



RCC
Research & Consultation Center
مركز الأبحاث والاستشارات

RESEARCH E-NEWSLETTER

VOLUME 1, ISSUE 3

DEC / 2016

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DATES TO REMEMBER

◆ DEADLINE FOR SUBMISSION

- ◆ RESEARCH PROPOSAL ON 15TH OF JANUARY
- ◆ 2ND RESEARCH SYMPOSIUM ON 30TH OF JANUARY.

◆ EVENTS:

- ◆ TECHNOLOGY TRANSFER & ENTREPRENEURSHIP WEEK FROM 18TH TO 20TH OF DECEMBER

Welcome to UBT Research e-Newsletter

Research & Consultation Center (RCC) is delighted to present the Third issue of UBT Research e-Newsletter, which is an electronic Newsletter, issued by RCC to represent all research activities at UBT, highlighting the research work of UBT faculty members, their publications, their inventions, and their awards. Researcher of the month, seminars, workshops, visits, announcements for coming events will be also accessible in the e - Newsletter.

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



**THE SCIENTIFIC RESEARCH AS
A NATIONAL STRATEGY**

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**DR.ABDULLAH DAHLAN ,
BEST RESEARCH AWARD**

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**UBT STUDENT PARTICIPATED
IN IEEE XTREME COMPETITION**

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**RESEARCHER OF THE
MONTH**

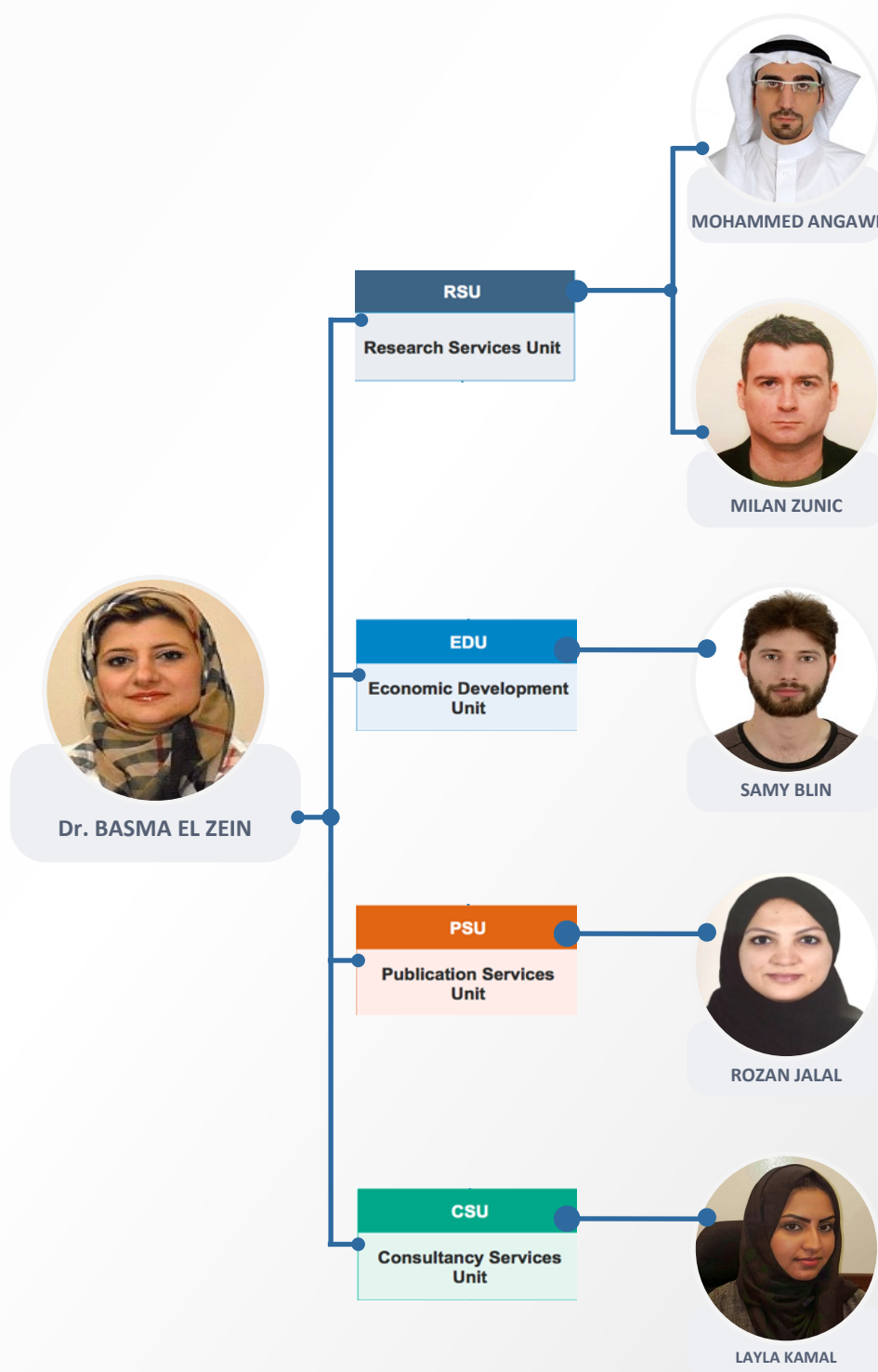
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RCC FAMILY

VOLUME 1, ISSUE 3

OUR TEAM



The Scientific Research as a National Strategy



Prof. Hussein Al – Alawi

By: Professor Hussein Al – Alawi
Rector : Univ. of Bus. & Tech. (UBT)
Former member of Al-Shoura Council

Ever since we were in grade schools, we used to memorize the locations and the geography of our oil wells in the eastern province. In those days, the Geography teacher informed us that although the government depends mainly on oil revenues, it had had embarked on a plan to diversify the Kingdom's sources of revenues. The same strategy had been stressed over and over through out all our national economic plans since 1975. But thanks to the recent and abrupt drop in oil prices from USD 140 to USD 40 that alarmed our policy and strategy makers to devise a new vision, mainly the 2020 – 2030 economic vision which elucidated thousands of supporters as well as critics all over the world.

It is unfortunate that the new vision did not include any reference to the role of Scientific Research in implementing any of its 23 dimensions in order to create a knowledge – based economy. In what follows, I

will attempt to shed some light on this particular issue.

It is a well-known fact that one of the key KPIs for social and economic development is how much a given country invests in Research and Development annually as a (%) of its Gross Domestic Product (GDP). As the data of the following table shows, we spend only one quarter of one percent (0.25) of our GDP, and Saudi Arabia ranks far behind the developed world (USA, Europe, Japan, South Korea, and Israel). By focusing on GCC Countries, all gulf states are not in a better position. They all invest less than one half of one percent on of GDP on R & D with the *United Arab Emirates taking the lead.

Research & Development Spending as % of GDP

Country	% of GDP	Country	% of GDP
South Korea	4.29	*United Arab Emirates	0.49
Israel	4.11	Qatar	0.47
Japan	3.58	Kuwait	0.30
Finland	3.17	Saudi Arabia	0.25
Sweden	3.16	Oman	0.17
Denmark	3.05	Bahrain	0.04
Taiwan	3.00		
Switzerland	3.00		
Germany	2.84		
U.S.A.	2.74		
Belgium	2.47		
France	2.26		
China	2.10		
European Union	1.94		

(Source:
<http://en.wikipedia.org>)

For 20 Selected Countries

Furthermore, research activities in the Kingdom is fragmented and scattered between universities, huge private companies such as Aramco, Sabic and several other research entities like KACST and KAUST.

We still have no research policy or plan, no specific annual allocation for R & D in the government budget, and no governmental ministry or department that combines, coordinates, sets priorities and cares for the research activities at the national level.

Of more significance is the type of research being undertaken by the aforementioned entities. Yearly,



The Scientific Research as a National Strategy

thousands of research papers are being published by universities academics for the purpose of promotion. Yet very few of those are patented or channeled to implementation and commercialization. Basic research is needed and welcomed, but what 20 – 30 vision needs is more empirical research geared to solve societal and local environmental problems in order to create a knowledge-based economy. To highlight and emphasize the role of scientific research as a supporting tool in implementing the 20 – 30 economic vision at the national level, I suggest the following:

1. Promote research culture early in childhood among primary school students. Our educational system must change from memorizing to thinking, exploring, testing, analyzing, investigating, and creating new ways of doing things. This change must go all the way from elementary to university level.
2. Develop a national research strategy and plan that sets, coordinates, and leads all research activities of research centers through out the Kingdom. The main focus of such strategy is to set priorities of national interest, and to create an environment conducive to research.
3. Institutionalize scientific research at the national level. Most scientific research activities in the universities in particular are individualized and based on initiatives of faculty members. This needs to be coordinated and centralized without jeopardizing personal initiatives of the researchers.
4. In order to affect no. 2 and 3 above, a Ministry of Research is strongly called for. Having a voice of a qualified Minister in the Cabinet of Ministries will definitely not only helps institutionalization and support fund allocation but also enhances the plantation of research cul-

ture at the highest level. Such a Ministry would be in charge of coordinating and implementing the national research strategy.

5. If the idea of establishing a research ministry is positively received, it is advisable and wiser for such a ministry to emphasize empirical research that attempts to solve social, environmental and local economic problems such as:

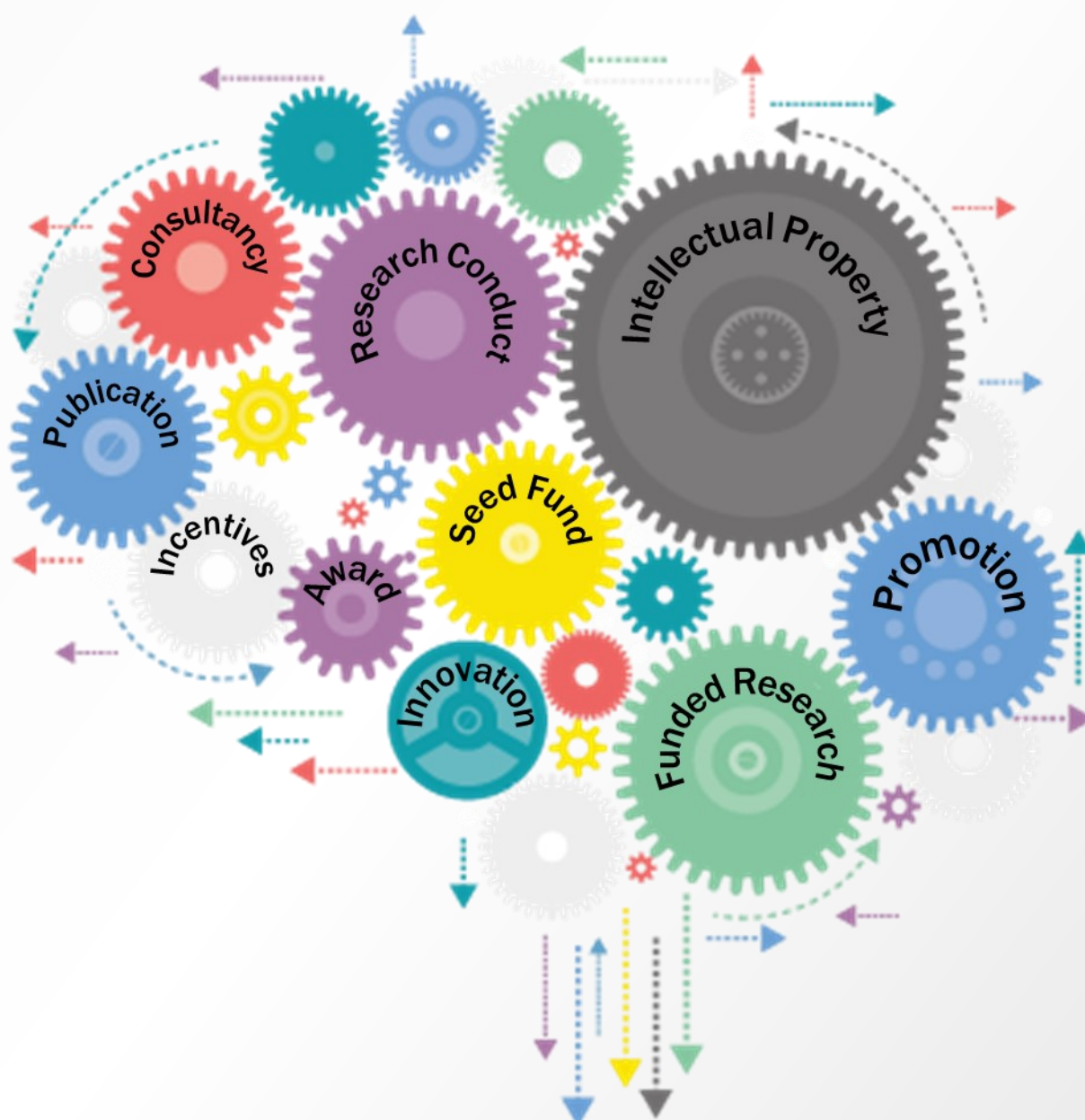
- Desertification
- Agriculture and Soil Conservation
- Water resources and Power Generation
- City and Intercity Public Transport
- Traffic Jam in Key Cities
- Water desalinization
- Renewable and sustainable energy
- Green Building
- Smart Houses and Smart Cities

To mention only a few. These and many others would represent our Flagships that would lead the research activities in the future under the 20 – 30 vision.

