His Excellency, Dr. Thamer Baazim

The visit promoted the remarkable library features, including its exclusive services and rich database provided from KAU, as having been made available to all UBT members!



اتحاد الجامعات العربية



UBT MEMBER OF THE ASSOCIATION OF ARAB UNIVERSITIES

The Association of Arab Universities (AARU) / *Union of Arab Universities*, is a non governmental organization working within the framework of the Arab region.

AARU is based in Amman, Jordan; its objective is to support and connect universities in the Arab world, and to improve collaboration among them.

It includes 280 universities from 22 different countries.

Its mission “ Assisting and coordinating the efforts of Arab Universities to prepare capable graduates who can serve their Arab Communities and preserve its unified culture and civilization, as well as to assist in developing its natural resources.

AARU has affiliated councils, centers and funds that are hosted by different universities.

- ◆ Arab Council for training of Arab Universities students
- ◆ Arab Council for higher studies and scientific research
- ◆ Arab Council for student activities
- ◆ Council of Quality Assurance and Accreditation
- ◆ Center for depositing universities theses
- ◆ Arab Periodicals Center
- ◆ Fund of Supporting Palestinian Universities
- ◆ Arab Scientific Research fund

The Executive committee headed by Dr.Sultan Abu Orabi decided to consider UBT as member of its 280 Universities.

UBT Member of the Association of the Arab Universities.



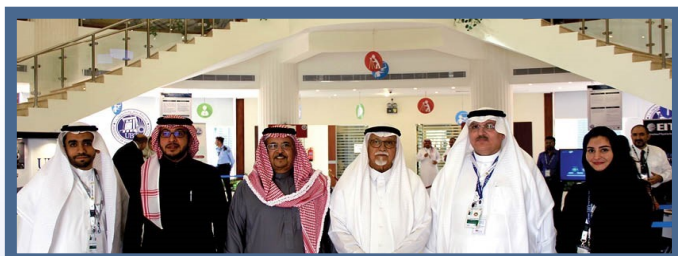


UBT HOSTS KINGDOM OF SAUDI ARABIA ASSOCIATION OF LANGUAGE TEACHERS (KSAALT) EVENT

The Kingdom of Saudi Arabia Association of Language Teachers (KSAALT) Event was hosted by the University of Business and Technology on Saturday February 25, 2017. KSAALT TESOL (Kingdom of Saudi Arabia Association of Language Teachers), a non-profit professional service organization for English language teachers, created in 2006 with a handful of dedicated educators who had a desire to serve, educate, and connect English language teachers in Saudi Arabia through professional development.

The Event was opened by the Director General, and Director of the English Language Academy, Dr. Aiman Maghrabi and Mrs. Lamees Al-Alawi, respectively. It was attended by HE UBT Rector, Prof. Hussein Al-Alawi, HE the Vice Rector for Academic Affairs, Dr. Ali Tawati, HE the CEO of UBT Company Dr. Mohanad Dahlan, HE the Director General of CEC and International University Relations, Dr. Amir

Dhia, in addition to English Language experts, teachers, and some 300 participants from different institutes. 15 workshop sessions were conducted, focusing on appropriate methodologies of teaching and learning the English Language, with the objective of enhancing English language teachers and persuading students to acquire the essential skills of the language. UBT Faculty presented five workshops that were highly appreciated for the level of proficiency and quality, Mr. Abdul-Qader Haimour (ELA Dahban) "Relative Clause Formation and Arab EFL Learners", Ms. Assma Hakami (ELA Jeddah) "Teaching Vocabulary Through Drawings and Storytelling", Ms. Warqaa Hamidaddin (ELA Jeddah) "Don't be Outdated be Upgraded!", Ms. Judy Houry (ELA Jeddah) "Dealing with behavioral problems in the classroom" and Ms. Nouf Al-Harbi (ELA Jeddah) "The Blessing of Language Delayed Students in the Classroom".



Jeddah, Saudi Arabia



The Gulf Education Conference and Exhibition now in its sixth year, addresses the challenges and opportunities facing the education sector in the region and the future education needs of the Middle East and North Africa (MENA). The conference will be chaired by David Lock, Gulf Education Chairman and opened by an impressive line-up of Ministers and VIPs, under the esteemed patronage of the Federation of Gulf Chambers of Commerce and in partnership with University of Business and Technology.

In 2015, following four successful years in London and in response to huge demand, the organizers moved the event from London to Gulf Region. The 5th Gulf Education Conference and Exhibition, held in Abu Dhabi was kindly hosted at the Emirates Centre for Strategic Studies and Research, under the esteemed patronage of His Highness Sheikh Nahyan Bin Mubarak Al Nahyan Minister of Culture, Youth and Community Development of the United Arab Emirates and Ministerial Delegation.

The 6th Gulf Education Conference focuses on instigating innovation in education, enabling educators and governments to identify clear policies that benefit the countries' national workforce. It provides an enormous opportunity for foreign education organizations both in the Public and Private Sectors who seek greater engagement with the Gulf region to network and create business relationship with Further and Higher Education Officials, Ministries and Commercial organizations involved in the Education profession.





Official Exhibition Opening Ceremony by His Excellency Dr. Ahmed Mohammed Al-Issa; Minister of Education, Saudi Arabia

Mr. David Lock – Introducing the Minister of Education, Saudi Arabia .
Chairman, Advisory Committee Gulf Education Conferences

His Excellency Dr. Ahmed Mohammed Al-Issa *Minister of Education, Saudi Arabia*

Mr. Abdul Latif Al Zayani *Secretary General, Gulf Cooperation Council*

Conference Welcome by Dr. Abdullah Dahlan; *Chairman of the Board of Trustees, University of Business and Technology*

Mr. David Lock – Introduction to The Conference and Themes; *Chairman, Advisory Committee Gulf Education Conferences*

His Excellency Abdulrahman Obaid Al-Youbi , *President, King Abdul-Aziz University*

Mr. Abdel Rahim Al Naqi , *Secretary General, Federation of Gulf Chamber of Commerce*

General Matthias Mitman, *Consul General, United States*

Professor Sultan T. Abu-Orabi, *Secretary General, Association of Arab Universities*

Introduction to workshops and Close of Plenary Session By Mr. David Lock

Workshop Sessions 1 : The Strategic Management of Universities in a Time of Economic Change

Workshop Sessions 2 : Opening Access Through Technology

Workshop Session 3 : The Quality Challenge and Building Capacity

Workshop Session 4 : The Building Capacity Among Women

2nd day

Workshop Sessions 1 : Infusing Islamic Scientific Heritage into STEM Curricula

Workshop Sessions 2 : The Capacity Building Challenge for Higher Education

Workshop Sessions 3 : The Value of Values in Universities

Workshop Sessions 4 : The Professional Training Challenge

Workshop Sessions 5 : Quality Assurance and Institutional Differentiation

Workshop Sessions 6 : Introduction to the TOEFL iBT Test for Teachers

Workshop Sessions 7 : Developing Leadership Capacity

Workshop Sessions 8 : Implementing University Standards in Saudi Arabia

Comments from Workshops and Closing Remarks

Professor Hussein Al Alawi ; *President, University of Business and Technology*

Mr. David Lock ; *Chairman, Advisory Committee Gulf Education Conferences*



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...
system
France
Qatar

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Quantum
Dots solar
Cells
France
USA

Treasure Islands

Case M

Consumer satisfaction , original or pirated goods : Case study in Saudi Arabia

April is the month of Intellectual properties, and in reference to WIPO, www.wipo.int, a research project is proposed :

Research covers :

- ◆ How trademarks can ensure consumer confidence ?
- ◆ How pirated or copied goods can cause problems to consumers ?
- ◆ Respect to developers, inventors, designers, artists

Research Project for Jeddah college of Advertising (JCA) Faculty and students

World Intellectual
Property Day 2017
April 26

#worldipday
www.wipo.int/ipday

Innovation
Improving Lives



UBT RESEARCHER VISIT TO KAUST PHOTONICS LAB

On 16th of March 2017, UBT researchers, Dr. Basem Abu Zneid, Dr. Ali Alrashidi, Dr. Ahmed Emara and Dr. Amr Yousef, accompanied by Mrs. Layla Kamal and Eng. Samy Blin from UBT Deanship of Scientific Research, visited KAUST Photonics Lab.

