

Deanship of Scientific Research

Discover. Transfer. Impact

VOLUME 3, ISSUE 1
APR, 2018

DSR

Deanship Of
Scientific Research
عمادة البحث العلمي

DISCOVER. TRANSFER. IMPACT

Discover. Transfer. Impact

Highlights



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and Exhibition
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WELCOME TO UBT RESEARCH E-NEWSLETTER

Welcome to the 2018 edition of the UBT Research Electronic Newsletter. The Research E-Newsletter is being published for its third year to share, celebrate, and recognize the research work of UBT faculty members and students, their publications, their inventions, and their awards. In this issue, you will know more about services that facilitates your study and research, you will find opportunities, and you will be inspired to excel.

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

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DATES TO REMEMBER

- ♦ Research Integrity Workshop on the 24th of May
- ♦ How to Publish in International Journals on the 31st of May
- ♦ Trips to Bollywood and Italy, register before 31st of May
- ♦ Summer Academy Abroad, register before 30th of June
- ♦ Extreme Entrepreneurship Program, register before 30th of June

DEADLINE FOR SUBMISSION

- ♦ First call for research Proposal by 3rd of June.

ABOUT US



The Deanship of Scientific Research Team

OUR VISION IS

to be the leaders in research excellence, creativity, and innovation that serves the community and solves current life problems.

OUR MISSION IS

to support faculty, staff, and students to perform creative and innovative scientific research to develop the business & Technology in the Kingdom of Saudi Arabia, commercialize, transfer technology, to serve the national and international economic development needs in different business sectors.

RESEARCH ROADMAP



The University of Business and Technology has transitioned from a teaching-based institution to a teaching and research-based one. UBT generates knowledge and conducts interdisciplinary quality research that contributes to the economic development and serves the community. From this idea, the Deanship of Scientific Research created the Research Roadmap and it was announced in 2016. The Research Roadmap brings together faculty, staff, and students from across colleges and departments to develop interdisciplinary approaches to goal-oriented problems and industrial potential to support the economy and the society. It is a way of collaboration and organization, uniting all efforts to address current problems affecting the community. The Research Roadmap is innovative, one of a kind, effective plan that will take the research in UBT to the next level.

WELCOME DR. RUFAIDAH KHASHOGGI



University of Business and Technology would like to welcome Dr. Rufaida Khashoggi in her new position as the Assistant Rector at the University of Business and Technology. Dr. Rufaida has a vast experience in education and management, and she has contributed a lot to both private and government universities throughout her service.

Dr. Rufaida was the vice chairman for development the Board of Trustees at UBT from 2009-2011. She was the Dean of College of Business Administration (CBA) at UBT from 2008 to 2009 after being a consultant for the Developmental Evalua-

tion Project, aiming to prepare the CBA for accreditation during 2007-2008. Dr. Rufaida was the Dean of women's section in King Abdulaziz University, Jeddah, in charge of over 30,000 students. Her contributions to education continue, as she was part of the establishment of Dar AlHekma, a private college in Jeddah in 1999. She was in charge of the project in collaboration with Texas International Education Consortium (TIEC). Dr. Khashoggi has worked to empower women, as she was the president of Women Council for training and hiring, achieving opening women sections in different fields in the industry making them a part of the working force. In addition, she is a member of the Arab Women Affair Organization under the Arab Work Organization. She was nominated Women of The Year by The Texas International Education Consortium (TIEC) for her contributions to higher education and is a member in a committee assigned by minister's council to study the status of higher education institution in Saudi Arabia. In addition to her professional achievements, Dr. Rufaida published over 50 research articles in national and international journals. In addition, she published books in nutrition and contributed as an author for some book chapters published by The World Health Organization (WHO) in the field of nutrition. Dr. Khashoggi is also a judge for faculty research work with the aim of raising the rank of different universities.



UBT International Advisory Board (IAB) Holds Semi-Annual Meeting

The UBT IAB second meeting was held on the 24th and 25th of January, the Board consists of:

- Prof. Hussein Al-Alawi, President Former Prof. KSU, KAU and Former UBT Rector
- Prof. Fayneese Miller, President, Hamline University, Minnesota, USA
- Prof. Nehale F. Mostapha, Dean, Faculty of Business Administration, Beirut Arab University, Lebanon.
- Prof. Jan Sadlak, Member, Advisory Board, KAU -President, IREG Observatory on Academic Ranking and Excellence, Paris
- Prof. Muthanna Abdul Razzak, President and CEO, American University in the Emirates
- Prof. Abu-Orabi S. Al Adwan, Secretary-General Association of Arab Universities, Jordan
- Dr. Sharifa Al Yahyai, Former Minister of Social Development, Academic Specialist in Women's Studies, Oman
- Dr. Bakor Khoshaim, Former President, SECO, and former member of Al-Shoura Council, KSA

- Dr. Wafaa Elgarah, Associate Professor of MIS, Al Akhawayn University, Morocco, Dr. Ihsan Bu-Hulaiga Economist & Founder of Joatha Consulting, KSA
- Dr. Ammar Dahlan, Former Dean, College of Engineering, UBT-Associate Professor, KAU

The meeting was to evaluate UBT performance based on education, students' outcome, national and international relations, research and innovation.

The Deanship of Scientific Research was able to introduce the Research Roadmap, and the Research Flagships to highlight that the research process in UBT is well guided and thought through to solve current issues in line with Saudi Vision 2030.

The meeting was indeed rewarding and fruitful; the board was impressed by the high-quality education and the research orientation they witnessed at UBT.

INTERNATIONAL ADVISORY BOARD

UBT IAB Holds Semi-Annual Meeting



The Board thought that UBT is moving in the right direction in many of its projects:

- developing a new website that projects the character and identity of UBT
- encouraging faculty to go into research
- the Continuing Education programs progress

In addition, the Council had some recommendations for UBT that will raise its ranking and characterize it among regional universities, which included:

- UBT should consider the introduction of Robotics and Artificial Intelligence

- the use of digital library and classroom resources
- UBT should study the possibility of adopting new IT programs to prepare for the "Fourth industrial revolution"

Following the meeting, Hamline University in Saint Paul, represented by the President Dr. Fayneese Miller signed a memorandum of understanding. Hamline University is the first university in Minnesota that has set the standard for excellence in liberal arts education since 1854.

Many other organizations expressed intentions in collaborations in the near future to support research and the Ph.D. supervised program.



I2EN Visits UBT



The International Institute of Nuclear Energy (I2EN) represents and coordinates France's nuclear industry, research and development, and academia abroad to support and foster the export of French nuclear technologies. By bringing together all the players, I2EN serves as a unified voice for countries wishing to develop nuclear curricula and to benefit from the French expertise in the field.

The mission of the Institute is to provide newcomer and expanding countries with the best training solutions for human resource development in nuclear energy and to help and guide them in the development of their own nuclear education & training systems. I2EN is here to share best prac-

tices in human capacity building so as to contribute to the safe and reliable implementation of civilian nuclear power programs in newcomer and expanding countries.

I2EN also reviews French nuclear educational programs with regards to the needs of the industry and accredits them through its independent Committee of Experts.

I2EN visited UBT on the 22nd of March to sign an MOU that benefits both UBT and I2EN.

Directors of I2EN Yves Fanjas and Henri Safa presented the institute to faculty and students and elaborated on its nature of work, services, educational and training opportunities they can offer to

I2EN VISITS UBT



UBT members. The seminar was a great success and students showed interest in joining the I2EN research and training groups.

About the speakers:

Yves Fanjas Director

Yves Fanjas is a graduate from Arts & Métiers Graduate School of Engineering, the Institut de Contrôle de Gestion (Accounting Management Institute) and holds a Master's of Science degree from Cornell University. He is an expert in research and development and new fuel for re-

search reactors and of technical relations with clients. On November 1, 2013, Yves Fanjas is appointed Director of I2EN.

Henri Safa Deputy Director

Henri Safa is a graduate from Supélec Graduate School of Engineering and holds a PhD in Material Science which he carried out at ONERA, the French Aerospace Research Center. On April 1, 2014, Henri Safa is appointed Deputy Executive Director of I2EN.



AMERICAN BUSINESS SCHOOL AT UBT



The American Business School of Paris is an international business school in France that welcomes students from all around the world. The school's goal is to make students enter today's global economy through international programs: BBA, MBA, DBA, etc.

Part of IGS Group, the international American Business School's programs are accredited by the IACBE. They are 100% in English and founded on American educational methods: course flexibility and adaptability, interaction and exchange, as well as strong student-professor relationships.

On the 29th of March, Dr. Fady Fadel, Dean of

American Business School in Paris visited UBT. The aim of the visit was to discuss areas of collaboration that would benefit members of both universities, in addition providing summer courses for UBT students.

Head of the UBT International Advisory Board Prof. Hussain Al-Alwai, Deans of CBA Dr. Bassam Hasanin and Dr. Yusra Jamjoom, and from DSR, in charge of International relations Vice Dean Dr. Ahamd Shawqi, and Mr. Fahd Abduljawad welcomed and met the delegation.



GERMAN CONSULATE VISIT



UBT invited the German Consul General in Jeddah, Holger Ziegeler, for a diplomatic visit on the 15th of April. He was accompanied by Prof. Osama and the Deans and was offered a tour of the university where he visited JCA and its labs, the Library and was impressed by the facilities, and the Deanship of Scientific Research.

At the DSR, he was presented with the Research Roadmap, and was introduced to the university's approach to conduct applied research, and the Research Flagships. The Flagships are an interdisciplinary research group covering researches in Agriculture and food, Water treatment, Energy conversion and storage, Electronics and Communication and IT, Transport and Automotive, Construction and building, and Health from business, legal, science, technology, and advertising point

of view, serving the axes of the economic development. Moreover, he was introduced to the university's efforts towards technology transfer.

As UBT is collaborating with the German university Dresden Technical University, the delegation discussed the Erasmus Mundus, SECRET Program, a cooperation and mobility program in the field of higher education that aims to enhance the quality of European higher education and to promote dialogue and understanding between people and cultures. Such project will transform UBT into a technical university and will contribute to raising its ranking.

Finally, the German Delegation assured more visits to UBT to discuss further areas of collaboration including students and faculty exchange programs, Ph.D. Co-supervision, and research opportunities.



**UNIVERSITY OF
BIRMINGHAM**

BIRMINGHAM UNIVERSITY AT UBT



UBT, aiming to support faculty, staff, and students in the research process, invited Birmingham University, Birmingham, UK to visit.

Birmingham has been challenging and developing great minds for more than a century. Characterized by a tradition of innovation and research, the university has broken new ground, pushed forward the boundaries of knowledge and made an impact on people's lives. Birmingham continues this tradition today and have ambitions for a future that will embed their work and recognition of the university's name on the international stage.

The University has more than 30 departments and institutions under the following colleges:

College of Art and Law
College of Medical and Dental Sciences
College of Life and Environmental Sciences
College of Engineering and Physical Sciences
College of Social Sciences

Birmingham University, headed by its International Stakeholder Relations Manager & Deputy Head of International Recruitment Michael Bissell, and the IT Program Director, Catherine Yates visited UBT Dahban on the 17th of April and met with Prof. Osama Jannadi, Dr. Weam Tunsy, and Dr. Basma Elzein. The parties discussed opportunities for students and faculty exchange. In addition, both universities were looking for areas for collaboration that would benefit research.



**THE UNIVERSITY
of EDINBURGH**

THE UNIVERSITY OF EDINBURGH AT UBT



The University of Edinburgh is a world-leading center of academic excellence, their mission is the creation, dissemination and creation of knowledge. The University aims to make a significant, sustainable and socially responsible contribution to Scotland, the UK and the world, promoting health and economic and cultural wellbeing.

The University of Edinburgh's academic structure is based on three Colleges containing a total of 20 Schools:

- College of Arts, Humanities & Social Sciences
- College of Medicine & Veterinary Medicine
- College of Science & Engineering

In a tour around universities in Saudi Arabia, University of Edinburgh visited UBT on the 24th of April, represented by: Dr. Firas Ibrahim, Regional Director for the Middle East, and Mr. Llinos Jones, International Manager along with a number of

professors from various departments.

The delegation met with Dean of Scientific Research Dr. Basma El Zein, Vice Dean Dr. Ahmad Shawqi, Mr. Fahd Abduljawad, CBA Vice Dean Dr. Mahdi Othman, CE Vice Dean Dr. Ali Elrashidi.

Parties discussed the possible collaborations, especially in research and faculty and student exchange. In addition, University of Edinburgh can be a candidate for the Ph.D. co-supervision program.

The delegation was impressed with achievements of UBT, considering it's a young university comparing to their 400-year-old university. They reported that UBT is the best Saudi university among the 6 universities they visited. In addition, they assured many areas of collaboration in support of the research mission, faculty and student exchange, and a Ph.D. co-supervision program.



EAST CAROLINA UNIVERSITY



East Carolina University serves a sizable constituency of students, faculty, staff, and private citizens in the state of North Carolina, US. To do so effectively requires strong leadership and a dynamic administration dedicated to the ideals set forth by the founders more than 100 years ago. The university includes:

- Thomas Harriot College of Arts and Sciences
- College of Allied Health Sciences
- College of Business
- College of Education
- College of Engineering and Technology
- College of Fine Arts & Communication
- College of Health and Human Performance
- College of Nursing
- Honors College
- School of Dental Medicine

Brody School of Medicine

East Carolina University, represented by Prof. Tarek Abdel-Salam, the associate dean for research and graduate studies visited UBT on the 29th of April. HE toured the university and was introduced to colleges and facilities. Following the tour, he met with Dr. Basma Elzein, Dr. Ahmed Shawgi from the Deanship of "Scientific Research, and Dr. Ali Elrashidi and Dr. Amr Yousef from College of Engineering and discussed areas of collaboration includes exchange of student and faculty, Ph.D. co-supervision, and research.

UBT TO BE AMONG TOP-RATED UNIVERSITIES



In order to raise the university's ranking to be among the leading world universities in education and applied research, UBT is working to increase its visibility.

Recently, DSR was appointed the responsibility of the International Relations. On this note, the deanship works to form strategic partnerships and collaborations that would benefit all members of UBT in their Ph.D. studies, scientific research, innovation, or projects.

The deanship works with international organizations to provide:

- Opportunities for student and faculty exchange
- Consultancy
- Opportunities for summer training
- Opportunities for industry relationship
- New research projects

UBT TO BE AMONG TOP-RATED UNIVERSITIES

UBT COLLABORATING WITH FRENCH INSTITUTIONS

Working towards economic development and seeking all opportunities to support the University of Business and Technology's faculty and staff the Dean of Scientific Research, and International Relation Director Dr. Basma El Zein has conducted a visit to many educational institutions and organizations in France from the 5th to the 10th of February, for strategic partnerships and collaborations that would benefit all members of UBT.

Education organizations like **Lille 1 University**,



American Business School (ABS) Paris,



the advertising school ISCPA,



University of Valenciennes and Hainaut-Cambresis (UVHC),



Sorbonne,



Paris Polytechnique,



INSEAD University,



and **Institution of Architecture and Urbanism** showed interest in the following areas:

- Ph.D. co-supervision
- Internship and summer training
- Master Course development
- International and Public Law courses
- Research

Other organizations and companies like Thales, Supelec Geeps Labs, the Institute for Radiological Protection and Nuclear Safety (IRSN), and the International Institute of Nuclear Energy – I2EN is an organization that can provide UBT with:

- Internship, Summer Training.
- Industrial Visits
- Research
- Training
- Awareness Campaign
- summer training
- Elective courses

looking forward to collaborations in the near future.