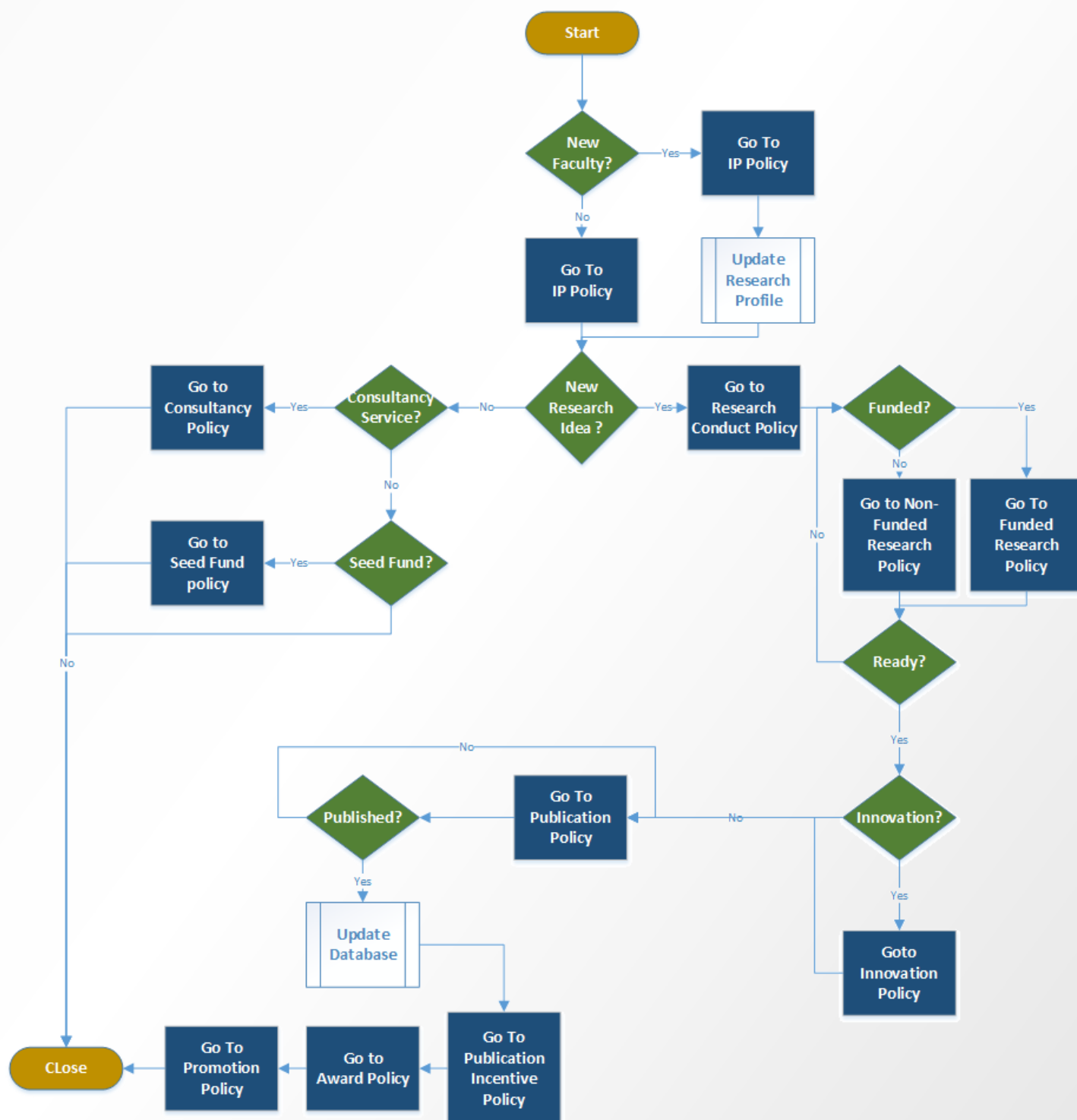
6. And even if such an emphasis was effected by the Ministry of Scientific Research, there still remains the commercialization of research results. The Ministry should find ways and means to market and sell research findings to private sector entities. Furthermore, a system that preserves the rights of researcher (s), organizations, and the Ministry needs to be developed in light of the Law of Intellectual Property Rights.

At the micro level, we at the University of Business And Technology (UBT) pledged our research strategy to contribute to the achievement of the above objective.

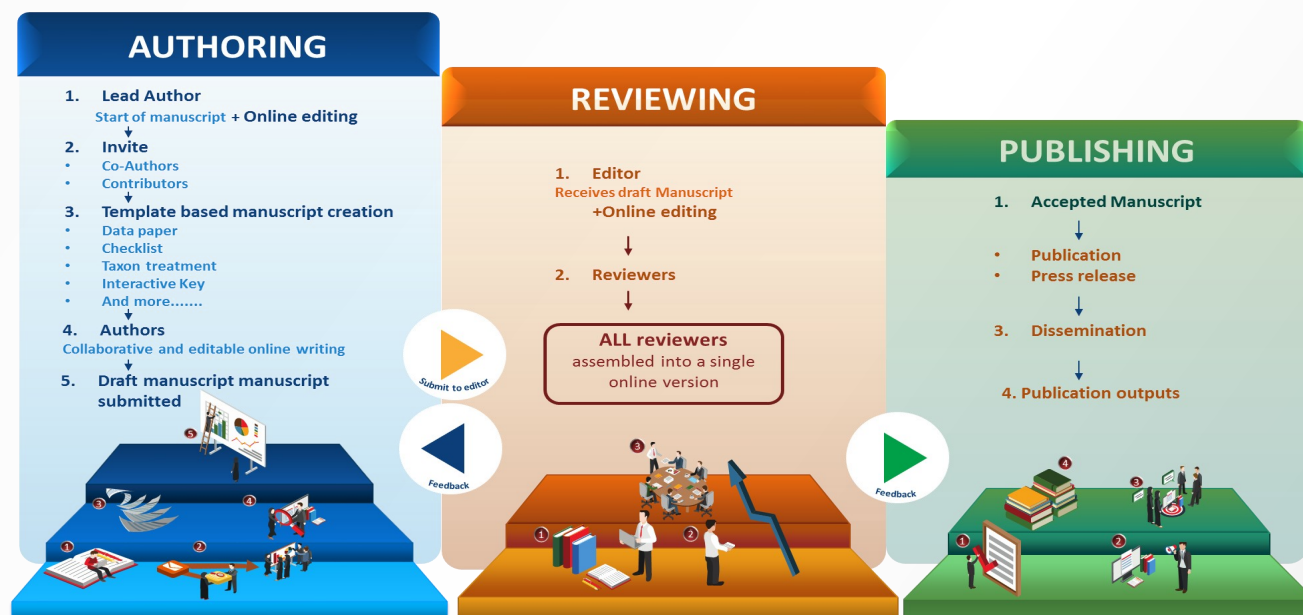
POLICIES & PROCEDURES



RESEARCH LIFE CYCLE



PUBLICATION PROCESS



FLAGSHIP COVERS THE FOLLOWING





RESEARCH ARTICLE STRUCTURE

UBT research

A. Smith¹, B. Yang² **1-Finance department, College of Business and Administration(CBA), University of Business and Technology (UBT), Jeddah 21361, Saudi Arabia**2-Civil Engineering department, College of Engineering and Information Technology (CEIT), University of Business and Technology (UBT), Jeddah 21361, Saudi Arabia**corresponding Author : B.Yang, b.yang@ubt.edu.sa

DR.ABDULLAH DAHLAN RESEARCH AWARD

THE WINNERS



On Yearly basis, UBT award the Dr. Abdullah Dahlan Research Award: for the best research conducted by its faculty, as a recognition of their great efforts.

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

- Number of published papers under the nominated research
- Impact factor of the journal where the research has been published
- H-index of the primary investigator
- International and national collaboration
- Number of awards received within the research
- Number of conferences presenting the nominated research
- Level of originality and results applicability
- Applicability in the Saudi society

- Level of contribution to the economic development and community service.

The awarded researches are:

- 1- "Encapsulation of L-Histidine Amino Acid Inside Carbon Nanotubes" presented by Dr.Hakim Garalleh from CEIT, and published in "Journal Of Biomaterials Tissue Engineering" with an impact factor of 2.066.
- 2- "Enhancing Accounting Information Systems to Facilitate Supply Chain Management between Supermarkets/Suppliers: The Case of Saudi Arabia "Presented by Dr.Salah Abu Nar from CBA, co-authored with Dr. Ayman Zarban , and published in "Journal Of Accounting And Marketing" with an impact factor of 0.139.

The award consists of a plaque of recognition and a cash sum of twenty thousand Saudi Riyals for each winning research.

**DR. ABDULLAH DAHLAN
RESEARCH AWARD****THE WINNERS****Dr. Hakim Garalleh**

College Of CEIT

Encapsulation of L-Histidine Amino Acid Inside Carbon Nanotubes

* Journal Of Biomaterials Tissue Engineering, IF= 2.066

ABSTRACT

Carbon nanotubes have attracted considerable interest for their use as carriers of drugs across biological barriers. In this work, we investigate the encapsulation of L-Histidine amino acid inside a single-walled carbon nanotube, and determine the resultant interaction energy for various sizes of the nanotubes. In our model, the L-Histidine amino acid is accounted for in four parts; the inner ring group, the half outer group, the linear part and the cylinder group, all interacting with a single-walled carbon nanotube. We calculate the acceptance and suction energies which depend on the radius r of the carbon nanotube and the orientation angle that the amino acid makes with the central axis of the nanotube. Our results indicate the acceptance of the L-Histidine amino acid into carbon nanotubes of $r > 3.7 \text{ \AA}$, which is in good agreement with other recent studies.

**Dr. Salah Mahmoud Abunar**

College Of CBA

Enhancing Accounting Information Systems to Facilitate Supply Chain Management between Supermarkets/ Suppliers: The Case of Saudi Arabia

* Journal Of Accounting And Marketing, IF=0.139

ABSTRACT

Supply chain management is one of the most powerful determinants for creating competitive advantages for companies. In today competitive environment, companies strive to respond and offer its services faster to the market. The market of information technology is huge and expanding. Cloud computing is changing the way organization activities are performed including finance, accounting and supply chain management. The value of companies depends on events that occurred daily and the lag and gap in responding is increasingly making companies less effective. The application of information technology is prominent in the improvement of the supply chain. The main goal of supply chain activities is to satisfy customers demand, so that products are distributed with the lowest possible cost, highest quality and within the time deemed suitable for customers which is the recent challenge. The ability to produce quality information and accessing it will become crucial aspect in the new world. Technology will help to control business and companies will manage better their relation with stakeholders. We aim to explore the relationship between retailers and suppliers in Saudi Arabia Market and their sharing of information regarding stock levels to improve supply chain management. The integration of information in processing orders from supermarkets to suppliers are going to be investigated in order to improve supply chain management.

FACULTY RESEARCH

VOLUME 1, ISSUE 3

RESEARCHER

OF THE MONTH

Dr. Mahmood Ali
College Of CBA

SEPTEMBER

RCC
Research & Consultation Center

HOW MANY PUBLICATION I HAVE? ✓

I GOT AN AWARD !

I HAVE AN INVENTION /CREATIVE IDEA !

I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT

Eng. Mohamed Shajahan
College Of CEIT

OCTOBER

RCC
Research & Consultation Center

HOW MANY PUBLICATION I HAVE? ✓

I GOT AN AWARD !

I HAVE AN INVENTION /CREATIVE IDEA !

I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT

Dr. Mohammad Zulfeequar Alam
College Of CBA

NOVEMBER

RCC
Research & Consultation Center

HOW MANY PUBLICATION I HAVE? ✓

I GOT AN AWARD !

I HAVE AN INVENTION /CREATIVE IDEA !

I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT

Dr. Maqsood Husain Junaidi
College Of CBA

DECEMBER

RCC
Research & Consultation Center

HOW MANY PUBLICATION I HAVE? ✓

I GOT AN AWARD !

I HAVE AN INVENTION /CREATIVE IDEA !

I HAVE A HIGH CITATION !

WHO'S NEXT
RESEARCHER OF THE MONTH

UBT



RESEARCH

PUBLICATION

Abdelrahim M. Zabadi & Amr Hussein Al-Alawi

College Of CEIT

University Students' Attitudes towards E-Learning: University of Business & Technology (UBT)-Saudi Arabia-Jeddah: A Case Study

Abdelrahim M. Zabadi, Amr Hussein Al-Alawi

* International Journal of Business and Management, 2016, 11, (6)

ABSTRACT

Through the World Wide Web, education has become a ubiquitous service delivered anytime anywhere. Campus-based and without distance learners, higher education institutions attempt to fulfill the requirements of e-learning in conventional course transmission, to prepare students, staff, and educational institutions for the future involvements in educational processes. The study was conducted to examine attitudes of UBT students' in Dahban and Sari campuses towards e-learning by taking (371) students from four colleges and English language center. In sampling techniques, we used the stratified random sampling in choosing the study sample. To gather the primary data from respondents, a well-structured questionnaire, developed by the researchers. The findings indicated that UBT participants' owns a high standard on attitude towards e-learning and their attitude results are significantly vary with their gender, technology usage and skills.

Keywords: E-learning, attitude, gender, student, UBT

RESEARCH

PUBLICATION

Ayman Mohamed Zerban

College Of CBA

Corporate Governance in the Banking Sector (Empirical Study on the Effect of Separating Chairman and Chief Executive Officer (CEO) Positions on Financial Performance

Ayman Mohamed Zerban, Wael Bahaa El Din Ateia

ABSTRACT

* Accounting and Finance Research, 2016, 5, (3)

The subject of corporate governance has brought great attention to global business in developing and developed countries after a string collapses of high profile companies. The failure of Enron Corporation in 2001 for example shocked the investment community in its very core. Banking sector is a critical sector in any economy. A well-developed corporate governance system with clear authorities and responsibilities can contribute in advancing economic welfare. Good corporate governance enhances real investments. At the core of corporate governance lies the importance of transparency, monitoring, responsibility and accountability.

Egypt is one of the most important Arab countries. Now the Egyptian uprising has to bring into attention economic as well as political reform. The failure of the privatization program together with the lack of rules governing organizations and institutions stress the need for reform. Effective corporate governance practices are essential for achieving and maintaining public trust and confidence in the banking system.

The objective of this study is to investigate and explore the effect of separation of the positions of CEO and Chairman on the financial performance of banks in Egypt. We believe that this research could be beneficial as it sheds light on new, empirical knowledge on the effect of separation of positions of Chief Executive Officer and Chairman on a developing country such as Egypt struggling to achieve high rates of economic growth by creating a well-developed legal, political and economic infrastructure. The empirical study on Egyptian commercial banks measures financial performance by return on assets (ROA) and return on equity (ROE) since both ratios summarize the final results of the bank performance.

