2nd Research Symposium 2017
27th of April

BOOK OF POSTER
# 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

Abooleil Alahmadi
MAHMOOD ALI
UNIVERSITY OF BUSINESS AND TECHNOLOGY, SAUDI ARABIA

ABSTRACT

Sensory marketing strategy plays a critical role in understanding the culture and formulating a successful strategy. Sensory marketing is the process that affects customers' senses, perceptions, judgment, and behaviour. 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 and product preferences. Thirdly, it attempts to identify the role of consumer sensory factors in building decision across the culture. According to the findings, the literature supports the universality of behaviour patterns of multisensory interaction between touch and vision. This universality applies at both theoretical and operational levels.

HOFSTEDDE'S (2001) CULTURAL FRAMEWORK

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Explanation</th>
<th>Score of Saudi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individualism/Collectivism</td>
<td>Individualistic cultures look after themselves and their families only while collective societies live in groups that work over in order to exchange depending</td>
<td>Collectivist society</td>
</tr>
<tr>
<td>Uncertainty Avoidance</td>
<td>The extent to which people feels threatened by uncertainty and ambiguity and try to avoid these situations (Maitland, 1991, p.113)</td>
<td>High uncertainty avoidance/favor to avoid uncertainty</td>
</tr>
<tr>
<td>Power Distance</td>
<td>Power distance refers to the risk of obtaining power and authority unequally in one culture; it affects the hierarchy relationship in the house and at work</td>
<td>High power distance/favor to hierarchical order</td>
</tr>
<tr>
<td>Masculinity-Feminity</td>
<td>Dominant values in masculine countries are achievement and success and in feminine countries are caring for others and quality of life. Main values in masculine cultures are accomplishments and triumph whereas in feminine cultures looking after others and their quality</td>
<td>Masculine society</td>
</tr>
<tr>
<td>Long-term orientation</td>
<td>Social for this behavior of viewing oriented towards future rewards, in particular perseverance and thrift (Hofstede, 2001, p. 38)</td>
<td>No access available</td>
</tr>
</tbody>
</table>

THE INTERACTION EFFECT ACROSS CULTURES (VISION AND TOUCH)

The findings of the study suggest that there is no significant difference between the cultures when it comes to the role of sensory information in making a buying decision. Similarly, the review suggests that there are significant similarities between Saudi culture (or countries that are similar to Saudi Arabia in culture) and Western consumers. Among the major reasons for this transformation is the globalisation and biculturalism which have facilitated the formation of standardised and universal buying tendencies.

FINDINGS

This study was published in 2017 in:

www.igi-global.com
The use of crowdsourcing to create innovative supply chain: a conceptual model

Mahmood Ali, Ying Xiu*
College of Business Administration, UBT, * East Anglia Ruskin University, UK
Email: m.ali@ubt.edu.uz

INTRODUCTION

SUPPLY CHAIN MANAGEMENT IS UNDER INCREASING PRESSURE TO IMPROVE AND INNOVATE IN THE FACE OF INCREASED COMPETITION. SEVERAL ORGANISATIONS HAVE IMPLEMENTED ONLINE CROWDSOURCING SYSTEMS THAT GATHER IDEAS OF NEW PRODUCTS OR SERVICES FROM THE GROUP OF PEOPLE.

Seltzer and Mahnoudi (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 BEEN 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. Atamura, Lepore, and Tee (2011) explain crowdsourcing as an open innovation mechanism which is best used when innovation are based on past advances.

SUPPLY CHAIN CROWDSOURCING COMPONENTS

MANUFACTURING:

The information gathered through crowdsourcing can be used to generate risk alerts during manufacturing or production in regards to quality of the product. By incorporating crowdsourcing in the manufacturing stage, participants can be involved in the pilot testing of the product and this information could be applied in improving the product design and development.

RETAILORS AND CUSTOMERS:

Johnson (2010) supports the idea of involving crowd since good ideas come not from “sitting around in isolation”, but from bringing more ideas into the mix through establishing networks. The information collected through crowdsourcing in the retailers and customers stage is analysed and findings could be shared across the members of the supply chain, in particular with the manufacturer and suppliers.

PROPOSED MODEL

The contribution of crowdsourcing in supply chain is still in infancy.

Crowdsourcing provides an opportunity for improved communication and also could facilitate trust building among participants. The model, puts establishing two crowdsourcing points in the supply chain to collect the information which could further be used to enhance the operations and supply chain.

In the proposed model, the effective participation of crowdsourcing depends upon the ability to gather and motivate the crowd, collect information and encourage the crowd for continued participation.

CONCLUSION

REFERENCES:


Role of operations strategy and big data: less than truck (LTL) load carrier

MAMOOD ALL, ARVIND UMADHYA*

COLLEGE OF BUSINESS ADMINISTRATION, UBT, UNIVERSITY OF BRIGHTON, UK

INTRODUCTION

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, idle capacity on the lots, and rising energy cost (Hernandez, et al., 2011).

OPERATION STRATEGY ISSUES IN LTL

STRATEGIC ISSUES: THE PROBLEM CONSISTS OF DETERMINING THE NUMBER OF CONSOLIDATION TERMINALS (HUBS), THEIR LOCATIONS AND THE ASSIGNMENT OF THE SPokes TO THE HUBS, AVOIDING TO MINIMIZE THE TOTAL COST, WHICH IS COMPOSED OF FIXED AND VARIABLE COST.

INTEGRATION: DUE TO THEIR NATURE OF OPERATION, LTL FACE SIGNIFICANT ISSUES IN INTEGRATION OPERATIONS WHILE DEALING WITH DIVERSE SHIPPERS.

PRACTICALITIES: THIS INCLUDES OPERATIONAL ISSUES.


table 1: Typical planning problems at different levels (Source: Bai, 2001).

<table>
<thead>
<tr>
<th>Planning level</th>
<th>Pick-up and Delivery</th>
<th>Terminal Activities</th>
<th>Long Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic</td>
<td>Out-ranging</td>
<td>Terminal location</td>
<td>Root mix</td>
</tr>
<tr>
<td></td>
<td>Plant selection</td>
<td>Terminal design</td>
<td>Out-ranging</td>
</tr>
<tr>
<td>Technical</td>
<td>RFID Zone design</td>
<td>Load Planning</td>
<td>Seasonal transportation plans</td>
</tr>
<tr>
<td></td>
<td>Dock assignment</td>
<td>Work scheduling</td>
<td>Vehicle routing</td>
</tr>
<tr>
<td>Operational</td>
<td>Delivery route</td>
<td>Daily adjustments</td>
<td>Work-end dispatch</td>
</tr>
<tr>
<td></td>
<td>Truck Loading</td>
<td>plan and schedule</td>
<td></td>
</tr>
<tr>
<td>Real-time</td>
<td>Pick-up assignment</td>
<td>Shipment adjustments</td>
<td>Real-time dispatch</td>
</tr>
</tbody>
</table>

LTL & BIG DATA

ACCORDING TO MCKINSEY, BIG DATA REFERS TO DATASET WHOSE SIZE ARE BEYOND THE ABILITY OF TYPICAL DATABASE SOFTWARE TO CAPTURE, STORE, MANAGE AND ANALYSE. ACCORDING TO IDC REPORT, THE DATA IS GROWING AT 50 PERCENT A YEAR, OR MORE THAN DOUBLING EVERY TWO YEARS.

USING THE DATA, LTL CAN IMPROVE DRIVER SAFETY, INCREASES ASSETS UTILIZATION AND LOWER COST OF OPERATIONS. ACCORDING TO SACHOWY (2014) ANALYSIS OF BIG DATA COULD SUGGEST SEVERAL STRATEGIES FOR EFFICIENT DRAYAGE OPERATION SINCE THIS COULD BE THE MOST VOLATILE IN THE SUPPLY CHAIN.

SOME OTHER BENEFITS WHICH COULD BE DERIVED FROM BIG DATA ANALYSIS INCLUDE:

DRIVER IDENTIFICATION: IDENTIFYING INDIVIDUAL DRIVER WHICH CAPTURING REAL SERVICE TIME AND GENERATE REPORTS FOR ACCURACY.

DRIVER SAFETY MONITORING: MONITORING DRIVING HABITS OF DRIVER WHICH ON THE ROAD AND ALSO IDENTIFYING UNSAFE DRIVING HABITS.

FUEL CONSUMPTION: MONITORING AND COLLECT THE FUEL USAGE DATA. THIS COULD BE USED TO IDENTIFY AND MINIMIZE INPRODUCTIVE OR DEE EL TIME.

DIAGNOSTICS: VEHICLE DIAGNOSTICS AND PERFORMANCE MONITORING.

ISSUES

ISSUE 1: THE LTL WHICH ARE NOT DATA DRIVEN AND MORE RELY ON SUBJECTIVE INTUITION MOST LIKELY WILL STAY AWAY FROM BIG DATA. THIS SPECIFIC MIND-SET COULD BECOME A BARRIER TO ENTER OR TO APPROPRIATE IMPLEMENTATION.

ISSUE 2: THE LTL’S LACK OF EXPERTISE WITH BIG DATA COLLECTION AND ANALYSIS COULD REQUIRE THEM TO EITHER HIRE SERVICES OF EXTERNAL CONSULTANTS OR ACQUIRE NEW IN-HOUSE EXPERTISE AND TRAINING.

ISSUE 3: BIG DATA RAISES THE CONCERNS ABOUT THE PRIVACY ISSUE SINCE THE INFORMATION COULD BE SHARED.

ISSUE 4: ANALYSING THE BIG DATA AND GENERATING CONCLUSION COULD BE COMPLICATED PROCESS.

ISSUE 5: TIME REQUIRED TO COLLECT AND ANALYSE DATA COULD BE A CHALLENGE.

ISSUE 6: DATA GROUPING COULD BE ANOTHER ISSUE IN THE LIGHT OF CURRENT TRENDS OF DATA AGGREGATION.

CONCLUSION

THERE ARE SEVERAL BENEFITS DUE TO AVAILABILITY OF BIG DATA, E.G. DRIVER IDENTIFICATION, DRIVER SAFETY MONITORING, MONITORING FUEL CONSUMPTION AND VEHICLE PERFORMANCE MONITORING. HOWEVER, ALL THE BENEFITS OF BIG DATA ARE POSSIBLE ONLY WHEN THE LTL INDUSTRY HAS PROPER BIG DATA DRIVEN MIND-SET AND ADEQUATE INFRASTRUCTURE. AS ANALYSING BIG DATA IS ALSO A CHALLENGING ISSUE FOR SMALL LTL CARRIERS HENCE THEY HAVE LIMITED BENEFITS FROM BIG DATA. IN FUTURE, BIG DATA IS GOING TO PLAY A VITAL ROLE IN LTL INDUSTRY DUE TO THE ADVANCEMENT IN TECHNOLOGY AND INFORMATION TECHNOLOGY (IT).

REFERENCES:


The study to investigate recycling behaviour characteristics of residents of Jeddah

Mahmood Ali, Lloyd Miller*
College of Business Administration, UBT, CAGE University, Turkey
Email: m.ali@ubt.edu.sa

INTRODUCTION

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.

THEORY OF PLANNED BEHAVIOUR

The theory of planned behaviour (TPB; Ajzen, 1991) provides a framework for systematically investigating the factors which influence human behavioural choices.

PROPOSED CONCEPTUAL FRAMEWORK

CONCLUSION

The ability of the TPB to understand human behaviour makes it useful to analyse, predict and changes to pro-environmental behaviour and to design programmes to promote pro-environmental activities. Applying TPB, this study aims to evaluate the state of recycling in Jeddah, which would enable to establish strategies to citizens awareness and increase their participation in the recycling programs.