They were received by Prof. Boon Ooi; director of the Photonics Lab, Dr. Tien Khee Ng; Photonic Center Manager, Dr. Mohd Sharizal Bin Alias; Research Scientist, Dr. Chao Zhao; Research Scientist and Mr. Pawan Mishra; PhD Student in the Photonics Lab.

The tour started by a presentation of the Photonics Lab by Dr. Tien Khee , and then followed by a visit to the lab to see the facilities and the equipment.

UBT and KAUST researchers discussed about collaboration between the two universities in term of research, use of KAUST Photonics Lab and internship for UBT students at KAUST Photonics Lab. KAUST researchers also presented to the UBT delegation the KAUST Photonics Summer Camp, held at KAUST campus every summer. This four weeks camp is to allow students to photonics research.

The photonics Lab is established to develop compact and energy saving integrated laser-diode based device-

Photonics Laboratory

kaustphotonics

Researcher of the Month

Sayeeduzzafar Qazi
College Of CBA

JANUARY

RCC
Research & Consultation Center
مركز الأبحاث والتشاور



- HOW MANY PUBLICATION I HAVE? ✓
- I GOT AN AWARD !
- I HAVE AN INVENTION /CREATIVE IDEA !
- I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

Abdelrahim M. Zabadi
College Of CEIT

FEBRUARY

RCC
Research & Consultation Center
مركز الأبحاث والتشاور



- HOW MANY PUBLICATION I HAVE? ✓
- I GOT AN AWARD !
- I HAVE AN INVENTION /CREATIVE IDEA !
- I HAVE A HIGH CITATION !


WHO'S NEXT
RESEARCHER OF THE MONTH

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

Majed Al Sharayri
College Of CBA

MARCH

RCC
Research & Consultation Center
مركز الأبحاث والتشاور



- HOW MANY PUBLICATION I HAVE? ✓
- I GOT AN AWARD !
- I HAVE AN INVENTION /CREATIVE IDEA !
- I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

Samirah Shatta
College Of CBA

APRIL

RCC
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مركز الأبحاث والتشاور

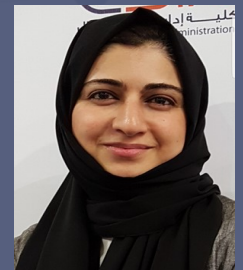


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WHO'S NEXT
RESEARCHER OF THE MONTH

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

**Congratulations, for the
award of PhD degree**



FARAH DURANI , College of CBA

Life Cycle of FIAT Currencies and Viability of the alternative currency systems

Mewar University—India 2016

Supervised by D.M. Tripathi and I.Qureshi

Fiat money, the money that is not backed by any real good or commodity, accepted as a command from authorities, is perceived by many to have achieved economic justice but has actually failed in many respects to foster equity and justice to the economic structure of our society. The string of economic crises that the world has witnessed after the inception of elastic money, testifies its incapacity of running a just monetary system. Though generously discussed in the monetary economics, fiat money in particular remains obscured and neglected in the mainstream literature with respect to its shortcomings. Drawing from the inadequacies in the literature, this study strived to discuss life cycle of the fiat currency systems both historically and conceptually. This research additionally adopted a quantitative approach to investigate the relationship between the elastic money growth and the loss of general purchasing power and between money growth and asset prices. This comprehensive research effort has endeavored to help understand the current monetary system at the grass-root level.

A hybrid approach to the investigative research has been adopted in this study to conduct the scientific enquiry. This thesis has out rightly proclaimed its approach of investigative research to be theoretical as well as empirical. Most of the effort has been expended in reiterating the theories of money and enumerating the failures that the elastic money has witnessed over the course of time. Strengthened with theoretical background and evidences from the history, a conceptual analysis purely based on logic was used to deduce and augment the theory of inherent instability of fiat money proposed by Austrian Economic School of Thought. The logical deduction with argumentative reasoning on various views held by mainstream economists as opposed to Austrian Economists helped produce a complete discussion with respect to the behavior of elastic money. The supply and demand misconceptions held by mainstream economists and the perceived problems of the gold standard were elaborately explicated. This study further discussed the solution in the form of viability of alternative currency systems.

Though this study has not relied solely on empirical analysis, an attempt to conduct an extensive testing on four high money printing countries' data has been done. The empirical analysis part of this thesis examined the causality and long-term relationship in terms of cointegration between 'Money supply and General Prices' and 'Money Supply and Asset Prices' in the United States of America, Japan, China and India. Almost 55 years of monthly data of Money Supply, CPI, Stock Index Values and Property Index Values were collected. Granger Causality Test was conducted to test for the direction of causality and Johanssen's Cointegration Test for testing the long term association between the variables. These econometric tests were specifically designed to investigate the influence of growing money supply on Price Indices and on Asset Prices like Stock Index values and Real Estate Values. The empirical results though varied, validate the conceptual analysis somehow. Money supply and CPI and Money Supply and Asset Prices were seen to have long term association in all the four countries. The findings seem to support most of the conceptual links argued in Conceptual analysis and lend support to most of the hypothesized models. These findings extend the application of the underpinned theories and their doctrines and contribute to the body of knowledge. The contributions of this study are discussed and lines of further research are recommended.

Key Words: *Fiat Money, Alternative Currency, Historical Analysis, Conceptual Analysis, Granger Causality, Johanssen's Co-integration Test, Money Supply, Inflation, Asset Prices,*

A Comparative Study of Organizational Role Stress and Organizational Commitment Among The University Faculty Members of India and Saudi Arabia

Sayeeduzzafar Qazi,Afroze Nazneen

* European Scientific Journal , 2016 ,12,(31)

ABSTRACT

The present research paper investigates the relationship of demographic variables like age, experience, gender and designation with Total Job burnout as well as 3 dimensions of Job Burnout i.e 'Emotional Exhaustion', 'Depersonalization' and 'Diminished Personal Accomplishment as given by Maslach and Jackson (1981) Burnout Inventory . The data was collected and analysed during the time period of 2015 from teaching fraternity working in Public & Private Universities of India. Faculty members from Management, Engineering and Basic Sciences departments with designation Professor, Associate Professor and Assistant Professor were selected as a sample keeping in mind the availability of the data, cost to be incurred and the distance to be travelled for data collection. Only faculty members with more than one year of experience were taken in to consideration. The data were analysed by using mean, standard deviation, t-test & critical ratio method, One way ANOVA. A significant difference was found in Job Burnout levels of faculty teaching in public & private universities of Punjab on the basis of Designation, Experience, Qualification whereas on the basis of Gender there was no significant difference in total Job Burnout & its three dimensions i.e Emotional Exhaustion, Depersonalization & Diminished Personal Accomplishment.

Keywords: Job Burnout, Emotional Exhaustion, Depersonalization & Diminished Personal Accomplishment.