Keywords: Corporate governance, Banking Sector, Egypt



RESEARCH

PUBLICATION

Ahmed Hammad

College Of CEIT

NANOLEAD-FREE SOLDER ALLOYS FOR ELECTRONIC PACKAGING AND INTEGRATION

Ahmed Hammad, Sara El-Molla

*International Journal of Materials Engineering and Technology, 2016, 15, (1), 23 - 62

ABSTRACT

Synthesis of metal nanoparticles with specific properties is a newly established research area attracting a great deal of attention. Several methods have been put forward for synthesis of these materials, namely chemical vapor condensation, arc discharge, hydrogen plasma-metal reaction, and laser pyrolysis in the vapor phase, microemulsion, hydrothermal, sol-gel, sonochemical. Nanoscale lead-free solders (i.e., Sn-xAg [x=0, 20, 40, 60, 80, 100(wt%)], Sn-3.0Ag-0.5Cu, Sn-3.5Ag-0.5Cu, Sn-3.5Ag-xZn (x=0.5 to 3.5wt%) and Sn-0.7Cu) have been investigated. For Sn-3.5Ag and Sn-3.5Ag-0.5Cu nanoparticles, the melting temperature with average size of 30nm was 210°C and 201°C, much lower than that of bulk alloy. Also, Sn-Ag-Cu nanopowders showed good wettability with contact angles less than 30°. The peak melting temperatures of the 21nm, 18nm and 14nm Sn-0.7Cu nanoparticles were 212.9°C, 207.9°C and 205.2°C, respectively. In this paper, the fundamentals of synthesis of nanolead-free solder materials including their characterization and their use in microelectronic packaging are reviewed.

Keywords: Nanolead-free solders, alloy, melting temperature, wettability, mechanical properties, microstructure.

RESEARCH

PUBLICATION

Maqsood Husain Junaidi

College Of CBA

ROLE OF TV ADVERTISEMENT IN INFLUENCING, PROCESSING & UNDERSTANDING OF ADVERTISEMENT MESSAGE AMONG CHILDREN AND ITS IMPACT ON BUYING BEHAVIOUR.

Maqsood Husain Junaidi, Rohan Sharma

* INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT & RESEARCH (IJBMR), 2016, 6, (4)

ABSTRACT

The present research aims to study the children and parents behavior with respect to exposure of television advertisement. 300 children between age group 8-12 years were taken as sample randomly drawn from various Indian cities. Various aspects of buying behavior & television viewing pattern were taken into consideration. The result reveals that television advertising makes huge impact on children's buying behavior. And advertisement music, slogans, celebrity models influences the children buying behavior drastically. The other aspects of children buying behavior were also explored.

Keywords: Children, Advertisement, Buying Behavior, Parents, Purchase



RESEARCH

PUBLICATION

Mohamed Shajahan H & Munir M. Alhaddad
College Of CEIT

A NOVEL ANALYSIS TO DETECT OVERLAY TEXT USING OCR PROCESS

Mohamed Shajahan H, Munir M. Alhaddad

*Research Journal of Kings University, 2016, 1, (77)

ABSTRACT

Most broadcasting videos tend to increase the use of overlay text to convey more direct summary of semantics and deliver better viewing experience. With the development of video editing technology, there are growing uses of overlay text inserted into video contents to provide viewers with better visual understanding. For example, headlines summarize the reports in news videos and subtitles in the documentary drama help viewers understand the content. Sports videos also contain text describing the scores and team or player names. In general, text displayed in the videos can be classified into scene text and overlay text. Scene text occurs naturally in the background as a part of the scene, such as the advertising boards, banners, and so on. In contrast to that, overlay text is superimposed on the video scene and used to help viewers understanding. As a preliminary preparation, data will be collected as part of this research. The main aim of the research is to propose a novel framework to detect the Overlay text information in video frames.

RESEARCH

PUBLICATION

Mohamed Shajahan H
College Of CEIT

Time Comparison Algorithm for University Examination Scheduling

Mohamed Shajahan H, H Mohamed Zakir

* International Journal of Scientific Research and Innovative Technology, 2016, 3, (5)

ABSTRACT

Every educational institution needs to create either lecture or examination time tables for their students.

Almost all institution prefers to perform this task with the help of software. The difficult and complex part involved during the development of such type of software's are comparing times. Programmer should come across a situation to find logic for time comparison and if it is not performed properly, it may leads to an improper output. For example, one student may get schedule for two different courses in the same time or in other scenario, same examination hall will be allocated for two different courses in the same time. Both the situation leads to a mess.

This paper discusses about the time comparison techniques for such software's. There are various methods available in modern day programming languages for comparing two timings. But in some cases, we have to perform the comparison up to four or more timings. The reason for this paper is, the same situation was faced by me and browsed through different articles and blogs for a possible solutions. But most blogs remains unanswered or answered with some complex solutions. So, it was an inevitable situation for me to find a new solution for the problem. This paper proposes an algorithm for comparing up to four timings.

In this paper, we discussed about the multiple instances where the time comparison is required while developing such software's and the various methods available in programming environment or addressing the same. The implementation difficulties for the specific requirement and the outputs acquired through the above methods are also discussed. Also, the comparison of outputs from the Dot net methods and our algorithm is also addressed.

Keywords: Course or Examination Scheduling, Timetabling, Time Comparison, Timeslots, University



RESEARCH

PUBLICATION

Mohamed Shajahan H & Munir M. Alhaddad
College Of CEIT

A transition map method to find Overlay text

Mohamed Shajahan H, Munir M. Alhaddad

* Journal of Teacher Learner and Society, 2016, Special Issue (1)

ABSTRACT

A transition method find overlay text brings important semantic clues in video content analysis such as video information retrieval and summarization, since the content of the scene or the editor's intention can be well represented by using inserted text. The main aim of the research is to propose a novel framework to detect the Overlay text information in video frames. This method produces better than the previous methods. Resultant accuracy is highly improved.

Keywords: Overlay text, Transition map, Inpaint, Video restoration, candidate region refinement, Sub patch method.

RESEARCH

PUBLICATION

Mohammad Saleh Miralam

College Of CBA

CONSTRUCTION PROJECT FAILURE IN SAUDI ARABIA, CAUSES AND SOLUTIONS

Mohammad Saleh Miralam

* International Journal of Management Research & Review (IJMRR) , 2016, 6, (4)

ABSTRACT

The aim of this article is to find out the causes of construction project failure in Saudi Arabia and how can be avoided by using semi-structured interviews. Semi-structured interviews were found to be the most appropriate method of data collection in such paper because they enabled the researcher to gather valid and reliable data. Ten project managers in major construction sector companies have been interviewed. The article gives a valuable resource and rich information for those interested to know more about the project in Saudi Arabia or those wishing to invest in construction field. All interviews were conducted with project management department managers by using semi-structured interviews. The study found that there are many causes of project failure in construction sector in Saudi Arabia. Some of them have been mentioned in the literature and some have not as discussed in the following paragraphs.



RESEARCH

PUBLICATION

Mohammad Zulfeequar Alam & Randa Al-Madah

College Of CBA

**Social media as a tool in learning and social behavior
in Saudi Arabia**

Nadia Yusuf, Randa Al-Madah, Mohammad Zulfeequar Alam

*International Journal of Higher Education Management (IJHEM) , 2016, 3, (1)

ABSTRACT

Social media tools have become universal because the majority of population worldwide tend to use diverse social media applications. The advancement of technology has provided a chance to accommodate the needs of individuals to stay connected with each other. This paper explores the importance of social media tools perceived as essential learning resources in the contemporary educational field (Alwi, Mahir, & Ismail, 2014). It has been argued that technology has advanced the static information and provided viable opportunities for individuals to increase their learning skills and enrich their learning horizons. Technology is not only one-time investment, but is progressively advancing day by day by introducing different types of infrastructure expansion and growth in social media applications.

Keywords: Higher education, learning, social behavior, Social Media, Saudi Arabia

RESEARCH

PUBLICATION

Salah Mahmoud Abunar & Mahmood Ali

College Of CBA

**A Study of State of Food Retail Supply Chain in Saudi Arabia:
A Conceptual Framework**

Salah Mahmoud Abunar, Mahmood Ali, Mohammed Fazelrabbi , Hosam Ismail

*Engineering Management Research, 2016, 5, (2)

ABSTRACT

Supply Chain Management has been playing a key role in food retail business in the developed countries by providing various segments of customers with quality products in a highly-efficient manner. The Kingdom of Saudi Arabia (KSA) is following the lead of the developed countries through a rapid growth trend in super and hypermarkets. However, the role of supply chain management in proposing products which meet customers' needs has not, up to now, been definitely-set, well-established or thoroughly investigated because of a lack of readily-made-available data. There is an obvious need for an appropriate framework for KSA's food retail sector for the purpose of studying the roles and impacts of the various divisions of the supply-chain process. This paper describes a conceptual framework that researchers can utilize to further study the current conditions of supply-chain and its impacts on the food retail sector in Saudi Arabia.

Keywords: Retail sector, supply chain management, supermarkets, Kingdom of Saudi Arabia



RESEARCH

PUBLICATION

Salah Abunar & Mohammad Zulfeequar Alam

College Of CBA

**Consumer Buying Behavior towards Organized Retailing:
An Exploratory Analysis of Saudi Arabian Supermarkets**

Salah Abunar, Mohammad Zulfeequar Alam

*Journal of American Science 2016, 12, (10)

ABSTRACT

Retail sector in Saudi Arabia is growing very fast. It started making its presence felt nearly a decade after the first lot of retail hypermarket introduced in KSA. Developments in the food retailing industry have led to growth of shopping malls, particularly in the large cities of Saudi Arabia. As a consumer play an important role in any business. Therefore understanding consumer buying behaviors are important to success of super or hyper market business. For the purpose an exploratory study with structured questionnaire was developed and online survey with 244 Saudi customers were conducted to identify and explore their satisfaction regarding super hyper market services provided by these sectors in the region. After analysis it was found that there were significant differences in their opinion towards organized retailing among the super market shoppers in the region. [Salah Abunar and Dr. Mohammad Zulfeequar Alam. Consumer Buying Behavior towards Organized Retailing: An Exploratory Analysis of Saudi Arabian Supermarkets. J Am Sci 2016;12(10):85-95]. ISSN 1545-1003 (print); ISSN 2375-7264 (online). <http://www.jofamericanscience.org>. 13. doi:10.7537/marsjas121016.13.

Keywords: Super Market, Hyper Market, Consumer Behavior, Retail Sector, Consumer Satisfaction, Saudi Arabia

RESEARCH

IN CONFERENCE

Andika Aji Wijaya

College Of CEIT

ORAL

Design of Natural Logarithm-based Sliding Mode Control with ANFIS Equivalent Control to Isolate Vibration in Engine Mounting System

Andika Aji Wijaya, Fadly Jashi Darsivan, Rini Akmeliawati

- 12th IEEE International Conference on Automation Science and Engineering (CASE 2016), Fort Worth, Texas, USA, 21-24 AUG, 2016

ABSTRACT

Vibration of the car engine can be caused by many factors such as the reciprocating motion of the piston, friction of moving parts, and many other sources. For many years, passive engine mount has been used to isolate the vibration of the engine. However it has the disadvantage of being unable to suppress the vibration for all the range of frequency. Recently, the Active Engine Mounting (AEM) system has been proposed as the next generation of engine mount. The control method plays an important role in the success of AEM system. In this paper, Natural Logarithm- based Sliding Mode Control with ANFIS equivalent control is introduced to attenuate the vibration of car engine. It combines the learning capability of the Adaptive Neuro-Fuzzy Inference System (ANFIS) and the robustness of sliding mode control.

The simulation and experimental results show that the proposed controller is able to reduce the engine vibration effectively in the band of frequency of interest from 5 Hz to 30 Hz.



RESEARCH

IN CONFERENCE

Yasser. Abo El-Magd

College Of CEIT

ORAL

**ESTABLISHING THE OPTIMUM LOCATION OF A SINGLE TOWER CRANE
USING A SMART MATHEMATICAL MODEL**

Yasser. Abo El-Magd , Wael Mobarak

- **CSECM 2016 : 18th International Conference** on Structural Engineering, Construction and Management, praise , France 21-22 Nov, 2016

ABSTRACT

Due to the great development in construction and building field, there are many projects which consume much construction material. Accordingly, that causes difficulty in handling traditional transportation means (ordinary cranes) due to their limited capacity. Additionally, there is an urgent need to use high capacity cranes such as tower cranes. However, with regard to their high cost, the type of cranes which will be utilized should be taken into consideration. In this research, a technique is proposed to select the radius for the requested crane in order to minimize the cost. To this end, a computer program is designed to address these problems demonstrating an application and the results of this application.

Keywords: Tower crane, Location, Jib length, Operating time, Feasible area

RESEARCH

IN CONFERENCE

Torky Althaqafi

College Of CBA

ORAL

Using Stakeholder Theory to Explain the Development of Safety Culture to Improve Safety Performance

Torky Althaqafi, Barry Eisey

* 38th International Business Research Conference, Australia, Sydney, 21 – 23 November, 2016

ABSTRACT

Project management in the Saudi Arabian construction industry is an activity complicated by the current widespread lack of a mature organizational safety culture, which results in a high incidence of serious and fatal accidents, making it difficult to deliver project objectives. This article addresses this major problem. This research is therefore an attempt to verify the causal relationships and interactions between stakeholder involvement, safety culture, and safety performance in the construction industry, thus providing a better understanding, in turn, may improve safety. To achieve this objective, a conceptual model was developed to enable empirical research via responses to a questionnaire will distribute to construction organizations. The model provided in this study is a systematic approach to assess the safety culture of construction organizations and to guide them in self-assessments. The research contributes to the literature pertaining to assessments of stakeholder involvement and safety culture. Furthermore, it offers a valuable tool to government bodies and regulatory agencies for assessing their efforts in improving safety culture.

Keywords: Management, policy, safety culture, performance

IN CONFERENCE

College Of CEIT

INVITED GUEST SPEAKER



UBT was represented in The World Green Economy Summit (WGES) – Dubai by the attendance of the director of RCC Dr.Eng. Basma El Zein. WGES was an initiative by Dubai Electricity and Water and was held under patronage of HH Sheikh Mohamad bin Rashid Al Maktoum, Vice President Prime Minister of UAE and The Ruler of Dubai and the Dubai Supreme Council of Energy. The summit's goal was to accelerate the transition into green economies. Dr. El Zein was a guest speaker at the summit. The topic was "Role of Women in Green Economy." As Dr. El Zein holds a PhD in Nano Photovoltaic applications / Solar Energy, she reflected on the role of women in this field. WGES was the Third of its event series and was held over two days last October. WGES is hoped to be the world's first summit to help economies transfer to green (low-carbon) ones.