REFERENCES:


The impact of accounting information reliability and compatibility on users decisions

MAJED AL SHARIF

ACCOUNTING DEPARTMENT/COLLEGE OF BUSINESS ADMINISTRATION, UNIVERSITY OF BUSINESS AND TECHNOLOGY/JEDDAH/SAUDI ARABIA

ABSTRACT

This study aims to identify accounting information reliability and compatibility and their effects in decision making in Jordanian construction companies. A questionnaire is designed and 49 surveys were distributed among the most related category, which consisted of accountants and executive managers working in 39 Shareholding construction companies in Jordan and only 45 questionnaires were returned, making up to 91% of the total of construction Shareholding companies in Jordan. 92 questionnaires were distributed among the most related category, which consisted of accountants and executive managers working in 39 Shareholding construction companies in Jordan and only 45 questionnaires were returned, making up to 91% of the total of construction Shareholding companies in Jordan. The SPSS Program is used through descriptive analysis statistics to analyze data and test the study’s hypotheses. The appropriate distributions and the individual opinion percentages were determined studying each sample separately. The response average was also identified depending on the 5-point Likert standard. The normative deviation was used to measure and identify the dispersion in the survey and comparing them with the study’s hypothesis. 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 processes.

Keywords: Reliability, Compatibility, Construction, Decision Making, Information System

THE METHODOLOGY OF THE STUDY

The researcher will use in this study a descriptive analytical method in analyzing the study data, which will be used descriptive in the aspect of the study and the use of the analytical method in covering the practical side of the study. We will rely on two types of sources to collect data that are secondary sources: books and studies concerned with the issue of accounting information systems and their effectiveness in construction companies in the decision-making process.

Primary sources: Information and data that is provided by the questionnaire designed to describe the effectiveness of using accounting information systems in construction companies in decision-making processes.

Population and Study Sample

The study population consisted of all public Shareholding construction companies in Jordan. Out of 49 companies, a random sample of 45 accountants and executive directors of construction companies in the public Shareholding companies in Jordan have been selected. The used statistical methods we will use the following statistical methods: using a descriptive and analytical statistics by using statistical analysis software (SPSS) to extract data redundancy, standard deviations and arithmetic mean and hypothesis curve analysis (1).

Determine the weighted average of weights that have been identified for the adoption of a five-point Likert scale, according to this scale, if the arithmetic mean value equals 3, it means that the factor is important, and if the 3< is less, it means that the factor is not important.

Construction and Real Estate in Jordan

Jordan has witnessed the last 5 years a large construction development that leads to increase in real estate (lands and houses) transactions and spending money on lands and houses. This unprecedented movement in real estate (lands and houses) transactions is more active among Jordanian economic sectors, which lead many Jordanian and Arab investors to invest in this sector and increase the interest in it.

Generally, Jordan specifically Amman has witnessed unprecedented growth in real estate transactions, where the amount of investment in real estate throughout the last 5 years was 10 billion Jordanian Dinars, which has a great impact to turn the properties of economic development and reinforce sustainable development in the kingdom. Real estate market distinguished by its direct impact on boosting and developing Jordanian economic sectors especially real estate sector that provides labor working opportunities and creates remarkable activity for all supporting services such as iron, cement, wood, glass, aluminum materials, sanitary ware and others, in addition to developing infrastructure sectors and different investment and housing projects.

Despite of this notable activity for real estate market in Jordan, but it faces many obstacles that hinder its development in the required manner such as:

- Increase in the prices of basic material of construction (iron, cement and labor wages) and others.
- Non-obtaining working licenses for foreign workers in construction sector, which lead in increase in labor wages.
- Jordanian labor disenchanted working in construction sector, especially general or technical work.

Statistical Analysis

In this part we will achieve the practical objective of the study, in order to know the effectiveness of using accounting information status for decision-making in real estates. Through distributing a questionnaire to accountants and executive managers working in construction companies in Jordan, where the number of these companies was 49, the questionnaires were distributed and 45 were received. In addition, 3 questionnaires were excluded because of not answering all questions, the number of questionnaires used in the analysis is 42 as a percentage of 85%.

Used statistical methods: Statistical analysis program (SPSS) was used in extracting data such as: repetition values, standard deviations, and arithmetic mean and hypothesis curve analysis (1).

Cronbach’s alpha test for credibility (reliability). Cronbach’s alpha test aims to achieve the internal consistency of the measuring tool as one of the indicators of its consistency, where the measure depends on the extent of internal consistency and the degree of reliability of the questions of the questionnaire. Table No. (1) shows Cronbach’s alpha test values and their significance.

Results

- The study has shown that there is a statistical relation between using accounting information system and decision making in construction companies.
- The study has shown the importance of using accounting information in construction companies.
- The study has shown the importance of the compatibility of accounting information in construction companies.

Recommendation

- It is necessary for the accountant to have an adequate practical and professional experience that guides him to perform an optimal evaluation for accounting information systems through a training process.
- It is necessary for the accountant to have a high compatibility and reliability because this affects the ability of the company in decision making.
- It is necessary for the accountant to have a high compatibility and reliability because this affects the ability of the company in decision making.
- It is necessary for the accountant to have a high compatibility and reliability because this affects the ability of the company in decision making.
- It is necessary for the accountant to prepare accounting information according to accounting criteria, rules, and basics.
A study of supply chain management practices of Toyota Motors

OR: MAEGOOD HUSSAIN, JUNAID.
DEPARTMENT OF BUSINESS ADMINISTRATION, KFUPM...
MAEGOOD@UBT.EDU.SA

INTRODUCTION

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 to 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.

LITERATURE REVIEW

Jawaid, M. H. (2017) conducted a study on Supply Chain Management Practices of Toyota Motors in Saudi Arabia and found that the customer having Toyota Motors are more satisfied supply chain management practices on the dimension of time taken for delivery, promised time delivery, accessories and spare parts, after-sales service, and grievances handling mechanism. He also found that young generations are more satisfied with Toyota motors. Jawaid suggested that the 5s management system of Toyota has to integrate dealers’ manufacturers, employees and customers to improve the performance of supply chain in reducing customer grievances/complaints on product performance, product quality, and after-sales service. The company was advised to standardize a complaint management system, which increase responsiveness of supply chain and also to provide direct product feedback that companies can use to improve their products and services.

Jaimanishkar (2015) found that in recent years, supply chain performance management has received much attention from researchers and practitioners. Effective supply chain performance through supply chain agreements such as business analytics has become a potentially valuable way of securing competitive advantage and improving supply chain performance.

Lee (2003) lists following components of Toyota Supplier Partnership: hierarchy, mutual understanding and trust, interlocking structures, control systems, compatible capabilities, information sharing, joint improvement activities, and evaluative learning. *JT System* - a system that organizes the resources, information flows and decision rules that enable a firm to realize the benefits of JT principles.

OBJECTIVE AND METHODOLOGY

Objective of the study

- To study the Supply Chain Management practices adopted by Toyota Motors.
- To study the role and importance of recent trends in automobile industry with special reference to Supply Chain Management practices, in an overall manner.

Methodology

The study was conducted using secondary data analysis and available researches in to the field.

CONCLUSION AND FUTURE PERSPECTIVES


REFERENCES
The influence of personal contact networks (PCNs) on marketing capabilities in small and medium enterprises (SMEs) in Saudi Arabia.

McMahan-Ali, H. & Al-Othman, H.

INTRODUCTION

Personal Contact Networks (PCNs) are internal and formal networks that small and medium enterprises (SMEs) use for business development, to conduct business activities and make decisions (Blevin, 1995). Much of the recent background literature on PCNs (McGrath & O'Toole, 2014; Kopytko, Howie & Meyers, 2006; Fischer & Piasecki, 2006; Fischer, 2004; Grangaard & O'Toole, 2014; Kopytko, Howie & Meyers, 2006; Fischer & Piasecki, 2006; McGrath & O'Toole, 2014; Lucillez, 2009; Piasecki, 2004; Quay and Tack, 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 theorists, Olsson (2008) observed how networking influence institutional boundaries that institutional theory deals with choices made in response to, or in compliance with, an organization's institutional environment (McGrath & O'Toole, 2014). This is relevant for international business interactions for its basis because of economic interests (Ghemawat, et al., 2007), but because of the way business relationships in the form of PCNs are established. This research is critical to fostering my country to attract foreign direct investment by providing a roadmap to design SME behaviour to external stakeholders.

LITERATURE REVIEW

Generally, a PCN is defined as an alliance between individuals across a range of formal and informal networks for a specific purpose (Hill and Scott, 2004). Two positions propose in the literature in relation to categorization and classification of PCNs, one focused on relational behavior and the other focused on Geho, Role, Size, Stability, and Diversity as the influential attributes (Tonge, 2010).

Culture can be defined as a system of values and norms shared by a group within a society, within a national environment. McGrath & O’Toole (2014) exploited exactly this issue recently, when they examined entrepreneurial firm network capability development across different cultures. The study concluded in the entrepreneurial context, the relationships in national culture and network capability development. The authors carried out in-depth interviews in the Belgian and Irish micro-entrepreneurial industries, and analyzed the findings related to network development in light of Froebel’s five cultural dimensions. According to the analysis, the impact of culture on entrepreneurial networking varies across the five dimensions. While Lucillez (2009) argues that an entrepreneur's cultural focus shapes his/her perspective on the market and influences the possible benefits of personal networking. Small to Medium Enterprises (SMEs) definitions vary from country to country and depend on diverging factors for the purpose of this paper. European definition is followed, which states that "the European definition of SMEs following the category of micro, small, and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and have an annual turnover not exceeding 50 million euro, and/or for an annual balance sheet total not exceeding 43 million euro. The former definition is close to the one of CEC; small and medium-sized enterprises (SMEs) are non-trade, independent firms which employ hybrids or a given number of employees. This number varies across countries. The most frequent upper limit designating an SME is 250 employees, as in the European Union, i.e., as in the European Union, i.e., as in the European Union, i.e., as in the European Union, as in the European Union, as in the European Union. The number of employees is not limited to 500 employees. In some countries, the number of employees is limited to 200 employees. The SMEs considered in this study have fewer than 500 employees. Small firms are generally those with fewer than 50 employees, while micro- enterprises have at most 10. In some cases, it is difficult, as such firms, number of employees are core factors for defining and statistical purposes.

CONCLUSION AND FUTURE PERSPECTIVES

CONCLUSION AND IMPORTANCE OF THE RESEARCH FINDINGS

The findings of this research reveal that, in the context of the small and medium enterprises (SMEs) in Saudi Arabia, the role of personal contact networks (PCNs) is crucial in influencing marketing capabilities. The study highlights the importance of understanding the role of PCNs in the marketing capabilities of SMEs, particularly in the context of Saudi Arabia. The findings suggest that PCNs provide a critical platform for SMEs to develop and maintain relationships with potential customers, suppliers, and other stakeholders, which in turn, can influence their marketing capabilities. The research also emphasizes the need for further studies to explore the impact of PCNs on marketing capabilities in other contexts and regions.

FUTURE RESEARCH DIRECTIONS

Several avenues for future research are suggested by the findings of this study. Firstly, the study could be extended to other regions and contexts to explore the generalizability of the findings. Secondly, additional factors that influence marketing capabilities could be examined in future studies. Additionally, the role of PCNs in other functional areas of SMEs could be explored, such as innovation, growth, and competitiveness. Such research could contribute to a deeper understanding of the role of PCNs in shaping the marketing capabilities of SMEs.

REFERENCES


To what extent do students view TV predominantly in English, the ones that are better in listening comprehension in class.

Mr. ARIF AHMED
DEPARTMENT OF GENERAL REQUIREMENTS, COLLEGE OF BUSINESS ADMINISTRATION, UBT
ARIF.RHUBED@UBT.EDU.KY

INTRODUCTION
LISTENING COMPREHENSION IS AN UNDENIABLE FACTOR IN THE ACQUISITION OF A SECOND LANGUAGE. AS NOVAK AND RUSKOFF REMINISCE, “STUDENTS SHOULD EMULATE THE RELATIONSHIP BETWEEN MUSIC AND INSTRUMENTS THROUGH TV’S COMBINATIONS OF PICTURES AND SOUNDS. TV’S UNDERSTANDABLE QUALITIES MAKE IT ENJOYABLE BROAD ACCESS TO TEXTS THAT IT ALSO ALLOWS THE BANK OF KNOWLEDGE TO BE ADOPTED THROUGHOUT THE LEARNING PROCESS. STUDENTS CAN ENGAGE IN UNDERSTANDING MECHANICAL PREDICTIONS OF NON-VOCABULARY AND CONTENT AS THEY WATCH TV FOR ENTERTAINMENT. THEREFORE, USING TV CAN BE A MENTALLY ACQUIRING EXPERIENCE, WHEN APPROPRIATELY CONTENT IS USED.”