Impact of Prevailing HRM Practices on Job Satisfaction: A Comparative Study of Public and Private Higher Educational Institutions in India

Sayeeduzzafar Qazi, Vikram Jeet

* International Journal of Business and Management, 2017,12,(1)

ABSTRACT

A sound HRM system can be generated through the effective HRM practices. HRM practices refer to all activities that are directed towards the management of human resources and the employment of the resources for fulfillment of desired organizational objectives. Job satisfaction “as summation of employees feelings in four important areas namely, job, management, personal adjustment and social relations”. The present study was conducted on 526 faculty members randomly drawn of Government and Private affiliated higher educational institutions of India using questionnaire method. The results indicates that faculty member of government higher educational institutes has a moderate level of satisfaction with the overall HRM practices. Employees were more satisfied with training, teamwork and employee participation and satisfied to small extent with performance appraisal and compensations. The study also revealed that there is no significant difference between the government and private educational institution’s faculty scores on all HRM practices. A significant positive correlation has been obtained among the job satisfaction with the dimensions of the human resources management in both government and private higher educational institution’s faculty members.

Keywords: HRM practices, job satisfaction, training & development, higher educational institutions, performance appraisal, compensation

AN EMPIRICAL STUDY ON ORGANIZED RETAIL SHOPPING BEHAVIOR AND ATTITUDE OF CONSUMERS IN SAUDI ARABIA

Salah Abunar, Mohammad Zulfeequar Alam

* INTERNATIONAL JOURNAL OF BUSINESS RESEARCH, 2016 ,16,(5)

ABSTRACT

The presence of organized retailing took the entry in KSA nearly more than a decade ago and a speedy growth in this sector has been seen in the region. The development of the food retail industry, especially in the big cities in Saudi Arabia, has leads to the development and growth of the shopping mall and organized retailing sector. Consumers play a very important role in any business to be a successful. Hence, understanding of customer buying behavior will be a great role to the success of supermarkets or hypermarkets. To understand the best customer insight and investigate the issues related to the behavior of consumers towards the services provided by the supermarket / hypermarket in this region a descriptive research with structured questionnaires of 244 Saudi consumers were conducted online and after analysis it was found that buyers having difference opinion towards products availability and price charged by organized retailer during shop.

Keywords: Consumer Behavior, Retail Sector, Consumer Satisfaction, Supermarket, Hypermarket, Saudi Arabia.

Customer Satisfaction on Supply Chain Management Practices: A Study of Toyota and Tata Motors in Kingdom of Saudi Arabia

Maqsood Hussain Junaidi

* European Journal of Business and Management ,2017,9,(2)

ABSTRACT

Automobile industry has been a major driver growth of a nation's economy and is a significant contributor to the global economy. The Automobile has been described as both a form and function based product involving high level of engineering as well as being positioned as a fashion product. 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 members operates independently. For the automobile industry the crucial element in the supply chain management is its ability to forecast demand accurately. The objective of the current study was to find out the level of customer satisfaction on supply chain management practices of Toyota and Tata motors in KSA. A total of 250 randomly drawn respondents were taken for the survey using questionnaire method. It was found that the customer having Toyota are more satisfied on the dimension of time taken for delivery, promised time delivery, accessories and spare parts, after sales services, grievances handling and supply chain management as compare to Tata motors. It was also found that young generations are more satisfied with Toyota while old customer are more satisfied with Tata motors. Majority of the customers of both the companies are also showing satisfaction with Dealership network.

Keywords: Customer Satisfaction, Supply Chain Management, Promised Time Delivery, Grievance Handling Mechanism

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

Mohammad Zulfeequar Alam

* Journal of international business and economics® (JIBE) , 2017,17(1),109-120

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

The Impact of Accounting Information Reliability and Compatibility on Users Decisions (A Field Study in Jordanian Construction Companies)

Majed Al Sharayri

* International Journal of Advances in Management and Economics, 2017,6(1)

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

Keywords: Reliability, compatibility, construction, decision making, information system

FROM CHEMISTRY TO LINEAR ALGEBRA: BALANCING A CHEMICAL REACTION EQUATION USING ALGEBRAIC APPROACH

Abdelrahim M. Zabadi * , Ramiz Assaf

* International Journal of Advanced Biotechnology and Research (IJBR) ,2017,8, Special Issue(1), pp24-33

ABSTRACT

Chemical reaction equations are mathematical and symbolic models of real world components. Therefore it is governed by specific rules and principles. Law of the Conservation of Matter is one of them, which states that the total mass of the products must equal the total mass of the reactants. Because of this law, chemical reactions can be thought of as a system of linear equations and as such can be mathematically manipulated. Balancing chemical equations is considered one of the frequent problems faced by chemistry students and scholars that are mostly solved by trial and error. The goal of this work is to present a formal, systematic and computerized method for balancing chemical reaction equations. The linear algebra method of Gaussian elimination in matrix algebra was used in solving this problem for balancing numerous chemical reaction equations, applied manually and as well as using the mathematical software packages MATLAB and MAPLE. Solved problems provided show that linear algebra methodology lends well for both simple and "those which are deemed" complex reactions, which thereafter can be resolved systematically and logically.

Keywords: balancing chemical reaction, algebraic approach, Gaussian elimination method, MATLAB, MAPLE.

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

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

* International Journal of Engineering and Innovative Technology (IJEIT) 2017, 6,(7)

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.

Keywords: Index Terms— Hybrid System, Photovoltaic (PV), Battery Storage (BS), Utility Grid (UG), Tilt angle.

CBA

ORAL

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

Farrash .Rabab, Shata Sameera

* ECOEI 2017Conference: European Congress on Economic Issues, March 30, 2017 - April 1, 2017 Kocaeli, Turkey

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. Interns in this study from two Colleges: College of Business and administration (CBA) and Jeddah College of advertising (JCA), with different majors and they conducted the internship in their last semester as a university requirement for graduation.

Keywords: Internship, Unemployment, Youth development, skills, business

MARKETING RESEARCH REPORT ON THE LAUNCH OF “DANUBE VIRTUAL STORES”

Affaf Yasin, Ahalam Mohammed, Ghadeer Ahmed, Rawaf Faidah, Lama Almor, Jawaher Ibrahim

ABSTRACT

This research aim to study the possibility of implementing virtual stores as a new opportunity in the market. The implementation demands further research that study the location, prospects adaption and the value to the business (Danube) and to customers. The targeted segments studied were Jed-dah’s citizens, the sampling procedures were non-probability, and the method used for the re-search is survey.

The results of the survey indicated that great numbers of respondents are willing to try the virtual store for the reasons that differentiate from physical one; such as, usage of wasted time and it convenience availability. However, there will be a need to deliver the concept of the virtual store in depth to the market since some had concerns about the intangibility of the store.

Further research can provide mere information about the opportunity, done in larger scale to study the area, and obtain more data to reach the opportunity levels and lessen failure points. On the other hand, Danube will benefit from the research results by knowing who to target, where to im-plement the virtual store, and prospect’s concerns toward the virtual store.

MARKETING RESEARCH REPORT ON THE LAUNCH OF "ENGLISH CHATROOM AT UBT"

Njoud Alforaikh, Sahary Andejani, Hazar Tariq, Lujain Albenyan, Najwa Bakhshwain

ABSTRACT

We came up with a concept that will help ELA students improve their English language skills and their social skills as well. The Chat-room would be the perfect place for students practice speaking English; and it will provide a more relaxed environment where students can make friends, become more familiar with the college, collect the required community hours, and most importantly, improve their English language.