CORE-LABS TRAINING EXAM

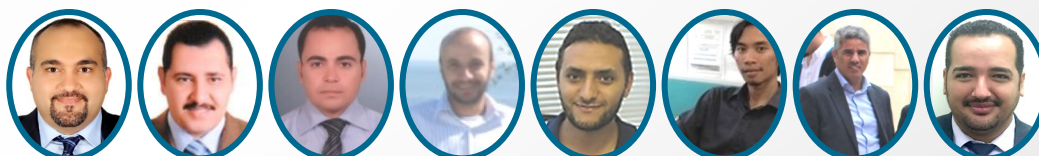
IN KAUST



Eight faculty from CEIT have passed with high distinction the training exam of " Laboratory Safety and hazardous waste ". These trainings will allow them to access the eight Core-Labs of KAUST specifically :

- Nanofabrication
- Imaging and characterization
- Analytical lab
- Thin film lab

And many others .



Those faculty are: Dr. Ahmad Shawqi, Dr. Ahmed Emara, Dr. Ahmad Hammad, Dr. Ali Elrashidi, Dr. Amr Youssef, Eng. Andika Wijaya, Dr. Mazen Gharalleh, Eng. Mohamad Al Khatab .



FACULTY RESEARCH

VOLUME 1, ISSUE 3

Ayman Mohamed Zerban

College Of CBA

Congratulation for Distinguished Scientist Award

Tel : 044 - 22551502
Mob : 91 9848556456
Email : contact@venusinfo.org
Website : www.venusinfo.org
No. 4, Anand Nagar Main Road, Adambakkam, Chennai - 600055, India

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Dr. R. SATHISHKUMAR, PhD (Engg.),
CHAIRMAN

F. No.VIF/ANL/RA/2016 (AAP-III)

October 28, 2016

Distinguished Scientist Award

To

AYMAN MOHAMED ZARBAN (Award Winner)
Associate Professor Accounting and Finance,
College of Business Administration,
University of Business & Technology, Jeddah Saudi Arabia.

Dear Ayman Mohamed Zarkan,

Ref-1: Your nomination documents submitted for the Venus International Research Awards-
VIRA 2016 vide call for nominations F.No. VIF/CFN/RA/2016 opened on 6 Aug 2016

Ref-2: Nomination Code - RA16OTNC812

Ref-2: Award Code-OT/DSA/ Accounting and Finance /AAP-III

I am delighted to inform that, based on the Expert Committee report and Apex Committee recommendations, you have been selected for DISTINGUISHED SCIENTIST AWARD for your Initiatives, and Developments in the discipline of Accounting and Finance. The VIRA 2016 Award carries a Certificate, Bronze Medal and Memento. Further information may be found at: <http://viraw.info/winners.html>

We are very proud of your accomplishments and achievements. My hearty congratulations to you on this well deserved this recognition. I sincerely hope that you will continue to strive hard to reach your potential and to prove your leadership in the coming years.

I invite you along with your spouse or an adult guest to receive the award in person in the Annual Research Meet-ARM 2016 (<http://venusinfo.org/arm.html>) that is to be held on 3 December 2016 at Le Royal Meridien Chennai.

I look forward to greeting you personally at the Award Presentation ceremony. In this process, you have to submit the ARM 2016 Registration form, Personal photo and Photos of your work on or before November 11, 2016.

Again on behalf of the Venus International Foundation, I extend my warmest congratulations to you for winning this Award.

Sincerely

(R. Sathishkumar)

Copy to:

1. Dr. Valdehi Ganesan, Member - Expert Committee, VIRA 2016
2. Mrs. M. S. Sudha, Member - Apex Committee, VIRA 2016



RESEARCH PROJECT

VOLUME 1, ISSUE 3

(ODOBA) PROJECT

WITH FRANCE



IRSN
INSTITUT
DE RADIOPROTECTION
ET DE SÛRETÉ NUCLÉAIRE

UBT participating in the Observatory of Durability of the Reinforced Concrete Works (ODOBA) Project with France .

A group of Researchers from UBT managed by Dr. Yasser Abo Al Maged will participate in the ODOBA France project.

The team will be composed of : Dr. Islam Basounbol , Dr. Issam Farouk , Eng. Sultan Nahdi.

The vice rector of Quality and development has attended the kick off meeting in France 10th of October 2016. After many audio conference between the two teams in France and UBT.

Within the frame of the extension of operation of the Nuclear Power Plants up to 60 years (in France) or even to 90 years (for some other countries), the containment building aging has to be addressed. The reinforced concrete of the containment building may be indeed affected by swelling reactions, like ASR or DEF, or corrosion phenomena (attack by chloride ions or carbonation). The developments of these pa-

thologies affect the mechanical behavior and tightness of the structures.

Present knowledge concerning these pathologies relies mainly on small scale laboratory experiments. However their kinetics and the effect of the different parameters involved (temperature, hygrometry, reinforcement...) at the structure scale depend on the scale itself. The detection means of these pathologies must also be adapted to the scale from where is very important to carry out large scale tests.

In this context, the IRSN has launched in 2015 the ODOBA project (Observatory of Durability of the Reinforced Concrete Works) which will last about 10 years. It will mainly comprise a "farm" of about 60 optimally instrumented concrete blocks (about 4 x 2 x 1 m size), located in Cadarache (France). The blocks will be submitted to accelerated aging processes. Periodic NDE will be performed and compared to instrumentation and core sampling results. The influence of the key parameters will be analytically studied.

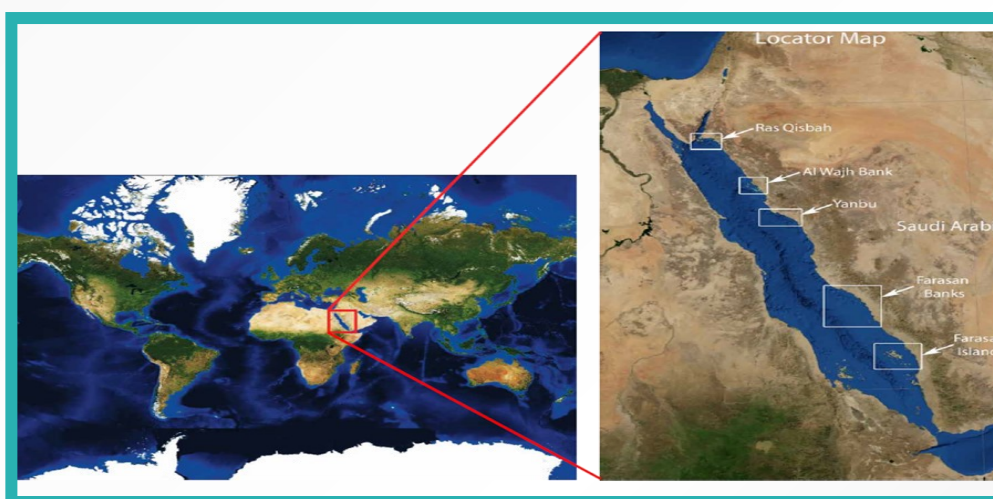
RESEARCH PROJECT

VOLUME 1, ISSUE 3

TREASURE ISLAND PROJECT

CEIT AND CBA

DEVELOPED BY: Dr. Yasser Abo Al Maged and his team



This research project proposal was requested from Dr. Abdullah Dahlan through RCC center of UBT University. The research objective is to highlight the importance of unused treasure Islands in the Northern part of The Red Sea, close the seashore of the western region of the Kingdom of Saudi Arabia. The research will propose innovation projects to invest in the unique environmental and geographical gifts of islands. The research will propose scientific advice and applied projects that will contribute to the economic development of the Kingdom vision 2030. It will propose innovative solutions in planning and management of islands natural resources, for sustainability, industrialization, tourism, agricultural

and other services. This research project will review the literature and collect the related data on islands geographical and environmental properties. The expected output of this research will define the current status of the Red Sea Islands and propose the suitable island and suitable activity to be started. It will propose possible sustainable forms of planning, designing and constructing different possible activities in addition to environmental, economical, marketing and management perspectives. It is proposed to collaborate with the Saudi Geological Survey (SGS). This Project will be studied from economical perspectives by CBA researchers.

RESEARCH PROJECT

VOLUME 1, ISSUE 3

INTERNATIONAL RESEARCH PROJECT

CALL FOR PARTICIPATION RESEARCH COMPETITION

SUBMIT YOUR IDEA BY JANUARY 1ST 2017,
TO RCC: RCC-RESEARCHSERVICES@UBT.EDU.SA



CORSAIRE Project (Consortium to Operate ROV for Sea Archeology Implementation Recovery & Experimentation) and relevant facilities

350 years later, on the Lune shipwreck...
now toward future...

ABSTRACT

The Global CORSAIRE project is an international project in collaboration with PARIS TECH institute and University of Paris. the developed system is aiming to be the unique system in under water archeology.

The integrated Underwater Archaeological Robotic System (CORSAIRE for Consortium to Operate ROS for Sea Archaeology Implementation Recovery & Experimentation) is about to be progressively design, develop and implement a robotic system within the very next 5 years;

An Underwater Robotic Lab to be set up in the Middle East, closely linked to the twin one at Paris-Tech's on one hand and with a dedicated Incubator/Accelerator to be closely set up on the other one (the aim is to create and coach startup companies in Jeddah at the back of the relevant Industrial Property, closely coordinated with similar ones in France and with a ParisTech Incubator and similar in Oxford and Canada);



RESEARCH PROJECT

VOLUME 1, ISSUE 3

INTERNATIONAL RESEARCH PROJECT

CALL FOR PARTICIPATION RESEARCH COMPETITION

Two possible Master degrees:

- A possible Master 2 degree in Robotics, to be set up and operated in the Middle East as an extension of an existing one at ParisTech's.
- A possible PhD degree

The partners will develop a win-win long term cooperation. The communication worldwide, the Intellectual Property, the industrial applications added value and the high leveled employment to be developed simultaneously with this ambitious project will confirm our common intents.

Students faculty and staff from UBT from College of Business and Administration (CBA), College of Engineering and Information Technology (CEIT), College of Advertising (JCA) are all encouraged to participate in this research.

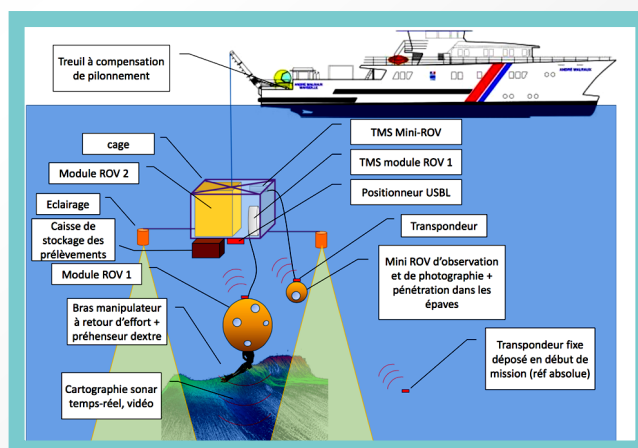
The formed groups can propose an idea within their area of specialization, topics might include, but not limited to:

General :

- Economic feasibility
- Business modeling
- Prototype design
- Awareness campaign
- Market research
- Industrialization

Engineering:

- Sensors
- Image processing
- Arm control and command
- Information System
- Movement control system
- Shape design



RESEARCH PROJECT

VOLUME 1, ISSUE 3

PROPOSED			
The cars Market in Saudi Arabia:			
Research Project number	RCC/T/1	Flagship /research area	Transportation
Proposed by (PI)	Dr. Abdullah Dahlan	Team from	CBA, CEIT
Research Project from department	All colleges can be involved		
Title of the proposed research	The cars Market in Saudi Arabia:	Starting Date : 1/1/2017	
		Closing date:1/3/2017	
Abstract (250 words)	KSA market provides lots of opportunities to Cars exporters. In 1980, Saudi Arabia was considered the second largest market in the world for Japanese car exporters. Saudi Arabia deals with many car exporters such as Japan, USA, Korea and China. In this research the researchers will study the current cars market in the kingdom and study the possibility for manufacturing Saudi Cars and exporting them to the world within the vision 2030.		
Keywords	Imports, Cars, Saudi Market, Implications, Emerging		
Main Goals	Gather knowledge on Car Market in Saudi Arabia Propose solution and projects that contribute to the economic development of the Kingdom of Saudi Arabia and serve the community Propose Possible research projects, can be from industrial , economics, retail, marketing, financial, and management perspectives		
Expected outputs	Analyzed reports on the current status of the imported Cars Proposed projects in environmental , sustainable areas.		
Added Value of this research / Benefits	Understand the threats to the operations and investments Support in protecting the company against future risks Gain insight on emerging trends Get a full view of the competitive landscape to assess your market position		

RESEARCH PROJECT

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PROPOSED

Hotels distribution : Makkah Region

Research Project number	RCC/C/2016-2	Flagship /research area		Con- struction
Proposed by (PI)	Dr. Abdullah Dahlan	Team from college of		CBA
Research Project	From CBA			
Title of the proposed research	Hotels distribution : Makkah Region		Starting Date : 1/1/2017	
			Closing date:1/3/2017	
Abstract (250 words)	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 Omra and Pilgrimage. The research is about gathering and analyzing data from various sources, through interviews with the hotels executive, questionnaires to be distributed to customers, and by undertaking an extensive literature search. And provide recommendation and advices that contribute to the economic development of KSA (from Different Perspectives: Distribution, number of rooms, ranking, branded residence , elasticity of price....			
Keywords	Tourism , Economic development , sustainability , community service , construction, Hotels			
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			
Expected outputs	Analyzed reports on the current status of hospitality market in Makkah region - KSA Proposed projects as recommendation in 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.			