OBJECTIVE AND METHODOLOGY
3.1: SUBJECTS
The subjects of this research were taken from two ESL institutions in Jeddah, K.S.A. The first was King Abdulaziz University, a General and Language Integrated Language (GLI) High School while the other was a Technical and Vocational College that would be regarded as a Teaching Center of English as a Second Language for Secondary Schools. It would also be classified as an institution of Higher Learning where potential undergraduates attend to develop their skills for vocational purposes. The college, The Institute of Vocate, is a One only educational one. The participants from the former, was selected from the 10th to 12th grade of the school where creates a balance in the gender population of the research. A total of 32 subjects took part in the quantitative section of the questionnaire. This consisted of 40% male students and 60% females who took part in the quantitative aspect of the questionnaire. The pool was also a proportionality of Saudi intermediate ESL students as the study was designed specifically to improve overall ESL learning in the Kingdom of Saudi Arabia. In terms of percentage, it was 96.97% of males and 2.03% of females or other nationalities. In addition, a mix of students, teachers, administrators, and educators numbering 13 answered the other section of the questionnaire, the qualitative aspect. Hence, the respondents were more diverse in nationalities with a strong bias on native speakers.

Conclusion and Future Perspectives
The conclusions the research study undertaken with the objective of investigating whether a TV can be used as an effective tool in enhancing listening comprehension by ESL learners in class. In previous studies conducted on the subject, it was not possible to control or focus on the TV. The TV would allow the students to be in control of their performance and increase their productivity in their respective domain. It could also be used to combine the use of the spectrum that enhances the idea that TV viewing would be a useful tool in ESL learning at schools. It allows for some variation on the usage of TV, however, this variation has to be balanced in terms of the value of the topic to the learners. Furthermore, I find that TV can offer a stimulus in terms of the visual or the auditory. However, they both serve as a starting point on which other choices could be developed. There will obviously be preferred to ESL only if they will have to be targeted to achieve those objectives. This is to advocate the teaching methodology that it is not a time wasting exercise and procure their usage in the educational arena of enhancing English learning.

REFERENCES

LITERATURE REVIEW
2.1: THE CRITICAL ROLE OF LISTENING COMPREHENSION IN SECOND LANGUAGE ACQUISITION
Hotels distribution: Makkah region

Mr. Ahmed Abdullah, Dr. Fawwaz Alhamad, Dr. Mohammed T. Fallaz, Mr. Rami Abiha, Mr. Mohammed Mahfuz

Faculty members: University of Business and Technology.

ABSTRACT

Hospitality sector has gained importance in GCC countries. Tourism and specifically religious tourism in Saudi Arabia is a primary driver for the hospitality sector. The Saudi hotel market has demonstrated continuous growth over the past years, due to the extensive request during the period of Umrah 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 recommendations and advice that contribute to the economic development of KSA (from different perspectives: distribution, number of rooms, ranking, branded residence, elasticity of price, ...)

MAIN GOALS

- Conduct an intensive literature review
- Collect and analyze data on hotels (geographical distribution, number of rooms, ranking, services, customer type, ...)
- Provide strategic recommendations for achieving VISION 2030 goals like: increasing hotels capacity to welcome more and more Umrah/Hajj visitors.
- How hotels can contribute to increase household spending on cultural and entertainment activities inside the Kingdom.
- To have three Saudi cities be recognized in the top-ranked 100 cities in the world.
- To move from our (KSA) current position as the 19th-largest economy in the world into the Top 15.

EXPECTED OUTPUTS

- Analyzed reports on the current status of hospitality market in Makkah region-KSA
- Proposed projects and recommendation in hotel industry, construction, tourism, services

ADDED VALUE OF THIS RESEARCH / BENEFITS

- This research will highlight the importance of hotels distribution in Makkah region of Saudi Arabia.
- It will contribute to the economic development of the Kingdom by proposing innovative solutions in construction, tourism, economics, etc.
E-learning utilization in a gender segregated university – a case study in Saudi Arabia

Halaah Nasserip
Paper Required for PhD at Lancaster University - Module 5
UBT-MIS Department
Halaah@ubt.edu

ABSTRACT

In Saudi Arabia’s higher education, opportunities of technology enhanced learning (TEL) are provided in a gender segregated educational system. Technology usage in gender segregated university campuses may involve discrimination or inequality issues related to gender such as support and training. This paper adopts a case study in a private university in Jeddah, Saudi Arabia. It examines Module utilization among the female and male campuses. It also examines the adoption of [new software] Pearson MyLab. Surveys were collected and [male and female] students were compared to determine the differences. The findings indicated major differences in the utilization of Moodle tools and resources, where the female campus has an 80% usage percentage of resources and tools compared to the male campus. Both campuses showed no significant differences in adding and using MyLab software. It may be a gender equity issue as gender is the main campus was given the opportunity for an earlier training and support for adopting the new software. Examining the differences between the male and female campuses in applying and utilizing technology can help to provide the guidelines for gender segregated campuses to overcome challenges that may arise and guarantee uniform application of technology at their campuses.

RESEARCH QUESTIONS

Objective of the Research
Learning and using technology in higher education help to support both male and female students. Enhancing learning technology will enhance academic and gender equity. This paper raises an important issue about gender and support for technology. The paper will examine MyLab and the widely adopted Pearson MyLab in UBT. The paper will examine both the cases and the facilities. The study suggests that gender differences should be addressed to overcome challenges that may arise in implementing technology in a gender segregated environment.

RESEARCH QUESTIONS
RQ1: What are the differences in MyLab usage patterns between male and female campuses at UBT?
RQ2: What are the differences in adopting new technology between male and female campuses at UBT?

METHODOLOGY

The quantitative data
Report 1: Module statistics
This report examines the total number of activities of all users (faculties and students) in the period of (Sept-Nov) 2016. The Module Administrator statistics report tool was used. The data collected were the total number of activities (login, posts, and views) in each course. The total and view activities were conducted using a login, setup, assignment, download assignments, and a new resource, create gender and other, downloading a resource, submit assignments, or add a discussion forum and more.
Report 2: Module course overview
This report includes the top 20 active courses (enrolled) from each campus. The Module Administrator course overview report is used. The results are exported into Excel Excel.
Report 3: MyLab Statistics report
An Excel file records the number of enrolled students in each of the assigned 3 courses using MyLab from each campus. The file also records the number of students using assignments, tests and quizzes.
Report 4: Survey lecture scale questions
Questions of usage of each Moodle tool were asked. The Excel file is sent by the survey to an Excel file to summarize the final results. For example, one question examined the percentage of MyLab usage on the Module message tool. Check Figure 10 and Figure 11 in appendix.

The qualitative data
Survey using Google Forms were sent through emails to the participants’ faculty (30 males, 17 females). Factories sent the survey to their own students in their enrolled courses. The qualitative data are collected from the answers of the open-ended questions distributed through surveys aimed for faculties and students from both campuses. After the survey was closed, the participants’ data was examined and screened manually for common keywords in each answered.

DISCUSSION & FINDINGS

MOODLE UTILIZATION
The female students had a 79.9% higher number of activities than the male students. Their lower usage is contributed to fewer teaching encouragement and fewer time to get course materials and updates. Despite the large male campus with a total of 137 instructors and 772 students, Survey’s feedback indicates that the female faculties encourage students to use Moodle more by utilizing the communication tools and uploading continuously resources for learning. And also demand the submission of assignments through the Moodle platform. No small dimensions are accepted. Facilitators in both campuses share similarities in the most used Moodle tools; uploading files and setting up assignments. The other tools are not used as much. Both male and female faculties do not make use of Moodle messages. This is due to the use of external emails, SMS, and WhatsApp application. A key difference is that 4.6% of male faculties vs 1.7% female compared to 2.7% of female faculties. Also, the communication with the students is used more in the female campus as 50.6% of female faculties used Moodle announcements compared to 39.9% male faculties. Also, 93.1% of male students log in Moodle more frequently than the 66.2% of male students. 80.6% of female students log in Moodle course materials compared to the 62.0% male students.

ADOPTING & ACCEPENDING NEW TECHNOLOGY
Both campuses applied MyLab in the same 5 courses. No all students bought the access code and enrolled in MyLab. Once enrolled, usage of MyLab differs among the students. Both campuses made use of the Assignments’ activities. The level of usage is lower, but female campuses earned 18/0% active participants and male campuses earned 86.2% active participants. This may contribute to the instructor’s role in encouraging all students to do the assignments. There is a difference though in the use of the other MyLab activities as quizzes and tests. The female campus did not make use of quizzes whereas the male campus made use of them. 24% of female faculties did not use quizzes. 19% of male faculties used tests. The non-knowledge of this data in the female campus also is due to the delay in training and unavailability of the tool in campus.

CONCLUSION

The application of TEL in the UBT case is not affected by the segregation. There are no significant differences among the two gender campuses in adopting new technology. Moreover, no significant differences that showed up in Module utilization is not considered to show inequality. Equal opportunity is given to both male and female campuses. Each campus has a dedicated Moodle server. The female campus has 5 courses in MyLab, which is 5 courses out of 6 available courses. The male campus is assigned 5 courses and is not applied. Both campuses are working on the same courses and the facilities. The students share the same condition of needing better communication, and more support. Facilitators share the same concern of needing more training and support for using and new technology platforms. There was a slight gender segregation issue. At time of the study, the author is working on the new platform, the male campus has given the priority of an early training and support. The success of TEL in Saudi higher education system, proper planning and equal attention must be given to each campus involved with differentiation among male and female students and faculties.
The role of whatsapp in promoting cop in saudi arabian universities: A literature review

HALA NASSEIF
PAPER REQUIRED FOR PHD AT LANCASHIRE UNIVERSITY – MODULUS 2
UBU-MIS DEPARTMENT
HALA.NASSEIF@UBU.COM

Abstract

Community practices (CoP) supports learning trends that highly promotes collaboration and student engagement. With the emergence of new technologies and new social applications, the learning environment inside the classroom is also evolving. The research focuses on understanding 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 a positive impact on students’ learning and satisfaction as well as for teachers and administrations. Finally, the analysis provides recommendations and guidelines on how WhatsApp can promote CoP. This research also suggests more research on course designed, teams forming and creating and encouraging students’ motivation. The research analysis also explores innovations found in the studies as Saudi education accessibility to internet and personal phones, cultural acceptance beliefs and lack of engagements in WhatsApp pose. Future studies can focus on examining these limitations.

Research context

A growing number of people and organizations are increasingly focusing on communities of practice as a key to improve performance (Winholt, 2016). It makes use of collaborative learning that can be applied in university education. Many Saudi universities turn to enhance traditional learning by incorporating collaborative tools where students not only know the information, but also the learning process itself, and need to learn from and learn with learning (Al-Deghaili, et al., 2011). This is done through adopting different collaborative learning tools such as discussion forums, wikis, and blogs. However, these tools are not fully utilized in the Saudi classroom and this leads to a lack of adequate attention to this level of social media as WhatsApp is one of the most widely used communication tools among the Saudi Arabian students (Al-Deghaili, et al., 2011). As a lecturer based in a local university in Jeddah, Saudi Arabia, I noticed the need for collaboration tools that can be used by student, learning and motivational. Therefore, mobile social applications, such as WhatsApp and CoP in Saudi higher education may help to enhance the education experience for the students and remotely for the lecturer. Facilitating a learning community in Saudi campuses is the objective of this research study.

Research questions

Q1: How do social applications impact learning in Saudi Universities?
Q2: How could WhatsApp potentially promote CoP in a Saudi University?