- The objectives of this research are to:
- Help freshmen adapt to the collage life by socializing and meeting with other students.
- Help ELA students improve their English skills.
- Introduce a new, creative way of learning on campus.
- Give students the ability to gain school credit and volunteering hours in a convenient way.

We have chosen to go with the descriptive design because it suits our purpose of the research, and we picked the nonprobability sampling procedure. We also used survey as our data collection method due to its convenience and its ability to give us the chance to learn about the student's attitude towards the concept of Chat-room, and their willingness to participate in such a program.

Based on our research we found that 83% of the ELA students loved and welcomed the idea of participating in the Chat-room program in order to improve their English skills, spend their time in a productive way, and make new friends. On the other side, we found that half of the senior students are willing to join the program as participants because it is more convenient for them to finish their volunteering hours on campus.



RECOGNIZING CBA FOR ITS ACHIEVEMENT IN RESEARCH

On Thursday 9th of March 2017, CBA was recognized by the Deanship of Scientific Research / RCC for their research achievements.

Trophies and certifications were distributed to the Researcher of the Month :

September : Dr.Mahmood Ali

November : Dr.Mohammad Zulfeeqar Alam

December: Dr.Maqsood Hussain Junaidi

Trophy for CBA was handed to Dr. Salah Abu Nar , the Dean, by Dr.Basma El Zein.

Dr.El Zein emphasizes on the importance and quality of research. She encourages the CBA faculty members to conduct more applied research and publish in international journals with high impact factors.

Dr.El Zein, also highlighted the full support of the Deanship of Scientific research to all faculty .

At the end of the ceremony, the certification of attendance of the previous workshops and seminars were distributed to the attendees.





VISION 2030 LECTURE

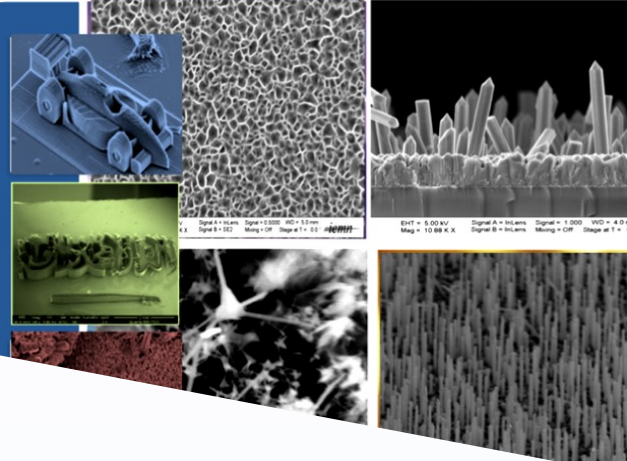
Seminar entitled “ Vision 2030 , is it important and enough ? “ was conducted in Dr.Abdulhadi Taher Auditorium on the 4th of December 2016.

The seminar was conducted by Dr. Ihssan Abu Hlaika , who is a Saudi Economist, member of the shura Council, and president of Goutha Center for consultancy and business Development .

The seminar was targeting UBT staff, faculty and students . Dr. Abu Hlika presented the vision 2030 in summary , the preparation, the common vision in other countries, the vision’s execution and the future perspectives.



Basma EL Zein
 Solar Pioneer
 Senior IEEE member



SMALL IS THE NEXT BIG THING: INTRODUCTION TO NANOTECHNOLOGY – VISION 2030

Throughout history, technology and business have gone hand in hand. New technology discoveries and inventions have shown the need for new applications that are considered as the source of opening new businesses. If these applications are not useful, the technology will remain an abstract curiosity.

As an emerging technology and having a broad impact across different sectors such as (Health, Automotive, Renewable energy, agriculture, Transportation, construction, Water desalination, etc...), Nanotechnology is a modern technical knowledge which implies the engineering concept at atomic scale. It involves the manipulation of the atomic structure at nanometer level (10⁻⁹ of a meter), to create new material that can be used at a very small scale to drive new innovative industries. It is considered as the potential to supply new products and knowhow to new and existing industries. This is due to the Nano-materials and nanostructures that are taking lots of attention in the research and the industry owing to their unique capability in the fabrication of new structures at the atomic level and the production of novel materials that have high potential application in energy harvesting to increase the energy conversion efficiency and decreasing the fabrication cost.





Group III Nitride Nanowires LEDs and Lasers

Group-III nitride materials have been intensively studied because the alloys have direct bandgaps covering the whole visible spectrum, thus attractive for solid-state lighting, visible light communications, and solar water splitting, etc. However, these materials are typically grown on sapphire substrates, which results in high density of threading dislocations because of the thermal- and lattice-mismatch, thereby reducing the quantum efficiencies of III-nitride based devices. Moreover, the electron-hole wave functions separation with increasing indium composition leads to decreasing quantum efficiency for these devices grown on c-plane sapphire. Nanowire LEDs on silicon may circumvent these disadvantages faced by planar epitaxial LEDs, promising great advantages, such as low defect density, wavelength tunability, and improved light extraction. The blue, green, and red LEDs grown using molecular beam epitaxy (MBE) demonstrated the potential of nanowires emitters for practical applications, beyond lighting. In this talk, we will present our investigations on III-N nanowires LEDs and edge-emitting lasers at UV-to-NIR wavelength range. The application of yellow nanowires LED, as well as perovskite nanoparticles as phosphor to tune the CCT and improve of CRI in laser based solid-state lighting will be discussed.

We will also report the enhanced heat dissipation by growing nanowires-crystal on metal substrates. Applications of visible lasers to visible light communication, underwater communication and indoor horticulture will also be dis-



Boon S. Ooi is a Professor of Electrical Engineering at KAUST. He received the B.Eng and Ph.D degrees in electronics and electrical engineering from the University of Glasgow (Scotland, U.K.) in 1992 and 1994, respectively. He joined KAUST from Lehigh University (Pennsylvania, USA) where he held a faculty position and headed the Photonics and Semiconductor Nanostructure Laboratory. His research is concerned with the study of semiconductor lasers, LEDs and photonic integrated circuits. Most recently, he focuses his research on the areas of GaN-based nanostructures and lasers for applications such as solid-state lighting and visible light communications. He is an associate editor of IEEE Photonics Journal, and SPIE Journal of Nanophotonics. He is a Fellow of the International Society for Optics and Photonics (SPIE) and a Fellow of the Institute of Physics (UK).



Tips for a successful proposal

“A successful grant proposal is one that is well-prepared, thoughtfully planned and concisely packaged”. For many researchers, applying for a grant is an ambiguous process.

Many faculty members have the feeling that it is either a luck, or the winner has inside connection. Generally, grants are awarded based on a clear review and evaluation process.

In this presentation, RCC will clarify this ambiguous process of preparing a very competitive grant application. The speaker will present the general process of grant application for an internal /external grant, showing how to reflect the motivation in applying for this grant by knowing your sponsor, and his expectations. The General parts of the proposal and the composition of the research team will also be tackled and addressed, in form of tips and hints.

This workshop was conducted on Thursday 5th of January 2017 and then on 2nd of March at UBT Dhahban and Sari Campus respectively by Dr. Basma EL Zein.



AGENDA

- ◆ Motivation to write the proposal
- ◆ The sponsor
- ◆ Team
- ◆ The reviewer/ evaluator
- ◆ Common mistakes
- ◆ Proposal Sections
- ◆ Guidelines

**2nd Research Symposium
27th of April 2017**

2nd Research Symposium (Poster session)
Learn about other exciting research
Expand networking opportunities
Gain feedback
UBT cordially invites you to attend

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
جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY



THE OUTSTANDING RESEARCH
AWARD WILL BE AWARDED TO THE
UBT INNOVATIVE RESEARCH IN
RECOGNITION TO ITS APPLICABILITY
AND CONTRIBUTION TO THE
RESEARCH FIELD

**THE RECIPIENTS OF THE AWARD
SHALL RECEIVE THE FOLLOWING
PRIZES:**

- Plaque of recognition
- Cash award of 20,000 SAR

WHO CAN APPLY ?