RESEARCH PROJECT

VOLUME 1, ISSUE 3

PROPOSED			
Hotels services and rating : Madinah			
Research Project number	RCC/C/2016-2-Ext	Flagship /research area	Construction
Proposed by (PI)	Dr. Salah Abunar	Team from college of	CBA, CEIT
Research Project	From CBA, CEIT		
Title of the proposed research	Hotels services and rating : Madinah	Starting Date: 1/1/2017	
		Closing date:1/3/2017	
Abstract (250 words)	This research is a continuity to the research project RCC/C/2016-2. Focusing on the customers satisfaction with the offered services and how it is affecting the rating of these hotels on the travel planning and booking site.		
Keywords	Tourism , Economic development , sustainability , community service , construction, Hotels		
Main Goals	Conduct an intensive literature review Collect and analyze data on hotels services in Madinah , and the correlation with the hotel ratings Provide strategic recommendations		
Expected outputs	Analyzed reports on the current status of hospitality market in Madinah -KSA Proposed projects ad recommendations		
Added Value of this research / Benefits	This research will highlight the services level offered by Madinah Hotels and their impact on the hotels rating. It will contribute to the economic development of the Kingdom by recommending solutions to improve the offered services to increase the hotels ratings .		

PHD DEGREE 2016

Congratulation, for the award of PhD degree with high Distinction from Canada

Aseel Al Ghamdi

College Of JCA



The Effect of Managerial Decisions on Sport Resources Over On-Field Performance in European Soccer Clubs

Under the supervision of: Prof. Vinay Kanetkar

* PHD Degree from University of Guelph, 2016

ABSTRACT

This thesis investigates the relationship between sport resources and on-field performance in European soccer clubs. Utilizing a data set from English Premier League, German Bundesliga, Italian Series A, and Spanish La Liga that combines indicators of financial, human, relational, informational and organizational resources, this empirical study is based on exploratory factor analysis followed by two structural equation modeling equations. The analysis indicates that financial resources were ranked first in influence over on-field performance followed by relational resources, human resources, and informational resources respectively. One interpretation of this is that rich clubs participating in European open league system will more likely dominate on-field results conditional on the successful management of coaches, players, and relationship between them to provide a better utilization of financial spending. The implications of this micro-level study will provide soccer managers of European clubs a systematical approach to prioritize sport resources and study their effect over on-field performance. Other potential wider implications will be discussed related to the development of profitability, sponsorship and fan growth of European clubs in relation to on-field performance.

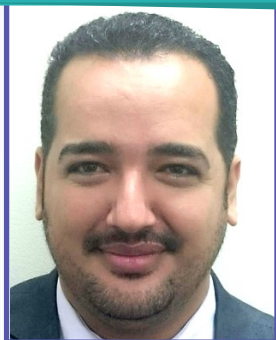
Keywords: sport resources, resource-advantage theory of marketing, strategic marketing, on-field performance, sport management, prioritization, ranking, European clubs

PHD PROPOSAL DEFENSE 2016

Congratulation, for passing the PhD proposal Defense with high distinction from France

Mohammed Alkhatab

College Of CEIT



Graphene Based Quantum Dots Sensitized Solar Cells

Under the supervision of: Prof. Jean-Pierre Vilcot
Co-Advised by Dr. Basma El Zein

* University of LILLE for Science and Technology (Lille 1), 2016

ABSTRACT

The solar energy is converted to electrical potential by a sequence of events: the absorption of light, generation of charges carriers (electrons and holes), the separation of the electrons from holes and their transport to electrodes.

Great attention has been given to quantum dots sensitized solar cells due to their promising light to electricity conversion efficiency, their simple device fabrication process and their low cost.

Zero dimensional nanostructures have gained interest due to their unique properties especially tuning their band gap based on their size. Different type of materials that plays the role of the absorber should be studied tuning their band gap by changing their size or changing the degree of cation disorder. ITO and FTO have been widely used as window electrodes in solar cell devices. These TCO, however, 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. The search for novel electrode materials with good stability, high transparency and excellent conductivity is therefore a critical goal for solar cells. Graphene, as a matter of fact, appears to have none of these drawbacks—and it is cheap and sustainable. In this publication the researchers will focus on using Graphene as suitable material for solid-state nanowire based quantum dots sensitized solar cells that harvest light over a wider range of the spectrum.

Keywords: [Sensitized, solar cells, Quantum Dots, electrodes and Graphene]



MEET YOUR COORDINATOR

VOLUME 1, ISSUE 3

COORDINATOR

ABDULLAH SAMARAH

JCA COORDINATOR



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Dr. Samarah received his BA degree in 1988 from the King Abdul-Aziz University and completed his MA degree in 1995 and M.Phil./Licentiate in 2002 from Gothenburg UV/Sweden. In 2008 he got his PhD from the Exeter University /UK, major of 'Linguistic Communication & Discourse Analysis'. Between 1996-2016, he taught as a Senior English Instructor and Assistant Professor in (Business) English, Linguistics, and Research Methodology in both: Sweden and Saudi Arabia. His interest in researches focus on: 'Successful Communication', 'Communication in Advertising', 'Language Acquisition' and 'Cultural and Social Studies'. He is working now as Assistant Professor at the University of Business and Technology in Jeddah College of Advertising.

ALI ELRASHIDI

CEIT COORDINATOR



A.ELRASHIDI@UBT.EDU.SA



Dr. Elrashidi received the B.Sc. degree in Electrical Engineering from Alexandria University in 2001, the MS Degree from the same University in 2007, and he received the Ph.D. degree in Computer Science and Engineering from the University of Bridgeport in 2012. From 2002 to 2008, he was with Electrical Engineering Department, Alexandria University, Egypt, as a lecturer. From August 2012 to August 2013 he was an assistant professor in the Alexandria University before he moved to University of Business and Technology. His research interests are in the areas of electromagnetics and wave propagation, Nanosensors and Nanoantennas.

AMR YOUSEF

CEIT COORDINATOR



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

AYMAN ZERBAN

CBA COORDINATOR



AYMAN @UBT.EDU.SA



Dr. Ayman Zerban holds Bachelor of Commerce from Faculty of Commerce, Accounting Major (Alexandria University, Grade Very Good, 1991), a Master of Business Administration (MBA) from the Arab Academy of Science and Technology (1998) and PhD Accounting and Finance from Essex University United Kingdom (2002). Dr. Zerban was the Chairman of the Accounting Department in College of Business Administration (CBA) Saudi Arabia since September 2004 until January 2006 and was a faculty member in the department until May 2009 after that appointed as Vice - Dean for Education at Graduate School of Business (Arab Academy for Science and Technology and Maritime Transport) from September 2009 - till August 2011. Dr. Zerban supervised many MBA students in their dissertation thesis as well as many DBA proposals. He is currently a faculty member for the accounting department at College of Business Administration Saudi Arabia and Director of Research Unit (CBA). Dr. Zerban interest is in the areas of Financial and Managerial Accounting, Islamic and Corporate Finance as well as Social and Environmental Accounting.

MEET YOUR COORDINATOR

VOLUME 1, ISSUE 3

COORDINATOR

EIMAN YAHYA KURDI

JCA COORDINATOR



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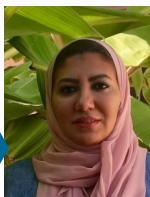
Dr. Eiman Yahya Kurdi is the Vice Associate Dean of Academic Affairs at Jeddah College of Advertising, University of Business and Technology. Currently, she is an assistant professor. In 2009, she finished her Master's degree in English and Communication from Swansea University in the United Kingdom. Her thesis focused on Third Wave of Feminism and Visual Media. In 2015, Eiman was awarded the PhD from Cardiff University, United Kingdom. Eiman has participated in many conferences and symposiums, as she presented a paper on feminist media in the Gender and Difference Conference in Cardiff in 2012.

LOBNA S. SOUROUR

CBA COORDINATOR



L.SOROUR@UBT.EDU.SA



Ms. Lobna S. Sourour is currently pursuing her doctorate studies with a research interest in Business modeling and Entrepreneurship with an MBA and a Bachelor's Degree in Business Administration. Ms. Sourour has 15 years of teaching experience teaching different courses at the University of Business and Technology. She held different positions at UBT including Quality Assurance & Accreditation and The English Language Academy. She attended an array of workshops, seminars and conferences related to Learning and teaching in Higher Education, Strategic Management, Entrepreneurship teaching, Managing higher educational institutes and visited worldwide universities including Babson College, Harvard University, Macquarie University, Grenoble Ecole De Management, Peking University, Sydney University.

SHARIQ FARAZ

JCA COORDINATOR



S.FARAZ@UBT.EDU.SA



Mr. Shariq Faraz is currently associated with Jeddah College of Advertising part of UBT as Asst. Director TQM and also serves as a Faculty. He completed his MSc. in Media Management from the University of Stirling in Y2002. Prior to this he undertook higher studies in Broadcast Journalism from Birmingham City University. He also attended Advanced Management Program (AMP) in Media from IESE Business School in Y2005. Shariq holds over a decades experience in the regional media industry in varied capacities across public & private sectors. His past roles entail Consultancy assignment for the Media Free Zone Authority, Government of UAE.

UBT-DELEGATION

VOLUME 1, ISSUE 3

UBT AT WORLD NUCLEAR EXHIBITION

ON 28TH OF JUNE



A delegation from UBT attended the World Nuclear Exhibition that was held in Paris - France last June 2016. The delegates were invited to enter the exhibition as VIP guests. UBT delegation consisted of the Director of RCC at UBT, Dr. Eng. Basma El Zein, Mr. Abdul Salam Al Ballouchi and Mr. Abdulhakim Khiyami. The delegates met with Dr. Denis – Robert Mougin, International Cooperation Manager at IRSN, Mr. Christophe Marquie, Project Manager at IRSN, Mr. Yves Fanjas, Director of I2EN, Mr. Philippe Correa, Director of INSTN, Mr. Xavier Perette, and many others.

The General Authority Of Meteorology and Environment Protection

ON 27TH OF JULY



Dr. Adnan Al Bar the consultant of The General Authority of Meteorology and Environment Protection (PME) visited UBT/ RCC and discussed collaboration in research and projects between PME and UBT. The meeting included the RCC director, Dr. Eng. Basma El Zein, as well as RCC team members: Samy Blin, Mohamad Angawi, and Layla Kamal. Then, Dr. Al Bar met with Dr. Faisal Iskandarani, University Vice Rector for Development and Quality. This meeting will be followed by an official visit from the authority of MEP to define the venues of collaboration.

VISIT OF NF CONSULTING

ON 21ST OF AUGUST



Nayef Fayeze Consulting (NF Consulting) visited UBT in its Dhahban campus. The meeting discussed venues of collaboration between UBT's RCC and the renowned firm, NF Consulting. NF had a look on UBT's colleges and Centers and the services they provide. NF admired the services provided by RCC and expressed extreme interest in elaborating future ventures.

UBT-DELEGATION

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VISIT OF SKEMA BUSINESS SCHOOL - PARIS

ON 3RD OF OCTOBER


UBT/RCC was delighted to receive the visit of Dr. Saadi Adra from Advisors. Advisors is a reputable institution from Lebanon that deals with a variety of sectors ranging from education, universities partnerships, training and development, to consulting services. Dr. Adra had a look at the colleges and centers of UBT, and the services they provide. Both parties discussed venues of collaboration and signing MOUs with Skema Business School-Paris (TRIPLE CROWN). Dr. Adra met the vice Rector of Academic Affairs Dr.Ali Tawati, the Dean of CBA Dr.Salah Abu Nar and Dr. Yussra Jamjoom, in addition to Dr.Weam Tunisi and the director of RCC Dr. Basma EL Zein to discuss the following :

- ♦ An Executive MBA Program in Project Management in collaboration with Skema Business School.
- ♦ Training programs in collaboration with CEC and Advisors.
- ♦ PMO project.

On the other hand, Advisors showed interest in participating in UBT conferences, workshops and seminars. Both parties are looking for future ventures and profound collaboration that will return with plenty of benefit.

VISIT OF THOMSON REUTERS MASTER

ON 5TH OF OCTOBER


UBT proudly received the visit of the renowned Thomson Reuters on its campus in Dhahban. Thomson Reuters is an international company that is committed to providing professionals in almost all sectors with tools that empower decision makers with the information they need. Their products and services basket includes: Financial, Risk Management Solutions, Intellectual Property, Legal, Reuters News Agency, Pharma & Life Sciences, Scholarly &Scientific Research, and finally Tax & Accounting.

Thomson Reuters was represented by Mr. Abdulhalim Hajjar and Mr. Ahmed Ibrahim, Mr. Mustafa Rashee. While from UBT side, Dr. Ali Tawati and Dr. Faisal Iskandarani were in acceptance of the guests. UBT bought two programs from Thomson Reuters, EndNote and Financial Reports. The visit comes in attempts to foster the relation between the two.

KICK-OFF MEETING FOR THE NANO TECH FOR BUSINESS CONFERENCE

ON 12TH OF OCTOBER



A group of UBT delegation has recently visited the Saudi Council of Engineers (SCE) on 12/10/2016 to discuss the preparation procedures of the upcoming joint conference on Nano Tech. The delegation was headed by University vice Rector for Development and Quality Dr. Faisal Iskandarani. The delegation also included the director of RCC Dr. Eng. Basma El Zein, Vice Rector Assistant of Development and Quality, Dr. Weam Tunsi, Vice Dean of CEIT for Academic Affairs, Dr. Jawad Al-Sulaiman, dean of CBA, Dr. Salah AbuNar, Dean of Jeddah college of Advertisement, Dr.

Abdullah Banakhr, and RCC Publishing Services Administrator Ms. Rozan Jalal. On behalf of SCE, the attendees were: Dr. Abdullah AlShehri. Eng. Fawaz Janah: General Director – Makkah Region, and Eng. Mohamad AlAttar: Public Relations and Training Officer, in addition to a video conference with Eng. Mesfer Jaafor from Riyadh.

This was a kick off meeting for the conference. The attendees discussed the process of preparation, the steering committee, set the date of the conference, and distributed the roles among them.

UBT-DELEGATION

VOLUME 1, ISSUE 3

VISIT TO THE SAUDI GEOLOGICAL SURVEY (SGS)

ON 16TH OF OCTOBER

A delegation from UBT visited the Saudi Geological Survey (SGS) to discuss venues of collaboration between the two parties. UBT delegation started with a brief presentation about UBT colleges and centers. They outlined the services provided by these facilities and researches conducted by UBT. Following this, SGS delivered a presentation showing their different research centers, projects and citing the reports they issue. After that, the delegation visited SGS's different research centers. SGS maintains a broad range of in-house laboratory facilities and research centers.