WhatsApp potential benefits

There were several studies examining WhatsApp’s potential benefits on learning. Two of these studies found, on considering experimental and controlled groups. Both studies were conducted in Taib University in Al-Ma`ana, Saudi Arabia. The study of Al-Away (2014) and Al-Banawi (2015) both assessed the impact of WhatsApp mobile learning activities on the achievements and attitudes of online students using mobile device. In both studies, the experimental group used WhatsApp achieved higher exam averages than the controlled group, and no WhatsApp (Al-Away, 2014). The studies emphasized the importance of WhatsApp instead in learning: being more personal and becoming increasingly based on social interaction and collaboration. The attitude of students in the experimental group towards WhatsApp showed a positive experience to the learning process and being able to solve their doubts, consult and share knowledge; and support research in both studies of Al-Away and Al-Banawi, proved to be beneficial and had positive impact on learning. A third study that also examined WhatsApp was presented in the 2015 ISB International Conference on E-learning. Al-Deghaili et al. (2015) presented the impact of social networks in higher education in Jeddah. The study indicated that they concluded a positive attitude towards the use of WhatsApp in education, but the users monitored and facilitated by the instructor of the class to receive the experience of the students and other individuals. The study of Al-Deghaili et al. (2015) indicated that students used WhatsApp and practiced the English language efficiently through the use of informal learning through WhatsApp. The majority of the participants had a positive attitude towards learning and were able to use this tool to learn from and learn with others. Many students found that they had improved in their vocabulary, grammar, comprehension, pronunciation and spelling. Students did not only consider the informal learning through chatting, learning, and sharing ideas as a very effective learning tool. The study of Al-Deghaili et al. (2015) indicated that students used WhatsApp and practiced the English language efficiently through the use of informal learning through WhatsApp. The majority of the participants had a positive attitude towards learning and were able to use this tool to learn from and learn with others. Many students found that they had improved in their vocabulary, grammar, comprehension, pronunciation and spelling. Students did not only consider the informal learning through chatting, learning, and sharing ideas as a very effective learning tool.

WhatsApp promoting Communities of Practice

In the study of Al-Away (2012), the author explored the classroom as a CoP and examined how classroom activities might require collaborative learning. There were 2 surveys conducted in a class of 29 students in the university of central Florida. The main survey aimed to capture the structure of a friendship network within the classroom conducted twice in the term. The second survey conducted once at the end of term, it asked to test the perceived effectiveness of learning, tools, and activities in the learning environment (Kardash, 2012). The study highlighted the need for guidance to promote CoP. It indicated that class environments should be designed in a way that promotes learning through social interaction. WhatsApp can enhance the social interaction. Course design should reflect both theoretical and practical aspects of the course taught. WhatsApp in Saudi universities can aid CoP upon the restrictions of the practical, world, interaction with real-world practicalities and their effects, promote interests and provides sources of knowledge and information (Kardash, 2012). Similarly, Falldini & Feart (2007) also suggested guidelines for students to promote collaborative learning. The guidelines included downloading a shared PC for learning, networking guidelines, formal teams and forming guidelines for their performances (Falldini & Feart, 2007). Saudi faculty members can start to apply the guidelines in WhatsApp communication to promote CoP in their campuses.

Conclusion

Communities of Practice can have an important role in promoting learning among Saudi Arabian students. WhatsApp is as a teachers’ social tool can be used as a tool to enhance CoP. CoP allows students and teachers in Saudi universities to develop awareness and share knowledge among a group of teachers. The objective of the research was to analyze different literature studies concerning WhatsApp’s impact and benefits and its role in promoting CoP for Saudi universities. All reviewed studies in this research indicated positive responses from educators, students and social media participation. The use of WhatsApp is widely used in Saudi campuses. Moreover, future researchers should investigate the limitations discussed in the research. For example, Saudi researchers can examine factors about student accessibility to the internet, accessibility to personal phones. The studies can compare female and male students and investigates further the cultural acceptance of mobile learning in Saudi campuses. Students’ privacy can be examined in future studies. Benefits can be recommended to overcome these limitations. Strategies can also include improving universities’ policies and conducting CoP awareness plan for both the faculty members and students.
ABSTRACT

The purpose of this study is to explore the extent to which universities invest in developing women leadership skills. It also seeks to identify the main challenges facing women in 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 consisting of 3 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 specialties, and most of them are holding a Master degree and have experiences of less than 5 years and holding the current leadership position for 4 to 8 years. In conclusion, the study asserts that women agree that universities contribute to the development of their leadership skills but did not provide with formal professional certification or courses in leadership 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 level of review calls. 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 continuous improvement are the most required competencies to be developed in women to enable them to take a lead and contribute to 2050 vision.

KEYWORDS: Women, development, leadership, leaders competencies

RESEARCH OBJECTIVES

- Provide an understanding of university’s role and investment in developing women leadership skills.
- Explore how women leaders develop these leadership skills.
- Identify the challenges facing women in developing their leadership skills and how they acquire them.
- Identify the required competencies for women in leadership posts.
- Provide recommendations for Women Leadership development at university setting.

RESEARCH QUESTIONS

- What is the demographic profile of women leaders at universities?
- To what extent does the university prepare and develop women for leadership posts?
- What challenges do women face in developing their leadership skills?
- What competencies required for a woman to be a leader in University setting?

METHODOLOGY

Findings from the literature review which represent the qualitative methods and collecting data using the survey which represent the quantitative method in this study. The design of the sample was probabilistic (judgmental) with data being collected from 53 female leadership in three different Private universities.

Data analysis:
Part #1: This part of the study was taken by a size of 15 to study the validity and reliability of the survey and the results illustrated both.
Part #2: Descriptive statistics, were calculated (frequency, percentage, mean and standard deviation) for each question and the graphs of each question were.
Part #3: The simple T-test was used to determine if the mean of participants’ responses are greater than 0 (the middle of the scale from strongly disagree to strongly agree) at level of significant 0.05.

DATA ANALYSIS

INTRODUCTION

The number of women graduating from universities and entering the labor market has increased which simultaneously enhances the chances for women development in their career and hence great possibilities to assume management and leadership positions. Kari (2004) indicated that “As women increasingly gain the necessary qualifications and career experiences we will see more women in leadership roles as. Since most of the universities are focusing on providing general subjects and those areas of specialization, very limited attention is given to equip women with leadership competencies that are needed when assume leadership positions. UNESCO (2022) cited in Wallace and Macintosh (2008) stated that HIV for women university managers is important for increasing skills and competence.

This research will examine the role of universities in developing women leadership positions. It will explore the extent to which universities are investing in bringing about the required competencies to gradually and effectively lead.

FINDINGS

Women Profile:
- The age of the majority of women in leadership position lies in two intervals from 35-38 and 44-46.
- Most women hold Head of academic department positions.
- The greatest number of women are holding master degree.
- Women specialization were vary to a large extent.
- The highest number of years of teaching experience was less than 5 years.
- The majority of women were holding current leadership position from 4-6 years.
- The majority of women previous management leadership experience was less than 1 year.

University Contribution to the Development of Women Leadership Skills:
- The study results indicate that the university has developed their leadership skills to a large extent except for providing professional certification in leadership, leadership courses and attended conferences.

Individual Contribution to the Development of Leadership Skills:
- The results illustrate that women agree on their contributions to the development of their leadership skills except participating in the university book review clubs.

Challenges of Leadership Development:
- Women say that the challenges of leadership development are lack of time, high workload, lack of preparatory programs and training opportunities that assuming leadership roles and the development of leadership skills.
Some models of the muhimmadiyah education ways

DR. ILHAM ABDELWHAB MAGHRABY
PHD IN ISLAMIC EDUCATION- UNIVERSITY OF BUSINESS AND TECHNOLOGY - GEDDAH

Abstract

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

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

to this religion's behavior, it behooves us to learn about some of the educational process Muhimmadiyah 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, who fitted 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.

The principle which was followed by the Messenger of Allah, peace be upon him in the educational process fourteen centuries ago is what is going on today and education specialists scientists in teaching methods under the name of multiple terms such as: the plain and then start hard in the educational curriculum. The transition from the simple to the complex. Logical progression of the part to the whole. Taking into account individual differences among learners.

Research methodology

Been using the historical approach for tracking Muhimmadiyah methods (peace be upon him) in the education process to his followers during their educational period.

Historical approach: it is what can answer questions about the past by major scientific researcher represented his effort in his attempt to infer the relationship between events, and link them, so based on scientific evidence.

Research Questions

It is worth mentioning that any successful educational process depends on three main aspects: The book, the teacher and the method. How has the educational process at the time of the Messenger of Allah (peace be upon him) and brought about this change, which stunned minds? So it is necessary to answer the following sub-questions:

- What are Muhimmadiyah educational process properties?
- What is Muhimmadiyah educational method?
- What are steps Muhimmadi scientific thinking?
- Are Muslims applied Muhimmadiyah educational methods?

References

1. Mohammed Khair Arkosa and Others: Learning psychologically and educationally.
3. Abdul Rahman Ades: Educational Psychology look contemporary.
5. Abdul Hamid al-Zunaty: the foundations of Islamic education in the Sunnah, Dar Al Arabia, Libya, Tunisia.
7. Rahman Nhalawi, the assets of Islamic education and methods.
8. Abed Rabbo al-Qurashi, scientific thinking of the mind of the primary stage and its applications in the light of education, the development of methods of Mecca, Um Al Qura University, Master Thesis unpublished.
**Using projects education strategy in teaching Islamic culture course,**

**Job ethics chapter case:**

**University of Business & Technology**

**Dr. Samira A. Shata**

S.shata@ubt.edu.sx

---

**Introduction**

Recent studies find 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 help 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.

---

**Importance**

The previous studies found that using education strategies help to:

- Improve problem solving skills.
- Improve academic performance and organizing skills.
- Improve the level of thinking.
- Increase student's self-confidence and team working skills.
- Increase the motivation and independency.

---

**Methodology**

The study use the instructor evaluation for the projects, and the students evaluation form to the course by the end of the semester.

**Limitation of the study:**

Only students taking Islamic Culture course (301), (Job Ethics) at University of Business & Technology (UBT), Spring semester 2016, Section (3), includes (35) students.

The students divided to groups, each group did the projects through choosing one ethic and introduce it in a project.

Choose the appropriate method to present the project.

Work as a team and assign specific tasks to each group member.

Apply the ethic to their majors (Finance, Account, HR, Marketing).

---

**Results**

Most of the groups improve their team work skills and were collaborating together.

The presentations according to the students' majors were very good and linked the education with life.

They discussed recent problems and news in the society with documents and suggest solutions and was better than classroom lectures.

The learning environment was full of energy and activities, meetings and discussions between group members and with instructors when needed.

Increased the active learning, students were busy working on their projects and presentations.
The relationship between elasticity of money and prices in countries with the largest money stock: an econometric review

FARAH DURANI
FACULTY OF FINANCE, CBA, UBT
F.DURANI@UBT.EDU.SA

ABSTRACT

The main purpose of this paper is to examine the relationship between money expansion and inflation rates and asset price fluctuations across countries charged with highest money creation. The U.S.A, India, China and Japan reported with highest money stock in the world are studied for about 55 years. This research considers the monetary data of M0, the CPI, Stock Index Values and Real Estate values in the stated countries. Johansen’s co-integration tests 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 correlated with the asset prices. Granger causality test results over no definite inference, in China and Japan causality is mostly not established between the variables, however in the U.S.A and Indian significant causal relationship is seen.

Key Words: Causality, Co-integration, Money Supply, Inflation, Asset Prices, Stock Indices, Real Estate Indices, Japan, India, China, U.S.