UBT TO BE AMONG TOP-RATED UNIVERSITIES

UBT COLLABORATING WITH BRITISH AND AMERICAN INSTITUTIONS

Working towards economic development and seeking all opportunities to support the University of Business and Technology's faculty and staff the Dean of Scientific Research, and International Relation Director Dr. Basma El Zein has conducted a visit to many educational institutions and organizations from the 5th to the 22nd of March, for strategic partnerships and collaborations that would benefit all members of UBT.

The universities have been visited are **City University of London,**



Imperial College,



and Ravensbourne College.



There was a discussion about venues of collaborations with UBT, which included:

- Exchange of student and faculty.
- Program development for Engineering, Business, and Design
- Ph.D. co-supervision
- Research
- Master in Design

Afterward, UBT visited **Hamline University,**



USA and activated the currently signed MOU and the university offered a Ph.D. co-supervision and a Business Analytics Degree Program.

looking forward to collaborations in the near future.



UBT TO BE AMONG TOP-RATED UNIVERSITIES

UBT COLLABORATING WITH LEBANESE INSTITUTIONS



Working towards economic development and seeking all opportunities to support the University of Business and Technology's faculty and staff the Dean of Scientific Research, and International Relation Director Dr. Basma El Zein has conducted a visit to many educational institutions and organizations in Lebanon on the 28th and the 29th of March, for strategic partnerships and collaborations that would benefit all members of UBT.

The recently signed MOU with the Global Council for Tolerance and Peace have been activated. The Council and UBT are launching Student Club for

Tolerance and Peace and is offering networking opportunities.

Beirut Arab University also offered chances for networking, student exchange, summer courses and research opportunities for the College of Engineering and the College of Business Administration.

UBT TO BE AMONG TOP-RATED UNIVERSITIES

UBT COLLABORATING WITH EMIRATES INSTITUTIONS

UBT, represented by the Dean of Scientific Research, and International Relation Director Dr. Basma El Zein have visited many educational institutions in United Arab Emirates to look of areas of collaboration.

In a meeting with **Rochester Institute of Technology (RIT), Dubai**, UBT have activated the Currently signed MOU, which includes:



- Exchange of Student and Faculty
- Research projects
- Summer Program for College of Engineering and College of Business Administration

Currently signed MOU with **University of Sharjah** have also been activated during the visit. Collaboration with University of Sharjah includes:



- Collaboration with College of Engineering
- Facilitating their Nuclear department
- Facilitating their Business Department
- Facilitating their Islamic Department

- Facilitating their Communication (Advertising) Department
- Research projects

In addition, **Zayed University, Dubai**, can also offer opportunities for Jeddah College of Advertising students.



Moreover, **the American University of Sharjah (AUS)** invited Dr. Basma to present a Seminar on Solar Energy. AUS can also offer research opportunities for College of Engineering.



Finally, ITL-EDUVOYAGE, Dubai, offers:

- Students' specialized trips.
- Proposed trip to Bollywood
- Proposed trip to Italy for Ancient and Modern Architecture



7TH GULF EDUCATION CONFERENCE AND EXHIBITION

The University of Business and Technology hosted the 7th Gulf Education Conference and Exhibition on 20-21 February 2018 under the patronage of the Ministry of Education and the organization of Gulf Conference Ltd.

Gulf Conferences Ltd is a leading event organizer with specific expertise in events which represents the Middle East North Africa region. It first began in 2008 and has successfully launched and organized a number of business to business and business to consumer events across a variety of industry sectors, one of which is the Gulf Education Conference and Exhibition.

During the past few years, the Gulf Education Conference has become one of the most important education-related events in the region. It is worthy to note that the conference has been held in UBT, Jeddah for the second consecutive year, after its success in 2017.

During the opening ceremony, Chairman of University of Business and Technology, Dr. Abdullah Dahlan have stressed on the importance of this event, where more than 30 countries and 150 universities and educational institutions sign up to attend. It is a chance to showcase expertise, achievements, and opportunities for universities and educational institutions.

In addition, Dr. Dahlan has explained the necessity for the private sector to take on more responsibilities in the educational process. He considered that the private education sector in the Gulf region is one of the biggest markets around the world, as education costs in the Gulf countries are estimated to be around 36 million USD, and the private sector is accounted for 14% of it. He elaborated; the education sector in the Gulf Cooperation Council is developing and growing consistently, as it is supported by the private sector, the high demand in the region, and governments' initiatives to support it.

The Conference extended on two days and the schedule included speeches from keynote speakers who discussed the linkage between academia and the job market and the Gulf counties visions for education. The conference also includes workshops and seminars tackling education and the job market, and the rise of education levels overall. In addition to the conference, the exhibition ran on both days and it included 150 universities from more than 30 countries.

The 7th Gulf Education Conference and Exhibition was a very successful event and was attended by more than 15,000 attendees ranging from professors, Doctors, lectures, and students.

7TH GULF EDUCATION CONFERENCE WORKSHOPS AND SEMINARS



The Deanship of Scientific Research has organized workshops and seminars to support the conference theme;

From Plans to Realities: Enabling Higher Education to Meet the Needs of Employers and Nations.

On the first day of the conference, Tuesday 20th of February 2018, Dr. Adbullah Dahban welcomed all guests and started the conference. During the first session, ministers, ambassadors, and other senior specialists explained how to enable univer-

sities to meet the economic and other needs of societies, how to prioritize the challenges and issues that need to be addressed and gave evidence of successful practice.

Speakers in this session included:

The General Supervisor of the Private Higher Education in Saudi Arabia Dr. Saad bin Saud Al Fuhaid, President of the Global Council for Tolerance and Peace Dr. Ahmad Al Jarwan, the renowned speaker Dr. Afnan AlShuaiby, and Prof. Ismail Abdulghaffar, Chairman of Arab Academy for Science and Technology in Egypt, and Mr. Si-



mon Collis, British Ambassador to Saudi Arabia. During the opening session, Dr. Basma Elzein, dean of Scientific Research presented the Research Roadmap, and introduced to the university's approach to the research mission, and its efforts towards technology transfer. In addition, she explained the services DSR has to offer to support research, the educational process, and promote for economic development.

Further sessions during the day explored the topics that were introduced during the previous session and how they can be put into practice in the context of implementing strategic plans and introduce the technique of project planning. Among the speakers were: Dr.Faisal Al Allaf CEO of Wadi Makkah, Mr. David Lock, Education Director, Gulf Conferences, and Mr. Andrew Gale, Prof. of Project Management at the University of Manchester.

During the second day, Wednesday 21st of February 2018, many workshops and seminars took

place and some were targeting students especially, each event took a full 90-minute slot.

Effective engagement with employers: Industry, commerce and the professions



Details were given of how universities have engaged effectively and sustainably with commercial bodies and how challenges have been overcome. Participants will reflect on what they might do to build such relationships.





Presenters:

- David J. Lock, Education Director Gulf Education LTD, Studley, United Kingdom
- Martin Binns, International Recruitment Manager, University of Derby, United Kingdom.
- The panel was moderated by Dr. Basma El Zein, Dean of Scientific Research at University of Business and Technology, Jeddah, Kingdom Saudi Arabia, and panel members were:
- Dr. Jawad AlSulaiman, Dean of Engineering & Information Technology at University of Business and Technology.
- Mr. Nael Fayez, Strategic Sustainability Solution, Jeddah, Kingdom of Saudi Arabia.
- Mr. Ayman Al-Gamdi, HR Executive Director, Organization Development Department, Savola Foods Company.

Effective engagement with employers: Education and the Public Sector

The session included details of how universities have engaged effectively and sustainably with public sector and other education bodies and how challenges have been overcome. Participants will reflect on what they might do to build such relationships.

Presenters



- Professor Eman Gaad, Dean of Faculty of Education, British University in Dubai.
- Dr. Philip Hodgson, Head of Derby Law and Social Sciences University of Derby, United Kingdom.
- Professor Yusra Mouzughhi, Interim VC, Muscat University, Oman.

The panel was moderated by

Dr. Amir Dhia, Director of Continuing Education, at University of Business and Technology and **panel members are:**

- Mrs. Sofana Dahlan, CEO & Founder of Tashkeil, Jeddah, Kingdom of Saudi Arabia.
- Dr. Eihab AbuRokbah, Al Mihad Arabian Excellence Limited Company, Jeddah, Kingdom of Saudi Arabia.
- Dr. Salah Abounar, University of Business and Technology.
- Dr. Taghreed Al Saraj.
- Dr. Haneen Shoaib, Dean of Jeddah College of Advertising at University of Business and Technology.



7TH GULF EDUCATION CONFERENCE WORKSHOPS AND SEMINARS

Human capital and economic impact: the role of higher educational institutes

This session explained the significant role of higher educational institutes to address and handle this challenge toward creating a real economic impact.

By:

- Dr. Jamal Al Akkad, Enable Ventures EV3,



Dubai, United Arab Emirates.

Job Opportunities in 2030

This session focused on the outputs that employers require from universities. Participants were encouraged to reflect on what changes they will need to make to deliver them and how those changes can be made.

The session was moderated by Dr. Loay Tayar, Dean of Students Affairs at University of Business and Technology, and **speakers were:**

- Rawan Jalal, BUPA Arabia, Jeddah, Kingdom of Saudi Arabia.



- Walla Nahass, Economic Development Consultant.

Higher Education and Technology

This session looked at new technologies that are having real impact and actions need to be taken by universities to embrace them effectively.

The session was moderated by Mr. Maged Bamaes, General Director of IT and Communication at University of Business and Technology, and speakers were:

- Mr. Salman Fageeh, Cisco Systems, Inc.
- Mr. Khaled Ismail, Oracle, Dubai, United Ar-





7TH GULF EDUCATION CONFERENCE WORKSHOPS AND SEMINARS

- ab Emirates.
- Fadi Hani, Avaya, Jeddah, Kingdom of Saudi Arabia.
- Dr. Faisal Arain, Niagara College Canada, Makkah, Kingdom of Saudi Arabia.

New Pedagogical Methods in Higher Education

This session looked at the use of new pedagogical methods in higher education.

The session was moderated

By

Dr. Rufaida Khashoggi, Assistant Rector at University of Business and Technology and speakers were:

- Douglas Cole, Higher Education Academy, United Kingdom
- Sally Jeffery, PriceWaterhouseCoopers, Dubai, United Arab Emirates
- Ashwin Fernandes, QS- University Ranking

The Components of Leadership And Putting Them Into Practice

The session boiled leadership down to its core elements and participants were encouraged to reflect on their strengths and weaknesses in each of the core aspects and identify leadership skills that might be valuable for students. Each person was encouraged to note what they try to improve on their return home thereby giving the session an action focus.

Speakers:

- David J. Lock, Education Director Gulf Education LTD, Studley, United Kingdom.

- Dr. Hanan Gouda, The Arab Academy for Science, Technology and Maritime Transport, Egypt.

Education Towards A Culture Of Social Responsibility

This session explained the role of universities in social responsibilities.

The session was moderated by Mr. Mohanad Dahlan, CEO of University of Business and Technology Company and the speakers were:

- H.E. Dr. Ahmad Al Jarwan, President of the Global Council for Tolerance and Peace, United Arab Emirates.



- Dr. Salah Al Haj, University of Sharjah, United Arab Emirates.
- Mr. Maher Hadrawi, King Salman Humanitarian & Relief Center, Kingdom of Saudi Arabia.



Memorandum of Understanding

As the University of Business and Technology seeks all opportunities to support faculty and staff in their Ph.D. studies, scientific research, innovation, or projects, many collaboration were made during the 7th Gulf Education Conference

The University of Business and Technology signed a number of memorandums of understandings with educational organizations and companies that had mutual interests to collaborate with UBT. These collaborations will bring more opportunities for training programs, Ph.D. Co-supervision, field studies, and more.

Working on spreading the culture of tolerance in order to address the issues of contemporary world peace.

An international organization to reach true and sustained peace for the humankind through spreading the culture of tolerance between countries.



Working on spreading the culture of tolerance in order to address the issues of contemporary world peace.

An international organization to reach true and sustained peace for the humankind through spreading the culture of tolerance between countries.



An investment company owned by Umm Al Qura University, aims to actively contribute to the development of the knowledge economy through partnership between educational and research institutions and the business community.



The University of Sharjah was established with the aim and vision to contribute to the qualities shared by renowned universities around the world. The education and research programs they offer tend to be comprehensive and multi-disciplinary. The University of Sharjah has 14 colleges and offers 94 programs at the bachelors, masters, doctoral and diplomas levels.



Avaya is known as a leader in helping organizations around the world succeed by integrating communications with business strategy and operations. In fact, Avaya came about as an independent company so it could bring even more focus to innovating in business communications.

7TH GULF EDUCATION CONFERENCE MOUS



Establishing the Arab Academy for Science, Technology and Maritime Transport (AASTMT) as a Regional Institute for Maritime Transport started as a notion in the Arab League Transport Committee's meetings on 11th of March, 1970.

"Contributing to the social and economic development of the Arab region by offering distinguished Change Agents who have been qualified through comprehensive educational programs, high caliber faculty, and centers of excellence in research, training, and consultancies while strictly committed to the highest levels of Quality".



Cisco Systems, Inc. is an American multinational technology conglomerate headquartered in San Jose, California, in the center of Silicon Valley, that develops, manufactures and sells networking hardware, telecommunications equipment and other high-technology services and products.[4] Through its numerous acquired subsidiaries, such as OpenDNS, WebEx, Jabber and Jasper, Cisco specializes into specific tech markets, such as Internet of Things (IoT), domain security and energy management. Cisco is the largest networking company in the world.



حلول الاستدامة الاستراتيجية
Strategic Sustainability Solutions

Strategic Sustainability Solutions "3S" is a Saudi company based in Jeddah, specializing in business consulting, and embracing sustainability practices to lever institutions by raising their awareness and commitment to sustainability and talent retention, with the aim of achieving higher returns and establishing solid sustainability practices.



AME is an international leading group specializing in the provision of management systems, continual improvement, event and conference organizing related consulting services. AME provides international world-class services in the field of training, consulting, development projects and the preparation of specialized studies contributing towards improving the performance of individuals and organizations, for both profit and non-profit entities. The provision of world class developmental innovative solutions is what we pursue to meet and the expectations and requirements of our customers.



UBT to Contribute to Economy

During the 7th Gulf Education Conference, UBT invited Dr. Jamal A. Al Akkad to talk about the human capital and economic impact: the role of higher educational institutes.

Dr. Al Akkad spoke to faculty, staff, students of UBT and visitors from around Saudi Arabia.

Abstract:

Small and Medium-sized Enterprises (SMEs) is the sector that any economy relies on to diversify its income toward growth and jobs creation. Unfortunately, SMEs development is humble in the Gulf region as high impact entrepreneurs suffer credit rationing. This is due to several reasons where human capital is the key to resolve this dilemma. This session explained the significant role of higher educational institutes to address and handle this challenge toward creating a real economic impact.

About the speaker:

Jamal A. Al Akkad built almost 30 years of wealthy experience in management information systems,

contracting and finance related to the oil and gas industry. This includes a long practice in project management, entrepreneurship ecosystem development, investment in SMEs, training, mentorship and MBA program lecturing. Jamal, Also, participated as a speaker, a moderator and a panelist in many domestic, regional and international forums in the field of innovation and the development of the entrepreneurial environment. Currently, Jamal is working on establishing his new venture in Dubai. It is called "Enable Ventures C3". Through EVC3, Jamal and his team work on Crystallizing Entrepreneurs, Cultivating Startups, and Capacitating SMEs within the MENA region.