UBT delegation included: the University Vice Rector for Academic Affairs Dr. Ali Altawati, University Vice Rector for Development and Quality, Dr. Faisal Iskanderani, Dean of CEIT Dr. Munir AlHaddad, Dean of CBA, Dr. Salah Abu

Nar, Dean of JCA Dr. Abdullah Banakhr, and the Director of Research and Consultation Center Dr. Eng. Basma El Zein. From the side of SGS, and on top of the attendees was President of SGS Dr. Zohair A. Nawab, Consultant and General Director of the President's Office Mr. Faisal G. Shalabi, Assistant of the President for Technical Affairs Dr. Abdullah M. AL-Attas, General Director of Technical Support Mr. Ghazi J.S. Abdulhay, Head of Industrial Application Unit – Industrial Rock & Mineral Section Mr. Mamdouh O. AlJehani, and member Mr. Hisham O. Attass.

The meeting included various discussions on the services provided by each party, ways of collaboration and signing MOUs between UBT and SGS.

UBT-DELEGATION

VOLUME 1, ISSUE 3

VISIT OF THE SAUDI INDUSTRIAL PROPERTY AUTHORITY (MODON)

ON 7TH OF NOVEMBER


The Saudi Industrial Property Authority (Modon) made a visit to the University of Business and Technology (UBT) to discover and discuss means of collaboration between the two parties. The visit started with a quick tour around Dhahban campus. Then, the two parties met in the rector's office. Modon was represented by: Jeddah Industrial Cities Director, Eng. Saud Tabbakh, Health and Environment Chief, Eng. Amer Bamoneef, Health and Environment Officer, Eng. Yasser Alshehri, and Jeddah, Rabigh, Makkah, and Albaha Branch Manager, Eng. Haithem Abumansoor. From the side of UBT, and on top of the attendees was the university rector Prof. Dr. Hussein Bin Ali Alalawi. In addition, UBT's side included as well the General Director of Finance and Administration Affairs, Dr. Muhanad Dahlan; the dean of the College of Business Administration (CBA), Dr. Salah Abu Nar; the dean of the

College of Engineering and Information Technology (CEIT), Dr. Munir Haddad; the dean of Jeddah College of Advertising (JCA), Dr. Abdullah Banakhar; the director of the Research and Consultation Center (RCC), Dr. Eng. Basma Elzein; the dean of Student Affairs, Dr. Mustafa Alam; the vice dean of CBA for Academic Affairs, Dr. Weam Tunsy; and the director of the Career Center, Dr. Loay Tayyar.

The meeting started with presentations about the university's colleges and centers showing the services they provide and researches conducted at the university. The parties discussed several venues of collaboration. MODON showed special interest in UBT's researches and mostly the scientific ones. On hope that future collaboration will result in doubled benefit for both UBT and MODON, and for the Saudi Community as well.

UBT-DELEGATION

VOLUME 1, ISSUE 3

VISIT OF NATURE RESEARCH

ON 28TH OF NOVEMBER



UBT hosted Jon Guiliani and William Mahfoud from Nature Research to discuss venues of collaboration under a general MOU to serve academic researchers in accessing, using and applying the best research and information available. Nature Research is the world's largest academic book publisher, publisher of the world's highest impact journals and a pioneer in the field of open research. Recently Nature publishing Group, Palgrave Macmillan, Macmillan Education has merged with Springer Science, Business and Media to form Springer Nature. Nature Research (NR) includes the custom publishing division of Nature.

The visitors met the RCC Team and discussed different projects for faculty, students, conferences and research. After that, the visitors have met the vice rector of Quality Dr.Faisal Iskandara-

ni and elaborated on the proposed projects such as author, Peer reviewer , and Editor trainings to UBT researchers. As scientific illustration, media, graphics and advertising are of high importance to research; the visitors had a quick tour at the JCA, where they met the Dean, Dr.Abdullah Bankhar and discussed venues of collaboration.

PARTICIPATION IN KACST INTRODUCTION TO FUNDING

ON 28TH OF NOVEMBER



Coming Soon External Research Sponsors:

To provide UBT researcher with more support and research fund, RCC is preparing a list national and international sponsor for their research.

Mr. Mohamad Angawi from the Research Services Unit attended the organized workshop by King Abdul Aziz City for Science and Technology (KACST) entitled "support for universities and research centers and programs," that took place in Riyadh on 28th of Nov, four key programs have been presented :

1. Post Graduate program.
2. Support the basic research program.
3. Support innovative research program.
4. Program industrial innovation centers.

STARTUP WEEKEND JAZAN

ON 21ST OF APRIL



UBT – MBA student Mrs. Manahel AlKoor, participated in an entrepreneurship competition entitled "Startup Weekend Jazan 2016" organized by Badir program - King Abdullah City and it was in Jazan sponsored by Riyadh Bank and Jazan University. She received the first place award for the Fallokah Project.

Later on she was invited by Taif university to share her experience as winner of the competition.

UBT STUDENT PARTICIPATED

IN IEEEEXTREME COMPETITION



UBT Team 2 was composed of Eng. Hussam Adham, Eng. Mohammed Al Edrisse and Eng. AbdulaAziz Al Aharqawi and proctored by Dr. Basma EL Zein.

UBT Team 3 was composed of Eng. Sultan Al Shehri, Eng. Ibrahim Abdulla, and Eng. Tariq Al Mutairi and proctored by Dr. Basma El Zein.

Dr. Sayed Muqtar and Mr. Saleh Takrouiri were there too mentoring and proctoring the teams.

The students started preparing for this competition, few days earlier. Gathering after classes and practicing with the guidance of Eng. Sami Fattani.

IEEEExtreme is one of the global challenges in which teams of IEEE Student members—advised and proctored by an IEEE member, and often supported by an IEEE Student Branch—compete in a 24-hour time span against each other to solve a set of programming problems.

IEEE UBT Students Branch in its first year participated in this global competition with three groups, each composed of 3 students from CEIT and proctored by its faculty.

UBT team 1 was composed of Eng. Hattan Kattan, Eng. Malaz Aledilbe and Eng. Mohammad Najjar and proctored by Eng. Sami Fatani

After 24 hours of programming, UBT came in the 4th place across KSA after : King Abdul-Aziz University, King Saud University, and Imam Muhammad ibn Saud Islamic University respectively. When considering the Saudi private sector, UBT occupied rank 1 among private universities.

UBT team was in rank 23 out of 74 participations from all over the Kingdom. On the level of IEEE Region 8, we ranked 375 out of 1000.

Looking for the next round.

UBT INDUSTRY RELATIONSHIP

VOLUME 1, ISSUE 3

UBT/CBA FIELDTRIP TO FRANCE - SUPPLY CHAIN MANAGEMENT DEPARTMENT

28TH NOV– 2ND DEC

In accordance with UBT's slogan "Education for Job Opportunities", the University is planning a field trip for groups of students from CBA – Supply Chain Management to Rouen, France. The trip will include visits to world-leading companies in varied industries. UBT team will visit the French car manufacturer "Renault" and will have a chance to link what they learn in classes to real applications in the industry. On the other hand, UBT students will visit the factory of "Safran Aircelle – the aircraft industry" and "Soget – port operations."

The objectives of the visit are the following:

- Reinforce and expand on concepts taught in class
- Supplement and enrich classroom procedures by providing learning experiences in an environment outside the schools

- Arouse new interests among students
- Help students relate school experiences to the reality of the world outside of school
- Bring the resources of the industrial, commercial, and educational within the students' learning experience
- Afford students the opportunity to study and explore real situations and processes in their actual environment

UBT always thrives to assist its students with the necessary tools and knowledge to make them ready to face the real world when they are about to leave college. The group was Supervised by Dr. Turki Al Thaqafi.

Instructor: Eman Kurdi

College Of JCA

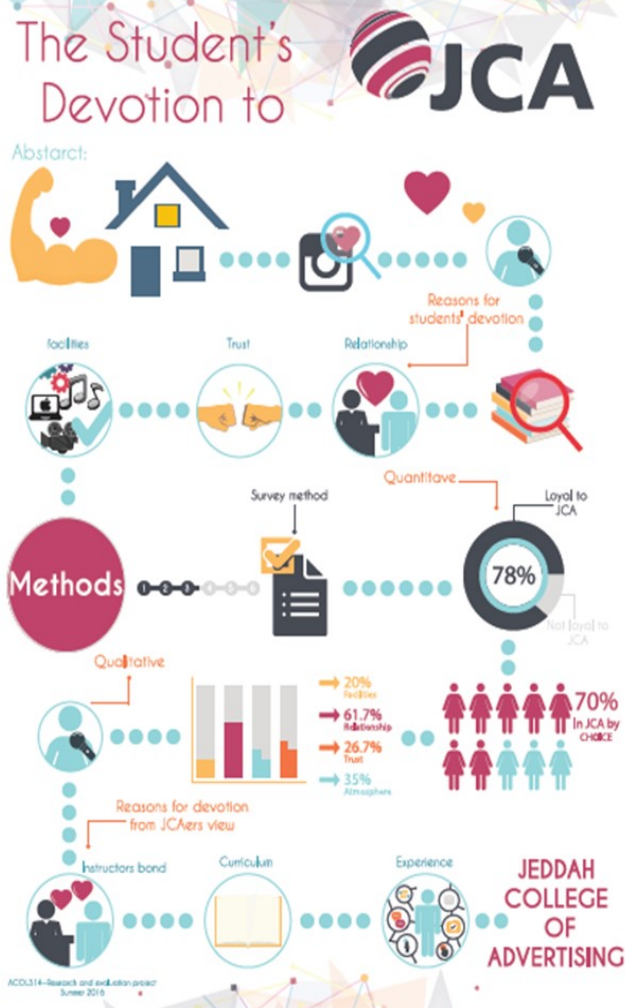
The Main Factors that Influence Jeddah College of Advertising Students'

Anmar Al-Amoudi, Dalia Al-Shamamery, Ghaida Al-Raddadi, Hana Al-Sowaigh, Raghdah Al-Howaish, Rawabi Hassan

* University of Business & Technology (UBT), JCA , ACOL314 Research and Evaluation (Project 2), 2016

ABSTRACT

This research paper examines the hidden reasons and factors that lead Jeddah College of Advertising students to be strongly devoted to their university. When observing students social media accounts, it has been founded that a good amount of them are loyal and proud to be a part of Jeddah College of Advertising. Usually, the long history of a college is the main reason of the devotion, however, Jeddah college of Advertising is still new, and so what might be the reasons? The primary and secondary types of data were collected from the students themselves and from journals and books. To guarantee more accurate results, qualitative and quantitative methodologies will be used in this paper to focus on both numbers and reasons. There might be some previous hypothesis and insights about the devotion reasons, but after gathering the actual results from the research that was done; this research paper will determine real reasons of what the students are truly passionate about Jeddah College of Advertising that made them loyal and devoted.



STUDENT RESEARCH

VOLUME 1, ISSUE 3

STUDENT RESEARCH

CBA

Instructor: Kholod Aggad

College Of CBA

Marketing Research Report on the Launch of "Panda's New Services"

Ghada AlAqal, Fatimah Allabban, Shaimaa Abuzinada, Asmaa AlHussan

ABSTRACT

* University of Business & Technology (UBT), CBA, (Project 1), 2016

As Panda is one of the big companies in Saudi Arabia and in Gulf region, it should always seek out for great opportunities. Therefore, this research is established to study the reaction of the customers in providing new services in the market, and if they will accept it or not. This research aims to develop online shopping, delivery and pick-up services for Panda. Survey is distributed to better understand the customer's behavior, attitudes and opinions and their willing to accept these new services, in fact that 67% of the chosen survey applicant, agreed that online delivery, pick-ups could help them massively in their weekly routine. For Panda, that's mean a new opportunity has come, where both Panda and its customers would benefit from it. In addition, 51% of Panda's customers said that they are more to shop online than going to the store, if Panda could cover this market gap, it will be huge increase in profit rates. To conclude, Panda should consider applying these services, due to the huge need in the market and to gain competitive advantage.

Instructor: Kholod Aggad

College Of CBA

A Market Research Report on the Launch of "Starbuck Delivery"

Abeer Abdulwahab Alnanaih, Lama Adel Khaberi, Lujain Khaldoun Kastero, Manar Nassir Shahwan, Rana Ali Reda

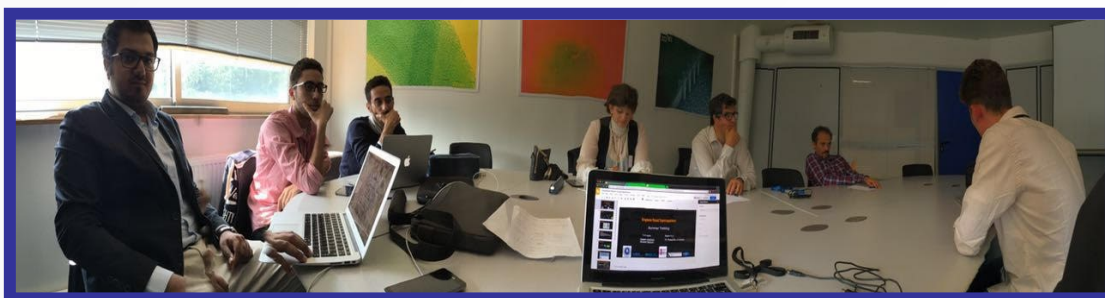
ABSTRACT

* University of Business & Technology (UBT), CBA, (Project 2), 2016

The report is conducted about the opportunity of introducing Starbucks Delivery Service to offices and universities in Jeddah, Saudi Arabia. The purpose and research statement of this report is to measure the extent introducing Starbucks Delivery will affect the performance and increase customer's satisfaction in universities and work offices in Jeddah, Saudi Arabia. The information found in this report is based on surveys conducted to the University of Business and technology students and staff in order to get an insight into the potential customers' minds. Introducing Starbucks Delivery would be a great opportunity to the company and this society especially since its coffee driven, delivery systems are successful and people have a huge loyalty to Starbucks. Moreover this service will generate so much profit and would show that Starbucks are always on the move towards innovation and being successful and listening to the customers need. The research showed a high percentage of acceptances in the Saudi market of this service, we got into the consumers' minds to understand their needs about what they are looking for in this service from features and based on it the service will be implemented. Moreover, a lot of profit will be added since people would pay anything for this service to be implemented. We recommend and advice Starbucks to take the initiative and start this service by providing a special unit of employees and outlets specialized in producing the products for delivery, train employees well, and provide efficient and good quality service.