- Applicants who have spent more than one year at UBT and have not received this award in the last years.
- Applicants who have an innovative and creative research that has been published .
- Research in the Science and Engineering field .
- Research in the Business, administration and advertising field .

DATES TO REMEMBER

The deadline of Nomination is April 27th, 2017 to be submitted to the Dean of scientific research, b.elzein@ubt.edu.sa
RCC@ubt.edu.sa (hard and soft copy).

The award should be announced during the commencement ceremony on the 9th of May 2017.

WHAT IS REQUIRED?

- Nomination Application by the primary investigator (PI)
- Research Statement that represent the applicant current and scholarly activities during the last 5 years.
- Updated CV of the PI .
- Update the online Publication Database: www.ubt.edu.sa/rcc.
- Copies of published papers (under the nominated research) .
- Evidences of conference participation (presenting the nominated research) .
- Evidences of grants under UBT affiliation for the nominated research .
- Evidences of Awards under UBT affiliation for the nominated research .

FOR ANY FURTHER INFORMATION PLEASE CONTACT US



L.kamal@ubt.edu.sa
m.angawi@ubt.edu.sa



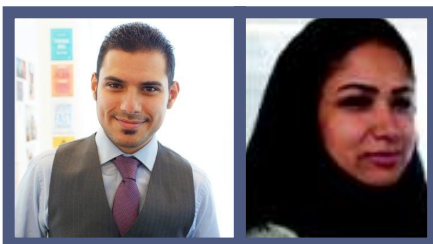
+966 (12) 215 9353 .



UBT TECHNOLOGY TRANSFER & ENTREPRENEURSHIP WEEK

Launched on December 18, 2016, and in collaboration with KAUST, the College of Business Administration at UBT ran its Technology Transfer and Entrepreneurship week. Several workshops and lectures were successfully conducted in Prince Sultan's auditorium and CBA's Workshop Room at UBT (Dhahan campus).

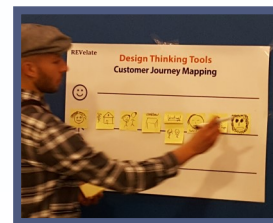
Mrs. Amal Dokhan was the trainer for the Design Thinking Workshop, and Mr. Abdulrahman Al Jiffry was the trainer of the LEAN startup Methodology Workshop.



Abdulrahman Jiffry Amal Dokhan

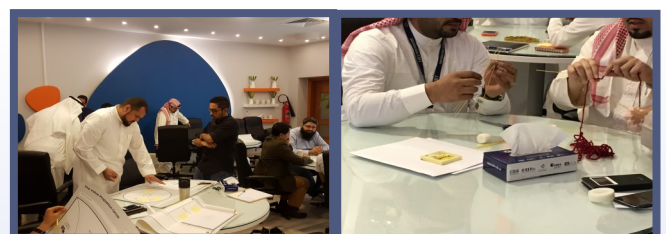
The first two days consisted of workshops on Design Thinking and Lean Startup Methodologies directed by our guest doctors from KAUST. The workshops mainly instructed that not only products, but also their means of production, should be articulated by the market's needs rather than being mere creative inventions as in traditional businesses. The Lean Startup workshop promoted the various

ways in which an idea for a product should prioritize and iterate customers' demands.



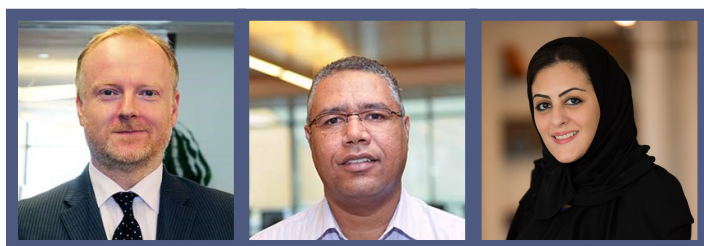
Relatively, the Design Thinking workshop promoted the means for manufacturing products with minimum loss or waste. It was also emphasized that prior to manufacturing and investing all the time and money, a 'prototype' of the product should be released in the market to verify its mechanical and technical reliability, as well as its social and cultural decency.

Both workshops were significantly attended by members of UBT from its different departments such as HR, Finance, Supply Chain, Civil Engineering, including faculty and students, in which the Lean's reached up to 28 attendees whilst the Design Thinking's had up to 20 attendees.





The third day of the TTE week consisted of lectures on various topics such as: 'the internet of things,' by Dr. Gordon Mcconnel, technology transfer by Dr.Sami Bashir , SMEs by Mrs. Sofana Dahlan presented a lecture on 'Small & Medium Enterprises'. The lecture interestingly discussed the social and professional challenges that recent rising businesses face, and highlighted the importance of administering resources and the professional entity in this regard.



Gordon Mcconnel

Sami Bashir

Sofana Dahlan

Two remarkable success stories wrapped up our week. The first was that of Dr. Ehab Naseer's story with Kasper Kab-a contract taxi service company-and how his business struggled to finally see light.

The second was Dr. Mustafa Musa's who presented his Sadeem Startup . Sadeem specializes in high performance flood sensing systems for smart city applications.

This was followed by a pitching session for 6 startups .





IEEE DAY ON 22nd OF DEC -2016

The Institute of Electrical and Electronics Engineers (IEEE) is a globally renowned nonprofit organization dedicated to the development and innovation in the fields of electro-technology and allied sciences. To benefit humanity and the 'profession', IEEE also produces 30% of the world's published literature in many areas such as electrical engineering, computers & control technology. Having more than 360,000 members in 150 countries, over 70,000 student members, more than 300 local sections, nearly 1500 student branches, 39 societies, 5 technical councils and more than 1500 technical chapters, IEEE is considered the world's largest professional technical society.

On December 21, 2016, UBT proudly celebrated the IEEE Day! Docking back at the IEEEEXTREME programming competition and the joint efforts UBT teams demonstrated, Dr. Weam Al-Tounesi awarded IEEE Certificates to participant UBT members. Having had ranked 4th across the Kingdom and 375th across the region, our competing students and their respective supervisors; Eng. Sami

Fattani, Dr. Sayed Mukhtar, and Mr. Saleh Takroui from JCA and Dr. Basma EL Zein as proctors, were all fittingly honored on this day. The combined, diligent, and revering efforts of the three teams demonstrated the quality education and effective teamwork we have always endorsed and maintained at UBT.

After the distribution of awards, the day also celebrated UBT as an internationally recognized IEEE Student Branch in Region 8-covering Europe, Africa, and the Middle East; including the Western region of Saudi Arabia. The ceremony also announced two of our student engineers: Loay Osama and Malaz ElEdilebe, as administrators of the division. Our University's IEEE Student Branch was proclaimed as an invaluable privilege for UBT members to enjoy exceptional lectures and workshops, extensive research and sponsorships, as well as international competitions and accredited courses worldwide.





TECHNOLOGY TRANSFER OFFICE– VISIT

As UBT has always been magnetic to prominent and distinguished scholarly figures in the various fields of science, Dr. Ian Proctor, Director of Technology Transfer and Innovation unit, KAUST, paid us an overwhelming visit on the 11th of January, 2017.