INTRODUCTION

This paper is an attempt to validate quantitatively the theory of instability of elastic money. A stance that elastic nature of fiat money is mainly responsible for inflation and asset price fluctuations is maintained and tested via Granger causality tests and Johansen’s co-integration tests. Four countries namely Japan, the U.S.A, India and China, due to their leading money supply figures, have been selected to carry out this analysis. The study period is almost 55 years for all the countries except China. Since we chose the fact that inflation which is said to eat up the value of fiat money, is only and only caused by the increased supply of it. Secondly, the monetary impulses in the form of loose money supply put pressures on asset prices like stock and real estate prices which do not reflect the investor preferences but the easy money that has found its way into such markets. Therefore, the empirical testing section of this research would test the causality between money supply growth and inflation and asset prices, i.e. stock index values & real estate prices. This empirical study will embrace the approach of validating the ill effects of fiat money systems in terms of deterioration of people’s purchasing power and the creation of asset price bubbles.

DATA AND SAMPLE COUNTRIES:

The causality and long term relationship in terms of co-integration between money supply and general prices, money supply and asset prices are investigated in the countries charged with highest money stock in the world (i.e. the United States of America, Japan, China, and India).

RESULTS & ANALYSIS

This multi-country analysis of the influence of elastic Money Supply on CPI and Asset Prices yields varied interesting results. The Johansen’s Cointegration test results in Japan show that there is significant long-run relationship between Money Supply - CPI and Money Supply - Property Prices Indices. However, on Granger Causality tests, it is very low happening between these variables. Interestingly Money Supply and Nikkei 225 Index are not correlated significantly, yet show significant correlation between Granger Causality. In the U.S.A Money Supply is strongly correlated with CPI, Real Estate Indexes and Property Prices Indices, showing a strong long term association between these variables. Money Supply in the U.S.A seems to be influencing both the inflation rates and Asset Prices. The Granger causality results also validate a causality running from Money Supply to CPI and to Dow Jones Industrial Indexes well. In contrast, Money Supply to the U.S.A is not Granger Causive for the Nikkei 225 Index and Total Price Indexes; however, the reverse causality is significantly established. The empirical analysis of India shows strong correlation between Money Supply and CPI, but it does not validate the same between Money Supply and Sensex and Money Supply and Property Prices. The Money Supply in India is Granger Causive the CPI with the feedback. No causality is seen between Money Supply and Sensex. Further significant causality is observed from Money Supply to Property Prices without the feedback. Money Supply in India seems to be significantly causing the inflation rates and Property markets, but not the Stock Indices. For China co-integration tests show that Money Supply is strongly correlated with all the three variables. Therefore long term strong relationship can be assumed between Money Supply and CPI and Money Supply and Asset Prices in China. The Granger causality results of China show no causality whatsoever running from Money Supply to CPI and Asset Prices.

Conclusion: The empirical results though varied, validate the theory of instability of fiat money. Money supply and CPI and Money Supply and Asset Prices are seen to have long term equilibrium relationship in all the four countries i.e. Japan, U.S.A, India and China. The short term causality and the direction of causality varies though across the countries.

REFERENCES


MONTHLY DATA OF BROAD MONEY INDICATOR M0 IS COLLECTED FOR THE UNITED STATES OF AMERICA, JAPAN, CHINA AND INDIA. THE PRICE IS TAKEN AS MONTHLY CPI (CONSUMER PRICE INDEX) FOR THESE COUNTRIES. TO TEST THE CAUSALITY AND CORRELATION BETWEEN MONEY SUPPLY AND ASSET PRICES I.E. PROPERTY PRICE INDEXES AND STOCK INDEXES THE STOCK INDICES AND REAL ESTATE INDICES ARE TAKEN AS PROXIES FOR STOCK PRICES AND PROPERTY PRICES RESPECTIVELY.

PA15
An empirical comparison in Saudi Arabia: understanding the persistence of stock performance CAPM; Fama-French three factor model v/s four factor model

Huda Atassi

University of Business and Technology

KEYWORDS: CAPM, asset pricing, expected rate of return, stock valuation, three factor model, four factor model, risk premium, regression analysis, momentum

ABSTRACT

The performance of stock prices depends on multi-variate factors which are explored with the help of CAPM and Fama-French three factor models. Understanding and explaining the relationship between risk and return was the initial step. These methods are capital asset model (CAPM), Fama-French three factor model and four factor pricing model. In CAPM model, we only use a single variable to explain the risk return. In Fama-French, it requires more than one additive 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.

INTRODUCTION

The valuation of stock prices is one of the core complex exercises. Its accuracy determines the quality and effectiveness of any finance related decision. The risk and return relationship of stocks are studied in order to understand the returns' prospects with respect to dividends' stability, portfolio management and capital budgeting. Stock valuation can be carried out using a number of models namely, CAPM, Fama-French three factor model and four factor model. The CAPM includes only market risk rate premium as a risk factor while Fama-French three factor model adds size premium and book-to-market premium to value stock prices. The four factor model improves the valuation with the employment of momentum. This research aims to apply these three models in order to evaluate the stock prices of the Saudi stock market (Tadawul) and understand the propensity of each of the four factors with respect to the Saudi stock market.

This research seeks to establish a more reliable model and method to calculate the market risk premium in Saudi stock market. This undertaking entails a thorough literature review which leads to a methodology of comparison of the models which then allows for an intelligent discussion over the effectiveness and provides a conclusive recommendation over the stock valuation model within the Saudi specific market.

THE ASSET PRICING EQUATIONS

\[ R_t = R_f + B_1 (R_m - R_f) + A \]

THE FAMA- FRENCH THREE FACTOR EQUATION:

\[ R_t = R_f + B_1 (R_m - R_f) + B_2 (SMB) + B_3 (HML) + A \]

THE FOUR-FACTOR PRICING MODEL EQUATION:

\[ R_t = R_f + B_1 (R_m - R_f) + B_2 (SMB) + B_3 (HML) + B_4 (UMD) + A \]

LITERATURE REVIEW

CAPM was developed by the first economist Jack Treynor (1961) without fully testing the theory due to the lack of samples and adequate quality, the testing part took place in (1970).

Rosenberg, Reid and Lutenstein have created another problem against the CAPM (1985), mentioning that stocks with high ratios of book-to-market equity have higher returns than stocks with low book-to-market equity ratios.

Blundell (1986) showed another evidence against the CAPM by finding out that firms with high leverage offer higher returns than firms with low leverage even though firms with high debts must have high beta, he proved that firms can still offer high returns even after adjusting the beta.

Fama and French combined all researches conducted in the last 30 years and came up with one formula called Fama-French three factor model (1992).

Carrith extended the Fama-French by adding a fourth factor (1997) which is the UMD factor (up minus down) or WML (winners minus losers). This factor is calculated by finding the spread between returns on one year winners and one year losers (difference between stocks with highest returns and stocks with lowest returns for the previous 12-months).

METHODOLOGY AND DATA ANALYSIS

The literature review is developed further with the empirical research conducted with a sample of 20 companies from 8 different sectors of Saudi Arabia. Tadawul was used as the only stock exchange representation in the research which attempts to provide analysis for 8 hypotheses. The monthly data for 2015 and 2016 is used to compute the market return, SMB, book-to-market ratio, HML and UMD analysis. This data then stems out to perform regression analysis to understand the relationship between the variables.

Data analysis

Part 1: the calculations of all the variables of the models are explained with the actual stock prices i.e. Market return, SMB, book-to-market ratio, HML and UMD.

Part 2: all these calculations are then used to conduct a regression analysis for the three models.

Part 3: the hypothesis for CAPM is rejected and only the relationship between the variable HML and UMD with expected rate of return has been established.

CONCLUSION

CAPM has one variable, Fama-French has two more factors size and value premiums, whereas four-factor model has an additional factor than the Fama-French the momentum factor.

From the obtained results, we can tell that in terms of the significance F, Fama-French model will make a better choice since it has the lowest significance F: 0.00470/184 which is also less than 0.05. On the other hand, four-factor model is more reliable since it takes into consideration the highest number of independent factors. Adding the momentum effect makes it stronger. While the CAPM has only one factor to determine its level of performance, it has its own simple significance.

To conclude this, I will say that the four-factor model will be the most reliable and consistent theory to follow.

RECOMMENDATION

Based on the research applied, it’s recommended to apply the theories on a wider range of companies to cover a bigger portion of the market. For instance, adding 80 companies or more to make the testing process more trustworthy. Also, extend the time range from three to five years to make the observation more credible and to check what and how would be the effect on a longer-term return. Adding more independent variables would also make a better understanding and explanation that will surely assist our evaluation and testing of future assets.
Learning from failure that will lead to future success
Lunan S. Salim

ABSTRACT

BUSINESS FAILURE of NEW STARTUP SMALL AND MEDIUM BUSINESS ENTERPRISES (SMEs) HAS BEEN SHOWN AS AN IMPORTANT MOTIVE OF FUTURE BUSINESS SUCCESS AND GROWTH. THIS HAS BEEN PROVEN IN MODERN BUSINESS LEARNING THEORIES. REASONS OF BUSINESS FAILURE MIGHT VARY FROM DEVELOPED TO DEVELOPING COUNTRIES AND BY THAT BUSINESS ATTITUDE TOWARDS FUTURE SUCCESS. THIS RESEARCH APPROACHES THE PROBLEM IN A DIFFERENT WAY. THE CURRENT RESEARCH AIMS TO IDENTIFY THE 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 HAS BEEN USED TO IDENTIFY THE IMPACT OF DIFFERENT BUSINESS FAILURE REASONS ON FUTURE BUSINESS SUCCESS. THE RESEARCH HYPOTHESES ARE STATED AS FOLLOWING:

H1: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.
H2: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.
H3: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.

METHODOLOGY

A QUESTIONNAIRE SURVEY WAS CONDUCTED IN SAUDI ARABIA AND SWEDEN IN 2009 TO IDENTIFY THE REASONS OF BUSINESS FAILURE. DIFFERENT QUANTITATIVE RESEARCH METHODS WERE USED TO ANALYZE THE DATA. THE RESEARCH HYPOTHESES ARE STATED AS FOLLOWING:

H1: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.
H2: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.
H3: THERE IS A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS.

SUCCESS OF SMEs HAS BEEN SHOWN IMPORTANT FOR COUNTRY GROWTH. THE MAIN OBJECTIVE OF THIS RESEARCH IS TO IDENTIFY THE IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS. MULTIPLE REGRESSION ANALYSIS HAS BEEN USED TO IDENTIFY THE IMPACT OF DIFFERENT BUSINESS FAILURE REASONS ON FUTURE BUSINESS SUCCESS.

INTRODUCTION

SUCCESS OF SMEs has been shown important for country growth. The main objective of this research is to identify the impact of learning through failure on future business success. This research aimed to identify the 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 has been used to identify the impact of different business failure reasons on future business success. The research hypotheses are stated as follows:

H1: There is a significant impact of learning through failure on future business success.
H2: There is a significant impact of learning through failure on future business success.
H3: There is a significant impact of learning through failure on future business success.

CONCLUSION & REFERENCES

RESULTS SHOWED A SIGNIFICANT IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS. COMPARING THE PERCENTAGE OF EXPLAINED VARIATION, IT WAS FOUND THAT THE FIRST MODEL IS STILL ABLE TO EXPLAIN THE HIGH LEVEL OF VARIATION IN THE DATA. MULTIPLE REGRESSION MODEL WASFITTED TO THE DATA TO IDENTIFY THE IMPACT OF LEARNING THROUGH FAILURE ON FUTURE BUSINESS SUCCESS. THE HYPOTHESES WERE TESTED USING THE MULTIPLE REGRESSION ANALYSIS. THE RESULTS SHOWED THAT LEARNING THROUGH FAILURE HAD A SIGNIFICANT IMPACT ON FUTURE BUSINESS SUCCESS.

REFERENCES:


Graders’ employability: the case of the college of business administration

Yousuf Jaideem

COLLEGE OF BUSINESS ADMINISTRATION/UNIVERSITY OF BUSINESS AND TECHNOLOGY

ABSTRACT

QUALIFIED AND SKILLED EMPLOYEES ARE CRUCIAL IN TODAY’S DYNAMIC BUSINESS ENVIRONMENT AND COMPETITIVE ECONOMY. THE SAUDI GOVERNMENT HAS PUT SIGNIFICANT RESPONSIBILITY ON HIGHER EDUCATION INSTITUTIONS TO PRODUCE SKILLED Graders who CAN LEAD THE ADVANCEMENT OF THE KINGDOM’S ECONOMY.

