

# UBT

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

## Deanship of Scientific Research

Discover, Transfer, Impact



2<sup>nd</sup> Research Symposium 2017  
27<sup>th</sup> of April

### BOOK OF ABSTRACT



**UBT**

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

# College of Business Administration

## Book of Abstract

## ***Table of Content***

- PA-1 Understanding The Relationship Between Culture And Sensory Marketing In Developing Strategies And Opportunities In Emerging Economies: A Cross-Cultural Study Study
- PA-2 The Use Of Crowdsourcing To Create Innovative Supply Chain: A Conceptual Model
- PA-3 Role Of Operations Strategy And Big Data: Less Than Truck (LTL) Load Carrier
- PA-4 The Study To Investigate Recycling Behavior Characteristics Of Residents Of Jeddah
- PA-5 The Impact Of Accounting Information Reliability And Compatibility On Users Decisions
- PA-6 A Study Of Supply Chain Management Practices Of Toyota Motors
- PA-7 The Influence Of Personal Contact Networks (PCNs) On Marketing Capabilities In Small And Medium Enterprises (SMEs) In Saudi Arabia
- PA-8 To What Extent Do Students Who View TV Predominantly In English, The Ones That Are Better In Listening Comprehension In Class
- PA-9 Hotels Distribution : Makkah Region
- PA-10 E-Learning Utilization In A Gender Segregated University – A Case Study In Saudi Arabia
- PA-11 The Role Of Whatsapp In Promoting Cop In Saudi Arabian Universities- A Literature Review
- PA-12 The Role Of Universities In Developing Women Leaders In The Light Of 2030 Vision
- PA-13 Some Models Of The Muhammadiyah Education Ways
- PA-14 Using Projects Education Strategy In Teaching Islamic Culture Course, Job Ethics Chapter Case: University Of Business & Technology
- PA-15 The Relationship Between Elasticity Of Money And Prices In Countries With The Largest Money Stock: An Econometric Review
- PA-16 An Empirical Comparison In Saudi Arabia: Understanding The Persistence Of Stock Performance CAPM; FAMA-French Three Factor Model V/S Four Factor Model
- PA-17 SME Learning From Failure That Will Lead To Future Success
- PA-18 Graduates' Employability: The Case Of The College Of Business Administration
- PA-19 The Impact Of Internship On Youth Employment: Case University Of Business And Technology, Saudi Arabia
- PA-20 The Impact Of Job Performance Enablers On Job Performance Capability: An Empirical Study On Saudi Universities

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

A. Althagafi, M. Ali

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

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

---

M. Ali , Ying Xie

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

Aitamurto, Leiponen and Tee (2011) explain crowdsourcing as an open innovation mechanism which is best used when innovation are based on past advances.

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

M. Ali, A. Upadhyay

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

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

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

---

M. Ali , L. Miller

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.

# The Impact of Accounting Information Reliability and Compatibility on Users Decisions

M. Al-Sharayri

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

# A Study Of Supply Chain Management Practices Of Toyota Motors

M.JUNAIDI

The effect of the global economic meltdown increased the pressure on automotive executives to make right decisions about their supply chain for better performance. In a highly challenging and competitive environment, where supply chain is a popular tool for improving the organizational competitiveness, an efficient and effective supply chain strategy is a must for automotive manufacturers and their component manufacturers so as to meet changing consumer demands.

Supply Chain Management is typically viewed to lie between fully vertically integrated firms, where the entire material flow is owned by a single firm and those where each channel member operates independently. Therefore coordination between the various players in the chain is key in its effective management. According to Christopher (1992), leading-edge companies have realized the real competition is not company against company, but rather supply chain against supply chain. Cooper, Lambert, and Pagh argue that organizational relationships tie firms to each other and may tie their success to the supply chain as a whole. In this context, a supply chain as a whole may have its own identity and function like an independent firm. However, to accomplish this ultimate supply chain, all companies' in the supply chain must have a supply chain orientation and the result is a fully managed supply chain

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

M. Ali Hurieb, H. Garamoun

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

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

**A. Mohamed**

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

# Hotels Distribution: Makkah Region

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

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

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

H. Nasseif

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

# The role of WhatsApp in promoting CoP in Saudi Arabian Universities- A Literature review

H. Nasseif

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

# The Role Of Universities In Developing Women Leaders

L.AIMutlaq

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

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

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

# Some Models Of The Muhammadiyah Education Ways

E. Moghrabi

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

There is no doubt that Islam has the power of a huge impact on these aspects, which enabled Muhammad peace be upon him to bring about educational changes in the Arab individual who converted any

to this religion's behavior, it behooves us to learn about some of the educational process Muhammadiyah properties and what are the ways used by the blessings and peace in the education of the whole nation and modify their behaviors in front of the theories and experiences of modern process. The approach of systematically Messenger of Allah, peace be upon him, a who fittest nation infidel pagan worthy when applied to set the affairs of Muslims today.