Dr. Ian and his guests' visit involved taking a quick tour of UBT's campuses and its dedicated faculties. Possible endeavors for successful collaboration with UBT were discussed, and effective cooperation between UBT and KAUST was remarkably promoted. One headline to the meeting was the successful system which controls the Innovation and Economic Development unit at KAUST. The meeting also discussed 'technology transfer' and its most recent challenges in the area. In addition, integrated ideas for successful entrepreneurship and possible means for elevating competency in the various markets were put forth. The Invention Disclosure office at KAUST was another topic of interest to the group. Finally, the meeting highlighted the good need for UBT members in the upcoming Economic Development sector of RCC to have scheduled visits to KAUST'S centres for professional training and development.

Again, Dr. Ian's recommendations were highly-influential and enriching for the visit. It's worthwhile

noting that preceding the director's position he undertook at KAUST in October, 2016, Dr. Proctor had been the Managing Director of the Technology Commercialization function at Dhahran Techno Valley Company (DTVC) for 3 years. Our visitor had also been a Licensing Manager, and most recently, a Team Leader in IP Development and Partnering activity at the University of Manchester Intellectual Property (UMIP). Dr. Proctor also enjoys a renowned track record of supporting early stage technologies from concept to commercial products and services across a number of industrial sectors such as Oil & Gas, Chemical, Medical, and Materials. Being a graduate of Keele University, UK, with a BSc (Hons), Biological and Medicinal Chemistry, Neuroscience (Dual Honors), in addition to a PhD in Chemistry, Dr. Ian proved to be an outstanding asset in his field and a highly admired guest for UBT family as it aspires for successful development and expansion through collaborative endeavors.



KAUST DOW STEAM INNOVATION CHALLENGE

A group of 20 students from UBT participated in KAUST DOW STEAM Innovation Challenge Thursday the 19th , Friday the 20th and Saturday 21st of January 2017 in KAUST .

STEAM Challenge with DOW has three themes :

- ⇒ Living Spaces : How can we drive creation and adoption of sustainable buildings for people
- ⇒ A Better World : Driving DOW Innovations into People's Lives
- ⇒ Energy : How do we embed new sustainable energy systems in the kingdom and the region.

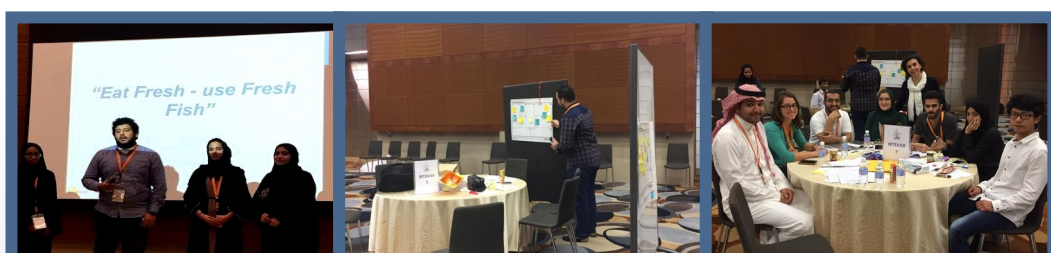
150 students from 7 Saudi universities were presented and 20 mentors from DOW.

Different Topics were covered such as :

- ◆ Innovation thinking
- ◆ Ideation Models
- ◆ Framing the solutions
- ◆ Pitching

The third day , all participants pitched for their ideas and the judges has selected the best 3 ideas.

- The learning objectives were :
- Team work
- Team building
- Learning about ideation/design/innovation models
- Deal with pressure
- Manage outside the comfort zone





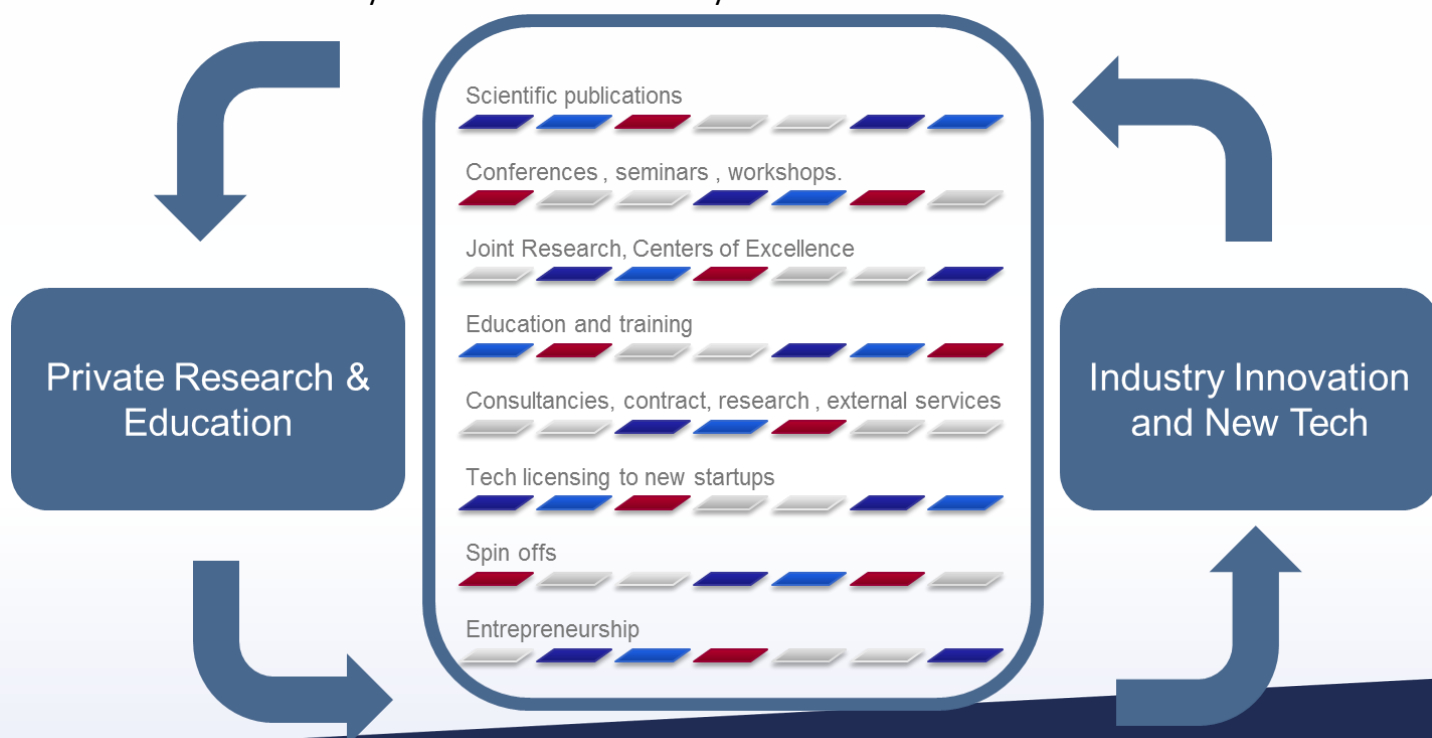
FROM RESEARCH TO INDUSTRY

Innovation, applied research and disruptive research are the main and only tools to build tomorrow in the kingdom of Saudi Arabia.

UBT is creating the nest environment to allow research to grow and prosper, and it is participating and playing an important role in taking the kingdom strategy forward. UBT encourages and support disruptive research and create the platform for a knowledge based economy and contribute to the national transformation plan.

UBT is going beyond teaching to produce knowledge and conduct quality research that will contribute to the economic development and serve the community of the Kingdom of Saudi Arabia.