Jamal A. Al Akkad received a Bachelor of Science degree in Industrial Management from King Fahd University of Petroleum and Minerals in 1987 and a Master's degree in Business Administration in 2008 from the University of Liverpool in the United Kingdom. Currently, Jamal is perusing a doctorate from Durham University in the United Kingdom. Additionally, Jamal attended several training and executive development programs in Saudi Arabia and abroad.



UBT Emphasizes Project Management

During the 7th Gulf Education Conference, UBT invited Professor Andrew Gale to talk about the Project Management.

Professor Gale, presented three seminars during the 7th Gulf Education Conference:

“How to wreck a project”- By understanding what makes projects go wrong, we can mitigate these risks

This session was intended to give Input with examples from participants followed by facilitated discussion.

Introducing Project Management to an Organisation–Development of a Project Management Office (PMO) and Practical Issues

At this session, Prof. Gale introduced the key project management tools and processes. There was a chance for group discussion after the input, identifying contextual issues.

Education, Training and the Development of a Project Management Community of Practice

The session included input with case studies from the UK, followed by facilitated discussion.

About the speaker:

Professor Andrew Gale, is a Professor of Project Management at the University of Manchester, United Kingdom. He is also a special adviser to the Vice-Chancellor of the University of Cumbria, UK.



UBT PROMOTES FOR TOLERANCE AND PEACE

Under the patronage of the President of the Global Council for Tolerance and Peace H.E. Dr. Ahmad Al Jarwan, UBT founded:

UBT Student Club for Tolerance and Peace

Toward a future of tolerance and peace:

Identify, Act, Improve

The purpose of the student club is to:

- To promote the merits of peace and social justice locally and globally through programs and cultural activities
- To learn and teach methods of conflict resolution
- To educate the campus and community on tolerance and peace
- To support tolerance and peace through awareness campaigns
- To integrate business and technology in improving tolerance and peace
- To organize events such as the international day of peace 21st of September

The Club focuses on **defining the concept of Tolerance, Diversity and Peace** and discuss the role of education and its effect on it. Second, the **practice of Tolerance, Diversity, and Education**, through studying how the concepts of

tolerance and diversity have been applied to society, particularly through education. It is about looking at the detrimental effects that can occur when society fails to embrace tolerance and diversity. Finally, **using Education for Tolerance and Global Peace**, through discussing how education can be used as a tool for tolerance, civic engagement, and peace both on domestic and global level.

Membership is open to all students from UBT. The Club is to be managed by the Deanship of Students Affairs and one advisor who is a faculty or staff member from UBT. The Club is also governed by an international board; Global Council for Tolerance and Peace.

About the founder, H.E. Dr. Ahmad Al Jarwan

President of Global Council for Tolerance and Peace (GCTP), elected by GCTP Foundation Board.

- Founded, alongside Global Council for Tolerance and Peace Foundation Board members, the Global Council for Tolerance and Peace on November 2nd, 2017 under the patronage of Malta's Prime Minister in Val-



UBT PROMOTES FOR TOLERANCE AND PEACE

letta, Malta. H.E. Al Jarwan had already signed the headquarter and immunity agreement with Government of Malta on July 25th, signed A Memorandum of Understanding with the United Nations Population Fund, UNFPA, at the headquarters of the international organization in New York on the 12th of July 2017, gaining the national recognition for the Global Council for Tolerance and Peace.

- Head of the Arabic Parliament for two presidential periods, from 2012 until 2016, achieving many diplomatic-Arab accomplishments nationally and internationally. Awarded the First Class Merit Award from the Arab Parliament, awarded the Order of the Republic by President of the Union of Comoros and President of the Republic of Djibouti.
- Member of the Emirate Federal National Council since 2011, for the second consecutive period.
- Member of the EU-UAE Parliamentary

Friendship Group

- Founded Sharjah Old Cars Club, and was Chair for five years.
- A former member of Sharjah Chamber of Commerce and Industry.
- Worked at Emirate Embassies in the United States (Washington DC) and the United Kingdom (London) for seven years.
- Worked at the Armed Forces of UAE, and retired with the rank of Engineer Colonel Major.
- In addition to his native language, he speaks French and English.
- He holds a baccalaureate in aeronautical engineering, a diploma in Aeronautics (France 1982), a diploma of Senior Engineering from the Airforce Institution (Egypt 1987), as well as a military protocol diploma (United States of America 1995). He also passed many diplomatic, military and international sessions.



UBT AND GLOBAL GOODWILL

The Global Goodwill Ambassador (GGA) is a group of people who share goodwill to encourage others to be kind to others without bias, and they recognize others as one. The Global Goodwill Ambassador's mission is to spread goodwill by highlighting good humanitarian work with no bias.

UBT is proud to announce that two of its members have been chosen. Dr. Basma El Zein was chosen to be a Goodwill Ambassador, Director of Nomination & Engagement on April this year. Goodwill Ambassador is an honorary title, that recognizes the efforts of individuals in their society.

Mr. Mohanad Dahlan was also chosen as a Global Goodwill Ambassador, recognized for "The Call of Hope" center for Rehabilitation of people with disabilities.

Basma (Mohamed Zeineddine)EL ZEIN
Global Goodwill Ambassador (GGA)



It is with honour and distinction Basma is appointed

Director of Nominations & Engagement ~ Saudi Arabia



Appointment and Confirmation by: Ted Batchelor, COO and Global Advisory, GGA
Presented by Richard DiPilla, Founder, GGA

Mohanad Dahlan
Global Goodwill Ambassador (GGA)
Saudi Arabia



Recognized for his initiatives in founding Jeddah Volunteer gate and Makkah Volunteer gate to contribute to social and economic development



Nominated by: Basma EL ZEIN, Director ~ Saudi Arabia
Presented by: Richard DiPilla, Founder, GGA



الرابطة الدولية للإبداع الفكري والثقافي

ASSOCIATION FOR INTELLECTUAL AND CULTURAL CREATIVITY IN SAUDI ARABIA



UBT is proud to announce that Dr. Basma El Zein has been nominated to be the Administrator for the Association for Intellectual and Cultural Creativity (AICIC) in Saudi Arabia.

AICIC was founded on 1901 as a civil society organization under the vision of believing in cultural principles and their role in developing and building civilization.

A number of authors and intellectuals started this association, and it soon spread among hundreds of authors, media professionals, and intellectuals around the world.

AICIC goals:

- To enrich the cultural and creative life through dialogue and exchange of expertise
- To communicate with authors, intellectuals,

and artists around the world and to support all arts and creativity

- To organize festivals, artistic events, exhibitions, conferences, training courses, presentations, and national and international literary festivals
- To cooperate with ministries of culture around the world
- To restore the role of intellectuals in society
- To connect with creators from Egypt, the Arab world, and the whole world and in all languages, introducing projects, institutions, and bodies, and to facilitate the exchange of information and transparency among all.

CBA RESEARCH PUBLICATION ABSTRACT

Awareness and Use Perception towards Complementary and Alternative Medicines (CAM) in Saudi Arabia

Mohammad Zulfeequar Alam, Mohammad Ali. Hurieb, Hatem H Garamoun

* International Journal of Engineering & Scientific Research (IJMRA Publications), 2018 ,6, (5)

ABSTRACT

Complementary and Alternative medicines are becoming prevalent methods of treatment among the users in the world. As it has high acceptance to treat many types of ailments which cannot be cured by the modern medicines. In the Kingdom of Saudi Arabia (KSA), this path is also prevailing in the society but due to the lack of awareness, unavailability of professional practitioners and some other factors it is not appropriately adopted. In the region, a descriptive study had been carried out to understand the awareness level, its uses and perception towards CAM among the users. The study aimed to provide an in-depth understanding of males' and females' perceptions towards awareness and applications of CAM in the region. For the purpose, a survey sample of 120 respondents in Jeddah city at convenience bases were taken during September to November 2016. Data collection with using a structured and close-ended questionnaire was carried out. The received data were coded and analysed with appropriate statistical tools. It was investigated that the majority of the respondents were aware of the CAM. And its uses and benefits in particular ailments were highly noticed by them. Moreover, they were also positive about the benefits of CAM treatment system.

Keywords: Complementary alternative medicine, Herbal Medicines, Consumer Perception, Saudi Arabia

CBA RESEARCH PUBLICATION ABSTRACT

Impact of Social Media and its Influence on Purchasing Behaviour of Saudi Consumers: An Empirical Study

Mohammad Zulfeequar Alam

* MAGNT Research Report ,2018,5, (1),PP. 232-247

ABSTRACT

Social networks have inspired millions of users around the world. Besides, this new means of communication win consumers' trust by communicating with them at a deeper level. As local and international marketing companies have recognized social networking as a potential marketing platform and have used innovations to drive advertising campaigns and marketing approaches through social networks. One cannot stand on the lack of social media channel now that their counterparts have waves of products and services on the market. Despite the proliferation of social networks and the widespread dissemination of different communication tools, very few studies in the Arab region describe the objectives of the current study. The rationale for this article is to explore the mechanism and determinants of these media and factors that affect the purchasing behaviour of the Saudi consumer. Throughout Sample of 226 via Google forms and monkey survey (online) using close-ended questionnaire with handling particular attention to reducing non-response error was given in the study. For descriptive analysis (frequency distribution statistics), the hypothesis test Chi-square goodness of fitness test at P. Value 0.05 was applied, and the results were interpreted accordingly in the study. It is found that there is variance among the respondents in time duration spent on social media and purchasing preferences within the social media platform.

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

CE RESEARCH PUBLICATION ABSTRACT

Electropolymerization of Nitrophenol Isomers in Various Aqueous Electrolytic Solutions

Ahmad Barham

*International Journal of Electrochemical Science (Int. J. Electrochem. Sci.), 2018, 13

ABSTRACT

This study focuses on the electrodeposition of 2-nitrophenol, 3-nitrophenol, and 4-nitrophenol in either acidic, alkaline or neutral aqueous solutions. All the isomers have been electropolymerized using cyclic voltammetry (CV). A notable feature in all CV measurements was that the insulating polymer films deposited on gold electrodes ($A = 0.02 \text{ cm}^2$) from solutions were revealed by the rapid drop in current measured, when compared to the original CV scans. Generally, the anodic oxidation potential for 3-nitrophenol was slightly lower than that for 2-nitrophenol and 4-nitrophenol electropolymerized from solutions of similar pH. Values of the molecular orbital energies of the HOMO and LUMO orbitals of the nitrophenol monomers in various ionization states were determined. Energy values were calculated and used to explain the electrochemistry of nitrophenol isomers. Electropolymerization of nitrophenol isomers was found to be most difficult in acid and easiest in basic medium. This was also confirmed by the calculated diffusion coefficients of the monomers. In conclusion, 3-nitrophenol showed the best electropolymerization performance, and 2-nitrophenol showed very poor coverage on the electrode surface.

Keywords: Modified Electrodes; Thin Film; Oxidation; Diffusion

CE RESEARCH PUBLICATION ABSTRACT

Organizational Culture: A Case Study Measuring the Importance and Presence of Organization Values at a Higher Education Organization in Saudi Arabia

Hussein M. Reda

* Engineering Management Research, 2018, 7, (1)

ABSTRACT

This paper presents the findings of a study that was conducted to investigate the levels of organizational culture values that are present in students and instructors in a higher education organization in Saudi Arabia. A Survey was prepared and conducted to obtain primary data from students and instructors perception of thirty two basic and common values that are relevant to the study of organizational culture. The study findings gives valuable insights into how students and instructors see the importance and presence of organizational values and beliefs in the organization. Moreover, the enthusiasm of instructors and students gave a clear indication of how significantly important the surveys were to them. Higher education organizations may look at this paper's findings and may choose to apply its methodology to their organization and utilize its outcomes to better understand and then improve their organizational culture. Finally, this study provide a thorough investigation of a higher education organization culture by ranking the thirty two common values and measures their presence in the students and instructors community. The study will hopefully open an area of interest that could provide considerable insight for researchers interested in this topic.

Keywords: organizational culture, organizational behavior, higher education, value measurement, Saudi Arabia

ORAL

PARTICIPATION IN CONFERENCE



RENOWNED SPEAKER

Flexible quantum dots sensitized solar cells

Basma El Zein

* International Conference on Materials Science and Graphene Technology, April 9-11, 2018, at Dubai, UAE

ABSTRACT

Solar energy is converted to electrical potential by a sequence of events: the absorption of light, generation of charges carriers (electrons and holes), the separation of the electrons from holes and their transport to electrodes. Great attention has been given to solar cells due to their promising in their electricity conversion efficiency, their simple device fabrication process and their low cost. Zero dimensional nanostructures have gained interest due to their unique properties especially tuning their band gap based on their size. Graphene has recently emerged as an alternative to ITO substrate as an electrode in solar cells structure. With its remarkable electrical, physical and chemical properties, and high degree of flexibility and transparency; it is considered as an ideal candidate for flexible 3rd generation solar cells, the graphene solar cells an eco-green technology is getting to the same level of ITO based solar cells. This presentation is about presenting a flexible quantum dots sensitized solar with graphene electrode .

Keywords: ZnO, graphene, Quantum dots, Flexible solar cells.

PARTICIPATION IN CONFERENCE

ORAL



Determinants of Auditor Choice in Emerging Markets: Evidence from Saudi Arabia

Dina S. Fadaly

* ABRM-MEC 7th International Conference on Business & Economic Development (ICBED), New York, USA, 9-10 April, 2018

ABSTRACT

Purpose- This study aims to analyze the choice of auditor in Saudi Arabian firms. The study investigates the main audit characteristics that influence firms' decision to go for either Big Four or a local audit firm. **Design/methodology/approach-** the design and research method are empirical using a questionnaire survey to collect data on the determinants of the choice of auditors. The study adopted Oxera (2006) questionnaire. A representative sample of 124 firms out of a total of 183 listed firms in Saudi stock market have been selected. The questionnaire was distributed to members of audit committee to ensure reliable responses regarding the selection process. **Data analysis-** data collected were analyzed using both descriptive and inferential statistics- Logistic Regression Analysis method. **Findings –** only four variables were proved significant in the selection decision; namely; auditor fees, audit firm reputation with investors, geographical proximity and long-term relationship with current auditor. **Research limitations/implications –** difficulty to generalize the findings of the study due to the uniqueness of the Saudi economic, political, educational and culture environment. **Practical implications –** the increased competition in the audit market in Saudi Arabia called for the necessity to understand what influences the selection decision. Most researches were conducted in developed countries and little in emerging markets; so, this study will help auditor identify their competitive advantage in Saudi Arabian market. **Originality/value –** this study contributes to better understanding of the firms' auditor choice and will stimulate further research in the same vein to investigate other factors on the side of the firm characteristics that affect the auditor selection decision. As well as more comparative analysis with other emerging markets in the Middle East.

Keywords: Audit market, Auditor choice, Emerging market, Audit committee

ORAL

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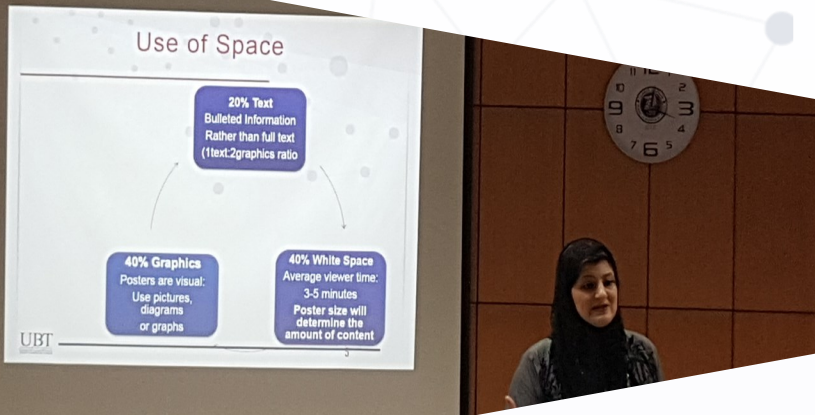
The journey of building inclusive campus environment for student with disability in a Saudi university

Awad Aljadani

* 12th Annual MENASA NASPA Conference, Singapore, 24 –26 April, 2018

ABSTRACT

In this program we will present our journey establishing Education Support Center that aim to enable students to receive accessible education, ensure their independence and integration as an effective member of the community; and to improve students' performance and commitment to succeed academically and personally. The program provides our strategy to ensure campus awareness of disabilities, and reviews our approach and strategy in providing holistic Support for all students specially students with disability. Through this workshop we will expose on issues that stimulate discussion that students with disability are facing in Saudi universities.