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

# Using Projects Education Strategy In Teaching Islamic Culture Course, Job Ethics Chapter Case: UBT

S. A. SHATA

Recent studies finds that depending on the lectures only as a method of teaching results that students feel bored and forget the information fast

This paper investigates the effective education strategies that helps students to interact. As the effects of teaching will remain longer and students will transfer this to real life situations. The education strategy: Learning through projects have been chosen as helping strategy to the main education strategies for the course of Islamic Culture.

This paper is an answer to main question:

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

# The Relationship Between Elasticity Of Money And Prices In Countries With The Largest Money Stock: An Econometric Review

F. Durani

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

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

H.Attasi

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

# SME Learning From Failure That Will Lead To Future Success

L.Sorour

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

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

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

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

Y.Jamjoom

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

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

R. Farrash ; S. Shata

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

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

D. Mira

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

**UBT**

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

**College of Engineering**

**Book of Abstract**

## ***Table of Content***

- PB-1 Effect of AWJ Cutting Conditions on Vertical Force
- PB-2 Design Of Wireless Digital Stethoscope For Heart Rate Monitoring Utilizing Gsm Technique
- PB-3 A Comprehensive Study On PV/BS/UG Hybrid Energy System: "Case Study On Saudi Arabia"
- PB-4 Liquid Heating Using Wind Energy
- PB-5 Using Simulation Approach To Validate The Economic Impact Of Utilizing The Integrated Quality Software Development Model
- PB-6 Advanced Intrusion Detection System For Wireless Mobile Ad Hoc Networks
- PB-7 Enhanced Night Navigation Using A Public Imagery Database
- PB-8 Automated Configure Router For Controlled Sharing Wifi For Internet Guests
- PB-9 Improvement Of Vapor Chamber Performance Using Nanofluids
- PB-10 Nanomaterials For 3rd Generation Sensitized Solar Cells
- PB-11 Quality In Higher Education: Perceptions Of Top Administrators

# Effect of AWJ Cutting Conditions on Vertical Force

---

*A. I. Hassan*

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

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

B. Abu Zneid , A. HUSEN

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

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

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

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

Very valuable results can be extracted from the proposed technique that could help researchers and decision makers. The results obtained from the proposed system have established the economic feasibility of installing hybrid energy systems in many sites of Saudi Arabia.

# Liquid Heating Using Wind Energy

---

I. Abdullah, M. Kanan, R. Assaf

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

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

M. Kanan, R. Assaf

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

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

S. Muqtar & Sayed Elfar

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

# Enhanced Night Navigation Using A Public Imagery Database

R.Nahas

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

# Automated Configured Router For Controlled Sharing Wifi For Internet Guests

M. Alidelbi<sup>1</sup>, H. Adham, S.Alshehri, M.Alsokait,  
S.Alfattani

Problem: the need of immediate out-doors internet access for emergency uses, while the 4g is not available for any reason.

Solution: client-server app where the server create framework to configure router in order to provide internet access.

# Improvement of Vapor Chamber Performance Using Nanofluids

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

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

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

Objectives of the Research:

Improve efficiency and reliability of heat transfer devices

Increase the lifetime of electronic components

Reduction in size and weight of electronic devices

# Nanomaterials For 3rd Generation Sensitized Solar Cells

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

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

Zero dimensional (0D) and one Dimensional (1D) nanostructures have attracted lots of attention in solar energy harvesting, conversion and storage, owing to their unique physical and chemical properties.

Nano-materials offer many advantages in energy conversion specifically in solar cells. These solar cells, depends on the physical interaction between nano-materials or chemical reaction at the surface or interface of the nano-materials. In this presentation, we will discuss the Zero and one dimensional nanostructures and the role they play in increasing the conversion efficiency of solar cells, taking in consideration the materials to be used to meet the main objective of developing an eco-green solar cell with high conversion efficiency.