UBT SUMMER INTERNSHIP IN FRANCE

2016



Jeddah, KSA: The University of Business and Technology (UBT) is on top of Saudi universities that are specialized in technology and values research. Recently, UBT leaped a step further to research by signing a memorandum of understanding between the University of Valenciennes and Hainaut-Cambresis (UVHC) and UBT in April 2015, for a mutual interest in collaborative research, exchange of faculty members as well as students, and many other areas. Following this, the Research and Consultation Center (RCC) at UBT organized an international internship program in collaboration with the Institute d'Electronique, Microelectronique, et Nanotechnologie (IEMN) at UVHC to host UBT students and provide them with the opportunity to participate in international research programs around the world.

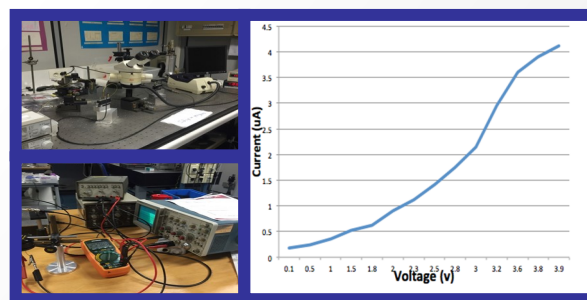
This research program came to light on the 2nd of May, 2016 when a group of 7 ambassadors from the College of Engineering and Information Technology (CEIT) visited Lille, France to join (IEMN), for 8 weeks where they were distributed over 4 research groups and supervised by highly cited professors.

The first research project was entitled "Study and Characterization of Micro White LEDs for Light Fidelity (Li-Fi) Communications" under the supervision of Prof. Elhadj Dogheche. Eng. Saeed BAwazir and Eng. AbdulHameed Kheimi were part of them optoelectronic Team .

The students studied the lighting technology related to the White LEDs. IEMN is actually involved in the fabrication of micro LEDs in the clean room and the performance of the optoelectronic device will be first evaluated in terms of electrical and optical responses. The

students have acquired knowledge in clean room fabrication, devices characterizations & optoelectronic applications. They used White micro LEDs to investigate a LiFi transmission link.

- The optical performance of the semiconductor LED can be improved by applying laser, the measurement was:
- With 70 mwatt between 1.5V and 3.6V.
- With 40 mwatt between 2.01V and 3.75V.
- With 0 mwatt between 1.53V and 3.65V

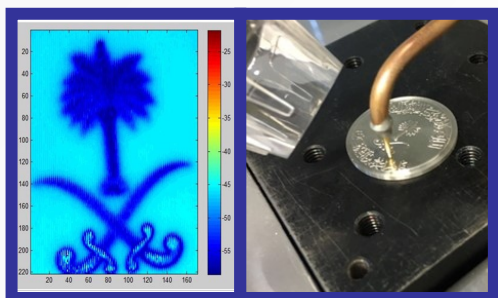


The second group composed of Eng. Abdulmoez King and Eng. Waleed Najem, under the supervision of Prof. Tuami Lasri worked on the research project entitled " Microwave Scanning Microscopy for Materials Characterizations" .

The interns were involved in Microwave Microscopy studies. During the internship they got familiar with an original instrumentation that has been developed for Microwave Scanning Microscopy with different kind of software. The student were part of a team that contributes to the development a new microwave instruments.

UBT SUMMER INTERNSHIP IN FRANCE

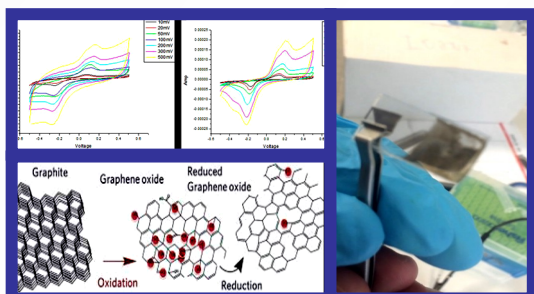
2016



The third group composed of Eng. Hasan AlEdrissi and Eng. Khaled Sabawi joined the team of Prof. Rabah Boukherroub, Director CNRS Lille for the project entitled "Synthesis of Graphene-based nano-composites".

The students were involved in the synthesis and characterization of reduced graphene oxide for super capacitors. During this period, the students acquired knowledge in nanomaterials synthesis using wet chemical approaches. They did a parametric study for the graphene synthesis.

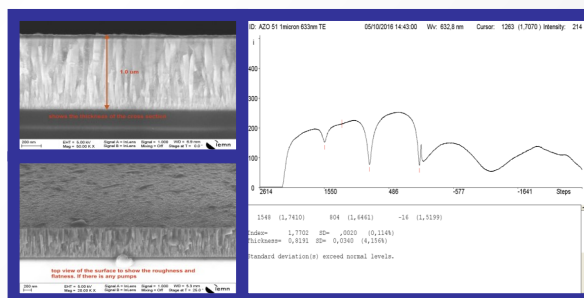
Using nickel is slightly better than copper, having a bit higher capacitance rate and much stable during each of the runs retaining its capacitance values thus achieving our goal of a good enhancer for RGO to build a super capacitor electrode. It's much cheaper to



buy ready RGO compounds rather than making it ready in labs. For large quantities and applications such as solar cells, the electrophoretic deposition comes handy since we can prepare huge containers to dip our big plates in and start depositing our nanostructures under a certain potential difference

during a specific duration. In the Future, we can have industrial facilities and factories working fully on renewable energy with a more effective long-term plan.

The fourth project entitled "Testing Thin Films with Scanning electron microscopy (SEM) and Prism Coupling" proposed by Prof. Elhadj Dogheche. Eng. Abdulsalam Alballouchi used different methods and techniques to detect ways to produce cost-effective solar cells with least error and best results. First, he studied all three generations of solar cells. He worked on the thin film solar cells. "Sputtering" for thin film deposition was used to produce efficient cells, and the deposited materials was characterized using Scanning Electron Microscope (SEM) and prism coupling on Aluminum Zinc Oxide (AZO) thin film of thickness 1 μm to study the composition of the mate-



rial in 633 nm in TE angle.

SEM showed that the thickness of the cross section of the material is 1.0 μm .

After performing prism coupling, the thickness of the film was compared in three cases in order to detect the most accurate.

Thickness measured by SEM = 933nm

Thickness measures prism coupling = 819nm

Prism coupling error (ϵ) = $1\mu\text{m} - 819\text{nm} = 181\text{nm}$

(ϵ) Error between SEM and prism coupling = $933\text{nm} - 819\text{nm} = 114\text{nm}$

The calculations showed that SEM had less error and thus proved to be more accurate than prism coupling.



STUDENT RESEARCH

VOLUME 1, ISSUE 3

KAUST'S 6TH ANNUAL UNDERGRADUATE POSTER COMPETITION

DURING NOVEMBER

UBT assures its position among top Saudi universities by having students participate in the "6th Annual Undergraduate Poster Competition" prepared by King Abdullah University for Science and Technology (KAUST). This competition comes as a part of the event entitled "Winter Enrichment Program" and taking place at KAUST. This is an international

event where winners will have the opportunity to spend a week full of great events at KAUST and meet peers sharing them the interest. 12 projects have been submitted; 5 from CBA and 7 from CEIT. Wishing the best of luck for UBT teams to be on top of the winners and to carry the name of their university to an international level.

Share your abstract and join KAUST for a week of inspiration this January 2017

If you have amazing ideas and would like to visit one of the world's leading science and technology research universities, we would like to hear from you.

In January 2017, King Abdullah University of Science and Technology (KAUST) is hosting its Sixth Annual International Research Competition for undergraduate students around the World.

This competition is part of the university's Winter Enrichment Program (WEP). This event is a once-in-a-lifetime chance to share

and compare your work with peers from across the globe, win prizes, and experience life in Saudi Arabia at a Premier graduate-level research institution.

All you need to do is submit your abstract first to RCC: rcc@ubt.edu.sa and your dean no later than 1st of Nov 2016. Then, all the received abstracts will be evaluated by a UBT committee and the best abstracts will be submitted to KAUST. Finally, the best-accepted abstracts by KAUST will be invited to spend an exciting, event-filled week at KAUST from January 15 to 20, 2017.

All Colleges are invited to participate :

- CEIT with Science and Engineering Projects .
- CBA with Technology Transfer Projects.
- JCA with Scientific Illustrations .

Groups with members from different colleges are encouraged too.

INNOVATING AT SPEED: WHY JOINING A STARTUP ACCELERATOR IS IMPORTANT FOR YOU?

SEMINARS





In collaboration with CBA, We cordially invite you to attend the seminar entitled :

Innovating at speed: Why joining a startup accelerator is important for you?

How do I start a startup? It is a question many first time entrepreneurs find difficult. Startup accelerators are a critical part of the startup ecosystem, and joining an accelerator program can save potential entrepreneurs time and money they simply can't afford to lose in the early stages. In this talk, we will discuss who should join a startup accelerator and discuss Taqadam, a multi-university accelerator program open to faculty, students, staff of recent graduates of UBT.

TAQADAM is a mentorship-driven, hands-on multi-university startup accelerator developed and managed by the KAUST Entrepreneurship Center in collaboration with SABB. The program helps potential university-based entrepreneurs turn projects into prototypes and ideas into businesses.

The program will help entrepreneurs validate the product/service idea, develop a working prototype or model, engage with potential customers, and pitch to judges and investors. We accelerate startups by providing the chance to receive initial funding, access to additional capital, and an unmatched team of local and international mentors and advisors.

Monday 17th OF October 2016
12:00 – 13:30
At Prince Sultan Auditorium-CBA



Abdulrahman AlJiffry
 Innovation Academy Lead,
 Entrepreneurship Center at KAUST



Amal Dokhan
 Program Design Lead,
 Entrepreneurship Center at KAUST

Abdulrahman AlJiffry supports a diverse portfolio of deep technology start-ups ranging from consumer electronics to education to clean tech in his capacity as part of the New Ventures team at King Abdullah University of Science & Technology (KAUST).

Abdulrahman founded KAUST's accelerator program during the early days of the Entrepreneurship Center and supported the KAUST's entrepreneurial efforts. KAUST was named as the best Higher Education Institution Supporting Entrepreneurship in the 3rd Global Entrepreneurship Summit December, 2012 only 18 months after the founding of the Entrepreneurship Center.

During his time in KAUST, Abdulrahman created several initiatives including the Technology Angel Summit, Developing the Young Leader Program, Graduate Student Business Exposure Workshops among others at the intersection of technology and entrepreneurship.

Before joining KAUST, Abdulrahman worked at Prince Sultan College where he was responsible for the institutions academic assessment and accreditation.

She has a diversified range of experience in management and marketing related roles particularly in education. She is currently working in the Entrepreneurship center in a number of roles including the New Ventures Acceleration and Corporate Innovation program. Prior to that she worked in the KAUST Seed Fund where she developed marketing and events, while providing a range of services to startup clients. Previously Amal has managed an educational organization; during that time she designed programs and started few innovative initiatives to be implemented by the education in many available setting and all towards changing the mindsets in order to be creative in the work place and the educational tools.

In parallel to this she started her own business, which organized sports events and offered commercial consultancy to large organizations. Her clients included several Dubai government departments, the Kaminski hotel 'Mall of the Emirates', Infiniti Cars and other service providers. A joint venture with another start up in Dubai focused on creating media and production services to other agencies including Starcom Dubai, Yahoo Dubai and many others. She has assisted in teaching Services Marketing to undergraduates at Wollongong University and also published two business articles focused on services marketing.

In accordance with the Kingdom's Vision 2030, and in fulfillment of UBT's philosophy represented in its slogan "Education for Job Opportunities", and as a support for ambitious youths to turn to Business owners, RCC in collaboration with King Abdullah University for Science and Technology (KAUST) has organized a seminar entitled "Innovating at speed: Why joining a startup accelerator is important for you?" It took place in CBA on both campuses, Sari and Dhahban and was conducted by Mr. Abdulrahman AlJiffry, Innovation Academy Lead, Entrepreneurship Center - KAUST and Ms. Amal Dokhan, Program Design Lead, Entrepreneurship Center - KAUST.

Mr. AlJiffry supports a diverse portfolio of deep technology start-ups and is founder of several

accelerator programs and initiatives. Ms. Dokhan is widely experienced in management and marketing fields, particularly in education. She has had her own business startup and helped in many startups. She also taught "Services Marketing" at Wollongong University.

The seminar aimed at introducing the concept of startup accelerators and in parallel introducing the program "Taqadam" which is a mentorship-driven, hands-on multi-university startup accelerator that was developed and is being managed by the KAUST Entrepreneurship Center and in collaboration with SABB Bank. The program helps potential university entrepreneurs turn inventions or ideas into businesses.

ENDNOTE WORKSHOP

WORKSHOP





In collaboration with CBA and library ,You are cordially invited to attend the Workshop entitled :

EndNote Workshop

ABSTRACT

EndNote bibliographic software can help you organize references, images, and article downloads; create bibliographies and figure lists instantly; and efficiently integrate references into research papers. Learn how to put EndNote to work for you by attending a 1.5 - Hour training session.



Thursday

10th Of November 2016
12:00 – 13:30
At UBT, Jeddah , Sari campus
Lab - 1

Dr. STEPHEN BUCK

Subject Specialist – Physical Sciences and Engineering
King Abdullah University of Science and Technology

Stephen Buck has been working in KAUST University Library as a subject specialist since April 2015. Prior to that he was the Periodicals and Electronic Resources librarian in Dublin City University, Ireland. He has also worked as a librarian in University College Dublin and Trinity College Dublin.

In collaboration with King Abdullah University for Science and Technology (KAUST), RCC has organized a workshop entitled "EndNote". The workshop was delivered at UBT campuses in Sari and Dhahban. The workshop was conducted by Dr. Stephen Buck. Dr. Buck is Subject Specialist- Physical Sciences and Engineering at (KAUST). The aim of the workshop was to show researchers how they can integrate references in their research papers using the software "EndNote" which makes it as easy as "a press of a button". This workshop comes second in a

series of workshops the RCC is delivering to help faculty and staff learn techniques used in the research process. The workshop was attended by UBT faculty, and staff who have interest in research. The attendees were impressed by the way the workshop was delivered for being simple and effective. They got hands-on experience as they applied genuine examples. RCC is delighted to have Dr. Stephen Buck in the future to deliver other workshops as Dr. Buck brings along a lot of knowledge and deep experience with him.