HOW TO CREATE A SCIENTIFIC POSTER

A scientific poster is a way to present research by arranging information and presenting them on a poster. Unlike oral presentation, poster presentation allow:

- Audience to browse over 2 – 4-hour session
- One-on-one exchange of ideas
- shared audience
- Highlighting the important information only

The workshop introduced the concept of poster presentation and elaborated on poster vs oral presentation and the advantages of each. Moreover, it highlighted the essential dos and don'ts in scientific posters along with what should it include, and how to present ideas effectively.

The workshop took place on the 11th of January and was conducted by the Dean of Scientific Research Dr. Basma El Zein. The workshop was attended by 20 faculty and staff from both campuses. It is part of the Deanship's program to support faculty and staff. Helping to present their work in the best way possible, which is beneficial for their research. The workshop precedes the 3rd Research Symposium annual event, where best posters are recognized and rewarded. Attendees are likely to have higher chances of presenting the best posters, succeeding to put across their research ideas in the research symposium, and all other events, reflecting high quality and professionalism of UBT.

About the trainer:

Dr. Basma El Zein, Dean of Scientific Research at the University of Business and Technology (UBT), Jeddah, Saudi Arabia. Dr. El Zein has 18 years of experience in academic and research institutions and is a renowned guest speaker at many international conferences on renewable energy and nanotechnology. Dr. El Zein is a grand Judge at Intel ISEF-USA, examiner at King Abdul Aziz city for science and Technology (KACST), and a board member of Arab Investor Award. She is a chair or co-chair on committees of different international conferences. Her research interest is currently in Energy Conversion and Energy Storage. She is also exploring Printed Metal Oxide Batteries. Her previous research included Telecommunication, Artificial Intelligence, auto-control and auto-command by programmable logic controllers, and Computer Vision. She has a textbook entitled "Nanostructured materials for Photovoltaic applications". Additionally, she has one patent filed in the USA related to materials for Solar Cells. Dr. Basma graduated from the University of Lille, France with a Ph.D. in Nanotechnology Engineering with High Distinction for her research Zinc Oxide Nanostructures for Photovoltaic Applications. Her master degree was from the Lebanese University, Lebanon in the field of Electrical and Electronics Engineering with Distinction.



INTRODUCTION TO DOCEAR

DOCEAR is a unique academic literature management software. It is much more than just a reference or literature manager because it can help a user organize their thoughts visually by creating a mind map as an initial draft of a paper. It offers a single-section user-interface with all the information in a single place. This approach offers three massive advantages. First, the user can see annotations (comments, bookmarks, highlighted text) of different documents at the same time. Second, a user can move annotations to the category they belong to even if the corresponding document remains in a different category. Third, a user can create categories within a PDF and sort annotations within that PDF.

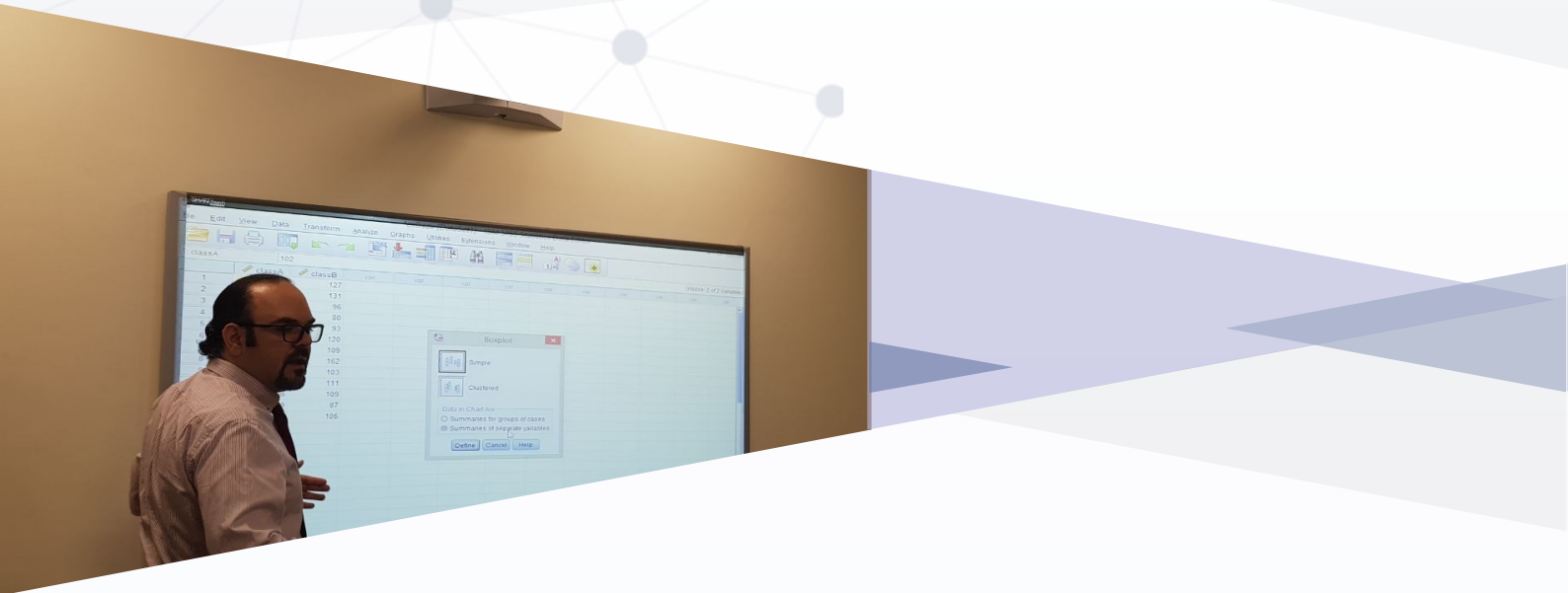
Unique features of DOCEAR:

- Available for Windows, Mac OS, and Linux
- Drafting your manuscript within Docear and add references directly from your literature repository.
- Import annotation, highlight, and bookmark directly from your PDF file to your DOCEAR.
- Sort the notes/annotations into various categories and bibliography references can be created for each entry.
- It's completely FREE.

The workshop was organized by the Deanship of Scientific Research to introduce DOCEAR to researchers of UBT. It took place on the 4th of January 2018 and was open to faculty and staff from both campuses.

About the trainer

Mr. Andika holds his bachelor and master degree from Mechanical Engineering of Institute of Technology Bandung, Indonesia and Mechatronic Engineering of International Islamic University Malaysia respectively. Previously, he was a research assistant under Intelligent Mechatronic Research Unit where he actively involved in research under the field of intelligent vibration control and precision Point-to-point (PTP) control system. Since November 2010, he has been a faculty member in Industrial Engineering Department of University of Business & Technology (UBT). Apart from his responsibility as a lecturer, he is doing his doctoral study in Mechanical Engineering at University of Valenciennes, France. His recent research focuses on the application of nanofluids and nanocoating to enhance heat transfer efficiency.



SPSS WORKSHOP

IBM SPSS platform offers advanced statistical analysis, a vast library of machine learning algorithms, text analysis, open source extensibility, integration with big data and seamless deployment into applications. Its easy-to-use, flexible and scalable platform makes IBM SPSS accessible to users with all skill levels and outfits projects of all sizes and complexity to help you and your organization to find new opportunities, improve efficiency and minimize risk.

This seminar is considered a fast introduction to the SPSS 24 statistical package, the topics covered are:

- Understanding SPSS Interface
- Dealing/manipulating Data
- Plotting Data
- Descriptive Statistics

Upon completion of this course, candidates will be able to perform basic statistical analyses, data checking and create simple tables and charts.

This course allows individuals to work inde-

pendently with SPSS on their own data and provides a solid foundation for more advanced data analysis work.

About the Trainer:

Dr. Ramiz Assaf is an Assistant Professor at the Industrial Engineering Department at the College of Engineering at University of Business and Technology. He obtained the PhD degree in Production Systems Engineering in 2012, and a Master of Science in Engineering Management in 2008, both degrees obtained from Polytechnic University of Milan, Italy. His research interests include: Modelling, Optimization and Simulation of Manufacturing and Service Systems. Dr. Assaf has great experience the statistical analysis as it is considered one of the tools used in his research, he worked previously with different software packages including SPSS, Minitab, Excel, and Matlab.

3rd RESEARCH SYMPOSIUM (POSTER SESSION)



The University of Business and Technology hosted the 3rd Research Symposium- Poster session, an annual event to showcase the research in the university, present each published and undergoing research in each college, and to offer opportunities for UBT researchers to meet, discuss ideas, share knowledge and get feedback. This year, there were 10 posters from CBA, 17 from CE, 4 from JCA, and for the first time, ELA makes an appearance with 2 posters.

Posters have been evaluated by 8 jury members from all colleges, and winners of the Best Poster Award were: Dr. Zulfeequar Alam from CBA, Dr. Ahmad Barham from CE, Mr. Saleh Al-Takroui from JCA, and Ms. Asmaa Hakami from ELA.

The Deanship of Scientific Research, organizer of this event, took this opportunity and stressed on the importance of scientific research. The Dean, Dr. Basma El Zein have encouraged researchers to

conduct more research and to publish in peer-reviewed journals to lift the university's ranking to be among the top universities worldwide, known for scientific and applied research, and to serve Vision 2030. Working towards this goal, UBT have signed many MOUs with universities in US and Europe, and many research projects are already active. Moreover, UBT has partnered with the international academic publishing company Springer Nature to improve the quality of research in the university.

For the full book of Poster/ Book of Abstracts please contact DSR on:

DSR@ubt.edu.sa

WINNERS POSTERS AND ABSTRACTS

FROM CBA

PA-9 Impact of Social Media and its Influence on Purchasing Behavior of Saudi Consumers: An Empirical Study

M. Zulfeequar Alam

ABSTRACT

Social networks have inspired millions of users around the world. Besides, this new means of communication win consumers' trust by communicating with them at a deeper level. In addition, as local and international marketing companies have recognized social networking as a potential marketing platform and have used innovations to drive advertising campaigns and marketing approaches through social networks. One cannot stand on the lack of social media channel now that their counterparts have waves of products and services on the market. Despite the proliferation of social networks and the widespread dissemination of different communication tools, very few studies in the Arab region describe the objectives of the current study. The rationale for this article is to explore the mechanism and determinants of these media and factors that affect the purchasing behavior of the Saudi consumer. Throughout Sample of 226 via Google forms and monkey survey (online) using close-ended questionnaire with handling particular attention to reducing non-response error was given in the study. For descriptive analysis (frequency distribution statistics), the hypothesis test Chi-square goodness of fitness test at P. Value 0.05 was applied, and the results were interpreted accordingly in the study. It is found that there is variance among the respondents in time duration spent on social media and purchasing preferences within the social media platform.





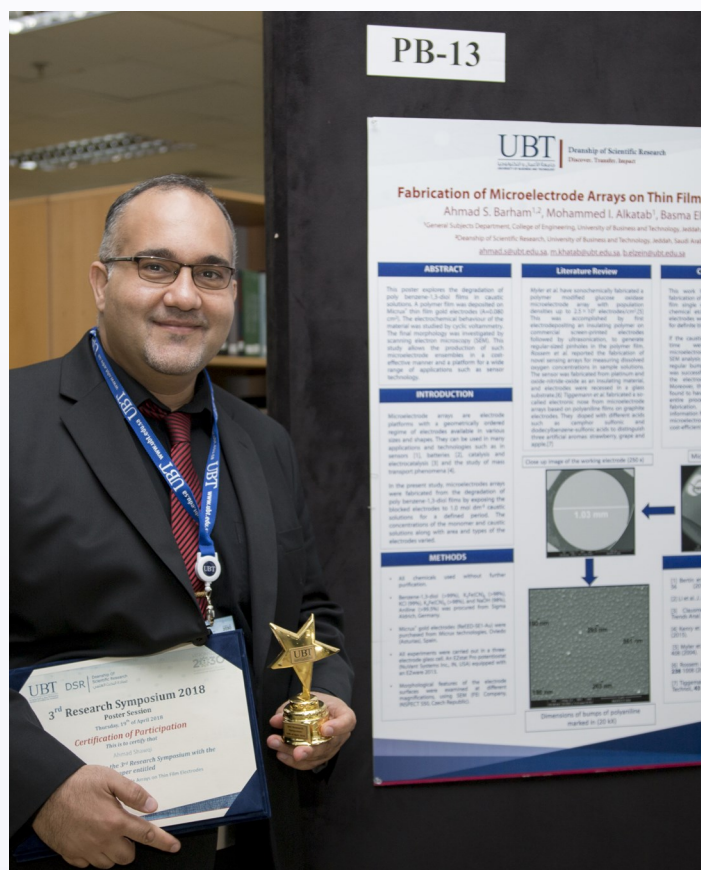
FROM CE

PA-13 Fabrication of Microelectrode Arrays on Thin Film Electrodes

A. Barham, M. Alkatab, B. El Zein

ABSTRACT

This poster explores the degradation of poly benzene-1,3-diol films in caustic solutions. A polymer film was deposited on Micrux® thin film gold electrodes ($A=0.080 \text{ cm}^2$). The electrochemical behaviour of the material was studied by cyclic voltammetry. The final morphology was investigated by scanning electron microscopy (SEM). This study allows the production of such microelectrode ensembles in a cost-effective manner and a platform for a wide range of applications such as sensor technology.





FROM JCA

PC-4 Correlating twitter's mood with advertising campaign

S. Al-Takroui

ABSTRACT

Given the rise of the usage of social media in the recent years and how it impact politics, decision making, marketing and advertising in the Middle East, in addition to the recent upheavals of the advancement of computational intelligence makes social media a gold mine for analyzing people opinions, behaviors and correlating them with ground truth in real world.



WINNERS POSTERS AND ABSTRACTS

FROM ELA

PE-2 Teaching Vocabulary Through Drawings and Storytelling

A. Hakami, D. Jamjoom

ABSTRACT

It has long been claimed that stories and art are influential tools for language learning. This research presents the results of a study using drawings and storytelling to teach vocabulary. It was executed by having students listen to a story, match the vocabulary words to the appropriate image, and draw up their own storylines. The results found that students were able to remember the vocabulary words better; as well as benefit on an overall level.