# Quality In Higher Education: Perceptions Of Top Administrators

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

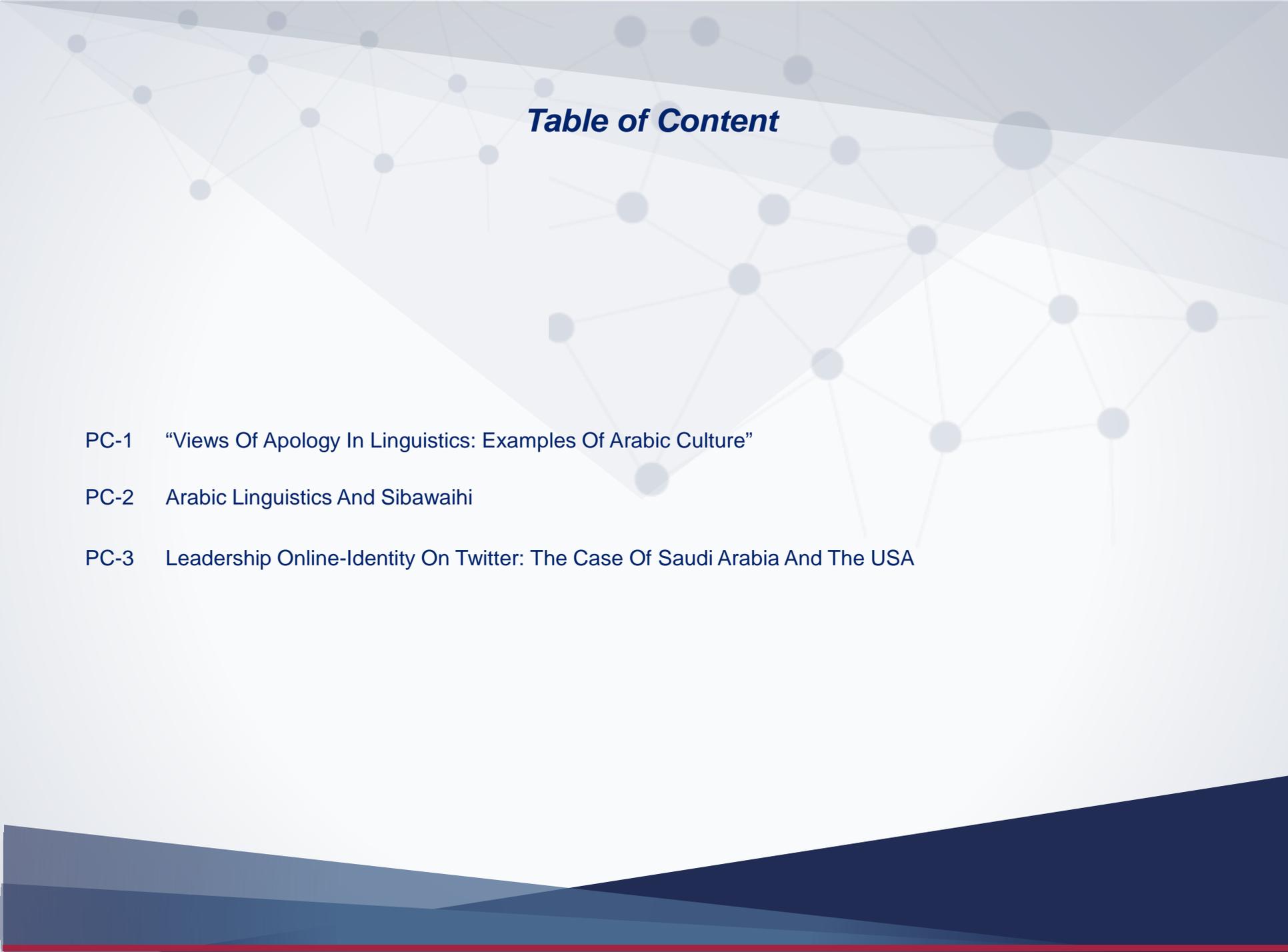
Quality in higher education is driven by numerous factors. One of these factors is the top administrators' perceptions of quality. In their communication to the public, administrators' state initiatives and stress dimensions that they believe would increase stakeholders' satisfaction and derive institution's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

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

**UBT**

جامعة الأعمال و التكنولوجيا  
UNIVERSITY OF BUSINESS AND TECHNOLOGY

**Jeddah College of  
Advertising  
Book of Abstract**



## ***Table of Content***

- PC-1 “Views Of Apology In Linguistics: Examples Of Arabic Culture”
- PC-2 Arabic Linguistics And Sibawaihi
- PC-3 Leadership Online-Identity On Twitter: The Case Of Saudi Arabia And The USA

# Views Of Apology In Linguistics: Examples Of Arabic Culture

A.Samarah

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

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

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

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

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

In the Arabic striving for harmony between people, the apology has great importance

# Arabic Linguistics And Sibawaihi

## A.Samara

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

I will focus my present study on the following questions:

1. When did Arabic linguistics start?
2. Who were the most important Arabic linguists?
3. Who was the most famous figure and what did he achieve?
4. What were the most important sources for the Arabic linguists?
5. Finally, Have "Western linguists" really understood the role of Arabic linguistics in Arabia?

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

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

---

H. Shoeib

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