Since its inception, as a small institute, the University of Business and Technology has prioritized the employment of its Graders, as reflected in its slogan, “Education for Job Opportunities.” That said, it is essential to assess the extent to which its Graders have been workplace-ready. This study employs a qualitative research methodology in which employers, Graders, and faculty members will be surveyed to identify key skills deemed to be important in the workplace and to investigate the extent to which Graders 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 Graders.

LITERATURE REVIEW

In this study, Graders’ employability focuses on their “work-readiness” (Macln et al., 2000). The most common definition of Graders’ employability is that of Yorke (2006): A set of achievements, skills, knowledge, and personal attributes that make the individual more likely to secure and be successful in their chosen occupation(s), and for the benefits of themselves, the workforce, the community, and the economy. (p. 6)

Yorke (2006) emphasizes that employers seek candidates who possess high employability, as the result is about obtaining a job. A number of authors such as Najeeb and Pollard (1998) and Najeeb and Yorke (2002) agree that graduates’ employability is based on multiple factors. Pollard and Najeeb have suggested that graduates’ employability depend on three factors: (1) assets, which encompass the individual’s skills, knowledge, and attitudes; (2) the organization, and (3) the interaction of these assets. Najeeb and Yorke agree to some extent with Najeeb and Pollard, meaning that employability is defined as an “interconnected combination of personal, generic, and subject-specific knowledge and skills.”

Scholars such as Yorke and Knight (2002) have discussed models for higher education institutions that enhance graduates’ employability. The model of Breen (1996) for example, includes five elements: (1) disciplinary content knowledge, (2) subject specific skills, (3) industry awareness, (4) work experience, and (5) generic skills. Disciplinary content knowledge is gained through courses provided within an institution’s curriculum. Some studies have explored the importance of feedback to graduates’ workplace employment (Gutierrez, 2000). Academic knowledge and discipline-specific skills are, however, not sufficient for Graders’ employability. Najeeb (2007) and Knight (2002) have agreed that graduates’ employability depends on the quality of training that is provided. Employability for graduates’ as defined by Najeeb and Yorke (2002) is the cultural knowledge and skills that make the individual more likely to secure and be successful in their chosen occupation(s) and for the benefits of themselves, the workforce, the community, and the economy.

According to a study conducted by Najeeb and Knight (2002), private higher education institutions in Saudi Arabia are putting forth efforts to enhance their relationship with the labour market. The study showed that the private sector of higher education is in a better position than the public sector in regards to preparing Graders for the job market. Through offering market-oriented programs in English, field work experience, and career services. However, the present study focuses on identifying the employability skills other than discipline knowledge that are essential to the workplace in Saudi Arabia and the extent to which CBA Graders possess those skills.

RESEARCH QUESTIONS AND METHODOLOGY

The aim of the study is to explore the employability skills employers, graduates, and faculty members deem to be important in the workplace. The study will also investigate whether there is a skills gap in the graduates of the College of Business Administration (CBA) as well as the efforts CBA faculty members are making to impart those skills to the Graders.

The study will employ a quantitative research approach. Three representative samples will be selected for the study, one for each group (Employer, Faculty Members, and Graders). In CBA campuses, a self-administered survey will be designed for the Graders. Data from surveys will be gathered and analyzed using SPSS.

The questionnaire will be designed to address the following research questions:

- What skills are important in the workplace?
- To what extent do CBA Graders possess those skills?
- To what extent do the CBA curriculum contribute to the development of employability skills in its Graders?

CONCLUSION AND FUTURE PERSPECTIVE

Graders’ employability is a concern of the CBA. The proposed study will be directed to identify employability skills deemed important in the workplace. The skills gap in CBA Graders, if any, will be ascertained, and recommendations will be posed to CBA management to enhance Graders’ employability and to ensure that the CBA addresses any skill gaps through its curriculum.

REFERENCES


The impact of internship on youth employment: case university of business and technology, saudi arabia

Farraksh Abdul, Syeda Sahuera

Abstract

This paper studies the effect of internship programs on female youth employment by analyzing the employers' evaluation forms. For undergraduate students from the University of Business and Technology in Saudi Arabia, Jeddah. While most previous studies examined the relationship between internships and college performance and the impact of internships from students' perspectives 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 investigates the impact of internship on intern's employment by finding the most important non-academic skills from employer's perspective.

Methodology

The subject in this study consisted of 120 evaluation forms for female students from The University of Business and Technology in Saudi Arabia. The evaluation contains assessment concentrated on the knowledge, performance and professional skills, communication, ethical responsibility, problem-solving, creativity, English language, and a question to employers: Do they think the UBT students (interns) are ready to work in different area related to their major?

Analyzing the evaluation, the answer to this question used as a measure to indicate the employers' satisfaction which may lead to a first job opportunity. T-Test applied using SPSS statistic data program. This result compared with previous studies which considered the communication skill and problem-solving among the most important non-academic skills required in the job market.

Conclusion


References


The impact of job performance enablers on job performance capability: an empirical study on Saudi universities

Mislida Morsh

Department of Management, Business School - Manchester Metropolitan University, All Saints Campus, Oxford Road, Manchester MS6 5BH - Telephone: 0161 247 3102.
University of Essex at Dubai - Business School - Electronic Resource
Dubai: pk4523@gmail.com

The purpose of this research is 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; Jamarudin, 2009; Aydin, et al., 2011; Bo, 2013; Cherabin, et al., 2013; Erdem and Ugur, 2013; Fu, 2013; Mosadeghrad and Ferdosi, 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.

Purpose

The purpose of this research is 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; Jamarudin, 2009; Aydin, et al., 2011; Bo, 2013; Cherabin, et al., 2013; Erdem and Ugur, 2013; Fu, 2013; Mosadeghrad and Ferdosi, 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.

Discussion

Discussion

First of all, this study contributes to the literature by filling the gap that exists in the literature where there is a lack of studies investigating the impact of job performance enablers on job performance capability in the KSA. The quantitative analysis performed in this study has led to some important findings. The forecast proposed indicates that talent management and job satisfaction are not significant issues in achieving high job performance among lecturers at universities in Saudi Arabia located in Jeddah. However, it is found that maintaining organisational commitment among lecturers is important factor that influences job performance. In addition, the current study found that no significant difference in the impact of job performance enablers on job performance due to gender, age, and academic ranking whereas a significant difference in the impact of job performance enablers on job performance in related to experience occurred.

It has been found in previous studies that organisational commitment impacted job performance (e.g., Collings and Mullan, 2009; Collings et al. 2011; Zainuddin and Sani, 2011; Thomas et al. 2013). This is because what has been found in the current study is consistent with the literature. In other words, organisational commitment significantly impacted job performance. Thus, practitioners and decision-makers need to recognize the mechanisms in which they may well attain organisational commitment.

However, an interesting finding in this research was that talent management and job satisfaction did not have statistically significant impacts on job performance. These lack of evidence for the relationship between talent management and job satisfaction on the dependent variable of job performance were unexpected, as the findings of previous studies provided support for such associations. For instance, Crossman and Basset (2003), Collings and Mullan (2009), Collings et al. (2011), and Mosadeghrad and Ferdosi (2013) confirmed that there was a significant positive relationship between talent management and job performance in the same manner and between job satisfaction and job performance on the other hand. Nevertheless, the lack of the significant relations could be due to the lecturers' response who did not believe in these associations. Consequently, further researchers are needed to clarify and explain the lack of support for these relationships, bearing in mind that the research field is based on the country of KSA, and thus a cultural context could be occurring. Further, as shown in Table (3), the value of R2 was 23.1%. Thus, further research is needed to test the applicability and impact of job performance enablers used in this study on another industry to assess and improve the generalizability of the findings. In other words, future studies might add other enablers and test their effect over job performance. Also, increasing the representativeness and the size of the sample may lead to a better understanding of the research findings further.

References

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. Nassar
Industrial Engineering Department, University of Business and Technology, Jordan, KSA
A NhậnAH@UBT.edu.jo

Abstract

In abrasive water jet (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.

Results


Experimental Work

Conclusions

1. The most important parameter in affecting the vertical cutting force is waterjet pressure. As waterjet pressure increases, the vertical cutting force sharply increases. This trend is the same for traverse rate, from 20 mm/min to 300 mm/min and for abrasive flow rate from 3.1 G/s to 8.7 G/s. It was found out that the traverse rate and abrasive flow rate have a slight effect on the vertical cutting force.

2. The vertical force is predicted to a reasonable degree of accuracy at low abrasive flow rate and to a higher degree of accuracy at high abrasive flow rate.

3. The vertical cutting force is slightly higher in the case of pure water jet compared with abrasive water jet.
DESIGN OF WIRELESS digital STETHOSCOPE for heart rate monitoring UTILIZING GSM TECHNIQUE

**Abstract**

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

**Introduction**

In clinical application, stethoscope is very effective device to monitor heart and respiratory sounds. Physicians have been used stethoscope nearly two centuries for listening patient’s internal organs. Since the cardiovascular diagnostic rapidly increased year by year, consequently, development of wireless technology based on heart beat sound detection and classification becomes one new approach to diagnose cardiovascular diseases.

**Methodology**

**Block Diagram of the Developed Technique**

1. Heart beat Detection Circuit based Piezoelectric Sensor
3. Analog to Digital Conversion (ADC)
4. Intelligent Algorithm of Heartbeats Classification
5. Data Recording and Transmission
6. GSM Data Modulating & Transmission
7. Data Display

**Conclusion**

Demonstrated goals and objectives of this project have been achieved and result has been verified. However, the designed digital stethoscope based piezoelectronics sensor were able to detect heart sound with high precession, the analogy signal of the heart sound interfaced with microcontroller and with help of developed algorithm. The heart beat abnormalities have been calculated and the results send via wireless network to physician to be displayed on smart phone.
A Comprehensive Study on PV/BG/UG Hybrid Energy System: “Case study on Saudi Arabia”

Abstract

In this paper, we introduce a fully automated power management control system for hybrid PV/BG/UG utility grid (PV/BG/U) system. Different test angles have been tested to specify the best test 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 techniques are designed in different operating modes and controlled using a programmed Arduino controller. A full algorithm as well as complete programs 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 designed for a real light load of a university of technology and located in 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 angles of PV systems. 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.

Introduction

Saudi Arabia considered as a huge future source of clean and green energy because of its huge land, arid environment, and minimalized burden of fossil fuels. Therefore, an important potential option [1]. Saudi Arabia has considered as one of the world’s major energy producers due to its total energy production of 125 million barrels per day (MBD). It’s also the world’s largest oil producer and exporter [2].

PV systems have been gaining more interest due to their high efficiency in converting solar energy into electricity. They are considered as an alternative energy source for the electricity grid and for remote areas that are not covered by the electrical grid [3]. PV systems are less maintenance cost, high efficiency, minimal environmental impact, and a long life cycle. The annual growth of the PV industry is expected to continue, with a significant increase in the future [4].

PV energy systems have more advantages than other renewable energy systems, such as wind, hydro, and geothermal. The main advantages of PV systems are their high efficiency, low operation and maintenance costs, and minimal environmental impact [5].

Results and Discussion

In this paper, we designed and installed a hybrid PV and battery storage system connected to the utility grid to feed a 3 kW load in Jeddah, U.A.E. The complete system uses an Arduino Nano R3 controller, the power management system, a switching system, to switch between the PV, the battery, and the load. The load of 3 kW is distributed between two loads, 2 kW load, and the load demand is illustrated in Figure 6. As load power starts from 9:00 AM to 7:00 PM (working hours of the load), and remain as 300 W from 7:00 PM to 9:00 AM (during working hours).

Figure 6: Load power, generated power from PV, storage battery, and power, and required power during the day.