CBA ABSTRACTS

PA-1 Study of Trends in Jordan Tourism Literature: A Systematic Review of Tourism Published Research

F. Alhammad

ABSTRACT

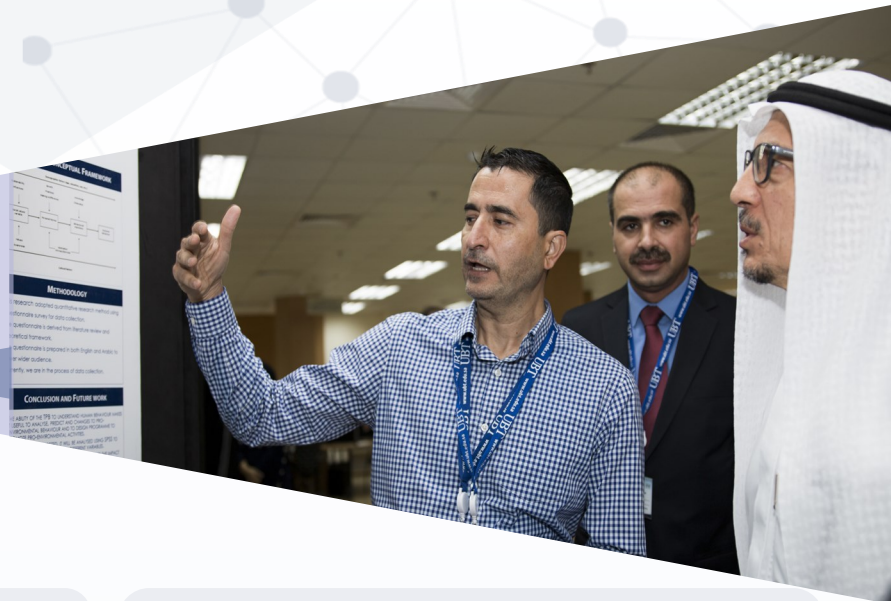
For decades, the phenomenon of tourism in Jordan has garnered global attention from researchers. This article fulfills the deficiency of a systematic review of this body of research because of the gap which presently resides in the tourism literature. This article determines the present-day makeup of Jordan tourism literature, including state, gaps, trends, and coherence. 38-tourism-related research articles of 28 various journals from a plethora of online databases are cited in this review. Using a comprehensive classification framework which centers on thematic, theoretical, and methodological aspects, three major points were uncovered: (a) tourist surveys are the primary source of Jordan tourism research; (b) the formerly atheoretical field of tourism research is slowly transitioning to theory-based research; and (c) cross-sectional research design is among the most highly used parts of tourism research in Jordan. The study uses this information to formulate a research agenda that would be largely beneficial to Jordan tourism literature.

PA-2 Environment and Organization Learning: Qualitative Evidence from Saudi SMEs

F. Alhammad, A. Aljarodi, M. Huriyb

ABSTRACT

The focal focus of this research is to provide deep understanding of entrepreneurship practices in the Kingdom of Saudi Arabia (KSA). It aims to explore SMEs learning process in order to explain how SMEs build their capacity and adapt to their environment. Qualitative methodology was employed for this research. In-depth interviews were conducted with 9 entrepreneurs. interviews were transcribed and analyzed using content and textual analysis. In the light of analysis, a model of SMEs learning process emerged. The study is meant to provide better insights of the way Entrepreneurs manage their SMEs and the main challenges facing them in Jeddah city. The study will provide suggestions for the Saudi government to help in better implementation of 2030 Vision in order to empower local Entrepreneurs and help them to tackle Challenges.



PA-3 IoT implications on Society and Relationship

M.Minhajuddin

ABSTRACT

Though Internet of Things' (IoT) development ease many aspects of everyday life, unfortunately it comes with set of problems. This paper analyzes the influence of the IoT on society and relationships, specially interspousal relationship. In many countries, divorce rate Skyrocketing, the percentage of legally married couples are declining. Whereas Internet connections(IoT) and internet users are increasing exponentially, Internet connection costs continue to fall rapidly. This paper study the correlation of the IoT and relationships an overlooked area of the IoT. Vulnerability of IoT have been neglected as an area of research, so identifying the different types of IoT implications on society and relationship will assist in the development of an integrated approach to the IoT that will help

PA-4 Awareness and Use Perception of Consumers towards Complementary and Alternative Medicines (CAM) in Saudi Arabia

M.Zulfeequar Alam, M. Hurieb, H. Garamoun

ABSTRACT

Complementary and Alternative medicines are becoming very popular methods of treatment among the users in the world. As it's have high acceptance to treat many types of ailments which cannot be cured by the modern medicines. In the Kingdom of Saudi Arabia (KSA), this path is also prevailing in the society but due to the lack of awareness, unavailability of professional practitioners and some other factors it is not adopted properly. In the region, very little studies have been carried out to understand the awareness level, its uses and perception towards CAM among the users. The objectives of the study were to provide an in-depth understanding about females' perceptions towards awareness and uses of CAM in the region. For the purpose a survey sample of 120 respondents in Jeddah city at convenience bases were taken during the month of September to November 2016. Data collection with using a structured and close ended questionnaire was carried out. The received data were coded and analysed with appropriate statistical tools. It was investigated that the majority of the respondents were aware about the CAM. Its uses



and benefits in certain ailments were highly noticed by them. Moreover they were also positive about the benefits of CAM treatment system.

PA-5 Critical success factors for successful ERP implementation in Saudi Arabia

M. Ali, A. Majeed, R. Assaf

ABSTRACT

Enterprise Resource Planning (ERP systems) are designed to facilitate the flow of information in organisations by integrating data processing and information management activities in the main areas of business.

ERP system are known for their complex implementation and high failure rate. There is increased in number of implementation developing countries, including Middle East region.

However, there is a limited research available in the area of ERP system implementation in Middle Eastern countries including Saudi Arabia. This study examine a critical success factors for successful implementation of ERP systems in Saudi Arabia.

PA-6 The study to investigate recycling behaviour 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.

CBA ABSTRACTS

PA-7 STRATEGIC HUMAN RESOURCE MANAGEMENT: AT SOCAR COMPANY

M. Aminu, A. Shafa, A. Alharbi

ABSTRACT

This study examined whether SHRM is applied, and to investigate this study qualitative method of data collection was used to generate the data required to achieve the objectives of the study. Inter-views were conducted with Heads of resourcing, Training & Development, Employee Relations at two oil companies. The findings show that SHRM is applied at these companies. Foreign-based company, is more experienced in SHRM. However, SOCAR considers the importance of SHRM and differentiates it from administrative HRM or Personnel Management. For this purpose, new policies and systems are being created for the application of more strategic HRM. HR is involved in strategic and business planning at both companies. The study also reveals that HR strategy is part of business planning and strategy and that these activities are always coordinated to make a contribution to the overall organizational goals.

PA-8 THE ROLE OF HAY GROUP SYSTEM FOR DETERMINING TOTAL REWARDS

A. Alharbi

ABSTRACT

This paper aims to show what total reward models were brought on the market in the recent years and what they require. What we expect and what do we get? This it is a good question for employees nowadays. Companies can use a salary package with standard wages and compulsory benefits required by law, or may grant other benefits and rewards for its employees to get the highest quality, to maintain the workforce and to gain employee's loyalty. However, the success of a total reward approach relies upon, both the organisation clearly communicating what it is trying to achieve, and the ability to actively engage and motivate their teams. Granting rewards and benefits for employees in a company it is limited by the paying budget. The budget is decided by top management. Therefore, the needs of employees must be related to the company's financial resources. During the past few years there have been created rewarding models that illustrate how rewards are granted to the employees. These models may be general or more specific for the companies for which they were designed. This paper aims to analyze what appeared in the literature in terms of reward models, showing the influ-

CBA ABSTRACTS

ence of the total reward strategy in companies and inducing steps to follow for implementing a total rewards model in companies.

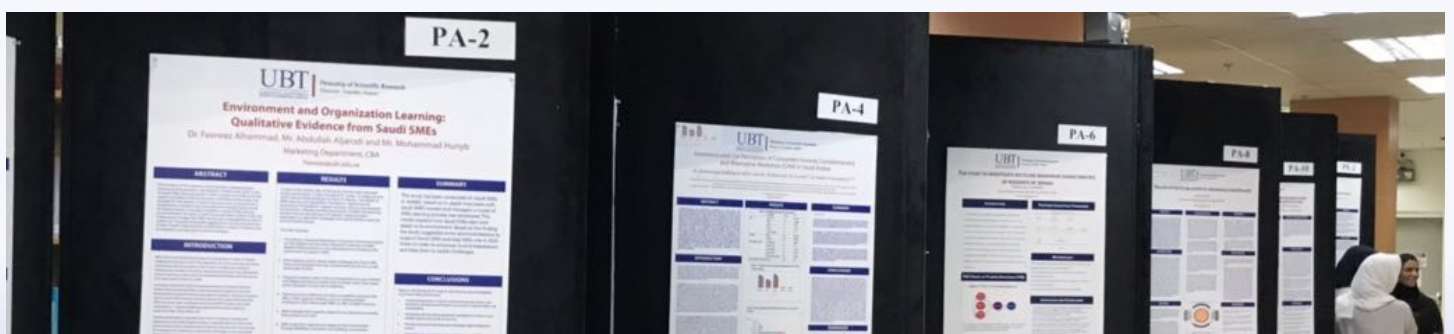
PA-10 Effect of Organizational role stress on organizational culture: an emperical evidence from service sector

S. Qazi, M. Miralam, P. Bhalla

ABSTRACT

Organizational culture has been characterized as support linkages between technology adoption and organizational growth; it can be a critical success factor in organization growth strategy and play a crucial role in determining the success or failure of organization. Organizational role stress comes from three sectors i.e. job and organization, social factor and intra-psychic factor. In fact, as the role is more or less and most of the times defined by the expectations of the role senders, the expectations on the other hand can remain ambiguous conflictive to each other, unless inte-

grated, shared or articulated in right manner other wise could be very problematic. This study will examine the impact of organizational role stress on OCTAPACE Culture and to offer suitable suggestions to stake holders for reducing the organizational role stress and make better OCTAPACE Culture in service sector. The present study was conducted on 474 employees of organized service sectors like retail and telecom randomly drawn using questionnaire method. The results obtained indicates that the employees were experiencing moderate level of OCTAPACE culture and components includes Openness and Risk taking, Confrontation, Proaction, Collaboration and Experimentation. Organizational role stress were also found to be at moderate level and dominant stressors like Role erosion, Personal Inadequacy, Role expectation conflict and self role distance were found a bit high. Significant difference were also observed on few demographic variables as well . It was further explored and found that there is significant negative correlation exists between OCTAPACE culture and organizational role stress.



CE ABSTRACTS

PB-1 Towards The Red Sea Eco-tourism Future-KSA

A. Omar, N.Omar

ABSTRACT

The Red Sea Project is a part of Crown Prince Muhammad Bin Salman's Vision 2030, will be a luxury resort destination situated across the islands of a lagoon and steeped in nature and culture. It will set new standards for sustainable development and bring about the next generation of luxury travel to put Saudi Arabia on the international Eco-tourism map.

PB-2 Black Hole Attack in Wireless Mobile Adhoc Network (MANET)

S.Muqtar

ABSTRACT

Abstract- Wireless networks are gaining popularity to its peak today as the users want wireless connectivity irrespective of their geographic position. Wireless network is less secure than wired network as there is no physical setup of topology between the nodes. Day by day threads of attacks are also growing substantially in Wireless Mobile Adhoc network (MANET). Our work mainly focus-

es on analyzing black hole problem on the context of very popular Adhoc on Demand Distance Vector (AODV) protocol by systematically evaluating its performance before & after black hole attack by using various performance metrics. Also we are planning to develop a new mechanism which will detect black hole problem & mitigate its effect on AODV protocol by overcoming limitations of existing mechanism.

PB-3 Judicious operation of different types of induction motors fed by PVPS

E. A. El-Sayed

ABSTRACT

The photovoltaic power system (PVPS), today, has a wide range of applications. One of the most important applications is the operation of electric motors fed by PVPS. In this paper we are going to design a suitable PVPS to supply an induction motor (IM). Different types of PV solar cells have been selected in the design. Moreover, the application has been carried out for five different types of 1-phase and 3-phase IM. The design procedure takes into account the nature of the PVPS output voltage as well as the requirements of the IM at different operating conditions such as starting, loading ratio and normal operation. The energy

CE ABSTRACTS

cost figure (ECF) (the price per produced kWh) has been calculated for such cases taking into consideration the different solar cell types as well as the different IM types. A deep comparative study has been carried out to determine the most suitable and economic solar cell type.

PB-4 Quality Cost in Saudi Arabia Plastic and Glass Industry

H. Reda, M. Kanan

ABSTRACT

Quality costs are those resulting from producing, identifying, repairing, and avoiding defective products. Quality costs consist of the following four categories Internal costs, failure costs, external failure costs, and appraisal costs. A survey of several plastic and glass industries in Saudi Arabia is conducted. The survey includes a cross representation of manufacturing activities existing in the region. The survey is intended to assess the level of awareness and quantitative estimates of quality costs as related to the plastic and glass industries. The survey design and findings are presented along with analysis. Specific conclusions are drawn regarding quality costs studies and reduction/improvements programs as related to the surveyed industry category.

PB-5 Organizational Culture: A case study Measuring the Importance and Presence of Organization Values at a Higher Education Organization in Saudi Arabia

H. Reda

ABSTRACT

This paper presents the findings of a study that was conducted to investigate the levels of organizational culture values that are present in students and instructors in a higher education organization in Saudi Arabia. A Survey was prepared and conducted to obtain primary data from students and instructors perception of thirty two basic and common values that are relevant to the study of organizational culture. The study findings gives valuable insights into how students and instructors see the importance and presence of organizational values and beliefs in the organization. Moreover, the enthusiasm of instructors and students gave a clear indication of how significantly important the surveys were to them. Higher education organizations may look at this paper's findings and may choose to apply its methodology to their organization and utilize its outcomes to better understand and then improve their organizational culture. Finally, this study provide a thorough investigating of a higher education organization culture by ranking the thirty two common values and measures their presence in the students and instructors community. The study will hopefully open an area of interest that could pro-



vide considerable insight for researchers interested in this topic.

PB-6 Comparing various middle machines with time synchronizaton using video streaming protocols

M. Shajahan, R. Nahas

ABSTRACT

approaches have been proposed to stream protocol with time synchronization, best-effort 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.

Index Terms:

Distributed streaming, RTT Timing Calculation, Forward Error Correction

PB-7 Third generation Solar cell Multilayer

M.Alkhatab, E.Traversa, J-P Vilcot, L. Brick, U. Buttner, B.ElZein

ABSTRACT

In the domain of photovoltaics, this project identifies optical light confinement as a key point to increase module efficiency. Objective of the project is to push the implementation of optical layers as part of adapted thin film silicon solar cells into large scale production facilities.

PB-8 Electrophotonic Improvement of Polymer Solar Cells Using Graphene and Plasmonic Nanoparticles

A. Elrashidi

ABSTRACT

In this paper, an efficient light trapping polymer solar cell using plasmonic nanoparticles and anti-reflection transparent graphene layer is introduced. The shape of the periodic nanostructure of nano-crystalline zinc oxide grown on its flat surface, and the thickness of graphene layer are optimized. In addition, electrical and optical models are developed to calculate the short circuit current density, fill factor and overall efficiency of the designed polymer solar cell structure. The distributed gold nanoparticles (Au-NPs) inside the active layer with 33 Au-NPs per unit cell produced the maximum efficiency and short circuit current density, 8.93% and 17.32 mA/cm² respectively, and gives a very high light absorption near-infrared region. Finally, energy band diagram for all used materials and electric field distribution inside the solar cell structure are also illustrated in this work.