It is very important to work closely with the industries to ensure that new developments and discoveries are transferred effectively from Research to Industry .



Business & Entrepreneurship Clinics

Going into business and being an entrepreneur can seem irresistible on those days.

UBT, as an initiation associated with Saudi Arabia's vision 2030, is offering a Business and Entrepreneurship Clinics (BEC).

BEC helps and supports entrepreneurs and SMEs by providing them with :

- ◆ Advices and consultancy
- ◆ Guidance & Orientation
- ◆ Mentorship
- ◆ Training
- ◆ Programs
- ◆ Links to success stories
- ◆ Link Entrepreneurship Enablers

BEC PROGRAM IS COMPOSED OF 3 PHASES:



Business & Entrepreneurship Clinics

PHASE I: THREE DAYS' EVENT (17TH -19TH OF APRIL 2017)

Presented as Entrepreneurship Fair (EF) part of the Career and Entrepreneurship Fair (CEF). CEF 2017 is not a job fair, it is a retooling career and utilizing skills to build within the new vision 2030 – KSA

The objectives of the Entrepreneurship Fair (EF) are to:

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

The event is targeting all seekers of:

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

The Introduction and Networking Event = Entrepreneurship Fair will be composed of Exhibition and series of Seminars.

PHASE II: BECS MENTORSHIP AND CONSULTANCY PROGRAM (6 WEEKS AT UBT)

BEC is a dedicated group of clinics for troubled entrepreneurs and companies or companies who are facing problems, look exhausted from challenges and need help. It is composed of specialized and experienced experts.


The process start with the diagnosis, to identify the




right reason for the company illness and put their finger on the right spots of the Entrepreneur and SME illness. Based on the diagnosis, Experts will re-view the results, analyze it and recommend the right treatment and do the medications needed to come back healthy again.



Business & Entrepreneurship Clinics




Deanship of Scientific Research
Discover, Transfer, Impact



Business and Entrepreneurship Clinics (BEC)

BEC is a dedicated group of clinics for troubled entrepreneurs and companies who are facing problems, look exhausted from challenges and need help.




CONTACT INFO:


Please join us and register

Email: s.blin@ubt.edu.sa

Startup /SME



Idea



Tel: +966 56 047 0959
Ext: +966 (12) 2159402

Business & Entrepreneurship Clinics

By the end of the BEC Mentorship and Consultancy program, every attendee will be equipped with a business briefcase that includes:

- 30 s Elevator Pitch
- 15 min investor PPT
 - Executive Summary
 - Mission
 - Vision
 - Strategy
 - Market Pain and solution
 - Market opportunity
 - Management Team
 - Board of Advisors
 - Achievements and assets
 - Customers/Partners
 - Competitors
 - Technology and IP
 - Business Model
 - Financial Projects
 - Fund raising
- Investor/ Partner Strategy
- Non-Disclosure agreement
- Proposals for Partnering
- Executive Summary (A4/A3)
- 2 min animated video
- Others

PHASE III: DEAL OR NO DEAL (ONE DAY)

The Victory Day is one-day event to make the deal with Angel investors.

All the ones who visited the UBT BEC will pitch and present their briefcase to Angel investors to make their final deals.



Entrepreneurship Fair
(17th -19th of April 2017)
Introduction & Networking



UBT
جامعة الأعمال و التكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY
Business and Entrepreneurship Clinic (BEC)
BEC Mentorship and Consultancy Program
(6 weeks)



Deal Or No Deal
3rd of July 2017

Entrepreneurship Fair Part of

UBT
جامعة الأعمال والتكنولوجيا
UNIVERSITY OF BUSINESS AND TECHNOLOGY

رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

معرض المهنة وريادة الأعمال
Career and Entrepreneurship Fair
17-19 April 2017-Jeddah-Hilton

University of Business & Technology
Is pleased to invite you to attend
Entrepreneurship fair part of
UBT *Career and Entrepreneurship Fair*

Partner?
Investor?
Accelerator?
Seed Fund?
Consultancy?
Advise?
Incubator?

راعي استراتيجي
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**Career and Entrepreneurship Fair
17-19th of April 2017**

Exhibitors



**SPRINGER
NATURE**

ABOUT SPRINGER NATURE

Springer Nature is one of the world's leading global research, educational and professional publishers, home to an array of respected and trusted brands providing quality content through a range of innovative products and services.

Springer Nature is the world's largest academic book publisher, publisher of the world's most influential journals and a pioneer in the field of open research. Springer Nature was formed in 2015 through the merger of Springer Science Business Media, Nature Publishing Group, Palgrave Macmillan, and Macmillan Education.

www.springernature.com

ABOUT THE TRAINER



Dr Jeffrey Robens is Editorial Development Manager at Springer Nature and is responsible for conducting the Publishing Academies—training workshops to improve publication output

worldwide. He has strong scientific qualifications with 20 years of academic experience and numerous publications and awards. He received his PhD from the University of Pennsylvania and then worked at premier research institutes in Singapore and Japan. Since leaving academia in 2012, he has conducted over 200 academic training workshops across Asia and the Middle East to help researchers improve their publication quality and impact.

CERTIFIED AUTHOR TRAINING 21-22ND OF MARCH 2017

Publishing is an integral part of the research process. However, it is not enough to simply publish research, it needs to be published in the appropriate journals to reach the right audience and be communicated clearly to have impact in the field. Coupled with increasing competition in the academic community, researchers need to develop the right skills to be successful in publishing their work. By doing so, researchers will not only increase their chances of publication acceptance, but also their international reputation in the field. Drawing on

**SPRINGER
NATURE**

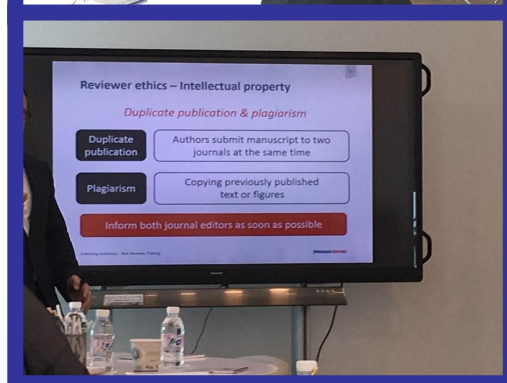


this workshop, attendees will be sent a business-related manuscript to read before the workshop. The workshop will then use this manuscript as a basis for writing a high-quality peer reviewer report.

our breadth of experience in scholarly publishing, this Publishing Academies training workshop from Springer Nature aims to help researchers learn effective publishing strategies to achieve these goals.