CBA ACCOUNTING DAY



WE CORDIALLY INVITE YOU TO CBA ACCOUNTING DAY ,2016:

Application IFRS in Saudi Arabia

ABSTRACT

With SOCPA's deadline of 2017 looming, companies are starting to realize the implications of adopting the requirements of International Financial Reporting Standards ("IFRS"). IFRS Standards will be the financial reporting framework for all listed companies in Saudi Arabia starting in 2017, and the IFRS for SMEs will be the reporting framework for unlisted companies starting in 2018. Adoption of IFRS Standards is part of a 'Project for Transition to International Accounting and Auditing Standards' undertaken by the Saudi Organization for Certified Public Accountants (SOCPA), which is the Saudi Arabian national standard-setter. Currently, the Saudi Arabian Monetary Authority (which is the Saudi Arabian central bank) requires banks and insurance companies in Saudi Arabia (both listed and unlisted) to report using IFRS Standards. SOCPA standards currently apply to all other companies, listed and unlisted. The Project involves SOCPA reviewing each individual IFRS Standard (including Interpretations). To date, that review has been completed for some IFRS Standards and is ongoing for the remaining ones. The impact of IFRS on the structure of the balance sheet and reported results have a direct impact on credit ratings, analysts assessments, borrowing costs and dividend payment policies, all of which affect the performance of shares on the exchange. It is considered that the application of IFRS has a far more reaching impact than just affecting the accounting entries which requires careful management of stakeholders. IFRS affects financial results and changes the shape of the balance sheet. It can affect key performance indicators against which management are assessed and change liquidity ratios, impacting the cost of debt for entities.

Dr. Steven Harmer
Technical Director, Kingdom of
Saudi Arabia

Introduction

- Steven has been with Deloitte for 20 years, 16 of which have been in South Africa.
- Steven commenced working in KSA in October 2015 and was appointed as the KSA Technical Director in December 2015.
- Steven obtained his qualifications at the University of Cape Town and the University of South Africa

Experience

- Having originally joined Deloitte 20 years ago, he has extensive personal experience in serving significant clients, both listed and unlisted in a wide variety of industries, for example property, media, publishing, mining, retail and fishing.
- Steven has worked with IFRS for over 10 years
- Assisting clients implement IFRS with specific emphasis on the selection and application of accounting policies that comply with IFRS



Wednesday 19th
October, 2016
13:00 – 14:00
At Prince Sultan
Auditorium





CBA SEMINAR



CBA cordially invite you to attend the seminar entitled :

The Adequacy of Programs Used by the Auditors on Jordanian Companies Operating in Electronic Commerce and its Impact on Accounting Disclosure

This study aimed at identifying the extent of programs sufficiency that auditors use on the companies operating in e-commerce. A questionnaire was designed and distributed to a random sample from the population that consists of external auditors. (30) Questionnaires were distributed, while (25) were retrieved. (SPSS) was used to analyze the data and extract the values of duplicates, standard deviations, means and test hypotheses of the study. The study concluded that the e-commerce is the challenge facing auditors and that the ready-made software used in

auditing is essential and important in the process of auditing the operations of e-commerce. The researchers found a set of recommendations; the most important was that audit offices must provide these software and work to raise the skills of auditors in dealing with this software, they also advised companies to disclose about the operations of e-commerce in their statements which facilitates the process of financial audit of their accounts.

Keywords: Audit Software, E-Commerce, Auditing Skills, Auditing Offices, Disclosure

Dr Majed Alsharayri
Faculty member of CBA

My name is Majed Alsharayri, I am a new Faculty member of CBA , I joined UBT fall 2016 as professor of Accounting. I am very excited to be here with you. I have discovered during my years as an academic that I am always trying to balance productivity with morale. I am sure you are all familiar with. Today I am going to share with you an article that published in 2012

wednesday 26th of October 2016
12:00 pm



SARI CAMPUS SEMINAR



You are cordially invited to attend the seminar entitled :

Small is the next big thing: Introduction to Nanotechnology – Vision 2030

ABSTRACT

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

As an emerging technology and having a broad impact across different sectors such as (Health, Automotive, Renewable energy, agriculture, Transportation, construction, Water desalination, etc...), Nanotechnology is a modern technical knowledge which implies the engineering concept at atomic scale. It involves the manipulation of the atomic structure at nanometer level (10-9 of a meter), to create new material that can be used at a very small scale to drive

new innovative industries. It is considered as the potential to supply new products and knowhow to new and existing industries. This is due to the Nano-materials and nanostructures that are taking lots of attention in the research and the industry owing to their unique capability in the fabrication of new structures at the atomic level and the production of novel materials that have high potential application in energy harvesting to increase the energy conversion efficiency and decreasing the fabrication cost.

In this presentation, the speaker will introduce the concept of Nanotechnology and its application in our life.

**Wednesday 14th
December , 2016
12:00 – 13:00
At Sari campus**



Dr. Basma El Zein

Director of Research and Consultation Center (RCC)

Basma El Zein, PhD. Director of Research and Consultation Center (RCC). She has 17 years of experience in academic and research institution. Previously, she was appointed as the director of the research and Curriculum development unit at CEIT. She was a Research Scientist at King Abdullah University of Science and Technology (KAUST), and previously a faculty member at Dar Al Hekma University, KSA and an associate researcher at the Institut D'Electronique, Microelectronique et Nanotechnologie (IEMN), Lille, France. Dr.El Zein is a senior member of IEEE, member of ACS, MRS, SPIE, ECS, IET and Lebanese Engineering syndicate. She has been selected as Solar Pioneer by Middle East Solar Industry Association (MESIA) during the World Future Energy Summit (WFES) 2015 in Abu Dhabi. Dr. El Zein gained her master degree in engineering (Electrical & Electronics) with distinction from Lebanese University, Tripoli Lebanon. Then she received her PhD in Nanotechnology Engineering from the University of Lille 1 with high distinction. Her recent research interests include working on nanostructures for third generation solar cells, energy harvesting and energy storage. She gained 2 grants in 2013 from King Abdul-Aziz City for science and technology (KACST) with a fund of 3 million SAR, to support her research on Nanostructures for

Photovoltaic applications, where she is mentoring PhD student and collaborating with many international research centers (England, France, Sweden, USA and Switzerland). The main objective of her research is to develop an eco-green with high efficiency and long durability Solar cells. In addition to this, she is exploring new materials such as kesterite, perovskite and protein to be used as light absorber for Solid state sensitized solar cells. Some of her previous researches include: Telecommunication, artificial Intelligence, auto-control and auto-command by programmable logic controllers and Computer Vision. She was received many award such as who's who the world, 2000 Outstanding Intellectuals of the 21st Century in 2010 and Top 100 educators in 2010. She is a reviewer in many international, peer-reviewed journals, the chair or co-chair and on the committee of different international conferences; she published in many international journals and had one patent filed in USA. Dr. El Zein, has long experience in curriculum review and development, she has a diversified knowledge in various scientific streams, coupled with 17 years of experience in teaching, Project management and research. She also supervised 194 final year projects - bachelor degree.





ANNOUNCEMENT

VOLUME 1, ISSUE 3

The University of Business and Technology
is proud to announce
"IEEE UBT STUDENT BRANCH"



The Institute of Electrical and Electronics Engineer (IEEE) is considered as the world's largest association for technical professionals with more than 420,000 members from 160 countries. There are more than 3000 student branches in more than 100 countries around the world. The IEEE fields of interest are: sciences, technology, engineering, and mathematics (STEM). UBT IEEE Student Branch will organize different seminars, workshops, and technical projects throughout the academic year 2016/2017.



ANNOUNCEMENT

VOLUME 1, ISSUE 3

COMING SOON

UBT
UNIVERSITY OF BUSINESS & TECHNOLOGY

KAUST
King Abdullah University of Science and Technology

UBT Technology Transfer & Entrepreneurship Week

Global Entrepreneurship Week
Saudi Arabia

VISION 2030
رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

18th to 20th of December 2016

Design Thinking

Internet of Things (IoT)

LEAN Methodology

RCC Research & Consultation Center
CBA Center for Business Advancement
CEIT Center for Entrepreneurship & Innovation Technology
JCA Joint Competence Academy
MBA Master of Business Administration
ELA English Language Academy
CEC Center for Entrepreneurship & Creativity



ANNOUNCEMENT

VOLUME 1, ISSUE 3



UBT – RCC IS PLEASED TO ANNOUNCE

FIRST CALL FOR RESEARCH PROPOSAL 2016/2017

Date To Remember :
15th of January 2017

What to submit :

- 2 Hard Copies
- 1 CD/USB Soft Copy



BRIEF PROCESS



RESEARCH AREAS

Flagship Research

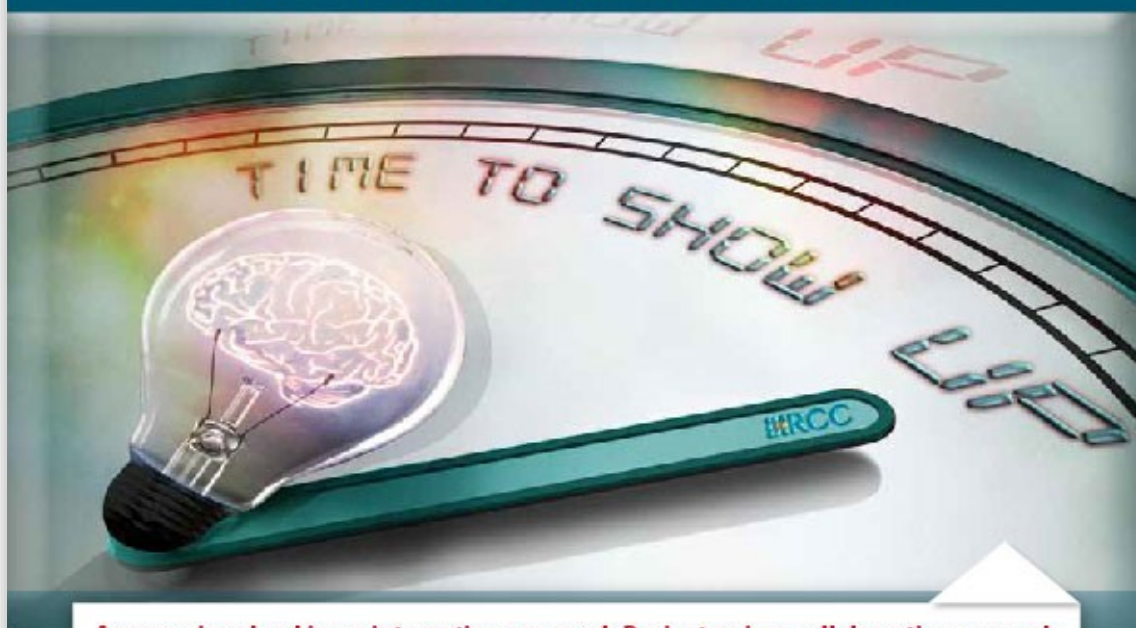


FOR ANY INFORMATION : Rcc-Publicationservices@ubt.edu.sa ; RCC-Researchservices@ubt.edu.sa

ANNOUNCEMENT

VOLUME 1, ISSUE 3

RCC 2nd Research Symposium (Poster session)



Are you involved in an interesting research Project or in a collaborative research that you would like to discuss or show to your UBT colleagues ?

Why not present your work in the RCC 2nd Research Symposium (Poster session) that will be held in March in the Library Dhahban Campus .

RCC welcomed you to participate in its 2nd research symposium , where the best poster for each college will be awarded and recognized on that date. The selection of the best three posters from each college will be done by a panel of judges from UBT .

Instructions:

- 1 You can participate with max 3 posters
- 2 Please fill in the registration form
- 3 Use the attached Poster template
- 4 Send you PPT version to RCC Publicationservices by max 30th JAN



Looking forward to meeting you there .

For any further information: RCC-Publicationservices@ubt.edu.sa





RCC ACTIVITIES

VOLUME 1, ISSUE 3

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

RCC ACTIVITIES

VOLUME 1, ISSUE 3

2017										
Jan	Feb		Mar		Apr		May		Jun	
	We		We		Sa		Mo		Th	1
	Th		Th		Su		Tu		Fr	2
	Fr		Fr		Mo		We	Research Workshop	Sa	3
te a successful	Sa		Sa		Tu		Th		Su	4
	Su		Su		We		Fr		Mo	5
	Mo	Photonics Day	Mo		Th		Sa		Tu	6
	Tu		Tu		Fr		Su		We	Vacation 7
	We	How to increase your research impact	We	Research Workshop	Sa		Mo		Th	8
	Th		Th		Su		Tu		Fr	9
	Fr		Fr		Mo	Industry Day	We	Research Workshop	Sa	10
ay	Sa		Sa		Tu		Th		Su	11
	Su		Su		We		Fr		Mo	12
	Mo	Scientific Cafe	Mo		Th		Sa		Tu	13
	Tu		Tu		Fr		Su		We	14
or research	We		We		Sa		Mo		Th	15
	Th		Th		Su		Tu		Fr	16
	Fr		Fr		Mo		We		Sa	17
	Sa		Sa		Tu		Th		Su	18
	Su		Su		We		Fr		Mo	19
	Mo	Gulf education conference- @ UBT	Mo		Th		Sa		Tu	20
	Tu		Tu		Fr		Su		We	21
	We		We		Sa		Mo		Th	22
	Th		Th		Su		Tu		Fr	23
	Fr		Fr		Mo		We		Sa	24
	Sa		Sa		Tu	IP Day	Th		Su	25
	Su		Su		We		Fr		Mo	26
	Mo		Mo		Th		Sa		Tu	27
	Tu		Tu		Fr		Su		We	28
			We	2 nd Research Symposium	Sa		Mo		Th	29
or 2 nd Research			Th		Su		Tu		Fr	30
			Fr				We			31

RESEARCH E-NEWSLETTER

VOLUME 1, ISSUE 3

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**For any further information
please contact us**

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<http://www.ubt.edu.sa/RCC/About-us>