PB-9 Enhancing the microstructure and tensile creep resistance of Sn-3.0Ag-0.5Cu solder alloy by reinforcing nano-sized ZnO particles

A. Hammada, A. Ibrahiema

ABSTRACT

Sn-Ag-Cu lead-free solders are regarded as a potential substitute for Pb-Sn solder alloys. In the current study, the non-reacting, non-coarsening ZnO nano-particles (ZnO NPs) were successfully incorporated into Sn-3.0Ag-0.5Cu (SAC305) lead-free solder by mechanical mixing of ZnO powders and melting at 900 °C for 2 h. Tensile creep testing was performed for plain SAC305 solder and SAC305-0.7wt% ZnO NPs composite solders and a Garofalo hyperbolic sine power-law relationship was created from the experimental data to predict the creep mechanism as a function of tensile stress and temperature. The creep resistance of SAC305 solder alloy was improved considerably with ZnO NPs addition, although the creep life-time was increased. From microstructure observation, reinforcing ZnO NPs into SAC305 solder substantially suppressed the enlargement of Ag₃Sn and Cu₆Sn₅ intermetallic compound (IMC) particles and decreased the spacing of the inter-particles between them, reduced the grain size of β-Sn and increased the eutectic area in the alloy matrix. The modification of microstructure, which

led to a strong adsorption effect and high surface-free energy of ZnO NPs, could result in hindering the dislocation slipping, and thus provides standard dispersion strengthening mechanism.

PB-10 The Application of Design of Experiments to Improve the Quality of High Density Polyethylene Pipes

T. Haddad, R. Assaf, M. Kanan

ABSTRACT

Extrusion is one of the fundamental shaping processes of metal and ceramics as well as polymers. One important extruded plastic material is High-density polyethylene pipe (HDPE) which can be used to carry water, wastewater, slurries, chemicals, hazardous wastes, and compressed gases safely.

In the extrusion process of Polyethylene Pipes one critical issue is the pipe thickness, pipes that are too thin will fail, and are considered of low quality. On the other hand, extra thick pipes are considered a waste of raw material and processing time that the customer is not going to pay for.

CE ABSTRACTS

PB-11 The impact of Mathematics on meteorology and weather prediction

Z.Jastaneyah, H.Garalleh , A. Dermoune

ABSTRACT

Mathematics has been responsible for so much in terms of our understanding and prediction of weather and climate. This contribution is perhaps most obvious in the context of the technology behind the observations and the simulations. In weather prediction, the Mathematical equation are non linear, which make the calculation more problematic. The typical way to analyze and simulate weather is numerical methods.

PB-12 Enhance Heat Transfer Efficiency Using Nanofluids & Surface Modification

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

ABSTRACT

Heat transfer efficiency is one of the key roles in energy saving as well as to meet the demand of the advancement of technology. Boiling has been proved as the efficient heat transfer mechanism than single-phase heat transport. This study investigates the effect of using different type of nanofluids and heater surface modification on boiling heat transfer. Nanofluids, nanoparticle dis-

persed in base fluid, have attracted enormous attention from the scientists due to their highly thermal conductivity. The main objective of this research is to develop advance cooling system to improve the heat transfer efficiency and to be applied in commercial use. It combines the high thermal conductivity of nanofluids with the tunable surface characteristic of nanostructure.

PB-14 Optimising concrete materials and study of concrete pathologies (Aging of concrete)

S. Alnahdi, B. El Zein, N. Georges, C.Marquie

ABSTRACT

This research proposal aims to determine such the extension of operation of the Nuclear Power Plants up to 60 years (in France) or even to 90 years (for some other countries) which must be taken into account so as to deal with the containment building aging has to be addressed being faced by the structure sector. In doing so, the paper will carry out the review of different research studies which have identified the pathologies that affected the reinforced concrete of the containment building. Thus, this research paper will study different parameters effects on concrete aging and how that will implement in such a country like Saudi Arabia with different weather conditions.

CE ABSTRACTS

PB-15 Outdoor Parking Control System Using Image Processing & Li-Fi Communication Technology

M. Alidelbi, L. Osama, R. Nahas, A. Yousef and A. Elrashidi

ABSTRACT

Recently many new technologies have been developed that help in solving the parking problems to a great extent the traffic generated by cars searching for parking spaces takes up to 40% of the total traffic, with a huge impact on the mobility and quality of life of residents. In this work, we introduce a system that allows drivers to effectively find and reserve the vacant parking spaces. By periodically learning the parking status from the image processing deployed in parking lots, the reservation service is affected by the change of physical parking status. The collected data at the parking spaces are transmitted to the main controller using Light Fidelity (Li-Fi) technology to ensure high and efficient data transmission. A programmed RFID system is used to scan the user card to check if he/she is allowed to be entering or not. In this work, a Raspberry Pi module is programmed to be used for data capturing, communicating and analyzing.

PB-16 Suitably selection for earthwork equipment In construction sites

Yasser M. R. Aboel-Magd and Remon F. A. Eskander

ABSTRACT

The objective of this paper is to develop a simplified model to support construction managers and contractors for estimating time and cost of heavy earthwork operations. Economical operation analysis is conducted for equipment, taking into consideration owning and operating costs of earthwork operations. The model was developed by Java programming code and is capable to integrate with other modules by using features of estimation and optimization. The model implementation shall give optimum equipment selection, not only based on versatility, but also cost effectiveness.



PB-17 Modelling of encapsulation of Cystine amino acid inside a single-walled carbon nanotube

H. Garalleh

ABSTRACT

Carbon nanotubes are very important types of nanomaterials that are capable of transportation of different biomolecules, through their external and internal walls, to the targeted cells. In this paper, we model the interaction which is arising from the encapsulation of Cystine amino acid inside a single-walled carbon nanotube. Carbon nanotubes are selective and excellent nano-devices because of their huge potential that

is used in protein delivery and disease treatment. We consider two possible structures as models of Cystine amino acid which are an ellipsoid and cylinder group of atoms. We adopt the Lennard-Jones potential and continuum approach to obtain the interaction energy for each configuration. Our results indicate that the radius of nanotube plays a critical role in determining the magnitude of total energy and the encapsulation of Cystine occurs when $r > 3.391 \text{ \AA}$ which are in a very good agreement with recent experimental studies. Our model predicts that the scientific researchers could design and develop new nanodevices with distinct properties to avoid the energetic barriers and increase the ability





**PC-1 Creative Strategizing in Advertising:
A Saudi Arabian Exploratory Study**

H. Shoaib

ABSTRACT

The adoption of a strategy-as-practice approach changes the focus from just strategies to strategists and what they do and say; exploring how their micro-activities are explained on an organisational level (Whittington, 2006). This shifts the predominate focus from organisations to individuals, especially in relation to the creation and development of strategy (Rengér, 2003). To this end, it becomes important to focus on strategists' activities and how they enable the creation of a specific strategy (Whittington, 1996, Jarzabkowski et al., 2007). The focus of this study will be on the strategists themselves (Paroutis and Pettigrew, 2007), and how they come up their creative strategies in relation to the context. This is different from mainstream strategy research in that here, strategy is seen as something people do rather than something that organisations have (Whittington, 2004; Jarzabkowski, 2004; Johnson et al., 2007; Whittington and Cailluet, 2008).

**PC-2 The representation of women Driving in
visual advertisements in Saudi Arabia**

C. Greco, E. Kurdi, L. Romei

ABSTRACT

Goal:

The research aims to understand in which way the topic of Saudi women driving is represented and tackled in visual advertising in Saudi Arabia. In particular the research focuses on different sources in traditional and digital media: magazine, billboards, posters, social media posts. Qualitative research tools (like focus groups) in addition to semiotic analysis will be used to investigate a large number of texts focusing on the different elements of the advertisements in order to identify the different strategies and embedded principles founding the communication.

Hypothesis:

Our hypothesis is that different sources of advertising, even if with a common "positive" background, will differ in the symbolic interpretation of the new phenomenon and that this different interpretations reflect the complexity of the socio-cultural background of Saudi society.

JCA & ELA ABSTRACTS

PC-3 Colouring of the surfaces of three-dimensional polytopes (the four-colour theorem)

K. Batarfi, S. Westland, V. Cheung

ABSTRACT

The four colour map theorem states that, given any separation of a plane into contiguous regions, producing a figure called a map, no more than four colours are required to colour the regions of the map so that no two adjacent regions have the same colour. Two regions are considered to be adjacent if they share a common boundary that is not a corner (a point shared by three or more regions). The theorem was first proposed in the 1850s and attracted considerable attention until it became the first such theorem to be proved by computational methods in the 1970s. This poster will describe the four colour theorem and explore how the theorem could be extended to three-dimensions and how such an extension could apply to the field of design. We restrict our study to the colouring of the surfaces of three-dimensional polytopes or polyhedra, specifically those that are convex. Visual examples will be provided for regular polyhedral of increasing number of polygonal faces.

PE-1 Interactive speaking activities for EFL classrooms

H. Sibih, D. Jamjoom

ABSTRACT

This research discusses how to develop speaking English properly in an EFL classroom by using a number of methods to further enhance the students' dialogue. These methods vary from triggering spontaneous responses to thoughtful conversations. They will also equip the speaker with proper ways to make him/her prepare to start a conversation anywhere, anytime. Therefore, applying those methods will result in enriching students' learning experience.



Congratulations, for the award of PHD degree

Dr. Doaa Hassan Mirah, College of CBA

UNDERSTANDING THE RELATIONSHIP BETWEEN PERCEIVED HR PRACTICES AND ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION OF THE MEMBERS OF SAUDI ARABIAN UNIVERSITIES

*** Human Resource Management with Merit, Manchester Matropolitan University, England, 2017**
Supervised by: Dr. Andrew Rowe

ABSTRACT

The overall aim of this thesis is to examine Perceived HR practices within university settings in Saudi Arabia and the extent to which these perceived HR practices are associated with employees (academics) level of job satisfaction and their commitment to their universities. In addition, consideration was given to the potential influences of demographic variables and country or cultural context. The author contends that Saudi Arabia like other middle eastern countries possess distinctive characteristics in terms of culture, tradition and other factors relative to western countries and notably models of human resource practice tend to be dominated by Western HR systems. Furthermore, there appears to be a dearth of relevant literature in the Saudi country context or its GCC neighbors with the relevant focus of this study' aim/objectives. This study relied on the use of mix methods. The first stage — quantitative (surveys) and the second—qualitative (semi-structured interviews) with sample sizes of 534 academics and 22 (both academics, HR personnel/management participants) respectively. Furthermore, cultural aspects such as Saudisation and demographics were also addressed in the interview phase. Quantitative analyses utilized Multiple Linear Regression Analyses and Thematic Analysis for qualitative. Overall, the quantitative research showed that there is a poor perception of HR practices in Saudi universities but good levels of faculty's job satisfaction and organizational commitment to their universities. Regression analyses showed generally there is no association between perceived HR practices and job satisfaction and organizational commitment while the association was found between organizational commitment and job satisfaction. The surprising lack of association of Perceived HR practices with organizational commitment and job satisfaction, contrary to the academic literature, led the researcher to develop a second stage to investigate the potential influence of other factors such as contextual or cultural influences. Generally, qualitative data of both groups revealed there is generally a lack of knowledge and awareness of HR practices. Specifically, there is poor HR planning, ineffective attraction, retention strategies. However, they demonstrated mixed views in terms of HR development, which focused primarily on training courses. Both groups' perspectives indicated there are high levels of organizational commitment and job satisfaction within the universities. With respect to culture, it was emphasized by all participants that "Wasta" or "personal connections" are prevalent. However, it is a problematic issue that should have no place in any university and advocated employees be selected on skills alone. Furthermore, while the concept of Saudisation was welcomed, many believed that it should not be at the expense of high quality staff and advocated the need for diverse faculty in academia. In fact, the findings point to various challenges facing HR practices and how they are perceived in Saudi universities, and hence these should be addressed with the aim of improving job satisfaction and organizational commitment amongst faculty staff members. A key empirical contribution of this thesis is the expansion of academic research in the field of strategic HR management (SHRM) in Saudi Arabia and the Middle East in general and in higher education in specific. Furthermore, this study provides an original research and a new insight into how HR practices are perceived. The findings may provide guidance on practical implications for universities as well as decision- and policymakers, but it also contributes to developing the theoretical and applied approach in relation to perceived HR practices. Moreover, the theoretical contribution is reflected through the identification of perceptions around HR practices within the context of organizational commitment and job satisfaction. It is important to understand that cultural aspects were considered, while the overall research approach should be more comprehensive in the future.

Congratulations!



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

Dr. Ghadeer Kayal, College of CBA

DIFFERENT SHADES OF GUILT: A NEW INSIGHT IN TO CONSUMER BEHAVIOUR

*** Business Management and Marketing, Swansea University, England, 2017
Supervised by: Prof. Antonis Simintiras, and Dr. Nripendra Rana.**

ABSTRACT

The impact of guilt on consumer behaviour has been widely recognised by researchers and practitioners alike. Despite this, in the consumer literature, guilt is characterised by several conceptual shortcomings as the nature, determinants and manifestations of guilt have not been fully understood. For instance, the appraisals that characterise guilt in the context of consumer behaviour have not yet been adequately examined. Appraisals enable marketers to devise appropriate messages and strategies to gain desired emotional responses and direct the consumption decisions of consumers. Moreover, in psychology, researchers have emphasised the importance of guilt proneness and guilt repair as predictors of unethical behaviour. Yet, in the context of consumer behaviour, studies that examine the influence of guilt proneness on consumer guilt, and in particular studies that investigate this influence across cultures, are scarce. Furthermore, until now, no research has examined the effect of guilt repair on consumer guilt, despite guilt's established role in motivating reparative behaviour. In addition, the literature is particularly limited with respect to examining gender differences across nations, as existing studies have only evaluated gender differences, in terms of consumer guilt, in the United States. To this end, borrowing the cognitive appraisal theory from psychology, this research aims to examine the prognostic role of involvement, guilt proneness and guilt repair on consumers' experience of guilt across cultures. Moreover, this study aims to provide a holistic assessment of gender differences in consumer guilt across nations. To achieve this, it employs quantitative techniques, numerous consumption settings and samples from two distinct countries (i.e. Saudi Arabia and the United Kingdom). The findings demonstrate that involvement in a product class successfully predicts consumer guilt, especially when interpersonal aspects are absent in a consumption situation. Moreover, the results challenge previous research that disregards the influence of guilt proneness on anticipated guilt and affirms the predictive influence of guilt repair on consumer guilt. Significantly, guilt proneness and guilt repair are found to be effective predictors of consumer guilt in individualistic countries only. Moreover, the results indicate that gender differences, with respect to consumer guilt, are predominately present in individualistic countries and notably absent in collectivist countries. The results enable this thesis to make a significant contribution to knowledge by using the cognitive appraisal theory to explore several factors that influence guilt in consumption across nations. As a consequence, this thesis offers significant managerial and theoretical implications as well as directions for further research.

جائزة المستثمر العربي
Arab Investor Award
2017

UBT CONTRIBUTING TO THE ARAB INVESTMENTS



The Arab Investor Award is an initiative by Natheem Sabbah editor of the Arab Investor magazine supported by the Australian University of Wollongong in Dubai. What characterizes this Award is the team of scientists, intellectuals, researchers, and encomiasts interested in public affairs and community service. The Award aims to honor distinguished performance in innovation, sustainability, and investment. It also provides an environment that supports dialogue between investors in the Arab world, which represents a learning opportunity regarding investment standards and best practices. Moreover, this award highlights achievements and contributions towards economic development, which encourages entrepreneurs and promotes for gender equality in the investment field in the Arab world.

In addition, the Award aims at attracting foreign investments to the Arab world. A member of UBT has succeeded to secure her place on the award's Scientific Advisory Board. After being a member of the Arab Investor Award Committee in December 2017, Dr. Basma El Zein is now a Secretary-General for the Scientific Advisory Board. Dr. Basma's experience in academia and research and her accomplishments in the field of Nano-Technology distinguished her among all members. Dr. El Zein is also the chair or co-chair on committees of different international conferences and is a senior member of IEEE, and a member of many other prestigious organizations including the Arab Inventor Award. She was most recently announced a judge on at Intel International Science and Engineering Fair (ISEF) 2018.