**CERTIFIED PEER REVIEWER TRAINING
23RD OF MARCH 2017**

Peer review is essential in academic publishing. However, because many researchers do not receive training on how to be an effective peer reviewer, many feel formal peer reviewer training would be valuable to give them the skills and confidence to be effective reviewers and fulfill their obligations to the academic community. Drawing on our breadth of experience in scholarly publishing, this Publishing Academies training workshop from Springer Nature aims to achieve these goals. For



SPRINGER
NATURE

Author Training outlines

1. Publication ethics

- Data manipulation and fabrication
- Authorship and conflicts of interest
- Multiple submissions and salami publishing
- Transparency in reporting
- Plagiarism

2. Effective academic writing

- Improving readability
- Avoiding ambiguity
- Writing simply and concisely
- Avoiding common mistakes

3. Manuscript structure

- Introducing why the study is important
- Logical literature reviews
- Reporting empirical studies
- Reporting theoretical and modeling studies
- Discussing the value of your study for the field

4. Improving discoverability and visibility

- Attractive titles
- Keywords and search engine optimization
- Abstracts that give the best first impression

5. Publication strategies

- Working papers & preprint servers
- Conference proceedings
- Journal selection
- Writing clear cover letters

6. Editorial first decisions

- What journal editors are looking for
- Understanding editorial decision letters
- Strategies for next steps

7. Navigating peer review

- What reviewers are looking for
- Organizing and understanding reviewer comments
- Writing effective response letters
- Addressing difficult reviewer comments
- What to do if you are rejected

8. Promoting your published article

- Presenting at conferences & establishing collaborations
- Using social networks and academic platforms (e.g., Kudos, Research Gate, etc.)
- Monitoring the impact of your article via Alt-metrics

Final Q&A

Peer Reviewer Training outlines

1. Responsibilities and ethics

- Accepting reviewer invitations and Timeliness
- Confidentiality and Conflicts of Interest
- Communicating with journal editors

2. Assessing the relevance of the manuscript

- Determining the usefulness of the research question and study objectives
- Evaluating originality & novelty
- Assessing the appropriateness of the study design
- Initial evaluation and writing the summary for the reviewer report

3. Abstracts, Introduction and Methods

- Evaluating titles, keywords and abstracts
- Assessing the clarity of the Introduction
- Determining the breadth of the Literature Review
- Evaluating the appropriateness and transparency of the methodology

4. Results and Discussions

- Evaluating the clarity of figures
- Assessing the significance of findings
- Reviewing the thoroughness of the Discussion
- Determining the validity of the Conclusion

Final Q&A

Editor Training outlines

1. Responsibilities and ethics

- Accountability for the journal
- Avoiding bias during evaluation
- Confidentiality and conflicts of interest
- Corrections and retractions

2. Editorial strategies

- Evaluating competing journals in the field
- Determining topics of interest
- Devising a clear aims and scope
- Deciding publishing models and article types
- Building a strong editorial board

3. Positive external experiences

- Transparent websites
- Clear author guidelines
- Efficient submission systems
- Working with reviewers

4. Promotion and visibility

- Importance of conferences
- Online visibility and social networks
- Getting indexed into online databases

Final Q&A

**World Intellectual Property Day
26th of April 2017**

World Intellectual Property Day

Wednesday 26th of April 2017
Deanship of Scientific Research & Legal
Department

Panel Discussion : Innovation, Improving Life



Mr. Mohamad AlIslamah

Expert in Copyright - Ministry
of Culture and Information



Eng. Ahmad AlBeshri ,

Inventions services – Badir –
KACST

9:30AM in Sari Campus – Audi 2
12:30AM in Dahban Campus- Dr. Abulhadi Taher –
CEIT

**UBT Scientific Journal for
Business & Technology
2016**

Research & Consultation Center has published the first issue of UBT Scientific Journal for Business and Technology. It includes all published papers by UBT faculty members for 2016. It will be available at each college





Consultancy Services, will put UBT experts in support to the community to contribute to the rapid development in the world of knowledge as link between theory and practice.

Mission:

- * Provide human and material resources in UBT to serve and support the community.
- * Provide an advisory service to the community
- * Support and employ the scientific, human and material capacity of UBT to serve the community.
- * Connect the experience and Knowledge of UBT t community to improve their productivity and performance.

UBT has high caliber faculty, and expert consultant to provide advices, to verify to assess, etc. in all disciplines. UBT staff and faculty develop systems, processes, campaigns, etc. for specific types of Projects requested by our client, organize specific workshops, training, and research, etc. in all areas.

UBT can offer consultancy services in :



Recognition—Research & Consultation Center

In recognition of their achievement, Dr.Basma EL Zein has acknowledged her team for their commitment , hard working , teamwork and dedication.



		2016									
		Oct		Nov		Dec		Jan			
1	Sa		Tu		Th	Signature with Okaz		Su		We	
2	Su		We		Fr			Mo		Th	
3	Mo		Th		Sa			Tu		Fr	
4	Tu		Fr		Su	Vision 2030 lecture		We		Sa	
5	We		Sa		Mo	Research quality integrity		Th		Su	
6	Th		Su	Startup seminar - Sari		Tu		Fr		Mo	Photo
7	Fr		Mo	Modon Visit		We		Sa		Tu	
8	Sa		Tu		Th			Su		We	
9	Su		We		Fr			Mo		Th	
10	Mo		Th	Endnote- Sari		Sa		Tu		Fr	
11	Tu		Fr		Su			We	How to write a successful proposal	Sa	
12	We		Sa		Mo			Th		Su	
13	Th		Su		Tu			Fr		Mo	
14	Fr		Mo		We	Nano sari		Sa		Tu	
15	Sa		Tu		Th			Su		We	
16	Su		We		Fr			Mo		Th	
17	Mo	Start-up seminar	Th		Sa			Tu		Fr	
18	Tu		Fr		Su		Technology Transfer & Entrepreneurship Week	We		Sa	
19	We		Sa		Mo			Th		Su	
20	Th		Su		Tu			Fr		Mo	
21	Fr	Ieeextreme	Mo		We	IEEE Day		Sa		Tu	
22	Sa	Ieeextreme	Tu		Th			Su		We	Gulf e confer
23	Su		We		Fr			Mo		Th	
24	Mo		Th	Visit- Association of Arab universities		Sa		Tu		Fr	
25	Tu		Fr		Su			We		Sa	
26	We		Sa		Mo			Th		Su	
27	Th		Su	KAU visit		Tu		Fr		Mo	
28	Fr		Mo	Nature visit		We		Sa		Tu	
29	Sa		Tu	Quality lecture		Th		Su			
30	Su		We		Fr			Mo	Deadline for 2 nd Research symposium		
31	Mo	Endnote			Sa			Tu			

Feb	Mar		Apr		May		Jun		
	We		Sa		Mo		Th		1
	Th	successful proposal workshop & Research orientation- sari	Su		Tu		Fr		2
	Fr		Mo		We	Graduation ceremony (Girls)	Sa		3
	Sa		Tu		Th		Su		4
	Su		We		Fr		Mo		5
Physics Day	Mo		Th		Sa		Tu		6
	Tu		Fr		Su		We		7
	We		Sa		Mo		Th	vacation	8
	Th		Su		Tu	Graduation Ceremony (boys)	Fr		9
	Fr		Mo		We		Sa		10
	Sa		Tu		Th	Workshop	Su		11
	Su		We		Fr		Mo		12
	Mo		Th	Deadline for research proposal	Sa		Tu		13
	Tu		Fr		Su		We		14
	We		Sa		Mo		Th		15
	Th		Su	Career and Entrepreneurship Day	Tu		Fr		16
	Fr		Mo		We		Sa		17
	Sa		Tu		Th	workshop	Su		18
	Su		We		Fr		Mo		19
	Mo	Springer/Nature	Th			Sa		Tu	
	Tu	Springer/Nature	Fr		Su		We		21
Education Conference- @ UBT	We	Springer/Nature	Sa		Mo		Th		22
	Th		Su		Tu		Fr		23
	Fr		Mo		We		Sa		24
	Sa		Tu	Deadline for nomination for Dr.Abdullah Best research award	Th		Su		25
	Su		We	IP Day	Fr		Mo		26
	Mo		Th	2 nd Research Symposium	Sa		Tu		27
	Tu		Fr		Su		We		28
	We		Sa		Mo		Th		29
	Th		Su		Tu		Fr		30
	Fr				We				31

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UNIVERSITY OF BUSINESS AND TECHNOLOGY

RESEARCH E-NEWSLETTER

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