As shown in Figure 6, during the night, 7:00 PM to 9:00 AM, the load is 300 W which is reduced from the load and the battery. PV panels has not generated the load. Arduino Nano controller with the help of the Arduino software, the load has been supplied from the battery, and the load demand is illustrated in Figure 6. As load power starts from 9:00 AM to 7:00 PM (working hours of the load) and remains at 300 W from 7:00 PM to 9:00 AM (during working hours).

In Figure 7, the change in status of each power source is shown. About 90% of the demand power is provided from PV solar panels, 12% of the necessary power is from the battery power supply, and the battery can store by 6% of the demand power. As shown from the figure, the practical sharing power is very close to what is obtained from the theoretical study as presented in Figure 4.

Conclusion

A hybrid PV/BG/UG system design and implementation have been introduced. The power of the system is divided into a load of 3 kW, in Jeddah, KSA. The implemented system is a fully automated system in which the power is supplied according to the PV generation and the load demand. The power management technique is controlled using a programmed Arduino Nano controller. The switching system on the load of the UG grid. The implemented system is designed to feed a 3 kW load in Jeddah, KSA. The maximum solar energy potential is 3103.5 W, and the maximum generated power is 3103.5 W and at 12:00 PM. The maximum solar energy potential is 3103.5 W, and the maximum generated power is 3103.5 W and at 12:00 PM.

Acknowledgment

This work was funded by the Research and Consultation Center (RCC), University of Business and Technology (UBT), Jeddah, KSA, under grant no. (101/2020/4).

Therefore, the authors acknowledge the College of Engineering Research Center and College of Engineering for the financial support to carry out the research work reported in this paper. Also, the authors would like to thank the management of Research and Consultation Center (RCC) for their support during preparing this paper.
**ABSTRACT**

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

**INTRODUCTION AND DESIGN**

Due to continuous increase in energy cost and negative environmental impact of fossil fuel, it is necessary to use the renewable energy sources including wind energy.

The utilization of wind energy for domestic hot water and industrial liquid heating should be accomplished according to criteria that guarantee a low cost of heating unit, ease of installation, control and maintenance. It should be reliable, durable with high performance and effectiveness.

It is proposed to design and construct a pilot unit for liquid heating utilizing wind energy. A schematic diagram of this arrangement is shown in the Fig. 1.

**Theory**

The power in the wind is given by the rate of change of energy:

\[ W_n = \frac{\Delta T}{\Delta t} \]

The power converted from the wind into rotational energy in the turbine using equation 1:

\[ W_m = \frac{1}{2} \rho A V^3 C_p \]

The theoretical maximum power efficiency of wind turbine is 0.59, this is called the power coefficient and is defined as:

\[ C_p = \frac{W_m}{W_n} \]

Part of generated heat increases the temperature of the hydraulic liquid and the system according to the following relation:

\[ Q = \dot{W}_h (T - T_0) \]

Where:

\[ I = R + V + C_h \]

The remaining part of generated heat is transferred to the surrounding according to the following expression:

\[ \dot{W}_n = \dot{Q} / (T - T_0) \]

Applying the conservation of energy principal:

\[ \dot{W}_h = \dot{Q} + \dot{W}_n \]

Considering:

\[ \dot{W}_h\Delta T = (\dot{W}_h / \dot{Q}) (T - T_0) \]

The final temperature liquid liquid for steady state can be found when \( \dot{W}_h = 0 \)

\[ T = T_0 + \dot{W}_h / \dot{Q} \]

**Conclusion**

In this project, the liquid temperature has been raised by valving and circulation system powered by wind energy, and a pilot unit was constructed for testing and evaluating the processing unit parameters. The temperature of liquid was studied depending on wind speed as a source of natural energy to rotate windmill fan of the pilot unit.

**References**

-Samidun M. Abdullan, D.J. Lubeck, Increase of working liquid temperature in hydraulic systems and consideration of heat transfer with environment, Proceedings of Mechanics, USSR Journal, Nos. 5-6, pp. 15-65, 1990, index 754012, Tarnow, LUBELSKIM.


Using simulation approach to validate the economic impact of utilizing the integrated quality software development model

Mohammad Kanan, Tahs Assaf

UNIVERSITY OF BUSINESS AND TECHNOLOGY, COLLEGE OF ENGINEERING, INDUSTRIAL ENGINEERING DEPARTMENT

RCC
Research & Consultation Center

ABSTRACT

Software development cost is a crucial issue in software industry in the presence of rapid 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.

INTRODUCTION

Software development industry have been very competitive. Which necessitates to emphasis on the most important factors oriented by software industry. These factors are cost and reducing the risk of not meeting customer satisfaction (Kanan, 2014). In addition cost of large and complex software project has a lack of accuracy (Caroly, 2007). In 1989, Ferens and Christensen stated that the cost estimation models accuracy lies between 25% to 50%.

This research present a simulation model validate the cost estimation function of utilizing the Integrated Quality Software Development Model (IQSD).

THE COST ESTIMATION MODEL

This mathematical model is combined of two terms, the first term accounts for the level of $Y_1$ which concerns of the iterative development of the selected proportion of the application (Prototyping Model), whereas the second term $Y_2$ accounts for the linear development of the rest of the application (Waterfall Model) as expressed as: $PM = Y_1 + Y_2$ Where $Y_1 = P - Y_1 X_{-1}^{m-1}$. Where, $Y_1$ accounts for needed efforts for the iterative development of the selected proportion $P$ of the software application. This proportion represents the sample of the application under development. The ratio of this proportion can be determined based on the ratio of estimated total number of object points of the application. In addition, the learning exponent $x$ is considered to present the gained customer’s feedback during the iterations and the developer’s accumulative lesson learned.

The number of iterations $X$ can be determined based on the realization factor $g$, this factor is within $[0,1]$ interval. And $X$ can be approximated by a geometric random variable with an expected value $1/g$. (Gamal, 2004).

The cost of linear development $Y_2$ can be estimated by the following equation: $PM = (1 - P) . Y_1$

The total cost function in person-month of utilizing the IQSD can be estimated as: $PM = Y_1 [1 + P (X_{-1}^{m-1})]$

SIMULATION MODEL AS A TOOL

Simulation is used to quantitatively assess performance of a comparative software development models (Raffo, 1996), furthermore, simulation is used to analyze in process or completed projects. (Caroly, 2007)

In this work the open simulation environment Java Modeling Tools JMT developed by (Bertolli et al 2009) that can be found at http://jmt.sourceforge.net/ was used to the evaluation of the presented model by Kanan et al 2014.

RESULTS AND CONCLUSION

Results show the IQSD model outperforms both Waterfall and Prototype models when the project’s risk is high or very high. However when the project has very low or low risk, the IQSD model give similar results to the two traditional methods. For future works, this research recommends focusing more on a new technique for improving the realization factor $x$ which leads to decrease the number of iterations of development process.

REFERENCES


Advanced intrusion detection system for wireless mobile ad hoc networks (a-ids-wman)

SYED MUQTAR AHMED & DR. SAYED A. EL FAR
DEPARTMENT OF INFORMATION TECHNOLOGY, COLLEGE OF ENGINEERING & INFORMATION TECHNOLOGY,
UNIVERSITY OF BUSINESS & TECHNOLOGY, JEDDAH, SAUDI ARABIA

SYEDAHMED@UBT.JEDO.US, ELFARSD@UBT.JEDO.US

ABSTRACT

Presenting cutting edge research, a mobile ad hoc network (MANET) is a collection of wireless mobile agents in which nodes communicate each other without using any topology or infrastructure. Almost all networks are protected by using multilayer firewalls and encryption methods, but many of them are not efficient. Intrusion Detection System (IDS) must be supplemented by other security and protection mechanisms. Therefore, we propose an Advanced Intrusion Detection System architecture and mechanism for Wireless Mobile Ad hoc Network (A-IDS-WMAN) that monitors the wireless network to detect 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 works 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.

INTRODUCTION

An intrusion may be defined as any action that attempts to compromise the integrity, confidentiality, or availability of a resource [1]. Each node is selfish and independent to make decisions in Mobile Ad hoc Network (MANET). Nodes can be added to network or deleted from it at any time. The traditional way of securing network with firewalls and encryption methods may not be sufficient. We need to develop new architecture and mechanisms to protect the wire-less networks and mobile computing applications. Intrusion Detection Systems are broadly classified into two techniques: Signature based IDS & Anomaly based IDS. Signature based IDS uses signatures of attacks to detect the intrusion [3], whereas Anomaly based IDS techniques are a valuable tool to detect target systems and networks against malicious activities. Therefore, in this paper, we discuss how to identify the intrusion after an anomaly is reported.

THE PROPOSED ARCHITECTURE

FUNCTIONS OF A-IDS-WMAN:

1. EVENTS: Monitor some events and maintain the history of data related to that event.
2. ANALYSIS ENGINE: Carry out processes on the collected data to detect malicious signs based on simple rules of Algorithm.
3. ALERTS: One of the specific node would be selected as the Monitoring node that generates response in the form of Alert messages to the administrator.

CONCLUSION & FUTURE WORK

Our advanced intrusion detection system monitors and detects anomalies for multi-hop ad-hoc wireless networks and depends upon forwarding packets to neighboring nodes. It works on simple rules & Algorithm that have been designed to identify the misbehaving nodes. We conclude our paper to enhance the features on IDS with better security.

REFERENCES:


Enhanced night navigation using a public imagery database

RIM NAGS
Electrical Engineering, University of Science and Technology, Jeddah, Saudi Arabia

INTRODUCTION

We introduce a new approach for enhancing night vision. Our method differs from other methods in the same domain in that we use two different data sources. One data source is an infrared camera, and the other is retrieved from a public database stored in a cloud that are fused together, creating a dataset. 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 cloud, so a vehicle operator can drive at night; however, areas of the scene will appear as if it is daytime. In this work, we developed a new method for processing our approach and compared the results with other approaches for image fusion and developed a method to fuse images. Our results showed that driving at daytime can be significantly improved by using this approach and can improve safety for night navigation for automobile and other applications.

PROCESS

The process of enhancing the image consists of six stages which are:

1. Image fusion
2. Colorization of the fused image
3. Segmentation of the fused image to three clusters
4. Image fusion between the restored image and the database image (final image)

RESULTS

Process

Simple algorithm

SIDWT

Image fusion

Colorization of the fused image

Segmentation of the fused image to three clusters

Colorization of the most important cluster

Restoration from clusters

Image fusion between the restored image and the database image (final image)

CONCLUSION

We developed an image fusion system that can lead to improved safety for nighttime vehicle operation. The use of a public database gives results not possible with other approaches. We introduced a new metric to prioritize images that is better suited to our approach than traditional metrics. We found that using the maximum of the sum of |M| values while maintaining a constant ratio allowed us to compare fusion algorithms. We found that by using the database image property over the thermal image, the fused image appeared the most daytime-like and easily showed a predawn. As the property of the thermal image increased, the background of the image was formed by both thermal and database images. A simple background replacement algorithm gave the best results suggesting that one or the other image dominated a particular region. We obtained improved results by coloring the fused image. The process consists of six stages which are:

1. Image fusion
2. Colorization
3. Segmentation
4. Colorization of the most important cluster
5. Restoration from clusters
6. Image fusion

After adding this improved process, we were able to better visualize the images. They become more realistic because some vegetation was introduced. This was supported by an increase in the value of the mutual information after adding the process.

In the end, we can say that we were able to make driving at night comparable to driving during the day.

REFERENCES


**ABSTRACT**

**Problem:** The need of immediate out-doors Internet access for emergency uses, while the 4G is not available for any reason.

**Solution:** Client-Server app where the server creates Framework to configure router in order to provide Internet access.

**RESULTS**

Application can be used to control Internet access for users, (Systematically and securely)

User can find outdoors internet access (High speed, Unlimited access and Low-cost)

**REFERENCES**

NetMiko: [https://pypi.python.org/pypi/netmiko/](https://pypi.python.org/pypi/netmiko/)


**SYSTEM DESIGN**

User:- Mobile app (Client) connects to the router via Server app.