RESEARCH OPERATION SUPERVISORS

The Research Operation Supervisor is responsible for leading in the delivery of research administration services. Research Operations Supervisors are linked to faculties and Head of Departments (HOD). They will liaise with between faculty members, HODs and the Deanship of Scientific Research to ensure a coordinated approach to delivery and development of the UBT research objectives.

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- Accessing research support (rewards, Compensation, publication fees)
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- Keeping you informed about workshops, announcement, deadlines, etc.
- Enabling you to implement a research strategy

Meet your Research Operation Supervisor:

College of Business Administration

Ladies:

Dr. Dina S. Fadaly

Head of Accounting Department



Dina Fadaly is an Associate Professor of Accounting, received a PhD. in Accounting & Finance from De Montfort University, Leicester, UK (2008) and is currently Head of Accounting Department at CBA, Jeddah. She acted as Head of Postgraduate department at CMT, AAST, Alexandria, Egypt (2012-2017). She was also Head of International Relations office (2016-2017) and Assistant Dean for Training Affairs in Latakia, Syria (2010-2011). Her professional interests focus on research in Auditing. In addition, she is a member of the editorial board of the Eurasian Journal of Business & Management and the editorial board of the Academy of Business & Retail management, and Reviewer of Journal of Business & Retail Management Research (JBRMR).

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RESEARCH OPERATION SUPERVISORS

Gentlemen:

Dr. Mohammad Zulfeqar Alam
Assistant Professor



Dr. Mohammad Zulfeqar Alam completed his B.com Hons with distinction from Baba Saheb Bhim Rao Ambedkar University, Muzaffarpur, Bihar, India in 1995. Dr. Alam has obtained a Master degree in Business Management with specialization in Marketing from Aligarh Muslim University, Aligarh (AMU) in 1999. He was awarded PhD Degree in Agro Eco. & Business Management from Aligarh Muslim University, Aligarh (AMU), U.P. India in 2005 "The thesis written on marketing issues of alternative medicines in India".

Dr. Alam started his carrier as a projects coordinator in the Institute of Objective Studies "IOS" in 2005. He is currently serving as Assistant Professor, Dept. of Marketing, UBT since 2008. During his academic career of more than ten years, Dr. Alam has taught various subjects in his field of expertise and guided a no. of Dissertations/ Projects at PG/UG level.

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College of Engineering
Dr. Amr H. Yousef
Assistant Professor



Amr Yousef is an assistant professor in the Electrical Engineering Department at University of Business and Technology, KSA. He was a post-doctoral research associate at Old Dominion VisionLab, USA. He obtained his Ph.D. degree in the Electrical and Computer Engineering from Old Dominion University (ODU) in May 2012 and MSc and BSc. degrees from The Engineering Mathematics Department and The Electrical Engineering Department at Alexandria University in 2001 and 2006 respectively. His research is in nano-technology, image processing, computer vision and machine learning. He is a member of SPIE, OSA and IEEE.

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RESEARCH OPERATION SUPERVISORS

Jeddah College of Advertising
Dr. Khalid Al Shohaib
Assistant Professor



Dr. Khalid Ali Alshohaib: Ph.D. in Mass Communication from The University of Southern Mississippi, USA (2005).

Dr. Khalid comes with a huge wealth of academic knowledge, advisory practice, and administrative experience that he gained from a thirty plus years of service in the Saudi Arabian National Guard (SANG) as a highly decorated officer.

Dr. Khalid's experience includes working as an Assistant Professor and a researcher in the Collage of Liberal Arts & the Deanship of Scientific Research of King Abdul-Aziz University, Jeddah.

His experience includes working for two years as an analyst and Official Representative for National Guard in the Saudi National Security Council (NSC). During his service as the military officer in SANG, Dr. Khalid Alshohaib worked as a Part-time Consultant for the Ministry of Health for two years. Among other accomplishments, he helped in the creation of "The eHealth Department"

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College of Law
Dr. Mahfuz ANM
Assistant Professor



Development of new College/Department is one of the core specialties of Dr. Mahfuz. College of Law, UBT is the second of its kind that he is working on its development. He is keen in research and published several articles in high rated journals and presented research papers in different international conferences. He is the winner of faculty competition Junk the Jargon at the University of Manchester.

mahfuz@UBT.EDU.SA

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DSR is organizing a Workshop to introduce and inform UBT members about the services provided through its Research Development Department, Economic Development Department, Publication Department, and Consultancy services.

It will include the following topics:

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- What is research
- Research team
- Publication
- Authorship
- Research manuscript
- Publication process
- Research misconduct

PRACTICAL INFORMATION

- **Presented by:** Dr.Eng. Basma El Zein
- **When:** 24th of May 2018
- **Time:** from 11:00 am -12:30 pm
- **Where:** Continuing Education Center (CEC) – 27th floor King Road Tower, Jeddah, Saudi Arabia

For further information

please contact us on: DSR@ubt.edu.sa; +966122159353

You are cordially invited to attend

How To Publish in International Journals

DSR is Organizing a Workshop:

The Deanship of Scientific Research (DSR) supports UBT's research mission and solve problems facing the business sector and the whole economy in Saudi Arabia and the region, in line with Saudi Vision 2030 and the Development Plan 2020. The Deanship brings together faculty members, staff, and students, unifying their efforts to develop interdisciplinary approaches to goal-oriented problems by linking researchers and the industry together, providing an

opportunity to solve current issues facing the Saudi community and economy.

DSR is organizing a Workshop to introduce and inform UBT members about the services provided through its Research Development Department, Economic Development Department, Publication Department, and Consultancy services.

It will include the following topics:

How To Publish in International Journals

- Publishing in International Journals
- Publication Ethics
- Publication goals
- Publication strategy
- Cover letter
- Recommending / Excluding Reviewer
- Decision letters
- Conclusion

PRACTICAL INFORMATION

- **Presented by:** Dr.Eng. Basma El Zein
- **When:** 31st of May 2018
- **Time:** from 11:00 am -12:30 pm
- **Where:** Continuing Education Center (CEC) – 27th floor King Road Tower, Jeddah, Saudi Arabia

For further information

please contact us on: DSR@ubt.edu.sa; +966122159353

UBT INNOVATION AND ENTREPRENEURSHIP AWARD



Creative thinking, problem analysis and innovation characterize students of UBT. UBT, and The Deanship of Scientific Research work to generate knowledge, community service, and technology transfer. We encourage and support our students to develop their abilities and transform their ideas into reality.

Under the Patronage of Dr. Abdullah Dahlan, every year UBT celebrates its students' innovations and achievements, encouraging for more creativity.

We are proud to announce that this year's winners of the Innovation and Entrepreneurship Award are:

Ms. Noha Obaid

for her invention:

DRAWER'S SAFE-CLOSING TOOL

Abstract:

Drawers have been used since the forties but it never witnessed significant improvements. Ever since children have been getting hurt by drawers either by closing them on their fingers or while reaching for dangerous objects inside of them, such as chemical detergents or sharp objects. For adults, it is obvious that when closing a drawer, they should push it inside with keeping their fingers away from the edges. But with children aged from 8 months to 36 months it's not that clear for them. They can exert an enough amount of force that can cause severe pain if it is closed on their little fingers. So it is our sincere duty to come up with innovative yet simple ideas to secure our children away from harmful incidents. I have made two tools that can solve these types of problems, the first is to minimize the pressure on fingers if the fingers were inside while the closing process and the second tool is to completely lock the drawer.

UBT INNOVATION AND ENTREPRENEURSHIP AWARD



**Eng. Malaz Marwan Alidelbi, and
Eng. Loay Osama Abuahmed**

For their invention:

OUTDOOR SMART PARKING SYSTEM USING IMAGE PROCESSING AND LI-FI COMMUNICA- TION TECHNOLOGY

Abstract:

Recently many new technologies have been developed that help in solving the parking problems to a great extent the traffic generated by cars searching for parking spaces takes up to 40% of the total traffic, with a huge impact on the mobility and quality of life of residents.

Introduction:

In the past two decades, the concept of intelligence in terms of smart parking systems became more popular in the most vibrant cities, especially in malls and shopping centers. In the mid-80s, the systems used for parking relied mainly on the traditional method of pushing a button in the device next to the checkpoint to get a parking ticket and on exiting, the driver must pay before inserting their ticket in order for the barrier to rise. This was the method used to determine how many cars came in and out the system each day, and it was used to count the number of vacant spaces available. It began by utilizing different methods such as sensors or barriers to be able to know the status of parking lots.

INTERNATIONAL EVENTS

THE WORLD CELEBRATES WOMEN IN SCIENCE



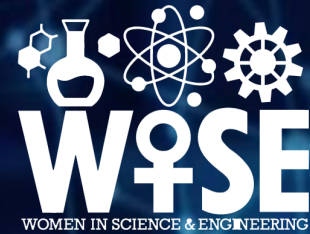
The key for human and economic development is science and gender equality, according to the 2030 Agenda for Sustainable Development introduced by the United Nations (UN).

To encourage women and girls around the world to participate and engage in science, the UN declared the 11th of February as the International Day of Women and Girls in Science.

Saudi Arabia has always supported women education and has provided equal opportunities for both genders in all academic fields for undergraduate and post-graduate studies, nationally and internationally.

In addition, Saudi Vision 2030 and the Development Plan 2020 aim to enable and support women further, providing them with more job opportunities which widen their horizons regarding the socioeconomic status of the country and the world. This step is important as it allows them to contribute and propose effective solutions for modern day issues in different fields.

Saudi Women have proved, over the years, their ability to excel in science and innovation. In this issue, we celebrate some Saudi successful women, living role models for all of UBT students and all Saudi women.



- **Professor Samira Islam**



- First Saudi woman to gain a bachelor and a doctorate degree, first Saudi professor in Pharmacology, the first Arab woman to be nominated as one of UNESCO's Scientists of the Year, and the first Saudi woman to hold an official position at the World Health Organization. Professor Islam has also made it on the list of 2014 Top 20 Most Influential Women in Science in the Islamic World by Muslim-Science.com.
- In addition to her success, Prof. Islam contributed to women education in Saudi Arabia, as she founded the Chemistry, Physics, Biology, and Mathematics departments at King Abdul-Aziz University. She established Science College for girls as a facility to Medical Colleges and continued to support it until it developed into an independent college.

- **Dr. Majdah Aburas**



- The first Saudi woman to specialize in oil-contaminated soil treatment. Dr. Aburas is the first Leader Environmental Ambassador given from the President of the presidency of Metrology and Environment, HRH Prince Turki Bin Naser Bin Abdulaziz. She is the founder and Vice President of the Saudi Environmental Society, and the chairwoman of Euro Arab Environment organization. Furthermore, Dr. Aburas is the first Arab woman to be accredited a membership to join NASA's research scientists.

THE WORLD CELEBRATES WOMEN IN SCIENCE

- **Adah Almitairi**



- A scholar, inventor, an entrepreneur and an advisor with over 20 years experience in Nanotechnology, Materials Science, and Polymer Chemistry applied in Pharmaceutical Chemistry, Pharmaceuticals, Aesthetic Medicine and Radiology. Her science approach is towards research, development and innovation for a knowledge-based economy.
- Almitairi won the New Innovator award by the National Institutes of Health, an award that focuses especially on innovative research, to fund her research for five years. In addition, she won the Pharmaceutical Research and Manufacturers of America award, the Thieme Chemistry journal award, and the Young Investigator Award. Her work on Nanoscience continues, as she aims to address a wide range of challenges in biological research and medicine.

- **Dr. Ibtesam Saeed Badhrees**



- A leading woman research scientist in experimental particle physics at the National Center for Nanotechnology, King Abdulaziz City for Science and Technology (KACST). Dr. Badhrees was selected as the first non-American woman for the Women Physicist of the Month award given by the American Physical Society (APS) for her leading role and her positive influence on the Physics community.

- **Dr. Mishaal Ashemimry**



- Is an aerospace engineer, founder, and CEO of MISHAAL Aerospace, and is the first Saudi Woman to Join NASA.

THE WORLD CELEBRATES WOMEN IN SCIENCE

- **Saudi women keep** proving their research excellence and innovation, as two Saudi women; Dr. Amal Qattan and Ms. Maram Abadi won the L'Oréal-UNESCO Women in Science Middle East Fellowship 2017, out of 6 offered places.
- **UBT also has its share of great women scientists, as Dr. Eng. Basma El Zein**
Dean of Scientific Research



- Is a Solar Pioneer, and her research included Telecommunication, Artificial Intelligence, auto-control and auto-command by programmable logic controllers, and Computer Vision. She has a textbook entitled "Nanostructured materials for Photovoltaic applications" and has one patent filed in the USA related to materials for Solar Cells.
- Her current research is in Energy Conversion and Energy Storage. The main objective of Dr. El Zein research is to develop an eco-green Solar Cells with high efficiency and long durability. In addition, she is exploring

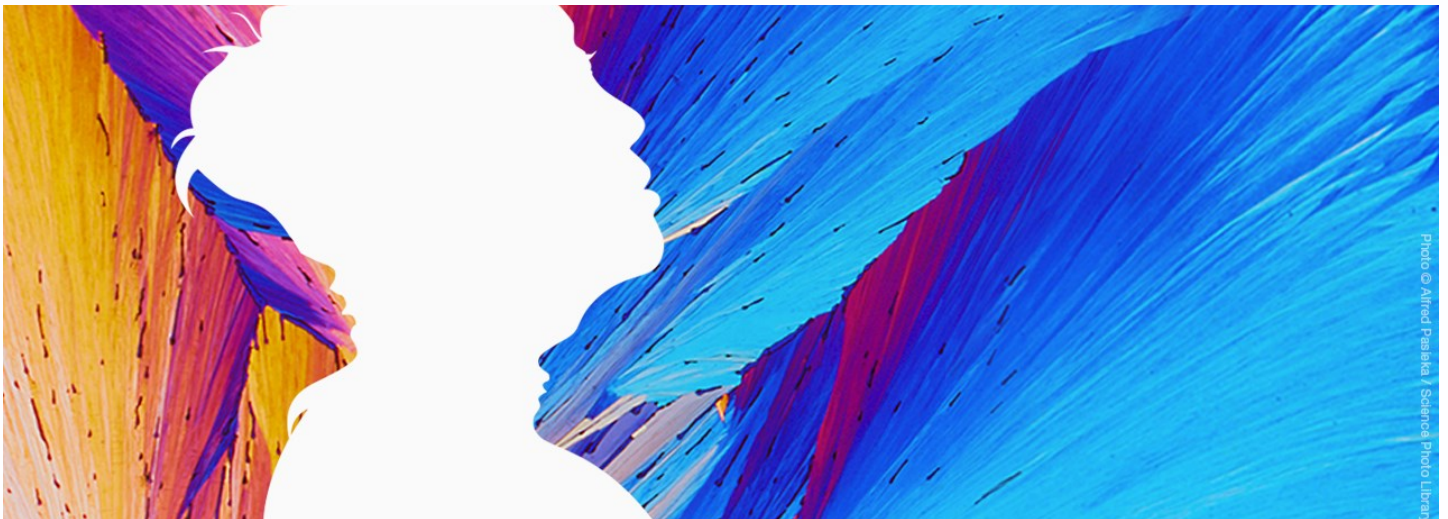
new materials such as kesterite, perovskite, and protein to be used as a light absorber for Solid State Sensitized Solar Cells. She is also exploring Printed Metal Oxide Batteries.

These achieving women have a big influence on young girls to follow their footsteps, and serve their community and the world.



INTERNATIONAL EVENTS

WORLD INTELLECTUAL PROPERTY DAY



UBT, the only university in western Saudi celebrated the national IP day on the 26th of April.

The theme this year was **Powering change: Women in innovation and creativity**, World Intellectual Property Day campaign celebrated the brilliance, ingenuity, curiosity and courage of the women who are driving change in our world and shaping our common future.

The event took place in Sari campus and was a ladies only event. Dean Dr. Bama El Zein presented the concept of Intellectual Property and highlighted UBT's efforts to support its members to

protect their IPs and research. The presentation then showcased many women in innovation and creativity, women who won a Nobel Prize, and women who have an IP in UBT.

Finally, Dr. Basma introduced women role in world peace, reflecting on the collaboration between Global Council for Tolerance and Peace & University of Business and Technology as Empowering Women, and supporting Women is one of the main objectives.

Following, Dr. Mona Khoshaim centered the stage to present her inspirational Ph.D. journey. She told her story in detail, starting from receiving the

offer letter, elaborating on the challenges, ups, and downs, until being awarded the Ph.D. The aim of this presentation was to inspire women to be patient, persistent, and strong. Her presentation was a success and many ladies related to her and found inspiration.

ABOUT :

Dr. Mona Khushaim



Dr. Muna Khushaim is an Assistant Professor in the Physics Department of Taibah University, Saudi Arabia. Dr Khushaim completed her PhD at KAUST in 2015 in material science and engineering. During her research at KAUST, Dr Khushaim became exposed to many sophisticated analytical techniques and is an expert of atom probe tomography techniques in the Arab Gulf States region. Dr Khushaim graduated with a Master's Degree in Theoretical Nuclear Physics from King Abdul-Aziz University in 2007 and completed her undergraduate degree in 2002 in Science and Education from Saudi Arabia's College of Education.

Powering change: Women in innovation and creativity

World Intellectual Property Day 2018
April 26 11:00 am - 12:00 pm

With
Dr. Basma El Zein
and
Dr. Muna Khushaim

Location
Dr. Rifaida Khashoggi Auditorium
Jeddah Campus

Ladies Only

UBT DSR | Deanship Of Scientific Research
جامعة الأعمال والتكنولوجيا | عمادة البحث العلمي

#worldipday
wipo.int/ipday
youtube.com/wipo

In collaboration with



INDUSTRY RECRUITMENT OPPORTUNITIES

THE MARKETER PROJECT



About Neotic

Neutic an Artificial Intelligence platform for automated trading, is seeking an outstanding marketer for bringing its new products to sophisticated clients around the globe. Neotic is seeking an outstanding marketer for bringing its new products to sophisticated clients around the globe.

Target: marketing students from CBA

Place: Neotic, Tripoli, Lebanon

Duration: 16 weeks

Project Scope: The project is about using several channels to increase Neotic customer base first, and then to follow up with customers.

Activities:

- Financial Planning and Strategy
- Sales Planning and Execution
- Competitive Analysis
- Understanding the Customer
- Product Positioning and Development

Scan the code for detailed program, prices, packages, dates, hotel information, etc.

Register with your Dean,
For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa

MICROWAVE AND RADAR SYSTEMS

By: University of Rouen Normandy - IUT de Rouen
Electrical Engineering and Industrial Computing

Target: Engineers and technicians

Place: University of Rouen Normandy, Mont Saint Aignan, France

Duration: 2 weeks

Project offers three levels

Option	<u>Microwave And Radar Systems Basics</u>	<u>Microwave and Radar Systems Fundamentals</u>	<u>Advanced Course in Microwave and Radar Systems</u>
Duration	2 weeks	3 weeks	4 weeks
Objectives	Acquiring theoretical basics for measurement and characterisation in radiofrequency domain. Being able to use and master high frequency generator, oscilloscopes, power meter, spectrum analyser	Acquiring theoretical fundamentals for measurement and characterisation in radiofrequency domain. Being able to use and master spectrum analyser, Vectorial Network analyser, Power meter, software simulator for radiofrequency.	Acquiring theoretical knowledge for measurement and characterisation in radiofrequency domain for radar application. Being able to use and master spectrum analyser, Vectorial Network analyser, Power meter, software simulator for radiofrequency, radar techniques
Equipment	Digital oscilloscopes, power meter, spectrum analyser, radiofrequency generators.	Power meter, spectrum analyser, Vectorial Network Analyser, frequency synthesizer, didactic high frequency bench.	Spectrum analyser, frequency synthesizer, power meter, digital oscilloscopes, radar benches.

Scan the code for detailed program, prices, packages, dates, hotel information, etc.

Register with your Dean,

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa

International Summer Program

imagine
INSTITUT DES MALADIES GÉNÉTIQUES



Université
de Valenciennes
et du Hainaut-Cambresis

RESEARCH PROGRAM

INTERNATIONAL INTERNSHIP RESEARCH PROGRAM



Target: students

Place: Two selected host research institutes in Medicine and Sciences:

Imagine Institute, France

And

University of Valenciennes & Hainaut Cambresis (Uvhc) & Institute of Nanotechnology (iemn), France

Duration: to be determined depend on a case bases

About the program:

The French Embassy is delighted to be able to contribute to the initiation of a stream of Saudi science students and hope that these introductory proposals of some of its remarkable Institutes will meet the training needs of UBT students through selected research projects internships as a pilot cooperation project.

Nine voluntary Labs to host Al Faisal University 4th-year Bachelor Students:

International Summer Program

PARTICIPATE IN THE FLAGSHIPS

Thematic	Subject	Institute	Comments
Energy & Nanotechnology	Study and Characterization of White LEDs for LiFi communications	UVHC & IEMN	The students will acquire knowledge in clean room fabrication, devices characterizations & optoelectronic applications.
Energy & Photovoltaics	Study and Qualification of New Materials for Photovoltaic Applications	UVHC & IEMN	During the internship the student will get familiar with an original instrumentation that has been developed for optics but also with different kind of software.
Materials & Nanotechnology	Synthesis of nanomaterials for - composites	UVHC & IEMN	The student will be involved in the synthesis of Nano composites and evaluation of their electrical/optical properties.
ICT & Transportation	Development of an educational demonstrator of a digital communication link	UVHC & IEMN	The student will be part of a team for demonstration of a prototype.
Inflammatory responses & transcriptomic networks in diseases	Subject to be determined	Imagine	
Genetics & development of cerebral cortex	Subject to be determined	Imagine	
Data Science platform	Subject to be determined	Imagine	Reserved for a developer-programmer profile
Bioinformatics platform	Subject to be determined	Imagine	Reserved for a developer-programmer profile
Genomics Platform – Comprehensive Technology Discovery	Subject to be determined	Imagine	

ASU-DRAPER UNIVERSITY ENTREPRENEURSHIP INCUBATOR PROGRAM



Target: students

Place: Arizona State University (ASU), San Mateo, California, USA.

Duration: 16 weeks

About: The Hero Incubator is a four month intensive training and mentorship experience in Silicon Valley, CA, geared toward helping individuals learn the technical, business and leadership skills needed to become successful entrepreneurs.

Activities:

Entrepreneurship Taught by Entrepreneurs

Covered Topics/Activities:

Earn a Certificate of Entrepreneurship from ASU's W. P. Carey School of Business **Equivalent to 15**

Credits.

- ENT305: Introduction to Entrepreneurship
- ENT360: Entrepreneurship and Value Creation
- CIS394: Mobile and Web Programming
- CIS394: Product Design & 3D Printing
- WPC494: DU: Immersive Entrepreneurial Experience

Register with your Dean and **apply** before **15 April 2018**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa

International Summer Program

EUROPEAN
INNOVATION
ACADEMY

EXTREME ENTREPRENEURSHIP PROGRAM



Target: students

Place: European Innovation Academy (EIA), Turin, Italy.

Duration: 3 weeks

About: A fantastic program for people who are exploring the possibility of starting their own company. The program mimics the exact process that an actual entrepreneur would go through.

Activities:

- Customer development
- Prototyping
- Launch

Covered Topics:

- Team Formation & Ideation
- Problem-Solution Fit
- Customer Development
- Customer Validation

- Prototyping
- Revenue Model
- Growth
- Marketing Strategy
- Marketing Campaign
- Launch
- Intellectual Property
- Financials
- Funding & Pitch Preparation

Register with your Dean and **apply** before **30 June 2018**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa

SUMMER TRAINING

DECODING FRENCH TOUCH FOR LUXURY BRANDING

Target: students

Place: The American Business School, Paris, France.

Duration: 4 weeks

About: This course introduces students to the unique elements of the "French Touch" DNA and illustrates how it is implemented across different luxury disciplines. Students will understand the major drivers of the French Touch DNA from marketing and operational experts. They will identify the key competencies of the French Touch concept through various disciplines (tech, gastronomy, fashion, coffee, design, luxury hotels, watches and jewelry, cosmetics). Students will have onsite visits to analyze the mechanisms and merchandising principles through in-store customer experiences. Students will apply their learning to real business challenges from a top French leading company.

Expected Learning Outcomes:

- Upon completion of this course students should be able to:
- Understand the key elements of what makes the French Touch brand powerful
- Do a brand audit to benchmark a luxury brand's competencies
- Develop solutions to a real business chal-

lenges

- Communicate key ideas related to the luxury business sector

Covered Topics:

- Principles
- Hands-On French Touch
- In-Store Customer Experiences
- Brand Notions
- How to Become a Lifestyle French Brand
- Brand Audit
- Workshop Kick-Off at Bhv Marais
- Project Action Plan, Team Building

Scan the code for detailed program, prices, packages, dates, hotel information, etc.

Register with your Dean and **apply** before **1st of April**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa



MUMBAI (BOLLYWOOD)



Mumbai – Commercial Capital of India'

The thriving metropolis of Mumbai is a go-to destination for travellers curious to experience a modern Indian city. Lapped by the Arabian Sea, this urban seaside peninsula is a melting pot of old and new India. Towering office blocks and shiny apartment buildings shoulder crumbling grand dames of architecture. Men play cricket in the leafy central parks, taxis navigate the jam packed streets and families stroll along the sea-side promenades of Mumbai, while kilometres away children beg on the peripheries of Asia's biggest slum. In the wide avenue of Colaba's high street, western culture overshadows the brightly lit storefronts, where Levi's, Adidas and McDonalds vie for retail space.

Program at A Glance:

- Day 1: Arrive Mumbai
- Day 2: Full Day Bollywood Tour

- Day 3: Bollywood Dream Tour Workshop
- Day 4: Full Day city tour of Mumbai
- Day 5: Elephanta Cave Visit
- Day 6: Departure

Scan the code for detailed program, prices, packages, dates, hotel information, etc.

Register with your Dean and **apply** before **31 May 2018**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa





ITALY



Explore the Italian Architecture from ancient to modern



- DAY 05 : Half Day Workshop
- DAY 06 : Transfer from Rome to Florence via Siena and Pienza
- DAY 07 : Half Day Florence Architectural Sites Visit
- DAY 08 : Full Day Pisa Tour
- DAY 09 : Transfers to Rome
- DAY 10 : Free time until departure

Scan the code for detailed program, prices, packages, dates, hotel information, etc.

Program at A Glance:

- DAY 01 : Arrive at Rome International Airport
- DAY 02 : Half Day Tour of Ancient Rome
- DAY 03 : Half Day Tour of Baroque Rome
- DAY 04 : Half Day EUR Quarter Tour

Register with your Dean and **apply** before **31 May 2018**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa

SUMMER ACADEMY ABROAD

Target: Law students

Place: The American Business School, Paris, France.

Duration: 6 weeks

Covered Topics:

- Public International Law
- Private International Law

Register with your Dean and **apply** before **30 June 2018**

For more information, contact the Deanship of Scientific Research on: dsr@ubt.edu.sa



CL | College Of Law
كلية القانون

Cooperation with
Law Academy of
The American Business
School of Paris

SUMMER ACADEMY ABROAD | PARIS

Open for Batch 1 & Batch 2

Jun 25th 2018 – Jul 31st 2018

Public International Law
Private International Law

Don't miss the opportunity
Register before May 30th

For more information about the registration please contact

Dr. Mahfuz | mahfuz@ubt.edu.sa

2017										
	September		October		November		December		January	
1	Fr		Su	Student paper	We		Fr	Call for proposal	Mo	
2	Sa		Mo		Th		Sa		Tu	Final Exams
3	Su		Tu		Fr		Su		We	
4	Mo		We		Sa		Mo		Th	Introduction to DOCEAR
5	Tu		Th		Su	KAUST deadline	Tu	ASMEC Workshop	Fr	
6	We		Fr		Mo		We		Sa	
7	Th		Sa		Tu		Th		Su	
8	Fr		Su		We		Fr		Mo	
9	Sa		Mo		Th		Sa		Tu	
10	Su		Tu		Fr		Su		We	
11	Mo		We		Sa		Mo		Th	How to create Scientific poster
12	Tu		Th		Su		Tu		Fr	
13	We		Fr		Mo		We		Sa	
14	Th		Sa		Tu		Th		Su	
15	Fr		Su	KAUST/ topcte UBT deadline	We		Fr		Mo	
16	Sa		Mo		Th		Sa		Tu	
17	Su		Tu		Fr		Su		We	
18	Mo		We		Sa		Mo		Th	
19	Tu		Th	EndNote Workshop	Su		Tu		Fr	
20	We		Fr		Mo		We		Sa	
21	Th	Falling Walls Lab Jeddah	Sa		Tu		Th		Su	
22	Fr		Su		We		Fr		Mo	
23	Sa		Mo		Th		Sa		Tu	
24	Su		Tu		Fr		Su		We	
25	Mo		We		Sa		Mo		Th	
26	Tu		Th		Su		Tu		Fr	
27	We		Fr		Mo		We		Sa	
28	Th		Sa		Tu		Th		Su	
29	Fr		Su		We		Fr		Mo	
30	Sa	External fund from KACST-GPURC National Research Fund	Mo		Th	ORCID workshop	Sa		Tu	
31			Tu				Su		We	Research Symposium Deadline

2018

February		March		April		May		June		
Th		Th		Su		Tu		Fr		1
Fr		Fr		Mo		We		Sa		2
Sa		Sa		Tu		Th		Su	Call for proposal	3
Su		Su		We		Fr		Mo		4
Mo		Mo		Th		Sa		Tu		5
		Tu		Fr		Su		We		6
		We		Sa		Mo		Th		7
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Fr		Fr		Mo		We		Sa		9
Sa		Sa		Tu		Th		Su		10
Su		Su		We		Fr		Mo		11
Mo		Mo		Th	SPSS workshop	Sa		Tu		12
Tu		Tu		Fr		Su		We		13
We		We		Sa		Mo		Th		14
Th		Th		Su		Tu		Fr		15
Fr		Fr		Mo		We	Ramadan	Sa		16
Sa		Sa		Tu		Th		Su		17
Su		Su		We		Fr		Mo		18
Mo		Mo		Th	3 rd Research Symposium	Sa		Tu		19
Tu	7 th Gulf Education Conference	Tu		Fr		Su		We		20
We		We		Sa		Mo		Th		21
Th		Th		Su		Tu		Fr		22
Fr		Fr		Mo		We		Sa		23
Sa		Sa		Tu		Th	Resarch Integrity	Su		24
Su		Su		We		Fr		Mo		25
Mo		Mo		Th	IP DAY	Sa		Tu		26
Tu		Tu		Fr		Su		We		27
We		We		Sa		Mo		Th		28
		Th		Su		Tu		Fr		29
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		Sa				Th	How To publish in International Journals			31

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**For any further information
please contact us**

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