IISP:- Provide Internet access based on the user's credit.

Main DB:- Handling and managing Internet access validation for users.

Router app:- Administered by IISP and managed Internet access for users. Netmiko, a Python API library is used to dominate the router (usage, cost, security).

**CONCLUSION**

After applying the system on many adjacent IISP’s, an infrastructure will be implemented to apply Smart City. Open Source Framework can be shared for developers to create any Smart City projects.
Improvement of vapor chamber performance using nanofluids

Andria Aji Wulan1, Dr. Basma El Zein, and Peir\ Dr. Srour Harmand2

1. College of Engineering, University of Business & Technology, Jeddah, Saudi Arabia
2. Mechanical Engineering Department, Université de Valenciennes, France

Andria@UBA.sa: Le14bas6@uva.unicampus.fr

I. INTRODUCTION

Rapid advances in nanotechnology have led to the emergence of a new generation of coolants called "nanofluids". Nanofluids are dispersed as suspension of nanoparticles in a base fluid. Increasing heat fluxes and power loads require efficient and reliable heat dissipation.

OBJECTIVES OF THE RESEARCH:
1. Improve efficiency and reliability of heat transfer devices
2. Increase the lifetime of electronic components
3. Reduction in size and weight of electronic devices

RESEARCH CHALLENGES
- Enhance thermal performance
- Low pumping power
- Long-term stability
- Non-toxic and environmentally friendly
- Cool effective

3. RESEARCH APPROACH

THEROPHYSICAL CHARACTERIZATION OF NANOFLOUIDS
- Thermal conductivity
- Viscosity
- Stability
- Critical heat flux

LAB-SCALE TEST FOR VALIDATION

NANOFLOUIDS PREPARATION

One-step method
- Nanofluids Preparation
- Enhanced thermal performance
- Low pumping power
- Long-term stability
- Non-toxic and environmentally friendly
- Cool effective

2. VAPOR CHAMBER USING NANOFLOUIDS

What is Vapour Chamber?
It is a passive heat transfer device that is used to dissipate heat away from a heat source. It works by latent heat of evaporation of working fluid.

How it Works?
An external heat source is applied to the evaporator section to vaporize the working fluid. The vapor then condenses into liquid by releasing heat to the sink. The wick structure transports the condensed liquid back to the evaporator.

ADVANTAGES OF VAPOR CHAMBER:
- Isothermal operation (doesn't require large temperature gradient to transfer heat)
- No external power required
- Free vibration therefore quiet operation (not noisy)

NANOFLOUIDS CHARACTERIZATION

- Heat Transfer Performance
- Density
- Thermal Conductivity
- viscosity
- Non-toxic and environmentally friendly

REFERENCES

Abstract

Nanomaterials play a very important role as building blocks for many optoelectronic devices. They differ from bulk counterparts 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 the SOLAR energy harvesting, conversion and storage, owing to their unique physical, and chemical properties.

Nanomaterials offer many advantages in energy conversion specifically in solar cells. These solar cells depend on the physical interaction between nanomaterials or chemical reactions at the surface or interface of the nanomaterials. In this presentation, we will discuss the zero- and one-dimension 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.

Graphene as Electrodes

ITO and FTO have been widely used as window electrodes in solar cell devices. However, they have many drawbacks such as limited availability of indium on earth, instability in the presence of acid or base, limited transparency in the near-infrared region, current outflow caused by FTO structure defects. Due to its properties such as transparent, cheap, sustainable, electrically conductivity that qualify graphene to be used in solar cell as its electrodes. Graphene sheets enhance the efficiency of the cells by improving electron diffusion length in the photoanode structure. As a general conclusion, our results show that in spite of theoretical prediction of considerable electron transfer rate of graphene sheets, this property is not noticeable in DSSC's.

Active Layer

SnO2-based nanomaterials have become a promising alternative photoanode candidate for TiO2 in DSSC due to higher electron mobility (100–200 cm² V⁻¹ s⁻¹), which is 100 times higher than that of TiO2 and larger band gap (3.6 eV) [2]

CIS and CZTS is regarded as a promising photovoltaic absorber candidate due to earth-abundance, non-toxicity, and high absorption coefficient. However, it is still a great challenge to synthesize ZnSnN2 films with a low electron.

Future Work

- Sensitized thin characterization different types of absorbers in the active layer
- Different design and approach for more efficient active layer

References

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 RESEARCH INVOLVED CONTENT ANALYSIS OF A SAMPLE OF LETTERS FROM PRESIDENTS OF TOP RANKED UNIVERSITIES IN THE U.S. THE COMPUTER AIDED TEXT ANALYSIS REFER TO THE USE OF COMPUTER APPLICATIONS TO ANALYZE WORDING USED IN PASSAGES AND SURVEYS. THEN INITIAL THIRTEEN DIMENSIONS (CONSTRUCTS) AND CREATE CODING SCHEME FOR EACH DIMENSIONS. A SPECIAL SURVEY WAS DESIGNED AND USED TO VALIDATE THESE CODES. THE SURVEY WAS COMPLETED BY FIVE MEMBERS OF THE FACULTY AS CONTENT EXPERTS. BASED ON THE RESPONSES OBTAINED, A CONTENT VALIDITY RATIO (CVR) WAS CALCULATED AS PER Lawshe (1975). CODES WITH CVR BELOW 0.99 WERE EXCLUDED FROM THE LIST. ALL CONSTRUCTS ARE EQUALLY LIKELY TO BE USED AND THAT A MARGIN OF ERROR OF 5% IS ACCEPTABLE WITH A 95% CONFIDENCE LEVEL. PRESIDENTS' LETTERS WERE DOWNLOADED FROM EACH UNIVERSITY'S WEBSITE. THE FULL TEXT OF THESE LETTERS WERE ANALYZED, USING THE NVivo SOFTWARE TO DETERMINE THE FREQUENCY OF OCCURRENCE OF EACH CONSTRUCT AND ITS CODES. THE RESULTS WERE USED TO CONSTRUCT A 100 X 13 CONTINGENCY TABLE. ROWS REPRESENTED UNIVERSITIES AND COLUMNS REPRESENTED THE CONSTRUCTS. A CHI- SQUARE TEST WAS APPLIED TO TEST FOR INDEPENDENCE. THE TEST SUPPORTED THE ASSUMPTION OF INDEPENDENCE WITH A P-VALUE < 0.0001. AS SUCH, PRINCIPAL COMPONENTS ANALYSIS WAS APPLIED USING THE STATGRAPHICS SOFTWARE.

Garvin (1984) developed eight dimensions which can be used to evaluate quality: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Parasuraman et al. (1985) have provided a list of ten dimensions to be considered in service quality: tangibles, reliability, responsiveness, communication, credibility, assurance, competence, courtesy, understanding/knowing the customer, and access. Parasuraman et al. (1986) reduced the proposed dimensions into five: reliability, responsiveness, tangibles, assurance, and empathy.

THE RESULT SUGGESTS SOME META DIMENSIONS OF QUALITY IN HIGHER EDUCATION INCLUDING: EMPATHY, ATTITUDE, SAFETY, AND REPUTATION. THESE RESULTS INDICATED THAT PERCEPTIONS OF TOP ADMINISTRATORS APPEAR TO BE DOMINATED BY EXPERIENCE ASPECTS.
Jeddah College of Advertising

Book of POSTER
# Table of Content

<table>
<thead>
<tr>
<th>PC-1</th>
<th>“Views Of Apology In Linguistics: Examples Of Arabic Culture”</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC-2</td>
<td>Arabic Linguistics And Sibawaihi</td>
</tr>
<tr>
<td>PC-3</td>
<td>Leadership Online-Identity On Twitter: The Case Of Saudi Arabia And The USA</td>
</tr>
</tbody>
</table>
“Views of apology in linguistics: Examples of Arabic culture”

Abdullah T. Samarah
Jordan College of Applied/UAE University of Business and Technology
asamarah@ju.edu.jo

INTRODUCTION

INTRODUCTION AND PURPOSE

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 ingratitude.

For this reason it is important to emphasise 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.

In the present paper I would like to discuss the apology expressions in Arabic. In addition, the following questions might be discussed as well:

- How is the apology expression composed in the Arabic language?
- What is the successful and unsuccessful apology?
- How do we define the phenomenon of apology according to several writers?

In my point of view, the role of apology is important to describe for many reasons:

i) Trying to remove cultural misunderstanding and misinterpretations, etc. which may occur in cultural interaction.

ii) To explain, discuss, and analyse this linguistic phenomenon in Arabic, and

iii) To add a new information in linguistic field, and especially which deals with “pragmatics” and speech act area.

CONCLUSION AND FUTURE PERSPECTIVES

We do not claim that, through the present study, we have covered every idea that deserves to be discussed regarding the linguistic phenomenon in Arabic. However, we have tried to fill in a gap to discuss the phenomenon of apology in “spoken Arabic”. Moreover, for further investigation in the future, we would suggest that a social, psychological, or cross-cultural comparison of situations of apology in different social or cultural settings is needed. This study defines the ambiguity between the speaker who states an apology and those who do not understand it. In this way, we try to add a social, communicative aspect to the study of apology, and to fill in a gap in the area of apology.

REFERENCES

Introduction

- Purpose

Purpose of the Study

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 studying by the following: Ikonnen (1991), Savignac, Horfield (1935: 270), and Grime (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 if necessary and useful to give additional information (turning my previous studies of Sibawaihi's own work) in order to make the picture more complete in the area of historical studies.

- Introduction

The only existing remnants from the most ancient texts in Arabic writing are three graffiti on the wall of the temple of Raam in the Sinai and which have been dated to about 300 AD.

However, I would like to start by giving a short background of the history of the Arabic language. First: Arabic is a Semitic language, and therefore one should begin by placing it in the context of other Semitic languages. Semitic is divided into two large branches:

a) Eastern Semitic, language of ancient Assyria, and Babylonia and written in cuneiform characters.

b) Western Semitic. After a period in which there were only dialects viz. Ugaritic, Amorite, and Eblian. This branch was divided into two groups:

1. Northwest i.e. Canaanite, 2. Southwest i.e. North Arabic (the language that we deal with here) and South Arabic i.e. Ancient Ethiopian. (Greek), Hebrew and Phoenician also belong to the same family.

Conclusion and Future Perspectives

- References

Leadership online-identity on twitter: the case of saudi arabia and the USA

UNIVERSITY OF BUSINESS AND TECHNOLOGY
DR. HANEEN MOHAMMAD SHOAIB
HANEEN@UBT.EDU.SA

Keywords

Virtual space, Social media, Twitter, Dramaturgy, Saudi Arabia, USA, online-identity, Backstage, Scripts, Religion, Culture, Power.

Introduction

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.

Theoretical Grounding

Social media plays a significant role in shaping and influencing identities in relation to the amount and depth of self-disclosure. By employing a dramaturgical lens various constituents of leadership identity in relation to the backstage scripts of virtual space interactions are exposed. The research will focus on a qualitative content analysis of the timeline of the official Twitter account of both King Salman and President Trump and how social media affected the construction of their online identity through their first week of assuming power. The importance of the study lays on the call for research on understanding leaders’ online communication (Aharony, 2012).

Significance

Twitter started in 2006

In 2016 Users increased to 335 Millions Monthly.
ISA: 11 Million - USA: 67 Million
(Statista, 2016)

Twitter is still in its infancy in the political arena
(Aharony, 2012, p.88)

President Trumps election symbolizes the start of “the Age of Twitter”
(OM, 2017, 1:66)

Conclusion

The use of Twitter by leaders has created a backstage of interactions in which messages are not censored or filtered as in traditional media. Previous research points that leaders use twitter for expanding outreach and transparency (Aharony, 2012). This paper adds a third element to leadership online-identity on Twitter to include Social Bonding to ensure an impactful relation with the national and international public. Surprisingly the analytical categories of the data were very similar including, nation people, country, work, religion, with an addition of family by President Trump. Relating back to an important aspect, going back to basics.

References:


