

كلية الاقتصاد وإدارة الأعمال
College of Economics and
Business Administration

جامعة التقنية
والعلوم التطبيقية
University of Technology
and Applied Sciences



CEBA

UTAS

AL MANNARAT

CEBA MAGAZINE

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COLLEGE OF ECONOMICS AND BUSINESS ADMINISTRATION (CEBA)
UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES
SULTANATE OF OMAN

آفاق واسعة
Broad Horizons



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2026

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I am honored to present **the second volume of *Al-Mannarat***, a publication that continues to reflect the dynamic spirit, collective ambition, and forward-looking vision of the College of Economics and Business Administration across all UTAS branches.

This edition is more than a record of activities; it is a testament to transformation. It captures how CEBA is evolving into a future-ready academic community that blends academic excellence with real-world relevance, digital innovation, and meaningful societal engagement.

Over the past year, our college has strengthened its position as a hub of applied knowledge and leadership development. From international academic collaborations and high-impact research initiatives to student innovation competitions and industry-linked learning experiences, CEBA continues to move confidently toward its strategic goal: preparing graduates who are not only academically competent, but also adaptable, innovative, and globally aware.

A defining theme across this issue is **digital transformation and artificial intelligence**. Our symposiums, workshops, research, and classroom practices demonstrate that we are not merely responding to technological change, we are actively shaping how business education integrates AI, analytics, sustainability, and human capital development. This alignment with Oman **Vision 2040** ensures that our graduates contribute meaningfully to a knowledge-based and innovation-driven economy.

Equally important is our commitment to **industry partnership and community engagement**. The field visits, guest lectures, advisory workshops, and joint international events featured in this issue highlight our belief that strong institutions are built through collaboration. CEBA continues to serve as a bridge between academia, industry, and society, ensuring that learning remains practical, relevant, and impactful.

Our faculty members remain the cornerstone of this progress. Their dedication to research, teaching innovation, professional development, and student mentorship is clearly reflected in the achievements documented throughout this magazine. At the same time, our students continue to inspire us with their creativity, leadership potential, and commitment to excellence.



Dr. Nasser Alhamar Alkathiri
Dean, College of Economics and Business
Administration
University of Technology and Applied
Sciences

As we look ahead, CEBA's direction is clear:

We will continue to innovate in curriculum design, expand international partnerships, strengthen research impact, and cultivate entrepreneurial and digital mindsets among our students. Our aim is not only to keep pace with change, but to lead it.

I extend my sincere appreciation to the editorial team, contributors, faculty, staff, students, and partners whose efforts brought this issue to life. *Al-Mannarat* stands as a beacon of our shared journey - one driven by knowledge, guided by vision, and committed to national and global impact.

***Together, we are not just educating for today.
We are shaping leaders for tomorrow...***



Dr Abdulrahman
Mohammed Abdullah
Al Ismaili
Assistant Dean-CEBA



Dr.Habiba Mohammed
Said Al-Mughairi
HoD, CEBA-Ibra



Dr.Amal Sulman Saoud
Alalwi
HOD, CEBA-Ibri



Dr.Amal Mohammed
Saleh Ben Radouch
HoD, CEBA-Musandam



Dr. Hamed Juma
Hamed Al Naimi
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Dr.Faiza Salim
Awladthani
HoD, CEBA-Muscat



Dr. Mohammed Ali
Ahmed Obaid
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Dr. Khalid Salim Bakhit
Al Shanfari
HoD, CEBA-Salalah



Dr. Ghanim Bakhit Suhail
Shamas
HoD- former, CEBA-Salalah



Dr.Joefrelín C. Ines
HoD, CEBA-Shinas



Al-Mannarat

CEBA Annual Magazine – Volume-2, January 2026

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University of Technology & Applied Sciences
Sultanate of Oman

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Dr. Mohamed Abdul Madhar, CEBA, UTAS - Nizwa



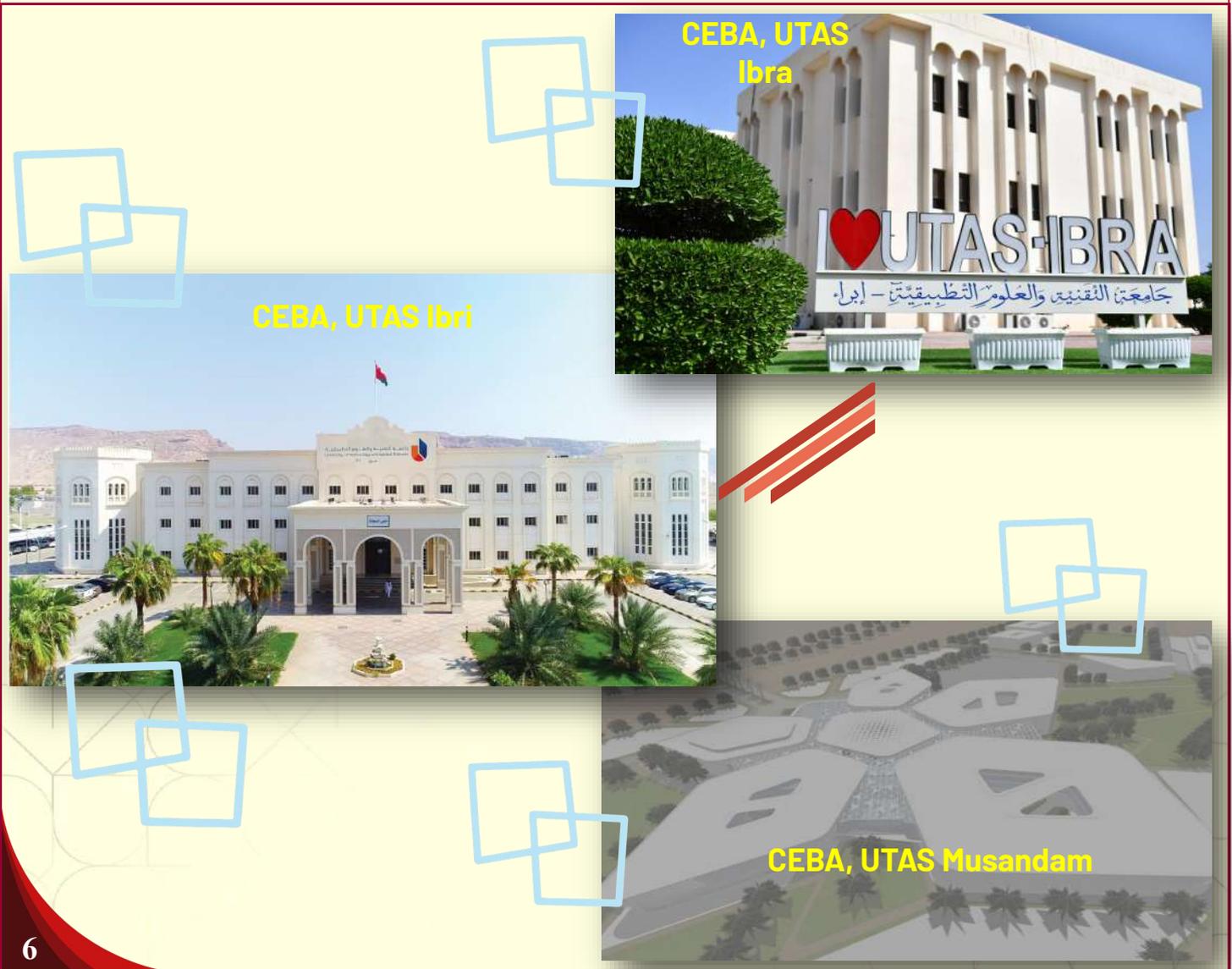
The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences, strives to achieve academic excellence through best teaching practices, encouraging staff research, organizing guest lectures, arranging field trips, and conducting extracurricular activities for students. We also take pride in disseminating knowledge and showcasing our progress through our Annual Magazine, Al-Mannarat.

This magazine highlights the activities conducted across CEBA branches, showcases the achievements of our staff and students, acknowledges the research contributions of our faculty members, and provides a platform for students to express their talents through reports, stories, poems, articles, and more.

On this occasion, I would like to express my sincere gratitude to all CEBA staff and students for their valuable contributions. My special thanks go to the members of the editorial board for their unwavering support in bringing this edition to life. May Allah accept this humble effort. Ameen.

Dr. Mohamed Abdul Madhar

Editor, Al-Mannarat, CEBA Magazine





CEBA, UTAS Al-Musannah



CEBA, UTAS Muscat



CEBA, UTAS Nizwa –North Campus



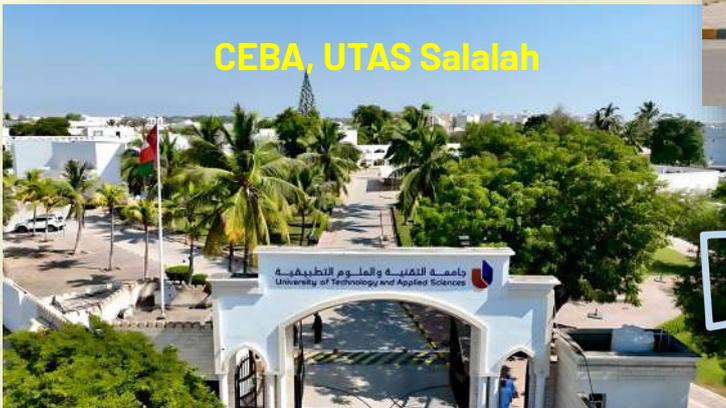
**CEBA, UTAS Nizwa
South Campus**



CEBA, UTAS Shinas



CEBA, UTAS Salalah





CEBA Events

(September 2024 to December 2025)



Emerging Paradigms in Global Business Navigating New Frontiers in the Post-Pandemic Economy

Report 1

CEBA - Head Office

Salalah, December 18, 2025

Report on Joint International Webinar CEBA, UTAS – MES College, Marampally, India

INTRODUCTION

A Joint International Webinar titled “Emerging Paradigms in Global Business: Navigating New Frontiers in the Post-Pandemic Economy” was successfully conducted online on Thursday, 18 December 2025. The webinar was jointly organized by the College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences (UTAS), Oman, and MES Group, India.

The webinar witnessed active participation from 645 participants representing 10 countries, reflecting its wide international reach and relevance. The primary objective of the event was to provide a global platform for academicians, researchers, and practitioners to examine emerging paradigms, sectoral transformations, and human-centric approaches shaping global business in the post-pandemic era.

LEADERSHIP AND ORGANIZATION

The webinar was conducted under the leadership of Dr. Nasser Mohammed Al-Hamar Al-Kathiri, Dean, College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences (UTAS), Oman

ROLE	NAME	AFFILIATION
Main Organizer Proponent (UTAS-Oman)	Dr. Nasser Al Hamar Al Kathiri	Dean, College of Economics and Business Administration, UTAS, Oman
Co-Organizing Partner (MES-India)	Prof. (Dr.) Manzur Ali P	Principal, MES College, Marampally, Kerala, India
Academic Coordinator	Dr. Sanyo Moosa	CEBA, UTAS Oman
Event Coordinator	Dr. Ali Ba’wain	CEBA, UTAS Salalah, Oman
Liaison & Organizing Committee member	Dr. Joefrelin Collado Ines Dr. Renjith Krishnan Mr. Samiulla Manik Dr. Rafeeka Mol C A	CEBA, UTAS Shinas, Oman CEBA, UTAS Shinas, Oman CEBA, UTAS Shinas, Oman MES College, Kerala, India
Event Hosting & Closing Remarks	Dr. Amal Sulaiman Al Alawi Dr. Sunitha Panicker	CEBA, UTAS Ibri, Oman CEBA, UTAS Ibri, Oman



TECHNICAL SESSIONS: SPEAKER PRESENTATIONS

The technical sessions formed the core academic component of the webinar, during which invited international experts delivered individual keynote and invited talks on their respective domains, as outlined in the official program.

1. Prof. David Hind, President of the Asia Pacific Institute for Events Management (APIEM), United Kingdom, delivered a session on Events Management, highlighting emerging global trends, professional competencies, and the evolving role of the events industry in a post-pandemic context.
2. Dr. Eric Parilla, Vice President for Research, Community, Social Development, and Internationalization at Northwestern University, Philippines, spoke on Business Analytics and Sustainability, emphasizing data-driven decision-making and sustainability-oriented strategies in higher education and business organizations.
3. Dr. Rogelio Flores Jr., Postdoctoral Research Fellow at the Universidade de Aveiro, Portugal, delivered a presentation on Tourism and Hospitality, focusing on post-pandemic recovery, innovation, and sustainable tourism practices.
4. Assoc. Prof. Raul David, FCA, CPA, from Charles Darwin University, Australia, addressed Accounting and Auditing, highlighting global standards, professional competencies, and experiential learning approaches in accounting education.
5. Dr. Haider Shah, Associate Professor at Abdullah Gül University, Turkey, presented on Business Research and Human Resources, emphasizing evidence-based research, human capital development, and strategic HR practices in global organizations.
6. Dr. Ali Mohsin Salim, Senior Lecturer at CEBA, UTAS Oman, delivered a session on Supply Chain Management, focusing on supply chain resilience, risk management, and preparedness for global disruptions.
7. Dr. Ravish Mathew, Assistant Professor of Tourism and Travel Management at Sri Sri University, Cuttack, India, spoke on Tourism and Travel Management, highlighting innovation, adaptability, and future workforce readiness in tourism education.
8. Dr. Sheeba K. H., Assistant Professor, Department of Business Administration, MES College Marampally, India, presented on Blue Economy and Coastal Resilience, emphasizing sustainable development and economic opportunities linked to marine and coastal ecosystems.
9. Dr. Nimitha Aboobacker, Assistant Professor at the Cochin University of Science and Technology, India, delivered a talk on Artificial Intelligence and Data-Driven Decision-Making, focusing on the integration of AI tools in business strategy and management education.



10. Dr. Renjith Krishnan K., Lecturer at the College of Economics and Business Administration, UTAS Oman, presented on Human Capital Management, highlighting workforce development, employee engagement, and leadership challenges in the post-pandemic global business environment.

CAPSTONE PANEL DISCUSSION (FINAL SESSION)

Following the completion of all technical presentations, the webinar concluded with a Capstone Panel Discussion titled: "Converging Disciplines for a Resilient Future: Rethinking Business Education in a Global Context."

The panel discussion was conducted as the final integrative session of the webinar and was moderated by Dr. Joefrelin C. Ines, Head, Department of Economics and Business Administration (DEBA), CEBA, UTAS Oman.

The panel brought together the invited speakers to synthesize insights across disciplines. The discussion focused on:

- ◆ Sustainability as a foundation for long-term organizational and societal value
- ◆ Human capital and leadership competencies required in digitally transformed workplaces
- ◆ Integrating technological innovation, analytics, and ethical considerations in business education
- ◆ Aligning global business curricula with local, cultural, and regional relevance

The panel emphasized interdisciplinary convergence, international collaboration, and adaptive educational models to prepare future-ready business graduates.

VALEDICTORY SESSION

The webinar concluded with formal closing remarks and acknowledgements, expressing appreciation to all speakers, organizers, facilitators, and participants for their valuable contributions and active engagement. The collaborative effort between UTAS Oman and MES Group India was highlighted as a strong model for international academic partnership.

OUTCOME AND CONCLUSION

The Joint International Webinar successfully achieved its objectives by fostering international academic collaboration, cross-disciplinary knowledge exchange, and global dialogue on emerging paradigms in business. With participation from 645 delegates across 10 countries, the event demonstrated strong global interest and relevance.

The webinar provided meaningful insights into post-pandemic business challenges and opportunities, reinforcing the importance of sustainability, human capital, technological innovation, and interdisciplinary integration in shaping the future of global business education.





College of Economics and Business Administration (CEBA),
University of Technology and Applied Sciences (UTAS Oman) &
MES Group India

presents a Joint International Webinar on

EMERGING PARADIGMS IN GLOBAL BUSINESS

Navigating New Frontiers in the Post-Pandemic Economy



Under the leadership of
DR. NASSER MOHAMMED AL-HAMAR AL-KATHIRI
Dean, College of Economics and Business Administration
University of Technology and Applied Sciences, Oman

DATE: Thursday, 18th December 2025
TIME: 10:00 AM – 1:00 PM (Oman Time)
11:30 AM – 2:30 PM (India Time)

VENUE: Online | Link provided upon registration
FORMAT: Keynote Talks | Panel Discussion |
Q&A Session

« « **Featuring Esteemed Speakers** » »



PROF. DAVID HIND
Events Management
President, Asia Pacific
Institute for Poverty
Management (IAPM),
Leeds, England, UK



DR. ERIC PARILLA
Business Analytics and
Sustainability
Vice President for the
Research, Community,
Social Development
and Internationalization
Northwestern
University



**DR. ROGELIO
FLORES, Jr.**
Tourism and
Hospitality
Postdoctoral Research
Fellow at Universidad
de Avaro, Portugal
University



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Accounting, Audit &
Assurance
Program Director,
CSI Fee Fee Clinic,
Charles Darwin
University (CDU),
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Management in the
global context
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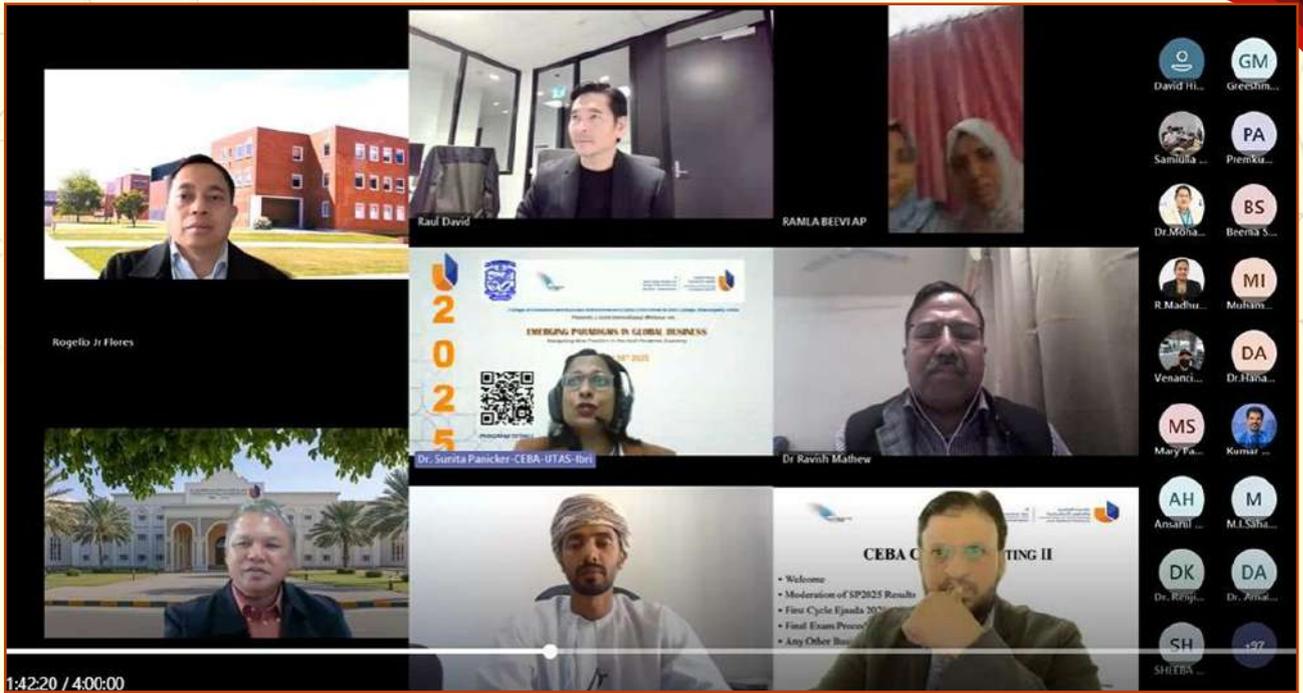
 **SCAN TO REGISTER!**

#EmergingParadigms2025

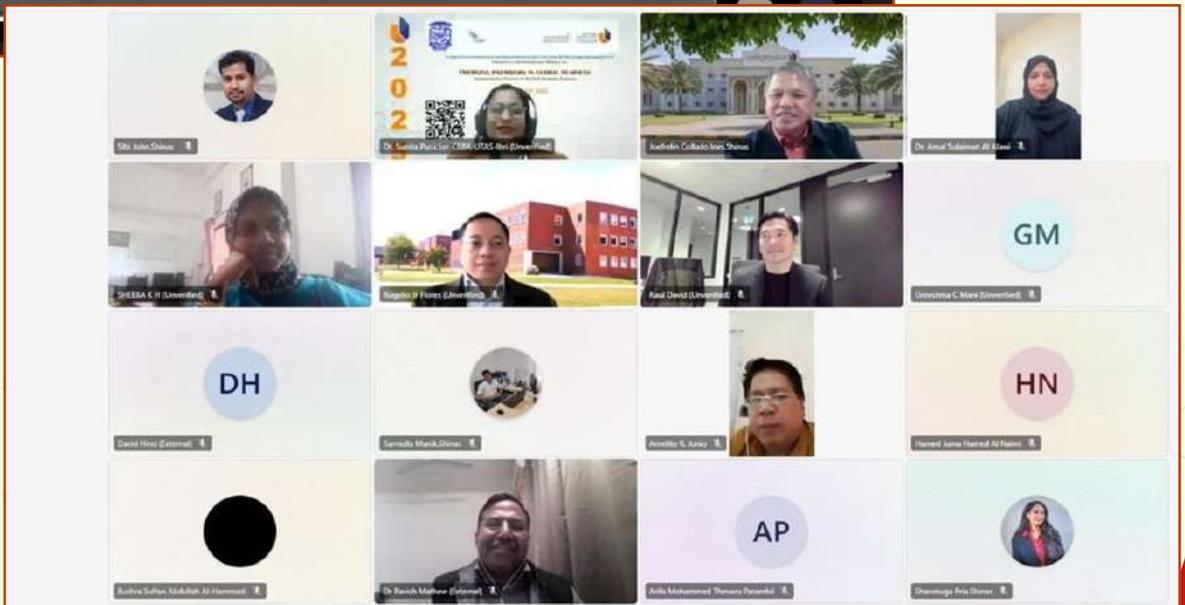
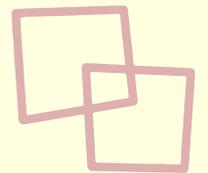
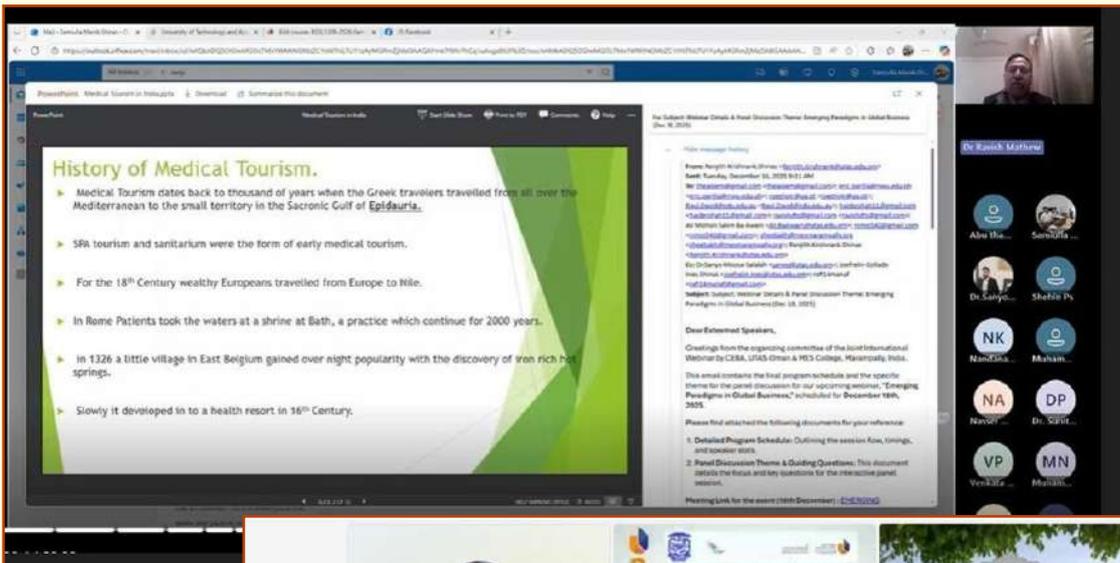
#UTASMES

#GlobalBusinessWebinar





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Reported by Dr. Sanyo Moosa, Academic Coordinator, CEBA- UTAS Oman



Innovatia 2025

Report 2

CEBA Ibra

Ibra, April 14, 2025 The College of Economics and Business Administration at UTAS-Ibra successfully hosted the 6th Edition of INNOVATIA on Monday, April 14, 2025, marking another significant milestone in fostering intercollegiate collaboration and student innovation across Oman. The event took place from 9:00 AM to 2:00 PM at the UTAS-Ibra campus. This year's Innovatia brought together students from 10 Higher Education Institutions (HEIs) across the Sultanate, who showcased their talents in a competitive yet collaborative environment. The festival aimed to enhance critical thinking, creativity, and analytical prowess among undergraduate students through a suite of curated events:

Highlights of the Event

◆ InovAI

Students developed AI-powered green technology solutions tackling global sustainability challenges such as renewable energy, smart cities, and waste management.

◆ TechPortfolio

Participants presented well-researched investment portfolios based on stocks from the Muscat Stock Exchange, showcasing their analytical and financial decision-making skills.

◆ AI in HR

Teams designed digital posters illustrating the transformative impact of Artificial Intelligence on Human Resources practices.

◆ MarketEdge

An on-the-spot marketing strategy competition, where students responded to real-world business cases with innovative go-to-market strategies.

Inaugural and Remarks

The day began with reception and registration at 9:00 AM, followed by a welcome address by Dr. Habiba Al-Mughairi, Head of the Business Studies Department, who highlighted the importance of such programs in enriching academic environments and fostering practical learning. Dr. G. Ramesh, Head of Section for Accounting and Finance, provided a comprehensive briefing on the day's events, outlining the objectives, judging criteria, and the significance of each competition in fostering practical learning and interdisciplinary thinking among students.

Awarding Ceremony

The event concluded with a formal awarding and felicitation ceremony, graced by esteemed dignitaries including Honorable Dr. Shamsa Al-Sheibani (Guest of Honor), Dr. Hafedh Said Abdullah Al-Rahbi, Dr. Abdullah Khalfan Al-Azri, and Dr. Habiba Al-Mughairi. Dr. Abdullah Khalfan Al-Azri, Deputy of the Assistant Vice Chancellor for Academic Affairs, emphasized how events like Innovatia play a crucial role in enhancing students' skills,



innovativeness, and real-world readiness. Honorable Dr. Shamsa delivered an inspiring address, igniting the students to strive for greater academic excellence while emphasizing the vital role of Artificial Intelligence and the significance of this competition in preparing students for the future. Prizes were distributed to the winners of each event, and certificates were presented to all participants, recognizing their enthusiasm, innovation, and commitment.





Reported by *Dr. Ramesh Gengatharan, CEBA, UTAS-Ibra*



Awareness Session on UTAS Policies: Intellectual Property, Academic Advising and Data Management

Report 3

CEBA Ibra

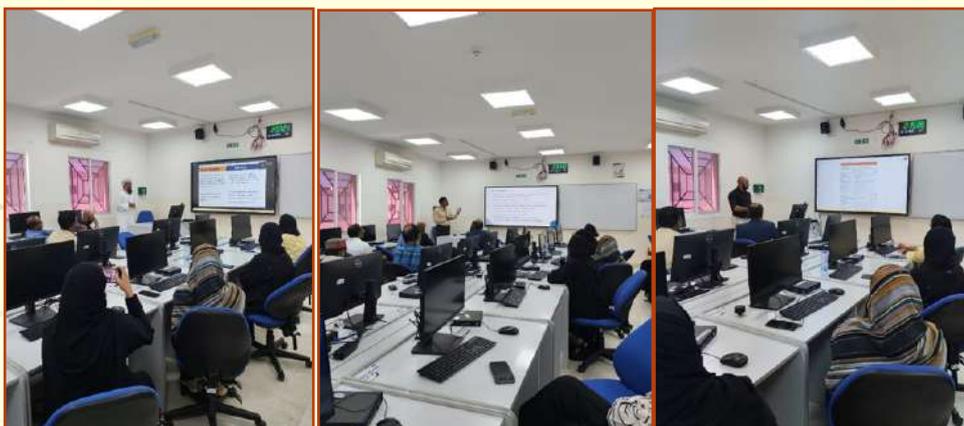
Ibra, October 30, 2025

An informative Awareness Session on University of Technology and Applied Sciences Policies was held on Thursday, October 30, 2025, at 2:00 PM in Room BS132. The session aimed to enhance the understanding of key institutional policies among faculty and staff, focusing on three vital areas: Intellectual Property Policy, Academic Advising Policy, and Data Management and Documentation Policy.

Dr. Salim Amer Salim Al-Rashdi, Mr. Abdullah Thanseer and Dr. Edukondala Rao Jetti led the participants in an insightful discussion on how these policies play a crucial role in shaping the university's academic environment and organizational culture, providing insightful presentations and practical perspectives on its significance and implementation.

Dr. Salim Amer Salim Al-Rashdi talked about the university's Intellectual Property (IP) Policy highlighting its role in safeguarding the creative and innovative works of faculty, researchers, and students. He discussed the importance of understanding ownership rights and ethical use of intellectual resources. Mr. Abdullah Thanseer elaborated on the Academic Advising Policy, stressing its importance in guiding students toward achieving their academic and professional goals. He explained the roles and responsibilities of academic advisors, ensuring that staff understand their part and follow strictly the academic rules and regulations. Dr. Edukondala Rao Jetti covered the Data Management and Documentation Policy, a crucial framework that governs the collection, storage, and use of academic and research data. He highlighted the importance of maintaining data integrity, confidentiality, consistency, and accessibility.

The session concluded with an interactive Q&A, where participants shared ideas, clarified and doubts. The awareness session reflected the business department's collective commitment to strengthening institutional governance.



Reported by *Mr. Venancio Gabriel, CEBA, UTAS-Ibra*



Data & Business Analytics with Power BI & Microsoft Copilot

Report 4

CEBA Ibra

Ibra, November 18, 2025

To equip business students and staff with essential skills for today's data-driven world, the Staff Development Committee of the College of Economics and Business Administration – Ibra organized a webinar titled "Data & Business Analytics with Power BI & Microsoft Copilot" on November 18, 2025, through MS Teams. The session highlighted how Power BI transforms raw data into clear dashboards and insights, while Microsoft Copilot enhances productivity through AI-assisted analysis and reporting.

Mr. Dinesh R M, an experienced data analytics professional with a strong background in modern tools and AI-driven solutions, delivered an impactful presentation on how to harness technology to increase productivity.

He emphasized the growing importance of data literacy in modern careers, helping students develop skills that are increasingly demanded by employers. He demonstrated how data analytics can support evidence-based planning, improve efficiency, and strengthen decision-making across organizations. The speaker delivered practical lessons and real-world applications, making the session highly valuable for all participants.

The webinar demonstrated the department's commitment to equip students and staff to be better prepared to make smarter decisions, drive innovation, and lead with confidence in a rapidly evolving digital world.



Reported by *Mr. Venancio Gabriel, CEBA, UTAS-Ibra*



Workshop to Enhance Academic Advising Practices

Report 5

CEBA Ibra

Ibra, October 9, 2025

In a proactive move to strengthen student support and academic success, the Staff Development Committee of the Department of Economics and Business Administration conducted a comprehensive workshop on Academic Advising on October 9, 2025, at 2:00 PM at BS132. The session brought together academic advisors to explore the evolving role of academic advising and its importance.

Mr. Abdullah Thanseer, department's registrar, began the workshop by defining the roles of an academic advisor. The workshop centered around several key themes, including the objectives of academic advising, such as guiding students through their academic journey, ensuring they meet graduation requirements, and helping them align their studies with personal and professional goals. Emphasis was placed on the advisor's role as both a mentor and a resource, supporting academic planning, career guidance, and personal development.

One of the main topics discussed was how effective advising contributes directly to student success and retention. Advisors play a crucial part in identifying students at risk of falling behind and intervening early with targeted support. Participants also explored the challenges of academic advising. To address these issues, the registrar suggested best practices like practicing active listening, regular meetings and progress tracking, use of Ad Trac and academic plans, collaboration with department and university counselors and continuing training and professional development.



Reported by *Mr. Venancio Gabriel, CEBA, UTAS-Ibra*



Awareness Session on Risk Management

Report 6

CEBA Ibra

Ibra, October 2, 2025

To enhance the Business Staff's understanding and practices in identifying, assessing and mitigating risk in the university, the Risk Management Committee, in collaboration with Staff Development Committee of the Department of Economics and Business Administration, conducted a comprehensive workshop on Risk Management on October 2, 2025, at 2:00 PM at BS132. The session covered key topics essential for enhancing organizational risk awareness and mitigation strategies.

Mr. Antonio Manalang began the workshop by exploring various risk categories, providing participants with a clear understanding of different types of risks the university faces. This was followed by an in-depth discussion on risk classification and description, its probability of occurrence and consequences, and its treatment or response.

Participants were then introduced to TARA Methodology and ESEA Methodology. These frameworks provide structured approaches for identifying, analyzing, and addressing threats systematically.

The session also reviewed the status of implementation for existing risk management initiatives, encouraging staff to evaluate ongoing efforts critically. Finally, Mr. Mohammed Riyas wrapped up the session with a message to complete the worksheet containing RMC's risk treatment and events log properly to ensure continuous improvement.





Awareness Session on the General Framework of Incentives for Institutional Ejada

Report 7

CEBA Ibra

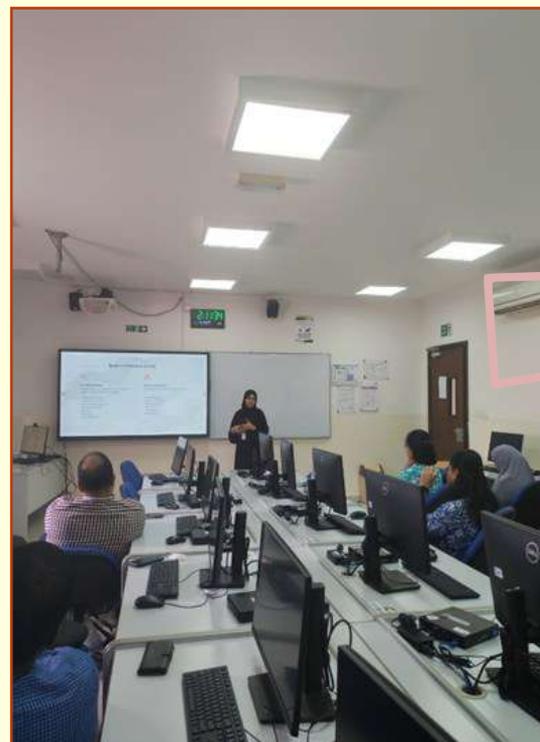
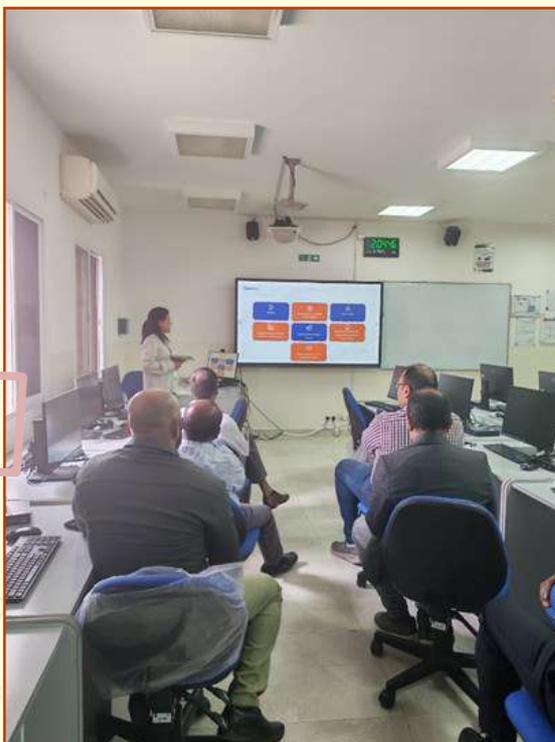
Ibra, September 11, 2025

An awareness session on the General Framework of Incentives for Institutional Ejada was conducted on September 11, 2025, at 2:00 PM in BS 132. Facilitated by Ms. Mary Pauline and Ms. Thuraya Al Harthi, the session provided an overview of the framework, its objectives, and the incentive mechanisms aimed at enhancing institutional effectiveness and staff engagement.

The framework introduces four incentive pathways: Employee of the Month, Innovative Employee, Proactive Employee, and Researcher Employee. These pathways are designed to recognize and reward staff contributions across different dimensions of performance and engagement.

Concluding the session, Ms. Pauline announced that 30% of the department staff's Ejada submissions for Cycle 1 will be reviewed, with the Preparatory Studies Center (PSC) tasked to prepare the evaluation report. She also highlighted the preparation of the Department Committee Action Plans for AY 2025–2026, emphasizing the need for alignment with institutional priorities.

The session underscored the importance of transparency and fairness in the Ejada process, ensuring staff are well-informed.



Reported by *Mr. Venancio Gabriel, CEBA, UTAS-Ibra*



Students' Specialization Orientation Program

Report 8

CEBA Ibra

Ibra, November 17, 2025

The College of Economics and Business Administration - Ibra conducted the Student Specialization Orientation Program on 17 November 2025 with the objective of guiding Diploma-I students in making informed decisions regarding their academic specializations. The session aimed to provide clarity on the nature of each specialization, career prospects, skill requirements, and future pathways. Resource persons from three key specialization areas Human Resource Management (HRM), Marketing, and Accounting & Finance conducted dedicated orientation sessions.

The primary objectives of the orientation program were, to explain the scope and importance of each specialization, to help students understand the courses, skills, and learning outcomes associated with HRM, Marketing, and Accounting & Finance, to introduce students to career opportunities and industry pathways, to support students in selecting the appropriate specialization based on their interests, academic strengths, and future career goals and to guide students in submitting their specialization preference through the official online form.

Dr. Reshma, HoS - HR, introduced students to the world of HRM under the theme "Empowering People, Building Organizations, Driving Success". The session covered core HRM functions such as Recruitment & Selection, Training & Development, Performance Management, Employee Relations, HR Analytics, Importance of HRM in shaping organizational culture and enabling strategic growth, emerging HR trends, including AI in HR, digital tools, HR analytics, remote work management, and sustainability practices, essential HR skills - communication, emotional intelligence, analytical ability, problem-solving, and technology proficiency, learning



experiences in the specialization, HR simulations, case studies, industry guest lectures, internships, and research opportunities, specialization allocation guidelines, including eligibility criteria, seat limits, and departmental decision protocols. The session encouraged students to be proactive, participate in discussions,

and apply HR concepts to real-life situations.

Mr. Abdullah's session focused on introducing marketing as a dynamic and versatile field with career relevance across all industries. Key points include, definition and scope of Marketing, emphasizing its role in



influencing target audiences and creating value, skills required for marketing professionals such as creativity, analytical ability, communication skills, IT proficiency, teamwork, and negotiation abilities, Benefits of pursuing Marketing, including diverse career opportunities, industry relevance, research and analytics roles, and strong communication development, Career options, such as Brand Manager, Product Manager, Digital Marketer, Social Media Manager, Marketing Copywriter, and more, Industry pathways showcasing the widespread demand for marketing competencies in corporate and government sectors. The session motivated students toward exploring their creativity, understanding consumer behaviour, and embracing digital marketing trends.

Dr. Shakeb introduced the specialization under the theme "Welcome to the world of Accounting and Finance, the art of using the language to plan for future growth." Key highlights include, importance and scope of Accounting & Finance in business decision-making, budgeting, auditing, and financial planning, career opportunities, such as Accounts Assistant, Bookkeeper, Accountant, Auditor, Financial Analyst, Tax Officer, ERP System Accountant, and Finance Executive, employment sectors, including Government, Semi-Government, Public Sector Enterprises, Banks, Insurance, Big 4 Auditing Firms, Retail, Logistics, Education, and Engineering sectors, international pathways, with opportunities enhanced through certifications like ACCA, CMA, CPA, and CIA. Self-assessment questions to guide students in determining if Accounting is the right specialization based on their math skills, analytical thinking, academic performance, and interest in numbers. The session emphasized the structured and rewarding nature of careers in accounting, available both locally and internationally.

Students actively engaged in the sessions, asking questions related to career prospects, academic workload, industry expectations, and required skills. The orientation helped students gain clarity on specialization requirements and future opportunities.





Academic Integrity Awareness Program

Report 9

CEBA Ibra

Ibra, October 14, 2025

The College of Economics and Business Administration - Ibra, in collaboration with the Student Departmental Society, conducted an "Awareness on Academic Integrity" session on 14th October 2025. The event was held from 12:15 PM to 2:00 PM at the Business Department Lobby.

Students' community actively participated in the event, demonstrating enthusiasm and engagement throughout the session. They took part in a quiz designed to test and reinforce their understanding of academic integrity rules and policies. The activity highlighted the importance of honesty, responsibility, and ethical behavior in academic work.

The session was successful in raising awareness among students about maintaining academic integrity and encouraging them to uphold these values in their academic pursuits.



Reported by

Mr. Venancio Gabriel, CEBA, UTAS-Ibra



Industrial Visit to Crowe Mak Ghazali, LLC

Report 10

CEBA Ibra

Ibra, October 9, 2025

An industrial visit was organized for a group of accounting students to Crowe Mak Ghazali, LLC, an auditing firm in Muscat, on October 9, 2025, by Department of Economics and Business Administration-UTAS-Ibra. The visit aimed to provide students with practical exposure to professional auditing and taxation practices and to supplement their theoretical knowledge with real-world applications.

During the visit, a team of staff members from the firm conducted an informative session focused on Auditing and Taxation. The discussion covered key areas such as the types of audits, the differences between theory and practice, the compliance framework followed by auditing firms, and the five-step risk-based auditing model used to identify and manage audit risks effectively. The speakers also elaborated on the difference between direct and indirect taxes, providing relevant examples to illustrate their practical implications in business operations.

The session enabled students to gain a deeper understanding of the auditing process and the regulatory environment within which auditors operate. It also offered valuable insights into how auditing principles are applied in practice and how taxation affects financial reporting and decision-making.

Overall, the industrial visit proved to be a highly enriching and educational experience. The interaction with professional auditors broadened the students' understanding of current industry practices and enhanced their appreciation of the importance of ethics, compliance, and accuracy in accounting work. The students expressed their gratitude to the firm for their hospitality and valuable insights.



Reported by

Mr. Venancio Gabriel, CEBA, UTAS-Ibra



Review of Literature's – A Guide for Upcoming

Report 11

CEBA Ibra

Ibra, September 29, 2025

The Department of Economics and Business Administration, College of Economics and Business Administration, University of Technology and Applied Sciences – Ibra, organized an insightful Guest Lecture on “Review of Literature's – A Guide for Upcoming Researchers” on 29th September 2025 from 10:00 a.m. to 12:00 noon.

The session was conducted by Dr. Sangeetha Natarajan Senior Lecturer, College of Economics and Business Administration, University of Technology and Applied Sciences – Nizwa, who shared her expertise on the importance and techniques of conducting a systematic review of literature in research.

Dr. Sangeetha highlighted the role of literature review in identifying research gaps, framing objectives, and strengthening the theoretical foundation of a study. She explained different methods of reviewing literature, including thematic, chronological, and methodological approaches, and emphasized the significance of critical analysis over mere summarization.

The lecture was attended by students of the Advanced Diploma level enrolled in the Research Methodology course, who gained valuable insights into applying these concepts to their academic projects. The session was highly interactive, with students and faculty members engaging in discussions and clarifying doubts regarding citation, referencing styles, and the effective use of digital databases. The practical tips shared by the speaker proved particularly useful for undergraduate students preparing their research projects.

The guest lecture concluded with an engaging Q&A session, leaving the participants more confident in approaching the literature review process systematically and effectively.



Reported by

Dr. Ananth Anthonisamy, CEBA, UTAS-Ibra



Educational Field Trip to Bait Al Darwasaa

Report 12

CEBA Ibra

Ibra, September 30, 2025

The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences-Ibra, organized an educational field visit for the Tourism students to Bait Al Darwasaa in Ibra. The visit took place was attended by 52 students along with 2 faculty members.

The objective of this field visit was to provide students with first-hand exposure to Oman's cultural and architectural heritage, enhancing their understanding of tourism resources and heritage site management. Bait Al Darwasaa, being a prominent historical landmark in Ibra, served as a valuable learning site where students could connect theoretical concepts from the classroom with real-world experiences.

During the visit, students observed the unique architectural design, historical significance, and cultural value of the fort. The field trip was highly interactive and educational, giving students an opportunity to deepen their knowledge while appreciating the cultural heritage of Oman.



Reported by

Dr. Padma Losani Dayalan, CEBA, UTAS-Ibra



Innovative Idea Presentation Day

Report 13

CEBA Ibra

Ibra, May 6, 2025

The College of Economics and Business Administration successfully organized the Innovative Idea Presentation Day on 6th May 2025, creating an inspiring platform for students to showcase their creativity, critical thinking, and entrepreneurial spirit. The opening speech was given by Dr. Habiba Al Mughairi.

Twenty-four best groups of entrepreneurial projects were selected for presentation. The event aimed to promote innovation and practical problem-solving among students by encouraging them to present original ideas with real-world applications. Each team was given 15 minutes to pitch their concept, followed by a Q&A session with the judging panel. A panel of esteemed judges from academia and industry evaluated the presentations based on criteria such as originality, feasibility, impact, and presentation skills. The top three ideas were recognized with certificates and prizes.

The Innovative Idea Presentation Day proved to be a vibrant celebration of ingenuity and forward thinking. It reflected the institution's commitment to nurturing the next generation of innovators and problem solvers.

The winners of Innovative Idea presentation day are as follows:

1st Place: Nabhan Al Harthi and Jihad Al Nabhani

2nd Place: Rahaf Al Rashdi

3rd Place: Ammar Al Hadhrami and Marwan Al Maskari



Reported by

Dr. Padma Losani Dayalan, CEBA, UTAS-Ibra



Workshop on The Last Word: Drawing Conclusions and Exploring Implications

Report 14

CEBA Ibra

Ibra, May 8, 2025

A highly insightful workshop titled "The Last Word: Drawing Conclusions and Exploring Implications" was conducted by Dr. Padmalosani Dayalan, for graduation project students held in Room BS 107, the session was attended by 17 enthusiastic students who are currently in the final stages of their academic research projects. The workshop focused on one of the most crucial yet often overlooked aspects of research – drawing strong, evidence-based conclusions and thoughtfully exploring the wider implications of the study.

Dr. Padmalosani emphasized the importance of linking research findings to real-world contexts, policy decisions, or future research directions. Through engaging discussions, practical examples, and interactive exercises, students gained a clearer understanding of how to strengthen the final sections of their reports. The session proved to be a valuable learning experience, equipping students with the tools to enhance the clarity, coherence, and impact of their project work.



Reported by

Dr. Padma Losani Dayalan, CEBA, UTAS-Ibra



Feasibility Study Basics

Report 15

CEBA Ibra

Ibra, Aprii 29, 2025

The College of Economics and Business Administration at the University of Technology and Applied Sciences – Ibra successfully conducted a workshop titled “Feasibility Study Basics” on Tuesday, April 29, 2025. The session was held from 12:00 PM to 2:00 PM in the Main Hall and was attended by 134 entrepreneurship course students and 8 faculty members.

The workshop was led by Mr. Hamad Al Ghailani, a trainer known for his expertise in business development and project evaluation as a trainer from SME. The session focused on the fundamental principles of conducting feasibility studies, a critical step in evaluating the viability of business ideas and investment projects. He highlighted components of a feasibility study: market analysis, technical evaluation, financial viability, and risk assessment and practical tips and tools for conducting feasibility assessments in real-life scenarios. The event aimed to enhance the participants' understanding of how to systematically assess the potential of new ventures, enabling informed decision-making and reducing business risks. It was particularly beneficial for students pursuing entrepreneurship, management, and finance-related studies. The session ended with interactive question and answer sessions.



Reported by

Dr. Padma Losani Dayalan, CEBA, UTAS-Ibra



Guest Lecture on Environmental Accounting and Corporate Social Responsibility (CSR)

Report 16

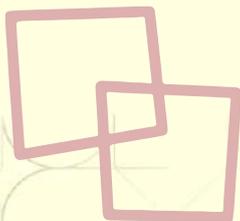
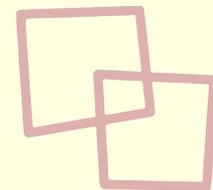
CEBA Ibra

Ibra, March 3, 2025

The University of Technology and Applied Sciences – Ibra successfully hosted an insightful guest lecture on Environmental Accounting and Corporate Social Responsibility (CSR) on Monday, March 3, 2025. The session was led by Mr. Saud Al Bossafi from the Environmental Authority, Ibra,

The event took place at BS126 from 9:30 AM to 10:30 AM and provided valuable insights into how businesses integrate environmental considerations into their accounting practices while fulfilling their social responsibilities. Mr. Bossafi discussed the importance of sustainable business practices, regulatory frameworks, and the role of corporate organizations in promoting environmental conservation.

The session was well received by students who engaged in an interactive discussion on the challenges and opportunities in implementing CSR and environmental accounting in the corporate sector.



Reported by

Dr. Nithya Ramachandran, CEBA, UTAS-Ibra



Symposium on Artificial Intelligence in Business

Report 17

CEBA Ibri

Ibri, May 8, 2025

The College of Economics and Business Administration at the University of Technology and Applied Sciences – Ibri hosted a symposium titled “Artificial Intelligence in Business,” bringing together experts from academia, government, and industry to discuss the evolving impact of AI on Oman’s business landscape. The event opened with remarks from university leadership, emphasizing the necessity for organizations to adapt to rapid technological change and the strategic importance of AI in business administration. Key presentations highlighted how AI is transforming sectors such as business growth, tourism, finance, labor management, and energy. Speakers addressed the benefits of AI in automating operations, enhancing customer engagement, and driving innovation, while also acknowledging challenges including skill shortages, infrastructure costs, and ethical considerations.

Government initiatives, such as the National AI Program and the establishment of platforms like Oman GPT and AI Studio, were showcased as pivotal steps toward positioning Oman as a regional leader in AI adoption. In tourism, the integration of generative AI and the Metaverse is enabling more personalized and efficient services, though the sector faces hurdles related to outdated systems and workforce readiness. The financial sector is leveraging AI for real-time data analysis and predictive modeling, supporting more agile monetary policy and risk management. In government, AI-powered platforms are enhancing employee development and operational efficiency, with projections of significant productivity gains and cost savings. The energy sector, represented by Petroleum Development Oman, demonstrated the value of continuous upskilling, innovation labs, and flexible work arrangements in preparing the workforce for digital transformation.

A panel discussion moderated by academic leaders reinforced the importance of collaboration, ethical practices, and continuous learning to maximize AI’s potential. Panelists agreed that while technology is a critical enabler, human capital remains central to successful digital transformation. The symposium concluded with recognition of distinguished speakers and a networking lunch, fostering further dialogue and partnership. Overall, the event underscored Oman’s commitment to leveraging AI for sustainable economic growth and highlighted the university’s role in preparing future leaders for the digital era.



Discussion featuring academic, government, and industry experts at the “Artificial Intelligence in Business” symposium, exploring AI’s impact on Oman’s business landscape and the importance of collaboration for digital transformation.



Recognition ceremony honoring distinguished speakers at the symposium, highlighting contributions to AI adoption and workforce development in Oman.

Official event banner for the “Artificial Intelligence in Business” symposium, organized by the College of Economics and Business Administration at the University of Technology and Applied Sciences – Ibri.



Reported by

Dr. Mohammed Younus , CEBA, UTAS-Ibri



Journey of Learning and Growth

Report 18

CEBA Ibri

Ibri, 2025

This year, under the leadership of Dr. Abdularahman Al-Ismailli, HOD, the Department of Economics and Business Studies embarked on an inspiring journey of professional development. With a vision to enhance both teaching and research skills, the department successfully organized 21 workshops and webinars, featuring distinguished experts from the US, Bahrain, Denmark, Finland, Russia, Europe, Abu Dhabi, UK, Malaysia, India, and Oman. These sessions brought global perspectives to staff, enhancing their understanding of contemporary trends in research, technology, and teaching practices.

Research-focused sessions such as "How to Write a Research Article to Indexed Journal", "How to Improve Articles Acceptance Rate, Quality and Publication Ethics in Research", "Data Analysis using PLS-SEM", and "Creative and Critical Thinking in Research" enriched staff knowledge. Additional webinars including "Ethical Considerations in Qualitative Data Collection through Interviews", "Asking Good Research Questions", "The Choice to Invest in ESG Stocks", "Carbon Accounting", and "How to Write Methodology Section in Research Manuscript" offered deeper insights into responsible scholarship, equipping staff to elevate their research output.

Teaching and skill development were strengthened through sessions like "The Future of AI Autonomous Enterprises", "AI Tools for Literature Review", and "Excel Yourself in Excel". Practical workshops such as "How to Build Your Personal Brand", "The Power of Automation for Better Digital Engagement", "Rejuvenation of Academic Integrity and Honesty Policy", "Enhancing Human Creativity with AI", "Navigating the Skies: The Transformative Role of Big Data and Analytics in Optimizing US Airline Operations", "HR Business Leader - People and Organization Excellence", and "How to Prepare Exam Questions" enhanced pedagogical skills, digital literacy, and innovative teaching strategies.

Each session added knowledge, creativity, and confidence, enabling staff to implement new ideas across teaching, research, and departmental initiatives. The department sincerely thanks Mr. Mohammed Rehan for introducing the distinguished speakers, our HOD and HOS for their guidance, and Ms. Khalsa Ghafri for her meticulous coordination. We also thank all participants for their enthusiastic engagement, which made these 21 sessions a resounding success.



**College of Economics and Business Administration
Staff Development Committee**

A Workshop on

**AI IN EDUCATION: ENHANCING TEACHING,
LEARNING, AND STUDENT SUCCESS**

THURSDAY, 20TH SEPTEMBER 2025 12:00 - 1:00 PM (Oman Time)

DR. INSHIRAH SAAD
Senior Lecturer - Computer Science
Faculty of Education - UTAAS

All attendees will receive a certificate of participation.

**COLLEGE OF ECONOMICS AND BUSINESS ADMINISTRATION
STAFF DEVELOPMENT COMMITTEE**

A WORKSHOP ON

**AI IN RESEARCH:
ACCELERATING INNOVATION
AND KNOWLEDGE CREATION 2**

Friday, November 08th 2025 12 noon to 1 pm - Oman time
1:30 pm to 2:30 pm - India time
10:30 AM - 2:30 PM Pakistan Time
08:30 PM - 06:30 Malaysia Time
08:00 AM - 9:00 AM UK Time

DR MUHAMMAD FARHAN JALIL
University Malaysia Sarawak

All attendees will receive a certificate of participation.

WWW.UTAS.EDU.OM/LIBRI

**College of Economics and Business Administration
Staff Development Committee**

A Workshop on

**The Role of Non-Governmental
Organizations in (Re)Producing
Gendered Development Activities
in a Global South setting**

Tuesday, 2nd Dec 2025 2:00 PM - 3:00 PM Oman Time
3:30 PM - 4:30 PM India Time
3:00 PM - 4:00 PM Pakistan Time
10:00 AM - 11:00 AM UK Time

Dr Uzair Shah
Lancaster University, UK

All attendees will receive a certificate of participation.

**College of Economics and Business Administration
Staff Development Committee**

A Workshop on

**The Impact of Artificial
Intelligence on Students'
Academic Development**

Thursday, November 20th 2025 12 noon to 1 pm Oman
& Dubai Time
1:30 pm to 2:30 pm
India Time

Dr Sana Arshad
De Mont Fort University Dubai

All attendees will receive a certificate of participation.

WWW.UTAS.EDU.OM/LIBRI



College of Economics and Business Administration
Staff Development Committee

A Webinar on
Carbon Accounting



Dr. Tamanna Abdul Bakman Dastwar
Nottingham Trent University, UK

THURSDAY
17th April 2025

TIME
12 TO 1PM Oman time
8 TO 9AM UK time

ONLINE
<https://rb.gy/tday1>

Note: All attendees will receive a certificate of participation

utasisbri

College of Economics and Business Administration
Staff Development Committee

A workshop on
Business Leader- People and Organization Excellence



Mr. Samir Kaul

Thursday
24th April 2025

12:00 AM – 1 : 00 AM Bahrain Time & Oman time

ONLINE
<https://rb.gy/fyw7ul>

WILL RECEIVE A CERTIFICATE OF PARTICIPATION

www.utas.edu.om/lbri

College of Economics and Business Administration
Staff Development Committee

A workshop on
Asking Good Research Question- Series 2




Dr. Samee Lashari
Professor, Houston Community College,
Northern Arizona University Mcclean,
Texas, USA

Thursday
20th March 2025

Timings:
Oman: 10am to 12noon
USA : 1 to 3am
India: 11.30am to 1.30pm

ALL ATTENDEES WILL RECEIVE A CERTIFICATE OF PARTICIPATION

ONLINE
bit.ly/4iZ9bKm

utasisbri

www.utas.edu.om/lbri

College of Economics and Business Administration
Staff Development Committee

A workshop on
Effective Approach to Positive Individual and Organization Change



Dr. Rweyemamu Ndibalema
Associate Professor in Management at
University of Birmingham,
United Kingdom

Thursday
6th March 2025,

12:30 to 3:00pm Oman Time
8 am to 9 am UK Time

bit.ly/4hQ7cdN

attendees will receive a certificate of participation

www.utas.edu.om/lbri

College of Economics and Business Administration
Staff Development Committee

A Workshop on
AI in Research: Accelerating Innovation and Knowledge Creation 1



DR SAIF UL HAQ
DE MONTFORT UNIVERSITY, UK

THURSDAY, OCTOBER 30TH 2025

2 TO 4PM OMAN TIME
1:30PM TO 2:30PM INDIA TIME
1PM TO 3PM PAKISTAN TIME

HTTPS://RB.GV/NDXOXA

All attendees will receive a certificate of participation.

utasisbri

WWW.utas.edu.om/lbri



The Research and Innovation Collaboration forum

Report 19

CEBA Ibri

Ibri, November 6, 2025

On 6th Nov, 2025 Dr. Mohammed Quadir Mohiuddin and Dr. Muhammad Faisal Aziz presented a poster, showcasing their research and training services.

Their research emphasizes qualitative techniques for understanding customer perceptions and employee insights across industries and ministries.

They also provide corporate training programs focused on leadership development and change management. The poster highlighted their comprehensive approach to bridging research with practical organizational development.



Reported by

Dr. Muhammad Faisal Aziz, CEBA, UTAS-Mussandam



BEE SMART" Quiz Bee Competition

Report 20

CEBA Musandam

Musandam, November 17, 2025 The Department of Economics and Business Administration at UTAS Musandam branch organized and conducted the "Bee Smart 2025" competition on Monday, 17th November 2025, in the campus. Fifteen students participated in this competition; they were divided into 4 teams. It was conducted through the virtual Kahoot application and facilitated with the help of the academic staff. It was presented by three students of diploma level under FINTECH specialization. It aims to develop students' skills in effective communication, technical and digital proficiency, and teamwork building.

The competition was divided into three rounds. The first round included various questions about Musandam Governorate: historical archaeological sites, popular sayings, customs and traditions, and famous handcrafts to familiarize and enrich students' knowledge about the main and unique characteristics of the governorate and what sets it apart from other governorates of Oman. The second round focused on general knowledge questions. It emphasizes on environmental issues, social media usage, and benefits as well as the AI's history and impact on individuals and businesses. In the final round, scientific questions related to the courses offered by the department were presented. This round helped in developing their critical thinking, enhancing their competencies in problem analysis, and problem-solving. All these skills contribute to achieving the graduates' attributes through extracurricular activities.

To enhance more excitement and students' interaction during the competition, some warm-up questions were enquired through which they were encouraged with instant gifts. The competition concluded with the distribution of gifts to the winning team and the organizers, and the distribution of certificates to the participants.



Reported by Ms. Amal Mohammed Saleh Ben Radouch, CEBA, UTAS-Mussandam



Industrial Visits CBO Muscat

Report 21

CEBA Musandam

Musandam, November 23, 2025

Students from the Department of Economics and Business Administration of UTAS - Musandam gained firsthand insight into the evolving landscape of Oman's financial sector during a highly informative industrial visit to the Central Bank of Oman (CBO) on Sunday, November 23, 2025.

The main highlight of the visit was a focused discussion on the "Role of FinTech in Contributing to Oman's Digital Economy and Crypto Currency." Ms. Israh Al Lawati of CBO shared critical perspectives on how Financial Technology (FinTech) is aligning with Oman Vision 2040 by promoting financial inclusion,



efficiency, and economic diversification.

Discussions covered the CBO's strategic approach to regulating and fostering FinTech innovation through initiatives like the FinTech Regulatory Sandbox. The session also explored the complexities of cryptocurrency and other digital assets, including the CBO's official stance, its efforts to research a potential Central Bank Digital Currency (CBDC), and the regulatory challenges associated with this rapidly evolving domain. Students engaged in a lively Q&A session, probing deeper into the future of digital payments and financial security.

The visit was attended by four dedicated students: Abdulazeez Ahmed Al Shehhi, Khalifa Ali Ahmed Al Shehhi,



Mohammed Khamis Mohammed Al Shehhi, and Al Muyamen Qais Darwish Al Balushi. They were accompanied by Mr. Reynald Funtinilla, lecturer from the Department of Economics and Business Administration, UTAS-Musandam.

The industrial visit to the Central Bank of Oman proved to be an invaluable educational experience, reinforcing the academic concepts of monetary policy and financial market regulation with practical knowledge on the technologies driving the next generation of finance in Oman.





Marketing, Performance, Careers, and Growth in the Hospitality Industry

Report 22

CEBA Musannah



Musannah, May 11, 2025 The College of Economics and Business Administration has organized a guest lecture on "Marketing, Performance, Careers, and Growth in the Hospitality Industry" on Sunday, 11th May 2025, at the UTAS-AI Musannah Auditorium, initiated by Dr. Shantanu Shekar of the Marketing Unit along with Ms. Viji C and Dr. Simi Simon from HR Unit. The session commenced at 10:00 AM with a brief welcome address by the student coordinator, Ms. Eman Khalaf Hafedh Khalaf Althuhli. Dr. Shantanu Shekar introduced the esteemed guest speaker, Ms. Sarayu Raghavan, a seasoned professional from the hospitality sector with extensive experience in the Hospitality sector and currently holding the position of Sales and Marketing Director at Barcelo, Musannah resort. The purpose of this guest lecture was to explore how marketing, performance, career opportunities, and growth are interconnected within the hospitality industry. Dr. Hamed Juma Hamed Al Naimi, the HoD, CEBA - AI Musannah, appreciated the guest's presence and highlighted the importance of industry-academic interaction for student growth. To conclude the event, the HoD honored the guest with a certificate of appreciation and a memento for her valuable contribution. The session officially ended at 12:00 PM, leaving students with deeper insight and motivation to pursue careers in the hospitality sector.

Dr. Hamed Juma Hamed Al Naimi, the HoD, CEBA - AI Musannah, appreciated the guest's presence and highlighted the importance of industry-academic interaction for student growth. To conclude the event, the HoD honored the guest with a certificate of appreciation and a memento for her valuable contribution. The session officially ended at 12:00 PM, leaving students with deeper insight and motivation to pursue careers in the hospitality sector.



Reported by *Dr. Simi Simon, CEBA, UTAS-Musannah*



Guest Lecture - Role Of Bank in Providing Financial Services to their Customers

Report 23

CEBA Musannah

Musannah, April 4, 2025 A Guest Lecture was successfully conducted on 16.04.2025 for the Advanced Diploma Students, Accounting Section, CEBA, UTASA organized by Dr. Rajendran Jayashree on the topic "**The Role of Bank in Providing Financial Services to their Customers**". The session was designed to provide students with an insight into the evolving banking landscape in Oman, emphasizing the customer-focused approaches adopted by Sohar International Bank. Mr. Ali Al Rumhi, Operations Manager from Sohar International Bank, he shared, his rich experience in the banking industry and provided an in-depth overview of Sohar International Bank's operations, services, and commitment to innovation.

A Guest Lecture was successfully conducted on 16.04.2025 for the Advanced Diploma Students, Accounting Section, CEBA, UTASA organized by Dr. Rajendran Jayashree on the topic "The Role of Bank in Providing Financial Services to their Customers". The session was designed to provide students with an insight into the evolving banking landscape in Oman, emphasizing the customer-focused approaches adopted by Sohar International Bank. Mr. Ali Al Rumhi, Operations Manager from Sohar International Bank, he shared, his rich experience in the banking industry and provided an in-depth overview of Sohar International Bank's operations, services, and commitment to innovation.



Reported by *Dr. Rajendran Jayashree, CEBA, UTAS-Musannah*



Guest Lecture - Insight into Insurance Options for Clients in Oman

Report 24

CEBA Musannah

Musannah, April 28, 2025 A Guest Lecture was successfully organized on 28.04.2025 for the Advanced Diploma Students, Accounting Section, CEBA, UTASA organized by Dr. Rajendran Jayashree on the topic "**Insight into Insurance Options for Clients in Oman**". The session was conducted by Mr. Jasim Abdullah Mohammed Al Hadi, from LIVA Insurance Company, he provided a comprehensive overview of evolving insurance sector in Oman, highlighting the impact of regulatory changes and increasing client awareness. He focused on Liva Insurance's diverse offerings, including health, motor, property, marine, life, and liability insurance products. The session explores how Liva caters to the dynamic needs of individuals and businesses through customized plans and digital services. Students gained a clear understanding of available insurance options, practical tips for selecting appropriate coverage, and insights into market trends, helping them make informed decisions in a competitive and growing insurance market.



Reported by *Dr. Rajendran Jayashree ,CEBA, UTAS-Musannah*



Guest Lecture—Integrating Sustainability into Financial Planning and Control: Challenges And Benefits

Report 25

CEBA Musannah

Musannah, May 6, 2025 A Guest Lecture was successfully organized on 06.05.2025 for the B.Tech, Accounting Section, CEBA, UTASA organized by Dr. Santhosh Nithyananda and Dr. Rajendran Jayashree on the topic "**Integrating Sustainability into Financial Planning and Control: Challenges And Benefits**". The session was conducted by Mr. Amit Kumar, Senior Manager from Al Barij Audit and Financial Consultancy [BAF], he provided a practical insight into the integration of core financial strategies and market analysis techniques. The importance of accountability, transparency, and financial discipline in supporting long-term sustainability. He shared real-world examples to demonstrate how financial control frameworks reduce risk and improve decision-making. He also explained the fundamental concepts like trends, chart patterns, and demonstrated live charts. He discussed, how market sentiment can be measured and leveraged using technical indicators. The session was highly interactive, with students engaging in discussions about how financial control systems can be enhanced with data-driven market insights. The practical demonstrations and clear linkage between theory and application were particularly well-received. The Guest Speaker was felicitated and vote of thank was proposed by Dr. Jaffer Ali Khan, HOS, Accounting Section, CEBS, UTAS- Al Mussanah.



Reported by

Dr. Rajendran Jayashree ,CEBA, UTAS-Musannah



Elderly Women Day Celebration

Report 26

CEBA Musannah

Musannah, October 9, 2024

The Diploma students of Marketing specialization and Ms. Kavitha Shanmugam, lecturers, College of Economics and Business Administration, University of Technology and Business Administration- Al Mussannah organized special activities for "Elderly Women Day Celebration" in Association with Omani Womens' Association in Atika Girl Abu Safra school for girls on October 9th 2024.

The students gained experience in organizing and conducting the events for the Elders, they also discussed the challenges in organizing an event with a NPO, and explore potential areas for support and



collaboration. The Omani Womens' Association's Director Ms. Rahma Mubarak Almas Al Nofali and Ms. Aisha Abdullah Saleh Al Mishfri were also a part of organizing the event.

Reported by

Ms. Kavitha Shanmugam ,CEBA, UTAS-Musannah



Workshop on Google Analytics

Report 27

CEBA Musannah

Musannah, May 5, 2025 As part of the experiential learning and digital skill development initiatives under the Marketing Specialization, the College of Economics and Business Administration at UTAS Al Musannah organized a specialized workshop on Google Analytics for Advanced Diploma students. The session was designed to equip students with hands-on experience in analyzing customer data and understanding essential website performance indicators.

The workshop was facilitated by Ms. Arwa Al Sarir, Assistant Lecturer at the College of Computing and Information Sciences, UTAS Al Musannah. Her in-depth knowledge of Google Analytics and its strategic application in marketing made the session highly insightful. The workshop significantly enhanced the students' analytical skills and equipped them with industry-relevant competencies vital for success in the digital marketing landscape.



Reported by

Ms. Kavitha Shanmugam, CEBA, UTAS-Musannah





Visit to Mussanah Omani Women's Association

Report 28

CEBA Musannah

Musannah, September 25, 2024 A field visit was organized for the Diploma students of Marketing specialization on September 25th, 2024, to Mussanah Omani Women Association by Marketing Section of College of Economics and Business Administration, University of Technology and Business Administration- Al Mussanah. Around 15 students accompanied with Dr. Hamed Juma Hamed Al Naimi, Head of College of Economics and Business Administration, Ms. Hanaa said Nasser Alsiyabi and Ms. Kavitha Shanmugam, lecturers visited the organization to gain insights into the organization's activities, assess the challenges they face, and explore potential areas for support and collaboration. The Association's Director Ms. Rahma Mubarak Almas Al Nofali provided an overview of the association's history, mission, and ongoing activities. The staff members Ms. Aisha Abdullah Saleh Al Mishfri and Ms. Lamees Samir Mubarak Al Balushi also addressed the students by answering their queries. The association is well-integrated into the local community and has built strong relationships with local authorities, businesses, and educational institutions.



Reported by

Ms. Kavitha Shanmugam ,CEBA, UTAS-Musannah



Educational Visit to Muscat International Airport

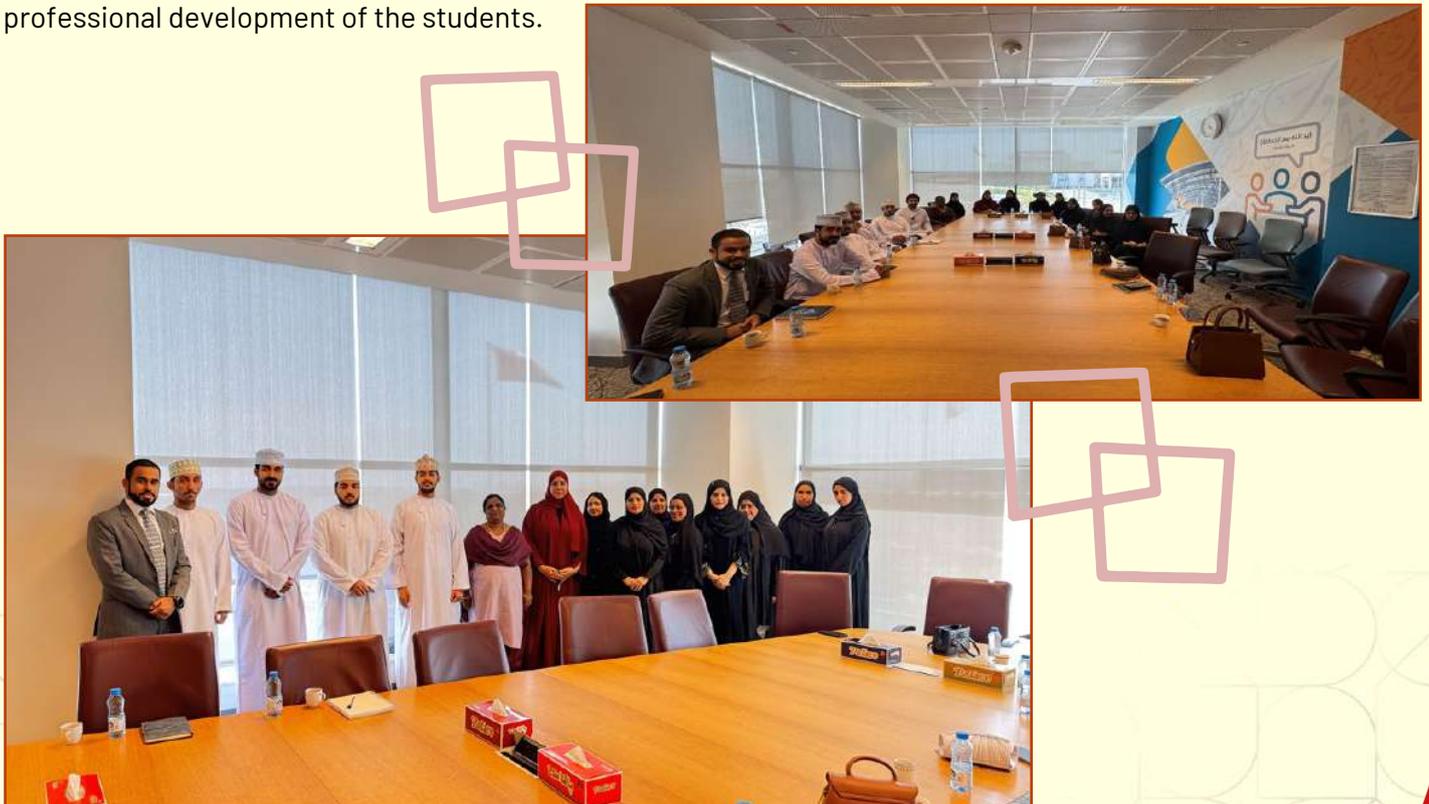
Report 29

CEBA Musannah

Musannah, February 19, 2025 Providing students with real-world learning experiences, the Advanced Diploma students of Marketing specialization, under the supervision of Ms. Kavitha Shanmugam, lecturer at the College of Economics and Business Administration, University of Technology and Applied Science Al Mussannah, embarked on an educational visit to Muscat International Airport.

Mr. Ahmed Yousuf Abdullah Al Qassabi, Senior Terminal Operations Specialist, and Mr. Matar Issa Al Badi, Terminal Specialist, provided an insightful briefing on key aspects of customer service operations within the airport. The students gained valuable knowledge about the challenges and innovations in customer service management, as well as the essential skills required for a successful career in customer service within the aviation industry.

The experience was highly enriching and aligned with CEBA's vision of equipping students with practical knowledge and industry exposure. CEBA extends its sincere gratitude to Muscat International Airport, with special appreciation to Ms. Zahra Salim Al Busaidi, Shift Planning and Training Senior Specialist, for her instrumental role in organizing and facilitating this informative visit, which greatly contributed to the professional development of the students.



Reported by Ms. Kavitha Shanmugam ,CEBA, UTAS-Musannah



Workshop - Marketing Around You - Spot It, Decode It, Use It

Report 30

CEBA Musannah

Musannah, April 30, 2024 The interactive workshop titled "Marketing Around You - Spot It, Decode It, Use It" was successfully conducted for the enthusiastic students of Al-Muladha Primary School by Ms. Hanaa Said Nasser Alsiyabi and Ms. Kavitha Shanmugam, Lecturers from the Marketing Section at the College of Economics and Business Administration, University of Technology and Applied Sciences - Al Musannah

The workshop was designed to engage students in understanding the relevance of marketing in their daily lives and to develop their ability to identify marketing concepts in their surroundings. Moreover, the workshop fostered community development by bringing together students, educators, and presenters in a collaborative learning environment. The workshop was a fun-based, hands-on activity that allowed students to spot, decode, and apply marketing strategies using real-life examples—turning theoretical knowledge into an exciting and memorable learning experience.



Reported by Ms. Kavitha Shanmugam ,CEBA, UTAS-Musannah



My Digital Skills... My Key to Security in the Digital World - Empowering Young Minds for a Safer Digital World

Report 31

CEBA Musannah

Musannah, May 19, 2025 A vibrant and impactful workshop titled “My Digital Skills... My Key to Security in the Digital World - Empowering Young Minds for a Safer Digital World” was successfully conducted at Al-Rabee'Al-Najjariyah Girls School, Rustaq for a group of enthusiastic students on 19/5/2025 . The workshop was led by Ms. Amira Al Ghafri and Ms. Kavitha Shanmugam, lecturers from the Marketing Section at the College of Economics and Business Administration, University of Technology and Applied Sciences - Al Musannah. The initiative aimed to foster awareness, responsibility, and confidence among students as they interact with various digital platforms. This interactive session was thoughtfully designed to empower young learners with the digital skills essential for staying safe in today's tech-driven world

The workshop also contributed to broader community development goals by promoting digital literacy and responsible digital citizenship among the younger generation. By creating a safe and supportive learning environment, the program enhanced student capacity to make informed decisions online and act as ambassadors of safe digital practices within their peer groups and communities.



Reported by Ms. Amira Al Ghafri & Ms. Kavitha Shanmugam ,CEBA, UTAS-Musannah



Buzz & Brains: The Digital Insights

Report 32

CEBA Musannah

Musannah, April 23, 2024 As a part of CEBA's commitment towards experiential and interactive learning, the Marketing specialization students participated in **Buzz & Brains: The Digital Insights** on 23/04/2024. The event was conceptualized and conducted under the guidance of Ms. Kavitha Shanmugam, Lecturer at the College of Economics and Business Administration, University of Technology and Applied Sciences, Al Musannah.

The event aimed to deepen students' understanding of digital marketing trends, consumer insights, and real-world brand strategies through an exciting, competitive format. It provided an enriching platform for students to apply their theoretical knowledge on digital marketing in a fun-filled manner. The competition was conducted in three levels, the students who won the first two levels entered the final challenge and three students grabbed the first three places.

The interactive and simulated experience has significantly contributed to the academic and professional growth of the students contributing to real-world marketing challenges.



Reported by Ms. Kavitha Shanmugam, CEBA, UTAS-Musannah



Beach Cleaning Activity at Musannah Beach.

Report 33

CEBA Musannah

Musannah, February 25, 2025 The College of Economics and Business Administration – UTAS Musannah, in collaboration with Be’ah, Oman’s environmental company, conducted a Beach Cleaning Activity at Musannah Beach on 25 February 2025. The event aimed to promote environmental awareness, sustainability, and community engagement among students, particularly those from the Tourism and Hospitality program, who participated enthusiastically in collecting plastic waste and other debris along the shoreline to help preserve the natural beauty of the coast in line with Oman Vision 2040. The activity emphasized the significance of sustainability, environmental responsibility, and proper waste management, providing students with hands-on learning about the impact of pollution on marine ecosystems and effective disposal methods. Faculty members Ms. Hana Al Siyabi, Ms. Viji, and Dr. Shantanu Shekar actively joined the students, offering guidance on waste segregation and proper disposal, while representatives from Be’ah conducted an informative session on Oman’s waste management strategies and the importance of community involvement in environmental conservation. Throughout the morning, students engaged in teamwork, practical learning, and social responsibility, gaining insight into the long-term benefits of environmental initiatives. The activity concluded successfully, leaving a lasting impact on the students and the community, with appreciation extended to Be’ah, faculty members, and volunteers for their participation and commitment to sustainability and responsible tourism practices.



Reported by

Ms. Viji. C.,
CEBA, UTAS-Musannah



Strengthening Industry-Academia Collaboration: OQ Delegation Visits CEBA, UTAS Mussannah

Report 34

CEBA Musannah

Musannah, April 22, 2025 The College of Economics and Business Administration (CEBA) at the University of Technology and Applied Sciences, Mussannah, had the honor of hosting a distinguished delegation from OQ on Tuesday, 22 April 2025. The visit marked a significant step toward strengthening the bridge between academia and industry, reflecting the college's commitment to fostering meaningful partnerships with leading organizations. Dr. Hamed Juma Al Naimi, Head of the Department, extended a warm welcome to the OQ officials and delivered a comprehensive presentation showcasing CEBA's achievements, milestones, and strategic initiatives. The interactive session featured engaging discussions, insightful exchanges, and valuable interactions between OQ professionals, faculty members, and students. The OQ representatives shared practical insights into industry trends, innovation strategies, and future workforce expectations, offering students a real-world perspective on how classroom learning connects to professional practice. Their presence inspired both students and faculty, enriching the academic environment with forward-thinking ideas and collaborative energy. CEBA expresses its sincere appreciation to the **OQ delegation** for their professionalism, insightful contributions, and active participation throughout the visit. The college looks forward to sustained collaboration with OQ through joint initiatives, projects, and knowledge-sharing activities that will continue to promote academic excellence and enhance employability through strong industry linkages.



Reported by Ms. Viji. C., CEBA, UTAS-Musannah



Tourism Poster Presentation and Exhibition

Report 35

CEBA Musannah

Musannah, April 29, 2025 The College of Economics and Business Administration (CEBA) at the University of Technology and Applied Sciences (UTAS), Musannah, in collaboration with Oman Tourism College, hosted a vibrant Tourism Poster Presentation and Exhibition celebrating the Sultanate of Oman's rich cultural heritage and tourism potential on April 29, 2025. The event, held on campus, brought together 163 tourism students organized into 35 groups. It was organized by Ms. Hana Al Siyabi, Ms. Viji, and Dr. Shantanu Shekhar. Students creatively showcased the unique attractions of Oman's various governorates. In addition to the visually captivating posters, the exhibition featured authentic tourism products reflecting the Sultanate's diverse traditions, crafts, and cultural richness. Shakir Al Balushi and Mr. Hassan Al Ramdhani, distinguished judges from Oman Tourism College, served as the chief guests and evaluated the student presentations, adding prestige to the event. Given the high level of creativity and research demonstrated by the participants, selecting the best posters proved challenging. Winning teams were recognized for their excellence, marking a proud moment for both students and faculty. Speaking at the event, Dr. Hamed Juma Al Naimi, HOD of CEBA, praised the students' enthusiasm and innovation, stating, "Such activities are vital in promoting experiential learning and instilling a sense of national pride among youth," while commending the collaborative spirit behind the event. The exhibition attracted enthusiastic participation and left a lasting impression on attendees. Students expressed pride and excitement in presenting their work, contributing meaningfully to promoting Oman's tourism industry. This collaborative initiative stands as a testament to the power of academic partnerships in enriching student learning and fostering a deeper appreciation for Omani culture and heritage.



Reported by Ms. Viji. C., CEBA, UTAS-Musannah



AI Tools in Education Reimagining Teaching & Learning with Personas and Prototypes

Report 36

CEBA Musannah

Musannah, December 11, 2025 A specialized workshop titled “AI Tools in Education: Reimagining Teaching & Learning with Personas and Prototypes” was conducted by the Department of Economics and Business Administration (DEBA), University of Technology and Applied Sciences, AI Mussanah. The session



was facilitated by Dr. Kumaresan Chandrasekaran, Lecturer in Business Studies, and Mr. Shrikhandt Taware, Head of Section, who jointly led participants through a hands-on exploration of classroom-focused AI tools.

The workshop aimed to empower educators to design interactive, student-centered learning experiences using generative AI, avatars, and prototype design platforms. Participants were introduced to the role of AI in transforming traditional slide-based teaching into dynamic, story-driven lessons through voice automation, visual design, and scenario-based content.

During the practical segments, attendees experimented with creating AI avatars, designing teaching personas, and building simple digital mock-ups and dashboards aligned with their course outcomes. Through guided activities, they learned how to structure prompts, generate explainer videos, and visualize application ideas that can be integrated into projects, assessments, and classroom discussions.

Throughout the session, the facilitators emphasized responsible use of AI, clarity of learning objectives, and the importance of aligning tools with pedagogy rather than technology alone. The interactive format encouraged questions, peer sharing, and reflection on how these tools can enhance engagement, support differentiated instruction and make learning more authentic for today’s students.

This workshop reflects DEBA’s ongoing commitment to equipping faculty with practical, future-ready competencies in educational technology and AI-enhanced teaching. It further strengthens the culture of innovation at UTAS AI Mussanah by encouraging educators to explore personas and prototypes as bridges between theory, creativity, and real-world learning experiences .



Reported by

*Dr. KUMARESAN CHANDRASEKARAN,
CEBA, UTAS-Musannah*



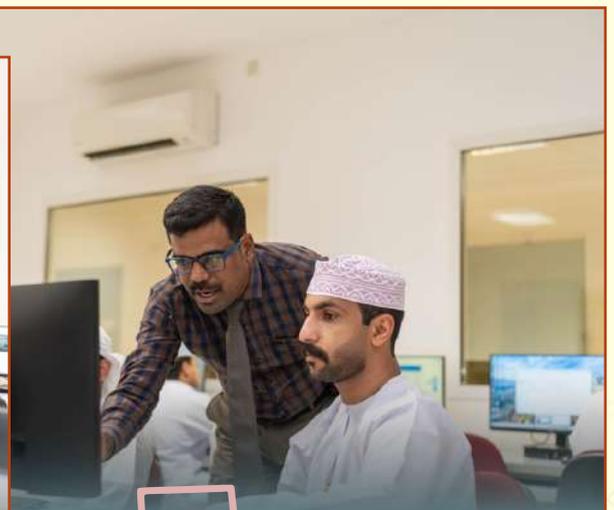
Transforming Data into insights: A practical guide to looker studio

Report 37

CEBA Musannah

Musannah, November 17, 2025 A specialized workshop titled *Transforming Data into Insights* was successfully conducted by Dr. Kumaresan Chandrasekaran, Lecturer in Business Studies Department, DEBA, University of Technology and Applied Sciences, Al Mussanah. The session was held from 10:00 a.m. to 12:00 p.m. in the BS 213 Computer Lab.

The workshop focused on guiding participants through the process of converting raw data into meaningful insights using practical analytical techniques and digital tools. Attendees engaged with sample datasets, explored data cleaning and transformation methods, and practiced creating clear, purposeful visualizations that support informed decision-making. Dr. Kumaresan emphasized the importance of analytical thinking, data accuracy, and ethical interpretation in today's data-driven world. The interactive nature of the session encouraged active participation, questions, and hands-on learning, making the experience highly valuable for all participants. This workshop exemplifies the commitment to equipping learners with real-world skills in analytics and technology, reinforcing the importance of data literacy in modern education and professional practice.



Reported by

Dr. KUMARESAN CHANDRASEKARAN,
CEBA, UTAS-Musannah



Photography workshop, for Service Marketing Course

Report 38

CEBA Musannah

Musannah, November 11, 2025 Department of Economics and Business Administration Organizes a Workshop on "Photography Basics" for Marketing Students. The Department of Economics and Business Administration organized a training workshop titled "Photography Basics" for Marketing students, presented by Khalisa Al-Rahbi, a PhD researcher in Media. The workshop aimed to introduce students to the fundamentals of photography through a theoretical component covering key concepts and basic techniques, in addition to a practical component focusing on applying mobile photography techniques. The workshop also included an introduction to various photo and video editing applications, demonstrating how to use them professionally to enhance students' skills in creating visual content.



Reported by

Ms. Amira Al Ghafri,

CEBA, UTAS-Musannah



Publication of Book Chapter

Report 39

CEBA Musannah

May 2025

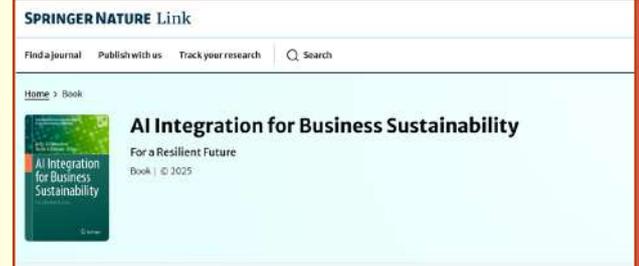
DOI: [10.1007/978-981-96-3464-4](https://doi.org/10.1007/978-981-96-3464-4)

Edition: 1

Publisher: Springer Singapore

Editor: Aziza Al Qamashoui, Nasser Al Baimani

ISBN: 978-981-96-3463-7



In May 2025, a book chapter titled **"AI Integration for Business Sustainability for a Resilient Future"** was published by Springer Singapore (Edition 1). The volume, edited by Dr. Aziza Al Qamashoui and Dr. Nasser Al Baimani, focuses on the growing role of Artificial Intelligence (AI) in promoting sustainable business practices and enhancing organizational resilience.

The publication (DOI: 10.1007/978-981-96-3464-4, ISBN: 978-981-96-3463-7) brings together contributions from researchers and professionals exploring how AI-driven innovation supports sustainability, efficiency, and long-term competitiveness. The chapter provides valuable insights into how emerging AI technologies can drive economic diversification, resource optimization, and strategic decision-making aligned with global sustainability goals.

This publication highlights the importance of integrating digital transformation with sustainable development strategies, contributing to the broader academic and practical understanding of AI's impact on building a resilient future.

Digital Transformation in Customs and Taxation-A Catalyst for Economic Resilience

Edited By Khaled Hussainey, [Nasser Salim Albaimani](#), [Aziza Abdallah Al Qamashoui](#)

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Pages 270

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Subjects Computer Science, Economics, Finance, Business & Industry, Politics & International Relations



The edited volume Digital Transformation in Customs and Taxation (Taylor & Francis, 2025; DOI: 10.1201/9781003498315) explores the role of technology and innovation in modernizing tax systems and customs management globally. The book provides a multidisciplinary perspective on the integration of digital tools, data analytics, and AI in enhancing transparency, compliance, and efficiency within taxation frameworks. This publication emphasizes policy innovation, capacity building, and digital resilience, offering actionable recommendations for developing nations, including insights relevant to Oman's Vision 2040. The editors, Dr. Nasser Salim Albaimani, Dr. Aziza Abdallah Al Qamashoui, and Prof. Khaled Hussainey, bring together academic and professional expertise to examine emerging trends shaping fiscal governance and economic sustainability.

Reported by *Dr. ALAMELU MANGAI RAMAN, CEBA, UTAS-Musannah*



Training Session on - Theory Building Research: Opportunities at the Threshold of Innovation

Report 40

CEBA Musannah

Musannah, October 29, 2025 The Research Committee of the Department of Economics, Business and Administration (DEBA), UTAS-AI Mussanah, organized a training session on “**Theory Building Research: Opportunities at the Threshold of Innovation**” on 29th October 2025 for UTAS-AI Mussanah faculty members.

The session was conducted by Dr. Kabaly P Subramanian, Dean (Acting), Faculty of Business Studies, Arab



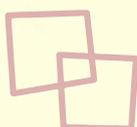
Open University, delivered an eye-opening presentation on the key aspects of bringing together participants from diverse backgrounds who are dealing with “newness, uncertainty and innovative power”. He emphasized interdisciplinary work, theory-building methods (such as grounded theory), and dealing with high-impact, high-uncertainty – enabling participants to develop original theoretical frameworks that can explain and guide innovation processes in

complex, rapidly changing environments. He also shared his personal experience in building the new conceptual frameworks, theories that explain how innovators identify and exploit opportunities when boundaries shift; implications for management, policy, and further research.

The session was attended by approximately 27 faculty members from various departments of UTAS-AI Mussanah and was well received by all participants.



Reported by *Dr. Rajendran Jayashree, CEBA, UTAS-Musannah*





Training Session On Research Grant Proposal Writing

Report 41

CEBA Musannah

Musannah, October 22, 2025 The Research Committee of the College of Economics, Business and Administration (CEBA), UTAS-AI Mussanah, organized a training session on “Research Grant Proposal Writing” on 22 October 2025 for CEBA faculty members.

The session was conducted by Dr. Rakesh Belwal, Professor at Sohar University, who delivered an insightful presentation on the key aspects of preparing successful research grant proposals. He guided participants through the essential stages of proposal development; including formulating a clear research title, writing an effective executive summary, and preparing a well-structured budget.



Dr. Belwal also shared valuable insights into the nuances of research design and proposal framing, helping faculty enhance the quality and competitiveness of their future submissions.

The session was attended by approximately 30 faculty members from various departments of UTAS-AI Mussanah and was well received by all participants.



Reported by *Dr. Rajendran Jayashree, CEBA, UTAS-Musannah*



National workshop - Exploring the Future of Health Financing in Oman: Towards Achieving Universal Health Coverage

Report 42

CEBA Musannah

Musannah, November 13, 2025 The Ministry of Health (MoH), in collaboration with the Department of Business Administration, University of Technology and Applied Sciences (UTAS) – Al Mussanah, organized a national workshop titled “Exploring the Future of Health Financing in Oman: Towards Achieving Universal Health Coverage.” The event was held on 13



November 2025 at Al Manni Hotel Muscat & Suites, under the patronage of Dr. Nasser Al-Baimani, Assistant Vice-Chancellor, UTAS–Al Mussanah.

This workshop is part of a Ministry of Health-funded research project awarded to Dr. Neetu Kwatra and Dr. Nihad Al-Zadjali, aimed at generating evidence to guide national health-financing policy and strengthening evidence-based decision making within Oman’s health system.



The workshop brought together 40–50 participants from diverse sectors, including insurance companies, private hospitals, and the Ministry of Health, providing a multidisciplinary platform to discuss future directions for health financing and steps toward achieving universal health coverage in Oman.



Reported by

*Dr. Rajendran Jayashree,
CEBA, UTAS-Musannah*



Training Session - Marketing Research (Quantitative Method)

Report 43

CEBA Musannah

The Research Committee of the College of Economics and Business Administration (CEBA), UTAS–Al Mussanah, organized an online training session on “Marketing Research (Quantitative Method)” on 16 November 2025. The session aimed to enhance faculty members’ understanding of quantitative techniques in marketing research and their application in academic and industry contexts. He delivered an insightful presentation covering the following key aspects:

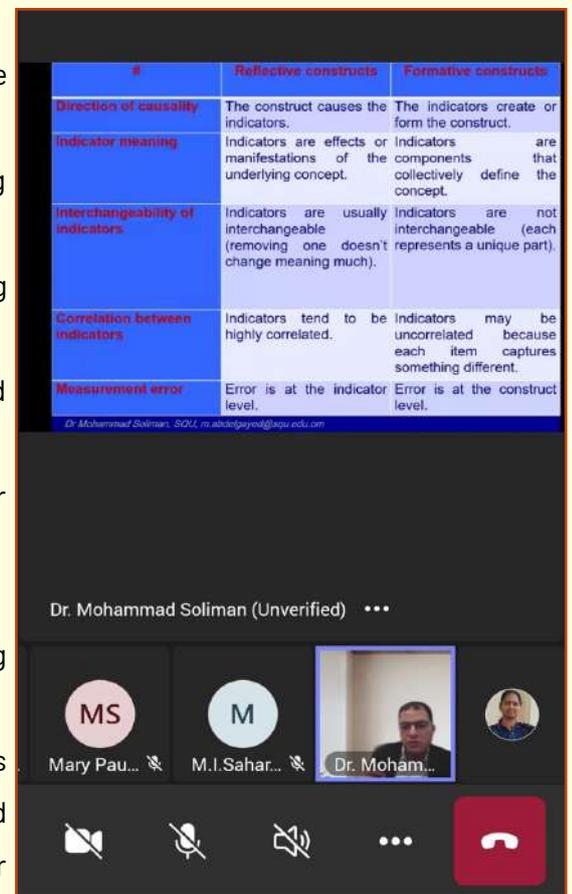
- ◆ **Introduction to Quantitative Marketing Research** Importance of data-driven decision-making in marketing.
- ◆ **Survey Design and Data Collection** Techniques for creating structured questionnaires and ensuring data reliability.
- ◆ **Sampling Strategies** Probability and non-probability sampling methods, sample size determination.
- ◆ **Statistical Analysis Tools** Overview of descriptive and inferential statistics, including regression and hypothesis testing.
- ◆ **Applications in Marketing** Market segmentation, consumer behavior analysis, and predictive modeling.

He emphasized the role of quantitative methods in improving research quality and competitiveness.

The session was attended by approximately 30 faculty members from various departments of CEBA. Participants actively engaged in discussions and appreciated the relevance of the topic to their research and teaching activities.

The training was well-received, with participants expressing that the session provided valuable insights into applying quantitative methods effectively in marketing research.

The event successfully achieved its objective of equipping faculty members with essential knowledge and skills in quantitative marketing research. CEBA plans to organize similar sessions in the future to foster research excellence among its faculty.



Reported by *Dr. Rajendran Jayashree, CEBA, UTAS-Musannah*



Workshop - Enhancing Accounting Courses Alignment with ACCA Requirements

Report 44

CEBA Muscat

Muscat, December 4, 2024

Objectives:

The workshop aimed to review and finalize course updates based on feedback, identify overlapping content across courses, enhance assessment structures to align with ACCA requirements, and categorize course content into Basic, Intermediate, and Advanced levels. Additionally, faculty engaged with learning providers for feedback on assessments.

Proceedings:

The workshop was structured into two group discussion sessions and an expert session. Dr. Zamzam and Dr. Abdul Rahman opened the session, explaining the objectives, while Dr. Madhar emphasized collaborative curriculum development. Ms. Sameena presented feedback from the previous semester, setting the goals for the workshop. Group Discussion 1 involved reviewing 22 courses, identifying content gaps and overlaps, and discussing assessment improvements. The expert session, led by Phoenix Financial Training, focused on aligning assessments with ACCA standards. Group Discussion 2 focused on structuring course content and improving assessment patterns.

Key Concerns Identified:

- ◆ **Content Gaps:** Significant gaps in courses that are challenging to address within the current semester.
- ◆ **Overlapping Content:** Common learning outcomes causing overlap, requiring potential revision.
- ◆ **Teaching Materials:** Need to revise PowerPoint presentations and create standardized Practice Workbooks.
- ◆ **Assessment Methods:** Need to diversify and standardize assessments, including developing a question bank categorized by difficulty.

Conclusion:

The workshop successfully facilitated collaboration among faculty to address content gaps, improve course alignment, and ensure ACCA compliance. The Dean's support is requested to implement the action plan effectively.





Workshop - Enhancing Accounting Courses Alignment with ACCA Requirements (Con...)



Reported by Ms. Sameena Begum, CEBA, UTAS-Muscat



Senior Day Out

Report 45

CEBA Muscat

Muscat, December 19, 2024 For emotional, mental, and physical well-being of the senior citizens, Utas business students collaborating with SGS company have organized a day out for senior citizens from Al Ihsan association. This initiative aimed to build community connections and supports mobility and general health.



Reported by

*Ms. Jihad Hamood Sulaiman Al Harrasi,
CEBA, UTAS-Muscat*



EBTEKARX A Celebration of Student Innovation and Industry Collaboration

Report 46

CEBA Muscat

Muscat, May 14, 2025 – The Marketing Section of the Business Administration Department at the University of Technology and Applied Sciences (UTAS), Muscat, successfully hosted **EBTEKARX**, an engaging and dynamic event aimed at showcasing student creativity through a competitive platform of marketing innovation and strategic thinking.

Commencing at 9:00 AM, **EBTEKARX** featured a *Creative Projects Competition* designed to challenge and highlight the applied marketing acumen of participating students. The event brought together bright minds who presented cutting-edge concepts across various marketing disciplines. Approximately 35 groups of students with total number of 120 students participated in the competition.



The initial phase of the competition involved rigorous internal evaluation, where a panel of faculty experts meticulously reviewed and shortlisted **eight outstanding projects** from a competitive pool of submissions. These selected projects advanced to the final evaluation stage, where an esteemed panel of **external evaluators** assessed the entries to determine category winners.

External judges represented prominent industry stakeholders, including:

- ◆ Mr Khalid Al Awadh: Chief Marketing Officer Mubashir
- ◆ Ms Jyotsna Tharakan : Chief marketing officer Mubashir
- ◆ Mr Sanjeev Seth ; Director HANS Skill Development and Training Institute
- ◆ Mr Basel Al Balushi Marketing Officer Tm Done
- ◆ Mr Fedi Toumi Business Growth Director Tm Done

The competition culminated in the announcement of winners across four key categories:

1. **Campaign Planning**
2. **Advertising and Promotion**
3. **Managing Brands**
4. **New Product Development**



EBTEKARX A Celebration of Student Innovation and Industry Collaboration (Cont..)

Winners were honored with **medals and certificates** in a recognition ceremony that celebrated their strategic thinking, creative execution, and professional presentation.

Industry experts serving as external evaluators were notably impressed by the depth of research, innovation, and execution demonstrated by the students. They **applauded the participants' efforts**, expressing astonishment at the high standards of professionalism, originality, and market insight exhibited during the event.

Speaking on the occasion, representatives from the participating industry bodies praised the initiative as a vital bridge between academia and industry, encouraging practical learning, critical thinking, and real-world application of marketing theories.



The EBTEKARX event reflects UTAS Muscat's continued commitment to experiential learning and its mission to empower students with the skills and exposure necessary to thrive in dynamic market environments.

Reported by

Dr. Anupam Sharma, CEBA, UTAS-Muscat



InvoCanvas Event-3

Report 47

CEBA Muscat



Muscat, December 12, 2024

The lecturers of Entrepreneurship Creativity & Innovation successfully organized “**InvoCanvas Event 3**”, an innovative student showcase event held in the **Corridors of CEBA, Business Department**. This engaging event took place as part of the coursework for the Entrepreneurship subject and brought together students from **all sections**, highlighting their creativity and business ideas.

A total of **33 dynamic teams** participated, with each team presenting their unique **Business Model Canvas**. These models reflected a variety of innovative startup ideas, demonstrating a strong grasp of entrepreneurship concepts and real-world application.

Throughout the event, students passionately **pitched their business ideas**, showcasing their understanding of value propositions, customer segments, revenue streams, and more. The corridors buzzed with energy as attendees explored each team’s concept and interacted with the budding entrepreneurs. The final phase of the event involved an **evaluation by a panel of external judges**, who brought industry expertise and practical insight to the table. They assessed the teams based on the feasibility, creativity, and potential impact of their business



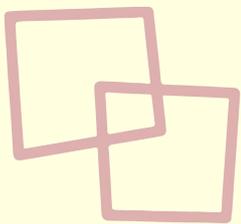
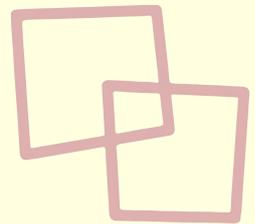
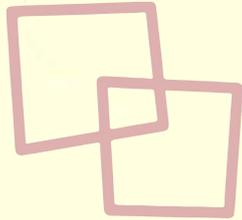
models.

Several teams stood out and were **nominated for excellence**, presenting particularly **valuable and innovative ideas**. The event not only celebrated student initiative but also fostered a spirit of innovation and collaboration across disciplines.

InvoCanvas was a testament to the entrepreneurial talent nurtured within the university and a promising glimpse into the future of innovation led by students.



InvoCanvas Event-3 (Cont..)



Reported by

Dr. Fatma Darwish Al Zadjali,
CEBA, UTAS-Muscat

InvoCanvas 3
CEBA - Muscat



InvoCanvas Event-4

Report 48

CEBA Muscat

Muscat, May 6th & 7th , 2025

We are pleased to announce the successful completion of **InVoCanvas4**, held on **6th and 7th May**, a dynamic and inspiring event that brought together the creativity and entrepreneurial spirit of our students. This initiative provided a valuable platform for showcasing innovative business ideas and practical applications of the Business Model Canvas framework. Out of **180 student groups**, a **nominated 18 groups** participated in the competition, presenting a diverse



range of business concepts. And 3 final groups were nominated for the second round to present their ideas to a panel of **external jury members**, whose expertise added significant value to the evaluation process.

We extend our sincere appreciation to all the participating teams for their commitment, innovation, and hard work. The quality of the presentations was a reflection of the students' efforts and their enthusiasm for entrepreneurship.

We are proud to highlight the **top finalist teams**, who demonstrated exceptional creativity, feasibility, and clarity in their business models:

- 🏆 **First Place: "LifeGuard"** – a standout project developed by students under the mentorship of **Mr. Younis Mohammed**. The team impressed the jury with a thoughtful and impactful solution.
- 🥈 **Second Place: "Bio Changer"** – led by **Anita**, this project focused on sustainable innovation and received high praise for its vision and execution.



InVoCanvas4 was not only a competition, but also a learning experience that encouraged collaboration, critical thinking, and entrepreneurial mindset among students. We look forward to building on this success in future editions and continuing to nurture a culture of innovation and excellence.



InvoCanvas Event-4 (Cont...)



Reported by

*Dr. Fatma Darwish Al Zadjali,
CEBA, UTAS-Muscat*





UTAS Business Students Dive into Sustainability and AI Innovation

Report 49

CEBA Muscat

Muscat, April 20, 2025 - University of Technology and Applied Sciences (UTAS) The Business Administration Department and Marketing Hub students hosted two dynamic events that connected academia with industry and innovation.

First, representatives from Be'ah and Al-Jabr visited UTAS to promote their upcoming sustainability hackathon, encouraging students to develop practical solutions to real environmental challenges. The initiative supports Oman Vision 2040 and aligns with UTAS's sustainability goals, paving the way for future collaboration between Be'ah and the university.

Later, TM Done captivated a full auditorium with its 'TM Talk,' exploring the impact of AI on marketing and real-world business practices. Over 500 students and staff engaged in the lively session. The events were organized by Ibtesam ALRahbi and Mr. Anand, with key support from the Marketing Hub and enthusiastic student participation.



Reported by

*Dr. Anupam Sharma ,
CEBA, UTAS-Muscat*



The Future of Marketing Industry Insight

Report 50

CEBA Muscat

Muscat, October 20, 2024 The Business Administration Department in Muscat organized a series of guest lectures under the title "The Future of Marketing: Industry Insights." This event featured a panel of esteemed industry experts who contributed to the development of future marketing executives in the country. The key presenters included:

Mr. Khalid Al Awad, Chief Marketing Officer, Mubashir

Mr. Said Al Busaidi, Head of Marketing and Corporate Communications

Mr. Khalid Al Nibhani, Expert Researcher in Digital Customer Experience and Branding

Mr. Mohammed Al Lawati, Brand and Marketing Manager, Omran Group

In his presentation on Branding Opportunities and Challenges, Mr. Mohammed Al Lawati offered valuable insights into the concept of branding and its historical evolution. He effectively illustrated how branding allows companies to integrate customers into their storytelling. The session was highly interactive, as Mr. Al Lawati engaged the audience while discussing the complexities and challenges of branding.

Mr. Khalid Al Awad introduced the concept of Digital Out Of Home (DOOH) advertising, highlighting its transformative potential in the advertising landscape. His compelling presentation showcased various formats of DOOH advertising and their significance in modern marketing strategies.

Addressing the power of artificial intelligence in marketing, Mr. Said Al Busaidi elaborated on the history of AI and its role as a game changer for the industry. He provided examples of AI applications that aid in forecasting trends and understanding customer behaviour, while also addressing challenges such as data privacy, potential limitations in human creativity, and issues related to integration and adoption.

The program concluded with an engaging panel discussion, allowing students and faculty to interact with the keynote speakers, fostering a rich exchange of ideas.

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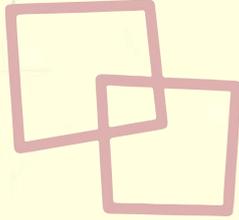
COLLEGE OF ECONOMICS AND BUSINESS ADMINISTRATION MUSCAT
INVITING YOU TO
"THE FUTURE OF MARKETING INDUSTRY INSIGHTS"

 MR. KHALID AL AWAD CHIEF MARKETING OFFICER MUBASHIR	 MR. MOHAMED AL LAWATI BRAND AND MARKETING MANAGER OMRAN GROUP	 DR. KHALID AL NABHANI EXPERT RESEARCHER IN DCX & BRANDING	 MR. SAID AL BUSAIDI HEAD OF MARKETING & CORPORATE COMMUNICATIONS BANK DHOFAR
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Scan to Register
20th October, 2024
9:30 AM to 1:00 PM



The Future of Marketing Industry Insight (Cont..)



Reported by *Dr. Anupam Sharma, CEBA, UTAS-Muscat*



EbtekarX-II

Report 51

CEBA Muscat

Muscat, December 10, 2025

Objectives of the Event:

Commitment towards the overall development of the student community. through the practical exposure and involvement of the industry.

Participation and Sponsorship:

Industry Participant: Dream Land , OHI , OSOS, British Embassy

Sponsors: Marketing Club, Shabak , Ocoupon

Key Highlights: Commitment towards the student community, Interaction with the Officials from Industry with the students





International Accounting Day 2025 Theme: Future-Ready Accountants, Evolving with Intelligence

Report 52

CEBA Muscat

Muscat, December 8, 2025

Objectives of the Event:

- ◆ To build longstanding partnerships with education providers
- ◆ Establish mutually beneficial relationships with education providers (national/international). Indicator: Number of collaborative activities with education providers (national/International)

Participation and Sponsorship: The International Accounting Day 2025 was conducted in collaboration with ACCA Middle East and sponsored by Nama Electricity Supply Company. The event was attended by senior academic leadership from the University of Technology and Applied Sciences Quality Section, along with industry representatives, accounting professionals, faculty members, external evaluators, and students from various UTAS branches and partner institutions across Oman. The total number of attendees for the event was 584, reflecting strong engagement and wide participation.

Key Highlights:

1. Strong Industry-Academia Collaboration: The event was organized in collaboration with ACCA Middle East, ensuring alignment with global professional standards and industry expectations.
2. Reputed Corporate Sponsorship: Sponsorship support from Nama Electricity Supply Company enhanced the scale and quality of the event, reflecting strong industry confidence and CSR engagement.
3. High Participation and Reach: The event recorded a total attendance of 584 participants, indicating strong interest and engagement from students, faculty, professionals, and stakeholders across Oman.
4. Inclusive Multi-Branch Representation: Students and faculty from multiple branches of University of Technology and Applied Sciences and partner institutions participated, promoting collaboration and knowledge exchange.
5. Diverse Academic and Competitive Activities: The inclusion of competitions, expert sessions, and interactive discussions provided a balanced mix of learning, innovation, and practical exposure.



International Accounting Day 2025 Theme: Future-Ready Accountants, Evolving with Intelligence (Cont..)



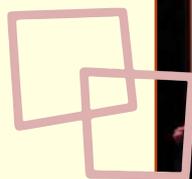
6. Leadership and Professional Presence: Attendance by senior academic leaders, industry experts, and professional representatives added credibility and strategic value to the event.

7. Clear Theme and Relevance: The theme "Future-Ready Accountants: Evolving with Intelligence" was timely and relevant, addressing emerging trends in accounting, technology, and employability.





International Accounting Day 2025 Theme: Future-Ready Accountants, Evolving with Intelligence (Cont..)



Reported by

*Ms. Sameena Begum,
CEBA, UTAS-Muscat*



Research Day

Report 53

CEBA Muscat

Muscat, November 11, 2024 The Business Administration Department Research Day was a vibrant and interactive event aimed at fostering research enthusiasm among students and faculty. Held with the theme of “Research Renaissance: Innovate, Inspire and Impact”, the day offered a blend of informative sessions, engaging activities, and creative showcases.



Summary of the key highlights: Key Highlights: Key highlights of the research day:

- 1 - Keynote Speakers** The event began with an inspiring address by a distinguished keynote speaker, who shared insights on how research influences business success and fosters future growth, offering valuable insights for participants. As well as shared insights on how research influences business success and fosters future growth, offering valuable insights for participants.
- 2- Engaging Panel Discussion** A thought-provoking panel discussion followed, featuring experts from academia. A dynamic discussion on the challenges and opportunities facing the research community.
- 3- Interactive Activities**
 - 3.1 Brain Battle: Research Quiz (Kahoot)** A lively quiz session where participants tested their knowledge of business research concepts, trends, and methodologies in a fun, competitive format.
 - 3.2 Game On: Research Gamification Challenge** Students participated in gamified activities that blended research concepts with creative gameplay, showcasing innovative approaches to learning.



Research Day (Cont..)

3.3 Speed Stage: 5-Minute Student Project Pitch Students delivered concise, impactful presentations on their research projects, highlighting key findings and practical applications within a strict five-minute timeframe.

4- Showcase Activities

4.1 Showcase Time: URG/GRG/RG Presentations Undergraduate, graduate, and research group teams presented their ongoing research work, offering attendees a glimpse into diverse topics and methodologies.

4.2 Research Posters and Booths Informative research posters were displayed alongside booths offering in-depth explanations of projects. Faculty and students also engaged in one-on-one discussions at a dedicated Research Clinic.

4.3 Robotic Activity A hands-on demonstration of robotics and their applications in business research, sparking curiosity and innovation among attendees.

5- Workshops

5.1 Hands-On Workshop on AI in Research Participants explored the integration of AI in research processes through an engaging workshop that included practical exercises and tool demonstrations.

6- Awards and Closing The event concluded with an awards ceremony celebrating the best student presentations, posters, and quiz performances. A heartfelt vote of thanks was extended to organizers, participants, and attendees for making the day a success. Other information

How many participants participated in the event? A total of 249 participants, including faculty members and students from both internal and external institutions, took part in the Research Day. Attendees represented UTAS-Muscat, UTAS-Nizwa, UTAS-ALMusannah, and Middle East College (MEC)





Research Day (Cont..)



Reported by

Research, Innovation
and Entrepreneurship
(RIE) Committee , CEBA,
UTAS-Muscat





Logistics and Supply Chain Management Gathering Event

Report 54

CEBA Muscat

Muscat, November 19, 2024 A dynamic event that explores the latest trends, challenges, and innovations in Logistics and Supply Chain Management. This gathering provides a platform for industry professionals, academics, and students to engage in insightful discussions on the key issues shaping the field today. Attendees had an opportunity to share knowledge, exchange ideas, and gain a deeper understanding of emerging practices, technologies, and strategies that are driving the future of supply chain management.

Key Highlights: Key highlights of the gathering day:

1. Panel discussion featuring external participants from several organisations, as follows: o Mr. Mahmood Al Amri – EDO o Mr. Yasser Al Hadrami – ASATCO o Ms. Tahani Al Harthy – OQ
2. Debate on several topics within the field of LSCM, featuring both internal and external participants: o UTAS – MUSCAT o UTAS – AL MUSANAH o MIDIEL EAST COLLEGE (MEC) o SULTAN QABOOS UNIVERSITY (SQU)
3. Online quiz using Kahoot for the audience. It's an interactive session where all the attendees gain knowledge from the LSCM field.
4. The main highlight of the gathering is the launch of the LSCM club. This initiative aims to create a community for students specialised in LSCM, professionals, and academics to connect, collaborate, and share knowledge

in the field of LSCM. The club will serve as a hub for organising events, workshops, and networking opportunities, fostering a community dedicated to advancing the study and practice of LSCM. Reported by



Reported by *Dr. Shaima Al Harthy, Ms. Jouhara Al Habsi, and Mr. Mohammed Al Balushi* CEBA, UTAS-Muscat



Marketing Day

Report 55

CEBA Muscat

Muscat, November 12, 2025

Participation and Sponsorship: The attendances were Students, lecturers and alumni. The participants were Marketing society students and marketing lecturers . **Sponsors:** Sharaka & Areej

Key Highlights: The no. of the audience that attended the event were 344 of students + 102 of the alumni. The data collected after the event about the alumni, are already working on some projects with some of them to support the students learning experience. And there will be future collaborations.





Marketing Day (Cont..)



Reported by

*Ms. Ibtisam ALRahbi,
CEBA, UTAS-Muscat*





CEBA CAREER+

Report 56

CEBA Nizwa

Nizwa, 2025-26 In today's rapidly evolving global economy, the landscape of employment and career development is undergoing significant transformation. Technological advancements, shifting market demands, and the increasing integration of automation and artificial intelligence in the workplace necessitate a proactive and strategic approach to education and training. In this context, institutions of higher education must rise to the challenge of equipping students not only with academic knowledge but also with practical skills and professional competencies that align with current and future industry requirements.

The College of Economics, Business and Administration (CEBA) at the University of Technology and Applied Sciences – Nizwa (UTAS-Nizwa) is committed to providing its students and staff with educational experiences that foster holistic development and career readiness. However, there is a growing recognition that traditional classroom instruction alone may not sufficiently address the diverse skillsets demanded by contemporary employers. To bridge this critical gap, this proposal advocates the establishment of a comprehensive Career Development and Employability Skills Framework (**CEBA CAREER+**) designed to emphasize career readiness with added value through strategic and soft skills.

CEBA CAREER+ aims to identify students' skill gaps and address them to better match labor market requirements. It creates a structured and sustainable framework for career development and employability skills activities that target students through engaging with industry stakeholders. For students, the framework will enhance employability, encourage lifelong learning, and align educational outcomes with labor market trends. It will offer workshops, seminars, internships, and mentorship opportunities that build professional and academic skills of CEBA students. For industry partners, the program will serve as a collaborative channel to communicate workforce needs, co-design curriculum inputs, and support talent acquisition strategies.

Furthermore, **CEBA CAREER+** is aligned with CEBA's strategic vision of nurturing competent graduates who are not only academically sound but also competitive in the global job market. By institutionalizing a dedicated career development and employability skills framework, CEBA will enhance student satisfaction, graduate outcomes, and employer engagement—key indicators of academic excellence and institutional reputation. In doing so, **CEBA CAREER+** will contribute to national goals of economic diversification and human capital development, particularly in the Sultanate of Oman's Vision 2040.

Skill Gaps Identified

Based on stakeholder feedback and benchmarking against global best practices, CEBA-Nizwa identified the gaps in skills needed for CEBA students to be more aligned with the labor market needs. These gaps primarily



CEBA CAREER+ (Cont..)

fall into two key areas: Academic Skills, Career Development and Employability Skills.

1. Academic Skills

- ◆ Self-Learning & Study Skills
- ◆ Research & Analytical Skills
- ◆ Problem Solving and Critical Thinking
- ◆ Academic Writing and Presentation Skills
- ◆ Quantitative Analysis and Project Management Skills
- ◆ Personal Growth and Community Engagement Skills

2. Career Development and Employability Skills

- ◆ Technical and Industry Engagement Skills
- ◆ Professionalism & Interview preparation Skills
- ◆ Effective Communication Skills
- ◆ Emotional Intelligence & Self-Management
- ◆ Customer Service Skills
- ◆ Leadership Skills
- ◆ Collaboration and Teamworking Skills
- ◆ Negotiation Skills
- ◆ Innovation and Strategic Thinking
- ◆ Workplace Etiquette and Professional Conduct
- ◆ Digital Literacy and Software Proficiency

Reported by

Dr. Vikram Mohite , CEBA, UTAS-Nizwa



Picture Courtesy <https://www.efrontlearning.com/>



1st CEBA Student Research Poster Competition

Report 57

CEBA Nizwa

Nizwa, April 23, 2025 In a vibrant celebration of academic inquiry and student research, the College of Economics and Business Administration (DEBA) hosted its first DEBA student research poster competition spring 2025 on wed in spring 2025 on Wednesday, April 23, 2025, at the exhibition hall, South Campus nesday April 23, 2025 at the exhibition hall, south campus of UTAS Nizwa. The research spectacle was even made memorable the formal inauguration by Dr. Mohammed Al Mamari, UTAS Nizwa AVC and Dr. Sara Al Bahlani, DAVCA, who led the awarding ceremony.

Dr. Sangetha Natarajan, Dr. Mohammed Rafiq, Dr. Hemavathy Nithyanandan and Dr. Sangeetha TR, brought together their bright minds from across UTAS branches - 20 teams in total with participation from Nizwa (14 entries), Muscat (4 entries), and Ibra (2 entries). The competition provided a dynamic platform for students to showcase their research work, spanning a diverse array of business topics.





Community Outreach: A Commitment to Serve A Passion to Empower

Report 58

CEBA Nizwa

Nizwa, November 6, 2025 A Community Outreach was conducted at the Future Pioneers International School under the theme "*A Commitment to Serve, A Passion to Empower.*" This initiative forms part of a continuous series of outreach programs dedicated to supporting community development and growth. The outreach featured three informative and interactive sessions focusing on Mental Health, Public Speaking, and Financial Literacy. Dr. Jeannette Ong Ee-Lyn shed light on the importance of mental health awareness, emphasizing emotional well-being as the foundation for academic and personal success. Ms. Aminah Abd Razak inspired students with a dynamic session on public speaking strategies essential for self-expression and Dr. Maria Carmen Lontok Vidal rounded off the program with a highly informative discussion on financial literacy, guiding participants on managing money wisely and building responsible financial habits early on. Through initiatives like this, DEBA continues to reaffirm its mission of cultivating intellectual growth alongside social responsibility and community empowerment.



Reported by

Dr. Jeannette Ong Ee - Lyn , CEBA, UTAS-Nizwa



IGNITE ACCOUNTANTS: 2025

Report 59

CEBA Nizwa

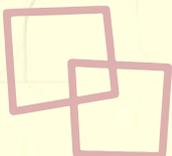


Nizwa, April 16, 2025 A blaze of brilliance swept through the University of Technology and Applied Sciences (UTAS), Nizwa, as the College of Economics and Business Administration (CEBA) proudly hosted "Ignite Accountants: 2025" - an inter-branch extravaganza that brought together the brightest minds in accounting from across the UTAS branches. The event was spearheaded by Dr. Mohammed Madhar and Dr. Valliappan Mutthiah Chettiar of the Accounting Section. Under the insightful leadership of Mr. Talal Abdul Rasheed Al Bulushi, Head of the Accounting Unit, and Dr. Mohammed Ali Ahmed Obaid, Head of the Department, the event transpired as a vibrant showcase of talent, knowledge, and innovation.

The ceremony unfolded in the esteemed presence of Dr. Mohammed Rashid Hamdan Al Mamari, Assistant Vice-Chancellor of UTAS Nizwa; Mr. Saif Al Toobi, Director of Administration and Finance; Mr. Ahmed Al Abri, Head of Administration; and a strong contingent of academic and administrative staff and students.

The event's highlight was the presence of Mr. Ahmed Salim Saif Al Toobi, DG for Administrative and Financial Affairs at the Ministry of Interior Affairs, who graced the occasion as Chief Guest. Honored guests from Petroleum

Development Oman (PDO) - Mr. Zahir S. Al Wahaibi, Operations Excellence Manager, and Mr. Sultan Saif Al Azri, Finance Controller - brought real-world insights into the accounting profession.





IGNITE ACCOUNTANTS: 2025 (Cont..)





IGNITE ACCOUNTANTS: 2025 (Cont..)



Reported by

Dr. Valliappan Muthiah Chettiar,
CEBA, UTAS-Nizwa



ScholarCon2025–Driving Sustainable Business Growth: Aligning with Oman Vision 2040

Report 60

CEBA Nizwa

Nizwa, December 9, 2025 The College of Economics and Business Administration (CEBA) at UTAS Nizwa, in collaboration with the College of Economics, Management, and Information Systems (CEMIS) at the University of Nizwa, organized ScholarCon 2025, a one-day student research conference themed *Driving Sustainable Business Growth: Aligning with Oman Vision 2040*. This nationwide conference brought together students from Business Administration and related fields across various higher education institutions in Oman. The event featured a diverse range of ideas and research presentations aligned with the sub-themes of Entrepreneurship & SME Development, Digital Transformation & Innovation in Business, Sustainable Business Practices & Corporate Social Responsibility (CSR), Financial Markets & Investment Strategies Contributing to the broader goals of Oman vision 2040.

The conference was honored by the presence of higher university officials, including Dr. Mohammed Al Mamari, Assistant Vice Chancellor of UTAS Nizwa, and Dr. Salim Al Abri, Dean of CEMIS at the University of Nizwa. The event was designed to enhance the research culture at both institutions and reflects their commitment to developing graduates who are well-equipped to meet the demands of industry and contribute to the Sultanate's





ScholarCon2025 - Driving Sustainable Business Growth: Aligning with Oman Vision 2040 (Cont..)

long-term vision. ScholarCon 2025 plays a vital role in this by encouraging innovative research and academic inquiry that aligns with Oman Vision 2040, particularly in the areas of economic diversification and sustainability.

ScholarCon 2025 was conceptualized by Dr. Mohammed Ali Ahmed Obaid, Head of CEBA at UTAS Nizwa, and coordinated by the organizing committee, led by Dr. Mohammed Kutpudeen, Senior Faculty, Co-Convener: ScholarCon2025 and Team Leader of Research and Consultancy, alongside committee members Dr. Muhammad Tahir, Dr. Sangeetha Natarajan, Dr. Sangeetha TR, Dr. Elbert Bryan, Dr. Mushtaq Ahmed, and Dr. Said Al Saifi. The conference began with an inaugural address by Dr. Mohammed Ali, followed by an insightful panel discussion moderated by Dr. Saif Al Bilmani, Head of Research and Consultancy at UTAS Nizwa. The discussion included Dr. Abdulkadir Abdulwahab of CEBA-Nizwa and Dr. Naema Al Bilmani, Assistant Professor at CEMIS, University of Nizwa, who explored the role of digitalization in Omani Businesses.

This year's event witnessed strong participation, with 11 institutions represented and 97 submissions, including 40 poster entries and 57 full research papers. Of these, 23 posters and 40 papers were presented during the conference.

Top Honors Awarded

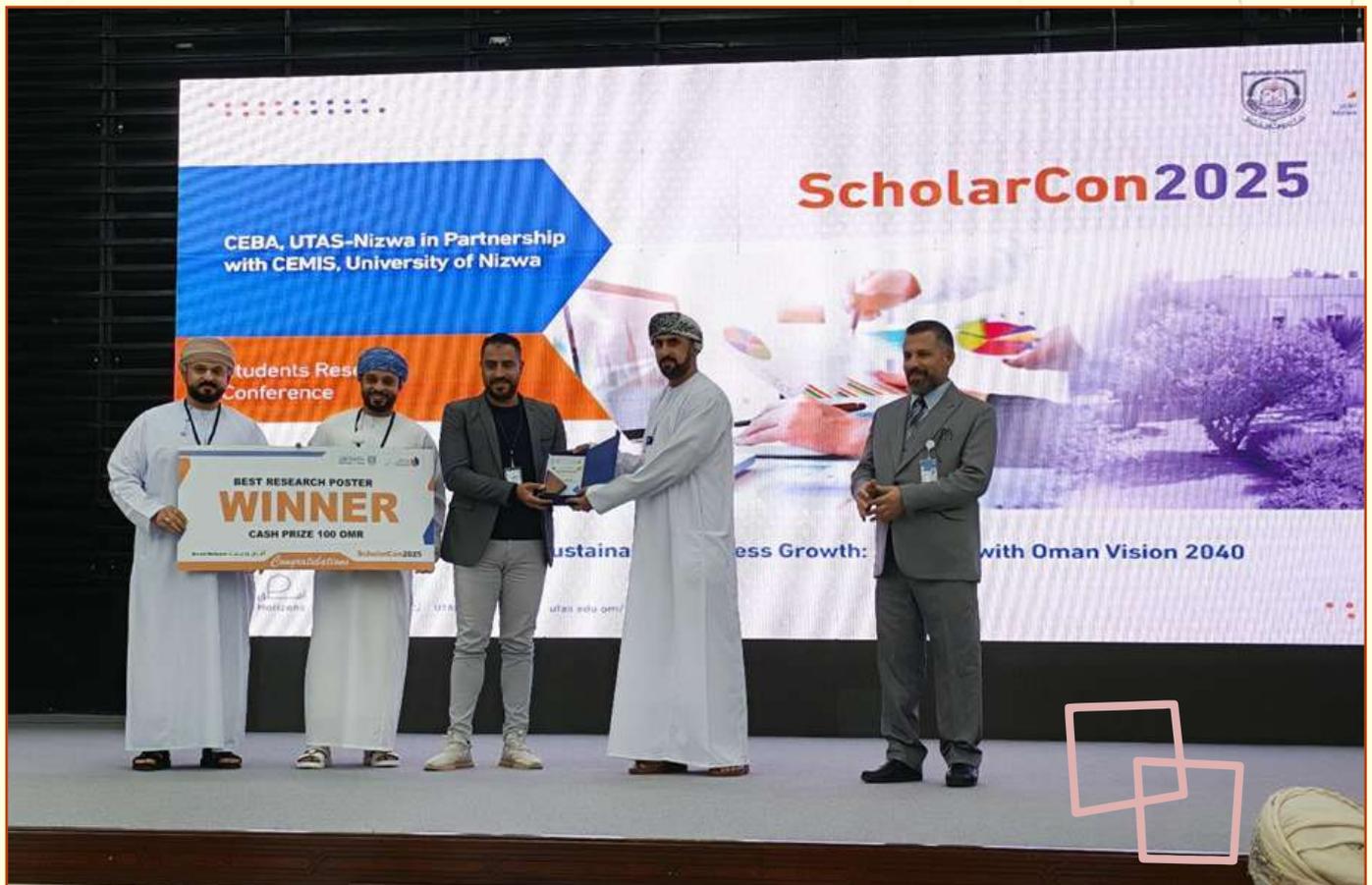
The **Best Paper Award** was presented to a team from CEBA-UTAS Nizwa for their research titled "Enhancing Tour Guide Training in Al Dakhiliyah Governorate: Integrating Augmented Reality for Smart Tourism." The winning team members included:





ScholarCon2025 - Driving Sustainable Business Growth: Aligning with Oman Vision 2040 (Cont..)

- Adhraa Said Rashed Al Salmi
- Aya Salim Yasir Al Farqani
- Fatma Khalfan Mohammed Al Jabaria
- Shuhd Mohammed Ahmed Al Mahruqi



Additionally, the **Best Poster Award** was awarded to a team from CEBA-UTAS Ibri for their research project on "Crowdfunding Growth in Oman: Opportunities and Challenges." The team members included:

- Marwan Awadh Al Yaqoubi
- Dr. Elhassan Kotb Abdelrahman Radwan
- Mahmood Al Manthari
- Amel Al Zeidi

ScholarCon 2025 successfully showcased the analytical, creative, and problem-solving skills of Oman's future business professionals. Organizers emphasized that the conference continues to serve as an important platform for nurturing scholarly inquiry, bridging academic research with industry needs, and further supporting the nation's long-term development objectives.

Reported by *Dr. Mohammed Kutpudeen, CEBA, UTAS-Nizwa*



Entrepreneurial Exhibition

Report 61

CEBA Nizwa

Nizwa, December 14-16, 2025 As a part of its co-curricular activities, the Entrepreneurship lecturers and students organized an Entrepreneurship Exhibition from 14th December to 16th December 2025 in UTAS-North campus. This event was conducted for the 14th time in the UTAS-Nizwa.

The mega exhibition was held on 14th December (Sunday) and was inaugurated by Dr. Mohammed Al Mamari, AVC-UTAS, together with Mr. Hilal Al Rashdi, Director of Commerce of Industry and Investment Promotion, Dr. Faiza Al Dhali, DAVCAA-UTAS, Nizwa, Dr. Saif Al Bimani, Research and Consultancy Department, and Dr. Mohammed Ali Ahmed Obaid, HoD - CEBA and the Entrepreneurship course team. Many academic, non-academic staff attended the inaugural ceremony. 40 student groups exhibited and explained their business ideas to the visitors through Business Model Canvas and prototypes with videos.

The second day was visited by Dr. Faiza Al Dhali, and Dr. Saif Al Bimani along with Dr. Mohammed Ali Ahmed Obaid, HoD - CEBA and the other officials from UTAS and outside Entrepreneurship course team. 38 student groups exhibited and explained their business ideas to the visitors through Business Model Canvas and prototypes with videos.

The third day was visited by Dr. Faiza Al Dhali, DAVCAA-UTAS, Nizwa, Dr. Nasser al Hadrami, Research Head, UTAS along with Dr. Mohammed Ali Ahmed Obaid, HoD - CEBA and the other officials from UTAS and





Entrepreneurial Exhibition (Cont..)



outside Entrepreneurship course team. 36 student groups exhibited and explained their business ideas to the visitors through Business Model Canvas and prototypes with videos.

The aim of this activity was to encourage the students to come up with their creative ideas of business and develop their team building, leadership, communication, negotiation, marketing

and finance management skills.

The entire event witnessed very high levels of energy and enthusiasm from the students as well as the entire teaching and non-teaching staff. The exhibition was attended by a number of representative from the government , private and academic institutions. This included 25 female students from the University of Nizwa, staff from Oman Chamber of commerce two



representatives from Ministry of Health namely the director of the planning department and a section head, the general manager of Bawariq International investment company, four representatives from the Director general of Education including an innovation specialist for Olympiad and four representatives from the Environmental department of Al Dhakliya Governate.



Entrepreneurial Exhibition (Cont..)



Reported by

*Dr. Premkumar Arul,
CEBA, UTAS-Nizwa*



Inter-branch Short Video Competition

Report 62

CEBA Nizwa

Nizwa, April 30, 2025

The Business Society hosted an Interbranch Short Video Competition online via MS Teams on April 30, 2025. Aimed at promoting the department and enhancing student skills, the event featured creative video entries and fostered camaraderie across teams from Nizwa, Muscat and Ibra branch. Despite challenges, it successfully highlighted students' communication, creativity, and technical abilities, highlighting the students' resilience despite of adversity.



Webinar on Bridging the Skill Gap

Report 63

CEBA Nizwa

Nizwa, October 14, 2025

The webinar was organized with goal of bridging the Skill Gap: Enhancing Employability of CEBA Graduates in a Competitive Job Market targeting all specialization students and staff. Total 68 students participated in the event. This webinar provides an excellent platform to bridge that gap between classroom learning and real-world workplace demands particularly for our various specialization graduates who are preparing to enter a highly competitive job market. Industry Experts from leading organizations in Oman's energy sector, who bring invaluable insights from their professional journeys: Their discussion truly enriches the session students deeply appreciated and committed to share listen and ask questions to the expertise in guiding our them to become more industry-ready and professionally competent. Daleel Petroleum LLC - Speaker Name: Mossa Abdullah Mohammed Al Kindi, Position: Senior HR Business Partner , Petroleum Development Oman, Speaker Name: Dr. Talal bin Khalaf Al-Nabhani, Position: Material and Integrity Manager; Oman Liquefied Natural Gas LLC (Oman LNG), Speaker Name: Mr. Sarhan bin Said Al Habsi, Position: Head of the training center, Occidental Oman, Speaker Name: Ms. Bashair Al Shabibi, Position: Recruitment Staff Specialist and Dr. Shamsuddin Kutubuding CEBA -Nizwa



Reported by *Dr. Vikram Mohite , CEBA, UTAS-Nizwa*



Accounting Day

Report 64

CEBA Salalah

Salalah, November 5, 2024 The Accounting Unit of the College of Economics and Business Administration (CEBA), in collaboration with the Student Development Team (SDT) at the University of Technology and Applied Sciences (UTAS) – Salalah, successfully organized **Accounting Day** on November 5, 2024.

This annual event serves as a vibrant platform for accounting students, faculty, and industry professionals to come together and celebrate the dynamic field of accounting. It aims to highlight current trends in the profession, encourage knowledge sharing, and emphasize the crucial role accounting plays in business success.

The event began with a warm welcome from the former Head of CEBA, **Dr. Ghanim Shamas**, followed by a keynote speech from an outstanding Diploma in Accounting student, **Ali Mohammed Al Shahri**, who shared an inspiring perspective on academic and professional growth in the field.

A key feature of the day was an **awareness session on the new College Bylaws and Accounting Curriculum**, delivered by **Dr. Neil Raymond**, providing clarity and guidance to students regarding academic expectations and curriculum updates.

Mr. Pavan Kumar led an engaging session on the **ACCA professional certification**, outlining its benefits and requirements for aspiring accountants. In another highlight, **Ms. Haifa Awadh Hazaji Bai Alzain**, Senior Audit Specialist from the Royal Court Affairs, delivered a thought-provoking talk on the **diverse career paths within the accounting profession**, drawing from her extensive experience.

The event also marked the official launch of the **Accounting Model Student Search** for the current academic year, presented by **Dr. Rathna Chellappa**, which aims to recognize exemplary students in the specialization.





Business Club Hosts Green Initiative Awareness Session

Report 65

CEBA Salalah

Salalah, December 17, 2024 The Business Club, in collaboration with the Student Development Team (SDT) of CEBA-UTAS Salalah, organized an online awareness session on the *Green Initiative* via Microsoft Teams. This initiative aims to engage students, faculty, and the wider community in promoting sustainable business practices and making a positive environmental and social impact.

The session opened with remarks from **Dr. Rathna Chellappa**, who emphasized the importance of cultivating individual social responsibility, particularly in addressing environmental challenges. **Mr. Mohammed Al Balushi**, President of the Business Club, outlined the core objectives of the initiative, which include reducing campus waste by collecting recyclable and reusable items. These items will be repurposed, sold, or donated, with proceeds benefiting charitable organizations that support environmental and social causes.

Ms. Larissa Santos, a faculty member of CEBA-Salalah, spoke on the practical implementation of the 3Rs—*Reduce, Reuse, Recycle*—highlighting their significance in the business context and encouraging attendees to adopt eco-friendly habits.

The session concluded with an interactive open forum, where participants contributed ideas and suggestions to enhance the initiative. **Dr. Neil Raymond**, Business Club Advisor, expressed his enthusiasm for the program, stating that the session marks just the beginning. Additional workshops and activities are planned for the upcoming semester to further support the goals of the Green Initiative.



Reported by Ms. Larissa Santos, CEBA, UTAS-Salalah



BuzzFest 2024

Report 66

CEBA Salah

Salalah, December 4, 2024 The College of Economics and Business Administration (CEBA) at UTAS - Salalah hosted *Buzz Fest 2024* on Wednesday, December 4, 2024, at Dhofar Hall. This year's theme, "Ignite Your Entrepreneurial Spirit," aimed to inspire students to explore their creativity, embrace innovation, and build confidence in pursuing entrepreneurial goals. The



event was held under the patronage of Dr. Ahmed Ali Al Shahri, Assistant Vice Chancellor (AVC) for UTAS - Salalah, alongside the Deputy AVC for Academic Affairs and the Head of the CEBA Department.

The program began with a recitation from the Holy Quran, setting a meaningful and auspicious tone for the day. Dr. Ghanim Shamas, former Head of the CEBA Department, delivered an inspiring welcome speech, urging the audience to support and celebrate young Omani entrepreneurs as vital contributors to Oman Vision 2040 and key drivers of economic growth.



Ms. Samira Said Masan, Head of the Finance and Investment Department at the SMEs Development Authority, delivered an insightful keynote speech, sharing her professional experiences. She emphasized the importance of innovation, resilience, and creativity. Ms. Masan encouraged participants to view challenges as opportunities

and to develop solutions that support a sustainable future.

The event's highlight was a panel discussion titled "From Idea to Reality: Overcoming Obstacles, Seizing Opportunities, and Moving Forward." The panel discussion was moderated by Dr. Ali Akaak. Esteemed panelists, including Mr. Said Bait Ali Sulaiman from the Development Bank of Oman, Ms. Samira Said Masan from the SMEs



Development Authority, Engr. Amer Tabook, and Asim Ba Omar, shared invaluable insights on navigating the challenges and opportunities in entrepreneurship, offering practical guidance on turning innovative ideas into successful ventures.

Reported by Dr. Rathna Chellapan, CEBA, UTAS-Salalah



Staff Participated in the International Conference on Tourism and Hospitality

Report 67

CEBA Salah

Salalah, February 17, 2025 The First International Conference for Academics and Professionals in Tourism and Hospitality concluded successfully at the Sultan Qaboos Youth Complex for Culture and Entertainment in Salalah. Organized by the University of Technology and Applied Sciences (UTAS) - Salalah, with the active support and participation of the CEBA-Salalah staff, the conference took place from February 17-19, 2025.



The event was held under the patronage of H.E. Dr. Ahmed bin Mohsen Al Ghassani, Mayor of Dhofar Municipality, and was attended by H.E. Dr. Saeed bin Hamad Al-Rubaie, Vice Chancellor of UTAS, along with several dignitaries, public and private sector representatives, academics, and industry professionals.

The conference brought together more than 30 international and local speakers and featured a rich program that included eight dialogue sessions, 15 scientific tracks, five specialized workshops, and the presentation of 37 research papers. Discussions addressed a wide range of topics such as tourism investment, destination governance, sustainability in tourism, marketing strategies, the evolution of hospitality, and the integration of artificial intelligence in education and training.

In his remarks, Dr. Ahmed bin Ali Al-Shahri, Assistant Vice Chancellor of UTAS Salalah, stressed the university's commitment to advancing research and practical knowledge in support of Oman Vision 2040. Dr. Ali Akaak, Chairman of the Organizing Committee, highlighted the diversity and depth of the conference program and its value in promoting knowledge exchange and international collaboration in the tourism and hospitality sectors.



Reported by *Dr. Rathna Chellapan, CEBA, UTAS-Salalah*



Human Resource Management Specialization Day

Report 68

CEBA Salah

Salalah, October 2, 2024 The Human Resources Management Unit of CEBA-Salah celebrated the "Human Resource Management Day", on Wednesday, October 2, 2024, in the presence of Dr. Nasser Al-Hamar Al-Katheeri, Dean of the College of Economics and Business Administration.



The event began with a speech delivered by

Dr. Ghanim Shammas, former HOD-CEBA-Salah in which he stressed the importance of diligence in the students' careers. This was followed by an inspiring speech from Dr. Shelley Mohenty, Head of Human Resource Management.

Bayan Suhail Saeed Akak from the Department of Human Resources Management discussed the importance of human resource management for students, while Mr. Hatem Swailem highlighted the need to develop employability skills. Dr. Mohamed Nadir also gave a presentation on the role of artificial intelligence in improving talent management.



The event included a competition entitled "Human Resource Management Efficiency", moderated by Dr. Navineetha. The event concluded with a speech of thanks from Dr. Ali Hubais to all contributors, participants, guests, student organizing team, employees of the Human Resources Management Department, and

everyone who contributed to the success of the event. The outstanding students in the field of human resources management, the team organizing the Human Resources Management Day, sponsors, and employees of the Human Resources Management Department were also honored.

Reported by *Dr. Mohammed Nazer Ahmed, CEBA, UTAS-Salah*



Marketing Day

Report 69

CEBA Salah

Salalah, November 5, 2024 The Marketing Unit of the College of Economics and Business Administration (CEBA) celebrated "Marketing Day" on 05 November 2024 at Salalah Hall. This special event was organized to highlight the importance and growing relevance of marketing in today's dynamic business environment, as well as to showcase the accomplishments of the Marketing Unit over the past academic year.

The program commenced with an inspirational message from the former HOD CEBA Salalah Dr.Ghanim Shamas, who emphasized the importance of innovation, creativity, and adaptability in the marketing field. This was followed by a warm welcome speech delivered by the former Head of the Marketing Unit, and currently HOD-CEBA-Salalah- Dr.Khalid Al Shanfari



One of the highlights of the event was an insightful presentation by Ms. Amira Al-Rawas, who spoke about the application of artificial intelligence (AI) in modern marketing. Her talk explored how AI technologies can be harnessed to enhance customer experience,

predict consumer behavior, and build competitive advantages for businesses. Her presentation sparked interest and inspired both students and faculty members.

A special alumni session featured graduates, Ms. Muna Tabook and Ms. Fatima Bader, who shared their academic journeys and professional experiences in the marketing industry, offering valuable insights and motivation to current students.



Reported by Ms.Larissa Santos ,CEBA, UTAS-Salalah



Empowering Futures: Mock Interview Session Prepares Students for Career Success

Report 70

CEBA Salah

Salalah, May 6, 2025 In a proactive initiative to bridge the gap between academic life and the professional world, the Student Development Team, in collaboration with the Business Department, organized a highly impactful Mock Interview Session on May 6, 2025, held in Room B-103.

This session was specially curated for **exit-level students**, aiming to equip them with essential interview skills and practical experience as they prepare to embark on their career journeys. The event provided students with an invaluable opportunity to engage in real-time mock interviews, enhancing their confidence and readiness for the job market.

Leading the interview panel was **Eiman Said Mohammed Al Malki**, a seasoned industry expert from **Omantel**, whose insights into industry expectations and hiring practices added significant value to the session. Joining her on the panel were **Dr. Amit Sharma** and **Dr. Neil Raymond**, esteemed faculty members



from the **College of Economics, Business, and Administration (CEBA)**, who contributed their academic perspective and professional expertise to the discussions.

This initiative underscores the department's commitment to student development beyond the classroom, ensuring that graduates are not only academically equipped but also professionally prepared to meet the demands of the evolving job market.

Reported by *Dr. Neil Raymond, CEBA, UTAS-Salah*



Peer-to-Peer Tutorial Program Empowers Students at CEBA-Salalah

Report 71

CEBA Salalah

Salalah, December 6-17, 2024 In line with CEBA-Salalah's commitment to supporting students facing challenges in high-risk courses, the Peer-to-Peer Tutorial Program was launched to foster collaboration and academic success. This initiative harnesses the academic excellence of top-performing students to offer personalized support and mentorship.

On December 6th and 10th, 2024, **Ms. Reem Jaboob, Ms. Hajer Ba Omar, and Ms. Malka Al Ghaili**, high-achieving Marketing students, successfully led two tutorial sessions in Principles of Marketing. Continuing the momentum, on December 17th, 2024, **Ms. Maryam Al Mashani, Ms. Iman Al Mashani, Ms. Sara Al Shanfari, and Ms. Khalood**, senior Marketing students, facilitated a tutorial in Introduction to Business. These sessions provided students with focused attention on critical course concepts and enhanced their understanding of key topics.

Additionally, on December 18th, 2024, **Ms. Bayan Akaak**, a top HRM Bachelor student, led an interactive session for students in Workplace Psychology. Her session, titled *"How to Effectively Plan and Execute Study Strategies to Enhance Academic Performance,"* was



designed to offer practical advice on improving academic outcomes and managing stress during exams.

On May 21, 2025, **Ms. Weam Salim Qatan**, a top-performing Bachelor of Accounting student, provided valuable assistance to students of Principles of Accounting as they prepared for their final examinations. Her tutorial focused on clarifying key concepts and problem-solving techniques to improve comprehension and exam readiness.

Reported by *Dr. Neil Raymond, CEBA, UTAS-Salalah*



SCL Day

Report 72

CEBA Salalah

Salalah, May 12, 2025 The Supply Chain and Logistics Unit of CEBA-Salalah ably headed by Dr. Ali Ba Awain, organized an event titled "Logistics and Enhancing the Omani Identity" in collaboration with the Student Advisory Council.

The event reflects the unit's commitment to fostering cooperation and communication with various sectors of the industrial, commercial, and



service community. It also underscores the unit's role in meeting labor market needs by bridging academic theory and practical application. The event was attended by several guests from both industrial and academic sectors, including representatives from the Port of Salalah and the Logistics Club, alongside graduate students and academics. The program featured a panel discussion exploring the role of the Supply Chain and Logistics Management specialization in supporting economic development in the Sultanate of Oman and contributing to the objectives of Oman Vision 2040. The event also included cultural performances



reflecting the heritage of the Dhofar Governorate, alongside presentations of outstanding student projects and initiatives.

The event concluded with a ceremony honoring the guests and outstanding students in recognition of their active contributions.

Reported by *Dr. Neil Raymond, CEBA, UTAS-Salalah*



SCL and HRM Staff and Students Visit Salalah Airport

Report 73

CEBA Salalah

Salalah, December 23, 2024 The Supply Chain and Logistics Unit of CEBA-Salalah, organized an educational visit to Salalah Airport on December 23, 2024, to enhance students' applied knowledge of operational systems, work mechanisms, and logistical facilities. The delegation led by the HOU Dr. Ali Ba Awain, was warmly received by the airport team, who provided a comprehensive overview of airport operations and safety management, covering aircraft movement coordination, logistics management, and adherence to international standards. A detailed visual presentation followed, demonstrating the functionality of airport logistics facilities; outlining cargo handling processes from receipt to final delivery; and highlighting the role of digital systems in improving operational efficiency.



Moreover, the Human Resource Management Section of CEBA-Salalah also organized an industrial visit to Oman Airports Management Company (OAMC) – Salalah Airport on April 23, 2025. The visit included 24 Bachelor students and was aimed at providing practical exposure to HRM practices.



Students were accompanied by faculty members and welcomed by Mr. Mohammed bin Omar Ahmed Mahfouz Al-Sheikh, First Employee Relations Officer at OAMC. He presented an overview of HR operations, including talent recruitment, digital transformation, performance management, and leadership development.

Reported by *Dr. Neil Raymond, CEBA, UTAS-Salalah*



UTAS Shinas Hosts Webinar on Advanced Analytics to Empower Research Excellence

Report 74

CEBA Shinas

Shinas, February 13, 2025 UTAS Shinas successfully hosted the webinar *“Empowering Minds: Cultivating Research Excellence Through Advanced Analytics,”* attracting 242 participants including UTAS faculty and international researchers. Organized by the Staff Professional Development Committee under Dr. Mohamed Zaheeruddin, Mr. Samiullah, and Dr. Khudaija Sultana, the event highlighted UTAS Shinas’ commitment to fostering academic excellence.

The keynote speaker Mr. Elmer Joaquin, an expert in data analytics and AI-driven research, shared practical insights on leveraging advanced analytics, machine learning, and AI tools to enhance research quality and innovation. Participants explored cutting-edge technologies, engaged in interactive discussions, and gained guidance on applying analytics in their own projects.

The feedback was overwhelmingly positive, with attendees appreciating the actionable knowledge and inspiration to integrate advanced research tools into their work. The webinar reinforced UTAS Shinas’ dedication to professional development and promoting a culture of research innovation that aligns with global academic standards.

The university looks forward to hosting more such events, continuing to empower educators and researchers for future challenges and opportunities.



Reported by *Dr. Juvy Vergara, CEBA, UTAS-Shinas*



Confluence – 2025: Bridging Industry and Academia

Report 75

CEBA Shinas

Shinas, April 24, 2025 The Department of Business Administration at the University of Technology and Applied Sciences, Shinas hosted Confluence of Minds on 24th April 2025, as part of its Business Week activities for the academic year 2024–2025. The event was designed to equip exit-level students with practical knowledge, professional skills, and networking opportunities, bridging the gap between academic learning and real-world business practice. The event aimed to enhance practical knowledge, develop essential soft skills, provide career preparation, and foster meaningful connections among students, faculty, and industry professionals.

Event Highlights and Competitions:

- Skills as a Source of Income (Exhibition):** Students showcased projects and entrepreneurial initiatives, demonstrating how their skills can generate income. The exhibition encouraged innovation, financial independence, and networking opportunities with professionals and peers.
- Accounting Quiz – “Mastering Numbers: The Path to Financial Excellence”:** Teams competed in a dynamic quiz covering accounting principles, problem-solving, case studies, and financial statement analysis. The event fostered teamwork, analytical thinking, and confidence in financial decision-making.
- Business Brains Battle – “Mastering Markets, Strategies, and Innovation”:** This competition encouraged students to explore global business trends, cross-cultural practices, and strategic thinking through team-based problem-solving, enhancing leadership, presentation, and research skills.
- One-Minute Manager:** Participants delivered concise, impactful speeches on management topics, demonstrating leadership, decision-making, and communication skills. Winners were evaluated on clarity, relevance, creativity, and persuasiveness.
- Design a Job Advertisement:** Students created compelling recruitment ads, assessed on creativity, clarity, visual appeal, and employer branding, simulating real-world marketing and human resource practices.
- In-Basket Exercise:** This simulation-based challenge tested participants’ managerial skills by handling multiple work tasks under time pressure, evaluating prioritization, decision-making, and problem-solving capabilities.

Business Model Canvas (BMC) Competition: Teams developed innovative business models with prototypes, showcasing entrepreneurial thinking, market research, and investor-ready presentations. The competition emphasized creativity, strategy, and real-world applicability.

Confluence of Minds 2025 successfully integrated academic learning with practical experiences, strengthening student competencies in accounting, marketing, human resources, and entrepreneurship. The event fostered collaboration, inspired innovation, and prepared students for professional success in an increasingly competitive global environment. The department extended gratitude to faculty organizers, judges, sponsors, and participants whose contributions made the event a remarkable success.



Reported by *Dr. Juvy Vergara, CEBA, UTAS-Shinas*



UTAS Shinas Hosts Webinar on Enhancing Emotional Intelligence for Educators

Report 76

CEBA Shinas

Shinas, January 26, 2025 UTAS Shinas conducted an engaging webinar titled “*Enhancing Emotional Intelligence for Educators*,” bringing together 107 participants, including UTAS faculty and international educators. Organized collaboratively by the Staff Professional Development, Industry Link, and Community Engagement Committees, the event emphasized equipping educators with emotional intelligence skills to foster supportive and effective learning environments.

Speakers Dr. Syed Saquib and Ms. Vijayashree Bajaj explored both the theoretical foundations and practical applications of emotional intelligence in education. Participants learned strategies for managing emotions, building empathy, improving self-awareness, and strengthening interpersonal relationships with students. An interactive Q&A session allowed attendees to address real classroom challenges, from managing stress to handling difficult student behaviors.

Feedback was overwhelmingly positive, highlighting the practical value of the techniques shared. The webinar reaffirmed UTAS Shinas’ commitment to professional development, preparing educators to create inclusive, empathetic, and effective learning environments.





UTAS– Shinas Strengthens Global Ties Through International Conference Collaboration with IASMS, India

Report 77

CEBA Shinas

Shinas, September 19, 2024 The University of Technology and Applied Sciences – UTAS–Shinas, proudly marked its international academic presence by collaborating with the IA School of Management Studies (IASMS), India, in the prestigious International Conference Convergence – 2024. The conference served as a dynamic platform for knowledge exchange, global networking, and collaborative research dialogue across diverse fields of management and business studies. As part of its contribution, UTAS–Shinas faculty members played significant roles as Conference Session Chairs across multiple tracks. Their participation underscored the university’s commitment to academic excellence, global engagement, and leadership in higher education.

Conference Session Chairs from UTAS–Shinas:

◆ Track 1: Banking and Finance

- ◇ Dr. Raja Justin (External Track Chair)
- ◇ Dr. Mohamed Zaheer (External Track Chair)
- ◇ Ms. Iman Rabia Salim Al Rubaie (Internal Track Chair)
- ◇ Dr. Shanmuga Pria (Internal Track Chair)

◆ Track 2: General Management

- ◇ Dr. Suneel Kumar (External Track Chair)
- ◇ Dr. Shazia Kausar (Internal Track Chair)

◆ Track 3: Human Resource Management

- ◇ Dr. Geeta Thakur (External Track Chair)
- ◇ Dr. Madhavi Lata (External Track Chair)
- ◇ Ms. Juvy Vergara (Internal Track Chair)
- ◇ Dr. Renjith Krishnan (Internal Track Chair)
- ◇ Dr. Minu Thomas (Internal Track Chair)

◆ Track 4: Small Business

- ◇ Mr. Narasaiah Lakkavatri (External Track Chair)
- ◇ Dr. Kruparani MC (External Track Chair)
- ◇ Dr. Kanniga Prashanth (Internal Track Chair)

◆ Track 5: Marketing

- ◇ Ms. Nitya Sambamoorthy (External Track Chair)
- ◇ Dr. Cirilo Mirano (Internal Track Chair)



UTAS–Shinas’ participation in *Convergence – 2024* reflects its commitment to global partnerships, showcasing faculty expertise across diverse fields while reinforcing the university’s vision of aligning with international best practices and fostering lasting academic collaborations.

Reported by Dr. Juvy Vergara , CEBA, UTAS–Shinas



International Forum of Experts (IFEX 2025)

Report 78

CEBA Shinas

Shinas, May 5, 2025 The Department of Business Administration, UTAS-Shinas, successfully organized the International Forum of Experts (IFEX 2025) on May 5, 2025, under the theme "Global Innovations and the Transformative Power of AI in Education, Industry, and Society." The event, held from 8:00 AM to 2:00 PM, brought together academicians, industry professionals, students, and members of the international community.

The forum featured the presentation of around 15 working papers on topics such as AI in research and analytics, alongside plenary sessions and a panel discussion covering crucial areas:

- AI and Circular Economy
- AI in Smart Cities and Sustainable Development
- AI and the Future of Work: Opportunities and Challenges
- AI for SMEs and Decision-Making

Plenary speakers highlighted the growing role of AI in empowering small and medium-sized enterprises through innovative decision-making tools.

The event saw active participation from universities and institutions across the Sultanate of Oman, UAE, UK, Malaysia, Philippines, India, Syria, USA, Uzbekistan, and Bahrain. Prestigious institutions included University of Malaya (Malaysia), Guru Nanak University (India), Tishreen University (Syria), Urdaneta City University (Philippines), Northwestern University (Philippines), Success Point College (UAE), Presidency University (India), University of South Pacific (USA), Tata Consultancy Services (India), and



many others, along with faculty and experts from UTAS-Shinas, Oman.

IFEX 2025 served as a platform for global collaboration and knowledge exchange, providing fresh insights into how artificial intelligence is reshaping industries, education, and society at large, while strengthening UTAS-Shinas' role as a hub for international academic dialogue.

Reported by *Dr. Juvy Vergara, CEBA, UTAS-Shinas*



International Multidisciplinary Research Conference (IMRC) 2025

Report 79

CEBA Shinas

Shinas, May 14, 2025 The International Multidisciplinary Research Conference (IMRC) 2025 hosted by UTAS Shinas brought together researchers, academicians, and industry experts from across the globe to discuss the impact of Artificial Intelligence (AI) on education, industry, and society. The event highlighted innovative approaches to research, knowledge sharing, and cross-disciplinary collaboration.

Participation & Scope:

- ◆ Registered Participants: 400+ students and researchers
- ◆ Participating Countries: 10
- ◆ Academic Institutions Represented: 20+ international universities and research centers
- ◆ Working Papers Presented: 15
- ◆ Panel Discussions & Plenary Sessions: 4

Key Activities:

- ◆ Working Paper Presentations covering AI applications, analytics, and emerging research trends.
- ◆ Panel Discussions on AI in the circular economy, smart cities, sustainable development, future of work, and SME decision-making.
- ◆ Plenary Sessions led by renowned experts on AI-driven solutions for business and research.
- ◆ Networking sessions fostering international collaboration and student engagement.

Notable Participating Institutions:

- ◆ Urdaneta City University, Philippines
- ◆ Chetan Business School, India
- ◆ PlanetSustech, Dubai, UAE
- ◆ Presidency University Bangalore, India
- ◆ Indira Gandhi National Open University, India
- ◆ Tishreen University, Syria

IMRC 2025 provided a dynamic platform for interdisciplinary research and knowledge exchange, enabling students and academics to explore AI's transformative role in global education, industry, and society. Participants gained practical insights into research methodologies, emerging technologies, and sustainable innovation practices, fostering collaborative networks for future research initiatives.

The conference successfully positioned UTAS Shinas as a hub for international research engagement, emphasizing the university's commitment to promoting innovation, sustainability, and global academic collaboration.

Reported by *Dr. Juvy Vergara, CEBA, UTAS-Shinas*





International Student Forum Fosters "Global Synergy" in Landmark Hybrid Event

Report 80

CEBA Shinas

Shinas, November 13, 2025 The 3rd International Student Dialogue Forum concluded today as a resounding success, successfully bridging continents under the theme "Global Synergy: Bridging Cultures, Ideas, and Futures." The event brought together approximately 160 participants from Oman and India in a dynamic hybrid format, showcasing the power of international academic collaboration.



Held on November 13, 2025, the forum served as a vibrant platform for cross-cultural dialogue and the exchange of innovative ideas, uniting students and faculty from the University of Technology and Applied Sciences - Shinas (UTAS-Shinas) and the IA School of Management Studies (IASMS) in India. There were 155 online participants from Oman, India, and the Philippines.

The event was highlighted by a series of insightful presentations from a cohort of brilliant student speakers. Representing IASMS, India, were Joseph Dixon and Bhoomika B.F. UTAS-Shinas, Oman, was represented by Mohammad Aftan, Al Narwa Mahfood Alshamsi, Yaqoob Ibrahim Mohammed Alfarsi, and Hamed Said Darwish Alquibti.

"The forum became a dynamic showcase of UTAS Shinas's graduate attributes in action," said a member of the organizing committee. The event was praised for fostering essential 21st-century skills, including cross-cultural communication and teamwork, critical thinking, intercultural competence, and a commitment to lifelong learning.

The successful event was made possible by the dedicated efforts of an organizing team headed by Dr. Joefrelin C. Ines, Head of the Department of Economics and Business Administration, with the able stewardship of Mr. Narsaiah Lakkavatri as the lead organizer and coordinator of the Student Support Services Committee. They were supported by Dr. Nithya Sambamoorthy, Dr. Minu Thomas, Mr. Subhash Raman, Dr. Cirilo E. Mirano, Jr., and Dr. Juvy V. Amodo. The event was also supported by the Heads of Unit for Business Administration, Dr. Suneel Kumar, and for Accounting and Finance, Dr. Farhana Sultana.

Leadership from both participating institutions expressed strong support for the initiative. UTAS Shinas was represented by Dr. Ahmed Al Balushi, Assistant Vice Chancellor; Dr. Moza Al Shihi, Deputy Assistant Vice Chancellor for Academic Affairs; and Dr. Nasser Al Katheri, Dean of the College of Economics and Business Administration. The forum also acknowledged the leadership of Dr. Reena Shyam, Director of IASMS, India, and the efforts of Prof. Rajiv.

As the digital halls quieted, the consensus among participants was clear: the 3rd International Student Dialogue Forum had not only lived up to its theme of "Global Synergy" but had also laid a strong foundation for empowering the next wave of global-

The 3rd International Student Dialogue Forum was a collaborative effort between the University of Technology and Applied Sciences - Shinas (Oman) and the IA School of Management Studies (India), dedicated to promoting international academic exchange and sustainable development.



UTAS Shinas Hosts ISIF 2025: Students from 10 Countries Explore the Power of AI

Report 81

CEBA Shinas

Shinas, May 6, 2025 The University of Technology and Applied Sciences (UTAS) Shinas successfully hosted the International Student Interaction Forum (ISIF 2025) on May 6, 2025, a virtual event that brought together over 775 students and experts from 10 countries and 19 academic institutions across Asia and the Middle East. Under the theme “AI Empowering the Next Generation: Education, Careers, and Sustainability,” the forum featured 30+ international speakers and 33 student presenters, offering a global platform to discuss how Artificial Intelligence is shaping education, sustainable development, and future careers.

Distinguished keynote speakers included Prof. Dr. Chaitanya Niphadkar (Royal Roads University, UAE) and Dr. Syriac Nellikunnel Devasia (Perdana University, Malaysia), who emphasized AI’s role in preparing students for emerging opportunities. Sessions also explored FinTech, entrepreneurship, and the use of digital analytics in academic success. Student leaders from Thailand, India, and the Philippines added a youth-driven perspective to the discussions.

The event was organized by the Department of Business Administration, College of Economics and Business Administration (CEBA), UTAS Shinas, under the guidance of Dr. Ahmed Al Balushi (Assistant Vice Chancellor) and Dr. Nasses Al Katheri (Dean, CEBA). Collaborating institutions included Shiwanatra University (Thailand), Guru Nanak University (India), Alliance University (India), and Northwestern University (Philippines).

ISIF 2025 concluded with e-certificates, a virtual photo session, and closing remarks by Dr. Muna Darwish Abdullah Al-Mamari (DAVCESS) and Ms. Iman (Head, Accounting Unit). The event highlighted UTAS Shinas’s

commitment to innovation, research, and global student collaboration, positioning the university as a hub for international academic engagement.



Reported by

*Dr. Juvy Vergara ,
CEBA, UTAS-Shinas*



Leveraging AI to Improve Instructional and Research Strategies in Higher Education

Report 82

CEBA Shinas

Shinas, November 7, 2024 The University of Technology and Applied Sciences (UTAS) Shinas organized an engaging session on “Integrating AI in Higher Education for Teaching and Research Enhancement” at the Multipurpose Hall (MPH) from 12:00 PM to 2:00 PM. The event featured distinguished speakers Dr. Ali Al Balushi and Ms. Shaima Al Ajmi, and was attended by 33 academic staff members from various departments.

The session provided an insightful overview of AI applications in global education systems, introducing participants to innovative AI tools for intelligent tutoring, assessment, and research data analysis. Practical demonstrations highlighted how artificial intelligence can be effectively used for automating literature reviews, detecting plagiarism, and applying predictive analytics in academic contexts.

A key part of the discussion focused on the ethical use of AI and the importance of maintaining academic integrity amid advancing technologies. By the end of the session, faculty members gained practical insights into AI-driven teaching and research methods, built confidence in adopting innovative strategies, and explored new approaches to enhance student engagement and learning outcomes.

Reported by

Dr. Juvy Vergara ,

CEBA, UTAS-Shinas



UTAS Shinas Accelerates Launch of New MBA and MSc Customs & Taxation Programs

Report 83

CEBA Shinas

Shinas, November 7, 2024 UTAS Shinas is finalizing preparations for its new MBA and MSc Customs and Taxation programs, led by DEBA Head Dr. Joefrelin C. Ines with coordinators Dr. Suneel Kumar and Dr. Farhana Sultana. A strong faculty team has been appointed, backed by benchmarking with UTAS Al Musannah and full support from university leadership. The initiative marks a major step in delivering industry-relevant postgraduate education for Oman’s growing economic needs.



DEBA, UTAS-Shinas Unveils First Student Research Compendium

Report 76



Shinas, November 7, 2024 UTAS Shinas’s Department of Economics and Business Administration has released its first Research Compendium for AY 2023-2024, showcasing student research developed under faculty supervision. Led by editors Dr. Cirilo Mirano, Dr. Juvy Vergara Amodo, and Dr. Joefrelin Ines, the publication features a downloadable QR-coded format and marks a major step in strengthening the department’s research culture and academic excellence

Reported by *Dr. Juvy Vergara* ,
CEBA, UTAS-Shinas



StrategIQ 2025: UTAS Shinas Leads Global Business Quiz to Inspire Future Leaders

Report 84

CEBA Shinas

Shinas, December 4, 2025 marked a milestone for UTAS Shinas as it successfully hosted StrategIQ: The Global Business Quiz, an international online competition that attracted undergraduate students from universities worldwide. Themed *“Navigating the Global Business Landscape: Strategy, Ethics, and Innovation,”* the event challenged participants to think critically, act ethically, and innovate strategically in a fast-changing global economy.

Three Rounds of Intense Competition

The quiz unfolded in three dynamic stages:

- ◆ **Scenario Sprint:** A 60-minute timed quiz featuring 120 scenario-based questions across management, finance, entrepreneurship, and sustainability.
- ◆ **Justification Joust:** Semi-finalists tackled 10 complex scenarios, providing strategic answers and written justifications to demonstrate depth of analysis.
- ◆ **Strategic Pitch:** The grand finale saw the top five teams present solutions to a comprehensive business case before a distinguished panel of judges in a live online session.

Winners and Recognition

The competition concluded with [Team Name] from [University Name] clinching the top spot, followed by [Team Name] from [University Name] as runner-up. Judges praised the finalists for their creativity, ethical considerations, and strategic insight.

“StrategIQ is more than a competition—it’s a platform to shape global leaders,” said [Organizer’s Name], Lecturer at UTAS Shinas.

Commitment to Integrity and Innovation

StrategIQ was designed to be AI-resilient, emphasizing originality and ethical conduct. By integrating sustainability and SDG principles, the event reinforced UTAS Shinas’ vision of fostering responsible leadership in the digital age.



Reported by *Dr. Juvy Vergara, CEBA, UTAS-Shinas*



Studying Skills Seminar on 'The Power of Small Habits- Mastering Study Skills'

Report 85

CEBA Shinas

Shinas, October 12, 2025 The Department of Economics and Business Administration (DEBA) at UTAS-Shinas recently hosted an inspiring seminar titled **"The Power of Small Habits - Mastering Study Skills."** on October 12, 2025, the event was specifically designed to help Diploma-level students transform their academic journey through the science of small, consistent actions.



The seminar featured **Ms. Shahad Rashid Hamed Al Hosni**, our Alumni and Culture Ambassador at Sohar 3IPP (ACWA POWER, NOMAC Sohar), as the guest speaker. Drawing from her professional expertise, Ms. Shahad delivered a compelling talk on how disciplined daily routines can lead to sustainable academic success.

Key topics covered during the session included:

- **Mastering Time Management:** Strategies to balance coursework and personal life.
- **Effective Exam Prep:** Practical techniques for tackling assessments with confidence.
- **Building Positive Behaviors:** How small, disciplined actions create long-term academic growth.

The session went beyond theory, equipping students with a "toolkit" of practical strategies. Participants walked away with a deeper understanding of how to improve concentration and manage their schedules more efficiently. The motivational energy of the talk resonated with both students and the faculty members in attendance, including Dr. Sibi John, Mr. Samiulla N. Manik, and Mr. Shafi Ansari.



The event concluded with a heartfelt vote of thanks and a presentation of a token of appreciation to Ms. Shahad by **Dr. Joefrelín Collado Ines**, Head of the DEBA Department. This seminar marks another successful initiative by the DEBA Registration Committee in its mission to empower UTAS-Shinas students with the soft skills necessary for professional and academic excellence.

Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Confluence of Minds

Report 86

CEBA Shinas

Shinas, April 24, 2025 *Confluence of Minds 2025* marked a dynamic and intellectually stimulating Business Week designed especially for students, with the aim of preparing them for the realities of the professional world. The event successfully blended academic concepts with practical exposure, enabling students to experience business decision-making in real-time scenarios.

The week-long program was thoughtfully structured with dedicated thematic days focusing on **Accounting**, **Human Resources**, and **Marketing**, and concluded with an integrated full-day event that brought together the core principles of all three disciplines. This interdisciplinary approach helped students understand how various business functions interconnect in real organizational settings.

Objectives of the Event: The primary objectives of *Confluence of Minds 2025* were to:

- ◆ **Enhance Practical Knowledge** by offering hands-on activities and real-world business simulations
- ◆ **Bridge the Gap** between classroom learning and professional practice
- ◆ **Develop Soft Skills** such as communication, leadership, teamwork, and problem-solving
- ◆ **Provide Networking Opportunities** among students, faculty members, and industry professionals
- ◆ **Prepare Students for Careers** by building confidence and employability skills
- ◆ **Key Activities and Competitions**

The event featured a wide range of engaging and competitive activities that tested students' analytical abilities, creativity, and managerial skills:

1. **Designing a Job Advertisement** – Participants crafted compelling job advertisements, gaining insights into recruitment strategies and employer branding.
2. **In-Basket Exercise** – A simulation designed to assess decision-making, prioritization, and time-management skills under pressure.
3. **One-Minute Manager** – An activity focused on leadership and effective communication within limited time constraints.
4. **The Business Brains Battle** – A high-energy quiz that challenged participants' overall business acumen and strategic thinking.
5. **Business Model Canvas (BMC) Competition** – Students presented innovative business ideas using the BMC framework, demonstrating entrepreneurial thinking.
6. **Accounting Quiz: "Mastering Numbers – The Path to Financial Excellence"** – A specialized quiz that tested financial knowledge, analytical accuracy, and accounting concepts.
7. **Exhibits: Skills as a Source of Income** – An inspiring exhibition showcasing how individual talents and skills can be transformed into viable income-generating opportunities.



Confluence of Minds (Cont..)

Conclusion:

Confluence of Minds 2025 proved to be a resounding success, offering students an enriching platform to learn, compete, collaborate, and grow. The event not only strengthened their technical knowledge but also nurtured essential professional skills required in today's competitive business environment. By the end of the week, participants walked away with enhanced confidence, industry awareness, and a clearer vision of their future career paths. The event truly lived up to its name—bringing together diverse ideas, talents, and minds in a celebration of learning and innovation.

Details of winners is displayed below:

Confluence of Minds				
HR competitions Results held on 24th April,2025				
Sr.No	Name of Competition	Winner	1st Runner up	2nd Runner Up
1	In-Basket Exercise	Taif Salim Saif Al Risi (61J2210)	Fatma Abdullah Al Saidi (61S22164)	NASR ALI AL BUSAINI (61J240144)
2	One-Minute Manager	AMNA AHMED AL AJMI (61S21106)	Sarah Mohammed Issa Al Balushi (62S2015)	Latifa Hassan Ali Al Maqbali (61S2021)
3	Designing a Job Advertisement	Reema Khamis Al Shibli , Hamed Said Al Qutabi, Afnan Abdullah Al Noofli, Al Marwa Mahfood Al Shamsi	AMNA AHMED AL AJMI (61S21106) , Faris Asad Al Farsi , Ahmed Mohammed Al Hashmi , Nasr Saif Al Busaidi	-----
4	Business Model Canvas Competition	Ali Kadhim AL-Bahrani - 62S2285 Mohammed Al-Ansari - 62S22181 Abdullah Al-Badi - 62J21202 Abdalmalik Al-Yahyaie - 62S22106 Ahmed Al-Ressi - 62J22139 Qusai Al-Aprai - 62S22187 Abdullah Al-Kaabi - 62J2240 Sulaiman AL_Rubaiai - 62J2263	AHMED ALI ABDALLAH AL BALUSHI - 66J2121 HAMAD YOUSUF HAMED ALI AL -ALAWI - 61S22180 IBRAHEEM ABDULLAH MUBARAK AL SHUKRI - 62J23134 MOHAMMED OBAID ALI AL-MAZROUAI - 62S2279 MOHAMMED SALIM SAIF AL-RISI - 62S19114 MUTREF HILAL ABDALLAH AL-KAABI - 62J2135 RASHID MOHAMMED SAID AL-MAMARI - 66J2124	ASILA ABDULLAH MOHAMMED AL BALUSHI - 66S22177 Fatma Rashid Kalfan AL Mazrouie - 61S1894 Maitha Rashid Albadwawi - 61J24067i
5	Business Brains Battle Competition	GHANIA ZAFFAR CHOCHAN (630J232) & DARA ABDALLAH HASSAN AL-FAZARIYA (61J2261)	RAWAN TARIQ . AL CHEIKH (61S24159)	SHAYMAA KHALFAN AMUR AL BADI (61S22206) & ESRAA AHMED ALI AL MAMARIYA (61S22215)
6	Accounting Quiz	RAWAN KHAMIS RASHID AL SINANI (61J2158) FATEMA HAMED HAMDAN AL ANSARI (61S205) Munira Saleh Ali Al Balushi (61S1933) Razan Ahmed Karam Al Balushi (61J208) Sara Ahmed Ali Al Mamari (61S2043)	Doha Ayman Al Zahri (111J232) Kawther Ali Al Mezeini (61J229) Noor Baqer Al Ajmi (61S22251) Dara Al Fazari (61J2261) Riyam Salim Al Badi (61S22228)	Ibtihal Nasser Al Mamari (61S1947) Badriya Mohammed Mu-barak Al Houmani (61J2022)



Confluence of Minds (Cont..)



Reported by

Dr. Minu Thomas, CEBA, UTAS-Shinas



Induction to Newly admitted students Semester 1 2025-26

Report 87

CEBA Shinas

Shinas, September 21-25, 2025 The Department of Economics and Business Administration (DEBA) at UTAS-Shinas conducted a comprehensive **five-day induction program** from **September 21 to 25, 2025**, to welcome & orient newly admitted Semester 1 students.



- ◆ **Organizers:** DEBA Registration Committee in collaboration with the Counseling & Graduate Follow-up, Legal Affairs, and Admission & Registration departments.

- ◆ **Format:** 10 hours of face-to-face sessions delivered over five days.

- ◆ **Audience:** Newly admitted DEBA students for the Academic Year 2025-2026.

- ◆ A multi-disciplinary team of experts provided students with essential guidance for their academic journey:

- ◆ **Academic Success & Wellbeing:** Mr. Ahmed AlFarsi and his team discussed tips for success, the psychological impact of academic probation, and the importance of maintaining a strong CGPA.

- ◆ **Legal & Administrative Awareness:** Mr. Khamis Al-Masoudi (Legal Affairs) and Ms. Aysha Al-Muqbal (Registration) briefed students on university regulations and administrative procedures.

- ◆ **Academic Systems:** Dr. Sibi John and Mr. Subhash Raman provided technical training on E-Learning platforms, registration rules, CGPA calculation, and the vital role of academic advising.

Objectives & Results

- ◆ **Primary Goals:** To help students explore business specializations, master registration procedures, and utilize E-Learning resources effectively.

- ◆ **Outcome:** The program successfully increased student readiness by clarifying academic policies and support services.

- ◆ **Impact:** Feedback indicates that the induction was highly valuable in preparing students for high performance, reinforcing the need for such programs in the future.



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Education & English: Twin Pillars of Personal Growth

Report 88

CEBA Shinas

Shinas, November 3, 2025 The Department of Economics and Business Administration (DEBA) at UTAS-Shinas hosted an impactful seminar titled **“Education & English: Twin Pillars of Personal Growth.”** Targeted specifically at business students, the event was designed to illustrate how academic rigor and linguistic proficiency serve as the foundation for modern professional success.

Seminar Highlights and Key Takeaways

The session featured **Ms. Fathiya Mubarak Hamed Almukhaini**, Learning and Quality Manager at Crowne Plaza, Sohar, as the guest speaker. Ms. Fathiya brought a wealth of industry experience, bridging the gap between classroom learning and corporate expectations.

The core of her presentation focused on several critical areas:

- ◆ **Study Skills & Teamwork:** Innovative strategies for improving study habits through collaborative team-building activities.
- ◆ **The Power of English:** Practical tips for mastering the four pillars of language: reading, writing, listening, and speaking.
- ◆ **Career Readiness:** A comprehensive guide on navigating job interviews and the importance of academic excellence in securing career growth.
- ◆ **Consistency:** The philosophy that small, disciplined, and consistent efforts lead to significant long-term academic achievements.

Event Proceedings

The seminar opened with a warm welcome and an introduction of the guest speaker by Mr. Subhash Kodiyil Raman, Lecturer and Registration Committee Member.

The event saw strong support from the department’s leadership and faculty, including:

- ◆ Dr. Sibi John, Registrar of DEBA.
- ◆ Faculty members: Mr. Samiulla N. Manik, Mr. Soofi Azizuddin, Mr. Narsaiah Lakkavatri, Dr. Sunder Rajan, and Dr. Mohammed Imthiyaz.

The session concluded on a high note with a vote of thanks and the presentation of a token of appreciation to Ms. Fathiya by Dr. Joefrelin Collado Ines, Head of the Department of Economics and Business Administration.

Summary of Objectives and Outcomes

Category	Details
Primary Objective	To inspire students to view education and English as essential tools for critical thinking, global communication, and adaptability.
Key Outcomes	Students gained actionable insights into interview preparation and study discipline, fostering a proactive mindset toward their future careers.



Education & English: Twin Pillars of Personal Growth (Cont..)



Reported by Dr. Minu Thomas, CEBA, UTAS-Shinas



The Future's Compass: Discover the Importance of University Life and how to achieve Excellence and Leadership

Report 89

CEBA Shinas

Shinas, November 18, 2025 The Department of Economics and Business Administration (DEBA) hosted an empowering seminar titled **"The Future's Compass: Discover the Importance of University Life and how to achieve Excellence and Leadership."** The event aimed to guide students through the pivotal transition from school to higher education, providing them with a roadmap for academic and professional success.



Navigating the Three Dimensions of Success

The seminar, led by **Ms. Fatma Malallah Hamed Al-Ajmi** (Lecturer, DEBA), focused on the interconnected nature of the university experience. She emphasized that true excellence is built upon three core pillars:

- ◆ **Academic Dimension:** Mastering specialized knowledge, engaging in scientific research, and honing critical thinking.
- ◆ **Personal Dimension:** Building independence, responsibility, and a commitment to lifelong learning.
- ◆ **Professional Dimension:** Developing leadership skills and readiness for the global workforce.

Event Highlights

- ◆ **Opening:** The session was inaugurated by **Mr. Subhash Kodyil Raman**, who welcomed the attendees and set the stage for the day's theme of "Excellence and Leadership."
- ◆ **Keynote Address:** Ms. Fatma Al-Ajmi shared practical strategies for students to adapt to university life, encouraging them to take ownership of their educational journey.
- ◆ **Closing:** **Dr. Sibi John**, Registrar of DEBA, concluded the event with a vote of thanks, acknowledging the efforts of the Registration Committee and the active participation of the students.

Participants reported a significant boost in confidence regarding their academic independence and expressed a clear understanding of how to balance their studies with personal growth.

Key Outcomes:

- ◆ **Enhanced Awareness:** Students gained a clearer vision of their academic "compass."
- ◆ **Increased Engagement:** Active discussions during the session highlighted a strong desire for more leadership-focused workshops.
- ◆ **Strategic Growth:** The event successfully aligned with the institution's mission to foster student development and academic success.

Future Outlook

Building on this success, the department plans to introduce more interactive group workshops and structured feedback mechanisms to further tailor future sessions to student needs.



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Empower and Excel: A Pathway to Academic Success and Personal Growth

Report 90

CEBA Shinas

Shinas, 2004-2025 During the Spring Semester of the 2024-2025 academic year, the Department of Business Administration at UTAS-Shinas successfully conducted a dynamic series of 11 workshops titled **"Empower and Excel: A Pathway to Academic Success and Personal Growth."** This initiative, proposed by Mr. Subhash Kodyil Raman and supported by the Registration Committee, created a unique bridge between senior Bachelor students and their Diploma-level peers, fostering a culture of mentorship and shared excellence.

Peer-Led Mentorship: Seniors Guiding Juniors

The hallmark of this workshop series was its student-led delivery. A total of **172 diploma students** benefited from the insights of nine senior student leaders, including Student Club President **Noura Al-Kaabi** and Vice President **Al Marwah Al-Shamsi**.

The sessions covered a comprehensive range of topics designed to prepare students for the rigors of university life and the professional world:

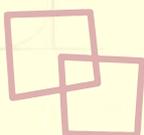
- ◆ **Leadership & Communication:** Building the "soft skills" essential for corporate success.
- ◆ **Academic Resilience:** Practical strategies for overcoming exam stress and academic challenges.
- ◆ **The Power of Extracurriculars:** Highlighting how involvement in clubs and activities boosts career readiness.
- ◆ **Effective Study Habits:** Peer-tested methods for maintaining academic excellence.

The program was executed through a series of one-hour face-to-face sessions held in D-Block. Facilitated by experienced faculty members **Mr. Subhash Kodyil Raman**, **Dr. Sibi John**, and **Mr. Narsaiah Lakkavatri**, the workshops ensured a professional yet accessible learning environment.

Outcomes and Future Vision

The impact of the "Empower and Excel" series was immediate. Students demonstrated increased confidence, improved analytical abilities, and stronger inter-level rapport. To honor their contributions, the senior presenters were awarded E-Certificates of appreciation by the Department.

Due to the overwhelming success of these sessions, the Registration Committee has confirmed that **similar workshops will be organized in the upcoming semester**. These future sessions will continue to focus on maintaining academic excellence and building a collaborative community within the DBA.



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Specialization Choosing Seminar

Report 91

CEBA Shinas

Shinas, November 18, 2025 Choosing a specialization is one of the most critical milestones in a student's academic journey. To assist first-year Diploma students in this vital decision-making process, the Registration Committee of the Department of Business Administration organized a comprehensive **Specialization Choosing Seminar** on November 18, 2025.

Insights from Academic Leaders

The session was set in motion by **Dr. Sibi John**, Registrar, followed by an inspiring keynote address from **Dr. Joefrelin Collado Ines**, Head of the Department. Dr. Joefrelin urged students to select pathways that harmonize their personal strengths with their long-term professional passions.

The seminar provided deep dives into the department's core specializations:

- ◆ **Accounting:** Dr. Sibi John highlighted the diverse and robust career opportunities available for those with a knack for financial precision.
- ◆ **Human Resource Management (HRM):** Dr. Suneel Kumar, Head of the HR Unit, discussed the evolving scope and significant growth potential within the field of people management.

Learning from Peers

In a relatable and engaging segment, senior Bachelor and Diploma students shared their firsthand experiences:

- ◆ **HR Insights:** Shared by Ms. Al Marwah Al-Shamsi and Mr. Hamed Al-Qatibi.
- ◆ **Accounting Perspectives:** Shared by Ms. Doha Al Zahri and Ms. Dara Abdallah Al-Fazariya.

These peer testimonials offered a practical look at the challenges and rewards of each discipline, helping first-year students visualize their own futures in these fields.

Impact and Purpose

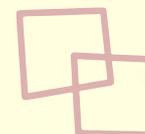
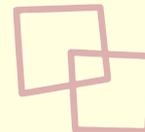
The primary aim of the seminar was to serve as a **pivotal platform** for informed decision-making. By the end of the two-hour session, facilitated by **Mr. Subhash Kodiyil Raman**, students felt more confident in evaluating their options.

Key Outcome	Impact on Students
Informed Choice	Understanding the alignment between personal passion and career market needs.
Skill Development	Recognizing the specific skills required for Accounting vs. HRM.
Career Vision	Gaining a clearer perspective on the professional world post-graduation.

The event, coordinated by **Dr. Sibi John** and **Dr. Imthiyaz Ahmed**, successfully motivated students to pursue their academic goals with clarity, discipline, and a renewed sense of purpose.



Specialization Choosing Seminar (Cont..)



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Workshop - The Meeting With Pearson Publishers

Report 92

CEBA - Head Office

Salalah, March 26, 2025 Presenter: Mr. Ahmed, Ms. Je-Ann **Participants:** Deanship, Heads of Economics and Business Administration Department, Specialization Leaders, Specialization Coordinators and the SWCs of courses from different specializations.

The workshop started with an introduction of the University of Technology and Applied Sciences. UTAS was formed five years ago through the merger of the Colleges of Technology (CoT) and Colleges of Applied Sciences (CAS). The College of Economics and Business Administration (CEBA) under the umbrella of UTAS offers 7 undergraduate specializations, namely Accounting, Tourism, Human Resources Management, Marketing, Supply Chain and Logistics Management, with new additions of Fintech and Digital Business Analytics from 2023 academic year.

The Postgraduate programs offered are MBA in Leadership and Innovation, MSC in Customs and Taxation, with new programs under development. UTAS has nearly 50,000 students, ranking among the largest universities regionally.

OBJECTIVES:

- ◆ Leverage Pearson's product portfolio (print, ebooks, digital courseware) to enhance teaching and learning outcomes.
- ◆ Introduction to MyLab, Pearson Publisher's platform for digital courseware.
- ◆ Demonstration of tools for instructors (resources, assignments, grading) and students (personalized learning, AI-driven study plans).

DIGITAL COURSEWARE FEATURES

- ◆ **LMS Integration:** Seamless Moodle compatibility for single sign-on, gradebook sync, and content linking.
- ◆ **Dynamic Study Modules:** Pre-class interactive exercises with instant feedback to prime student engagement.
- ◆ **Pre-built Assignments:** Includes warm-ups, video tasks, simulations, and quizzes; auto-graded with actionable feedback.
- ◆ **Pearson E-text:** AI-powered study tools (summaries, practice questions, flashcards) accessible online/offline.
- ◆ **Instructor Resources:** Manuals, test banks, PPTs, and customizable content options (soft/hard customization).



Workshop - The Meeting With Pearson Publishers (Cont..)

Report 92

CEBA - Head Office

- ◆ **Student Analytics:** AI-generated study plans targeting individual weaknesses based on performance.

KEY DISCUSSIONS:

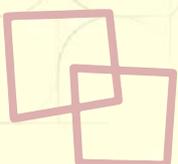
1. **Textbook Review Access: Facilitate faculty access for evaluating recommended titles (Ms. Je-Ann).**
2. **Textbook Recency Check:** Verify publication dates in shared files (Ms. Je-Ann).
3. **Fintech Program Alignment:** Share course learning outcomes (CLOs) with Pearson for tailored textbook recommendations (Ms. Amel Mohammed).
4. **Digital Marketing TOC:** Pearson to provide detailed table of contents for alignment with university's course outline.
5. **HR Analytics Textbook Update:** Ensure accurate title availability and links (Ms. Je-Ann).

FOLLOW-UP TASKS

- ◆ Pearson to address customization queries (e.g., Moodle integration, textbook-CLO alignment).
- ◆ University stakeholders to review materials and share feedback for finalizing resources.

CONCLUSION:

The workshop held on March 26th, 2025, was a significant step towards enhancing the educational resources and teaching methodologies at the University of Technology and Applied Sciences (UTAS). The introduction of Pearson's MyLab platform and its comprehensive digital courseware features promises to align textbook content with university standards and improve learning outcomes for both instructors and students. The discussions and follow-up tasks outlined during the workshop underscore the commitment of UTAS to leverage innovative tools and resources to support its diverse academic programs. Moving forward, the collaboration between UTAS and Pearson will be pivotal in ensuring that the university continues to provide high-quality education and remains at the forefront of academic excellence in the region.



Reported by *Dr. Sanyo Moosa, CEBA, UTAS-Salah*



Professional Practices

Report 93

CEBA - Head Office

Muscat 2025

The Fall 2025 semester at the College of Economic and Business Administration (CEBA) was characterized by a strong emphasis on professional development and experiential learning. Recognizing the dynamic nature of the global business environment, CEBA implemented a series of initiatives aimed at bridging the gap between theoretical knowledge and practical application.

These initiatives included **industrial visits**, which provided students with firsthand exposure to real-world business operations; **guest speaker sessions**, where industry experts shared insights on emerging trends and best practices; and **events**, designed to foster collaboration, innovation, and leadership among students and faculty.

The overarching goal of these activities was to create a vibrant academic ecosystem that not only enhances technical and managerial competencies but also cultivates critical thinking, adaptability, and professional networking skills. By engaging with industry and community stakeholders, CEBA continues to strengthen its commitment to preparing graduates who are well-equipped to meet the challenges of an ever-evolving business landscape.

DETAILED ANALYSIS

Industrial Visits

- ◆ **Total:** 42 visits across branches.
- ◆ **Top Performer:** Nizwa (7 visits), followed by Shinas, Ibra and Salalah (6 each).

Guest Speaker Sessions

- ◆ **Total:** 34 sessions.
- ◆ **Top Performer:** Shinas (8 sessions), followed by Al Musannah (7) and Ibri and Ibra (6 each).

Events

- ◆ **Total:** 205 events conducted or participated in.
- ◆ **Top Performer:** Muscat (43 events), demonstrating exceptional leadership.



Professional Practices (Cont..)

Report 93

CEBA - Head Office

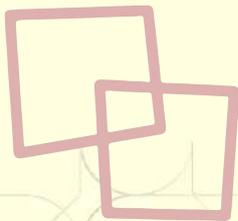
ACTIVITIES SUMMARY:

S. No	Branch	Industrial Visits	Guest Speakers	Events conducted / Participated
1	Muscat	5	3	43
2	Ibra	6	6	30
3	Ibri	3	6	24
4	Nizwa	7	1	23
5	Al Musannah	5	7	33
6	Shinas	6	8	25
7	Salalah	6	2	15
8	Musandam	3	1	12
Total		42	34	205

CONCLUSION

The Fall 2025 semester reflects CEBA's commitment to experiential learning and industry engagement. With 42 industrial visits, 34 guest speaker sessions, and 205 events, CEBA has strengthened its academic and professional ecosystem. Moving forward, CEBA will focus on activating underperforming branches, sustaining high-performing initiatives, and expanding outreach programs to maintain momentum and achieve excellence.

Reported by *Dr. Nasser Al Hamar Al Kathiri, Dean, CEBA, UTAS*





Release of CEBA Magazine Al-Mannarat Volume 1, Issue: January 2025

Report 94

CEBA - Head Office

Nizwa, November 18, 2025

The College of Economics and Business Administration (CEBA) published its annual magazine, *Al-mannarat*, Volume 1, Issue January 2025. The e-copy of the magazine was circulated on 8 April 2025, while the hard copy was officially released on 18 November 2025.

The release ceremony was held at CEBA, University of Technology and Applied Sciences (UTAS), Nizwa. The hard copy was formally released by **Dr. Nasser Al Hamar Al Kathiri**, Dean, College of Economics and Business Administration, UTAS. The first copies of the magazine were received by **Dr. Mohammed Ali Ahmed Obaid**, Head of the Department of Economics and Business Administration (DEBA), and **Dr. Mohamed Abdul Madhar**, Editor of *Al-mannarat* and Assistant Professor, CEBA.



The ceremony was attended by faculty members of the Department of Economics and Business Administration, UTAS Nizwa. During the event, Dr. Nasser Al Hamar Al Kathiri appreciated the dedicated efforts of the editorial team, which comprised:

- ◆ Dr. Mohamed Abdul Madhar, Nizwa
- ◆ Mr. Venancio Gabriel, Ibra
- ◆ Dr. Mohit Kukreti, Ibri



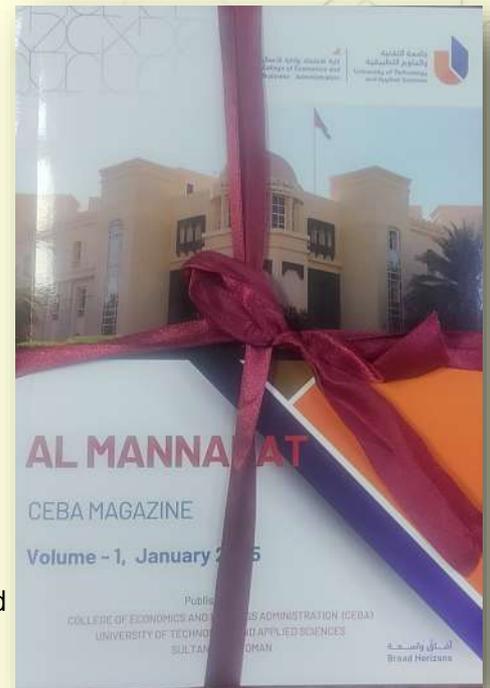
Release of CEBA Magazine Al-Mannarat Volume 1, Issue: January 2025 (cont..)

Report 94

CEBA - Head Office

- ◆ Mr. Reynald Funtinilla, Musandam
- ◆ Mr. C.Kumaresan, Al-Musannah
- ◆ Dr. Rashmi Mishra Al-Musannah
- ◆ Dr. Nasser Hamed Humaid Al Harrasi, Muscat
- ◆ Ms. Jowhara Sultan Hafedh Al Habsi, Muscat
- ◆ Dr. Valliappan Muthiah Chettiar, Nizwa
- ◆ Dr. Rathna Chellappa, Salalah
- ◆ Dr. Minu Thomas, Shinas
- ◆ Ms. Juvy Vergara, Shinas

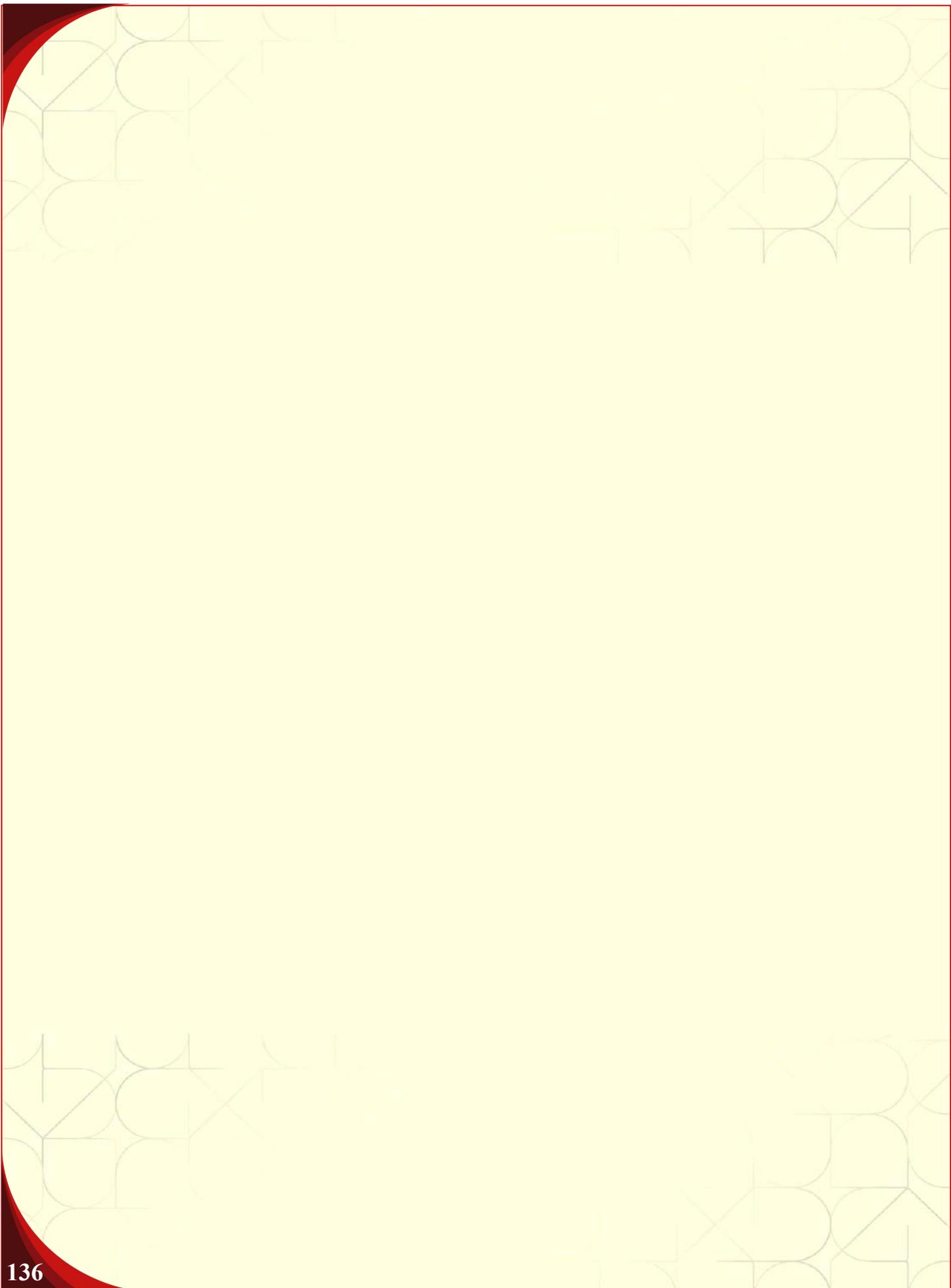
He also extended his sincere thanks to the Heads of Departments and staff members who contributed reports and write-ups for the magazine.



The College of Economics and Business Administration strives to achieve academic excellence through effective teaching practices, encouragement of staff research, organization of guest lectures, field visits, student extracurricular activities, and dissemination of institutional achievements through publications such as *Al-Mannarat*. The annual magazine provides a creative platform for students to publish articles, artwork, poems, and short stories. In addition, CEBA departments showcase their academic and professional activities, including guest lectures, presentations, workshops, professional development programs, industrial visits, and faculty research contributions.

Reported by *Dr. Mohammed Abdul Madhar, CEBA, UTAS, Nizwa*







CEBA Staff & Students' Achievements

(September 2024 to December 2025)



Best Research Paper Presentation Award by UTAS Faculty

Report 1

CEBA Ibra

Kuala Lumpur, September 24, 2025

UTAS Faculty Shine at International Conference in Malaysia:

Faculty members from the University of Technology and Applied Sciences (UTAS) earned international recognition at the 2nd International Conference on Sustainable Education (ICSE 2025), hosted by INTI International University on September 24, 2025, in Kuala Lumpur, Malaysia

The team's paper, "Transforming Administrative Processes in Higher Education through Blockchain Technology", was awarded Best Research Paper Presentation, underscoring UTAS's growing reputation in the field of educational innovation. In addition to the award-winning study, the researchers presented two other papers: "Transforming Education with Blockchain: Evidence from Bibliometric Analysis" and "Prioritizing the Factors Influencing Staff Adoption of Blockchain in Higher Education: Insights from AHP Analysis"

All three papers were co-authored by Dr. Preeti Bhaskar, Dr. Chandan Kumar Tiwari (UTAS Muscat), Mr. Mujeebudheen Khan, Dr. Ananth Anthonisamy, and Dr. Padma Losani Dayalan. Dr. Preeti Bhaskar also played a leadership role as a session chair, helping ensure the smooth conduct of conference sessions.



The participation forms part of UTAS's ongoing Research Grant (RG) project, "An Integrated Blockchain Model for Sustainable Higher Education: An Initiative Towards Attaining Oman Vision 2040." The project aims to integrate blockchain technology into higher education systems to support Oman's national vision for sustainable development.

Reported by

*Mr. Venancio Gabriel,
CEBA, UTAS-Ibra*



UTAS – Ibra Faculty Present Research at International Conference on Creative Industries and Sustainable Innovation

Report 2

CEBA Ibra

Ibra, November 16-17, 2025

The staff members of University of Technology and Applied Sciences (UTAS) – Ibra Dr. Preeti Bhaskar from the College of Economics and Business Administration and Mr. Mujeebudheen Khan from the College of Engineering and Technology presented their research at the First International Conference on Creative Industries and Sustainable Innovation, held on 16-17 November 2025 and organized by UTAS-Nizwa at the Oman Across Ages Museum, Oman.

Their presentation, titled “Metaverse Adoption in Higher Education: Unlocking Creativity, Innovation, and Sustainable Learning,” explored the transformative potential of immersive technologies in higher education. The session highlighted strategies to enhance creativity, drive innovation, and promote sustainable learning practices through the integration of metaverse platforms in academic settings.

This recognition underscores UTAS – Ibra’s commitment to advancing cutting-edge research and fostering innovative educational practices. The conference provided an excellent platform for knowledge exchange with scholars, industry experts, and practitioners in the fields of creative industries and sustainable innovation.



Reported by *Mr. Venancio Gabriel, CEBA, UTAS-Ibra*



Paper Presentation at ICDFB 2025, Jordan

Report 3

CEBA Ibra

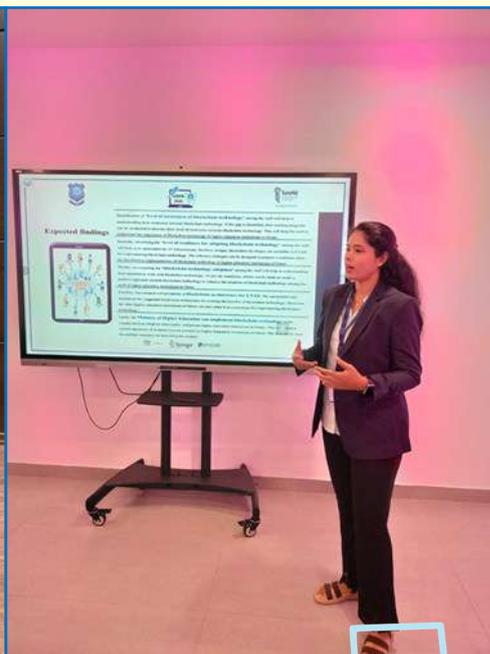
Jordan, October 26-27, 2025

The research paper titled "Blockchain as a Catalyst for Transforming Higher Education in Oman" was successfully presented at the International Conference on Digital Transformation, Fintech, and Business Innovation (ICDFB 2025), organized by Al Ahliyya Amman University, Jordan, held on 26-27 October 2025. The paper was authored by Dr. Preeti Bhaskar, Mr. Mujeebudheen Khan, Dr. Chandan Kumar Tiwari, Dr. Ananth Anthonisamy and Dr. Padma Losani Dayalan.

The presentation explored how blockchain technology can revolutionize the higher education ecosystem in Oman by promoting transparency, enhancing academic credential verification, and supporting efficient digital record management. The authors emphasized blockchain's role in ensuring authenticity, security, and integrity of academic data, thereby fostering trust and innovation in educational administration and delivery.

The research further discussed the alignment of blockchain adoption with Oman Vision 2040, highlighting how digital transformation in higher education contributes to the nation's broader goals of sustainability, technological advancement, and knowledge-based economic growth. The study also examined potential challenges in implementation, such as regulatory frameworks, digital readiness, and institutional adaptability, and proposed strategic measures to address them.

Participation in ICDFB 2025 provided a valuable platform for academic exchange and collaboration



among scholars, researchers, and professionals from across the globe. The conference served as an enriching experience, enabling discussions on emerging trends in Fintech, Digital Transformation, and Business Innovation, and how these technologies can redefine the future of education and enterprise

Reported by *Dr. Padma Losani Dayalan*, CEBA, U TAS-Ibra



International Conference: Smart Solutions for Modern Design, Business and Computer Innovations (OCMT'2025)

Report 4

CEBA Ibra

Muscat, April 16-17, 2025

The Oman College of Management and Technology organized an international conference themed "Smart Solutions for Modern Design, Business and Computer Innovations (OCMT'2025)" on 16th and 17th of April 2025 in Muscat, Sultanate of Oman. This esteemed event brought together leading minds, innovators, and practitioners across education and industry offering an invaluable platform for learning, collaboration, and inspiration.

The conference is under the Patronage of His Excellency Dr. Nasser bin Rashid Al Maawali Undersecretary of the Ministry of Economy. Dr. Maha Shehadeh, Assistant Professor of Financial Technology Researcher & Academic Al-Ahliyya Amman University, Jordan shared visionary insights on the topic Strategic Digital Transformation in the Context of National Visions: Dimensions, Challenges, and Human-Centered Impact. Dr. Salim Al Shuaili, Director of the Artificial Intelligence and Advanced Technologies Projects Department Ministry of Transport, Communications, and Information Technology, Sultanate of Oman shared the insights on the topic National Program of AI and Advanced Digital Technology.

Staff members from the College of Economics and Business Administration, Department of Business Studies, presented the following papers.

No.	Name of the Staff	Title of the Research Paper Presented
1	Dr Abdullah Al Azri Dr Nithya Ramachandran	Adoption of AI in the Recruitment Process: Analyzing the Perspectives from Oman through the Lens of the Value Adoption Model (VAM)
2	Dr Reshm Dsa and Miss Reem Al Sharji	Green by Design: The Evolution of HRM Towards Ecofriendly Practices
3	Mrs Tharaya Al Harthi, Dr Nithya Ramachandran Dr Salma Al Namaani	Adopting Artificial Intelligence in HR Training: Exploring Opportunities, Risks, and Benefits in the Context of Oman
4	Dr. Padma Losani Dayalan	Women's Engagement in Distressed Investments: Unlocking High Returns Through Strategic Insights

The conference had a wide range of breakout sessions and panel discussions covering areas in Finance, Computing and Humanities with meaningful dialogue and actionable takeaways. The event facilitated rich networking opportunities with professionals from across the globe, encouraging the exchange of ideas and fostering potential collaborations. The exhibition area showcased groundbreaking solutions and technologies,

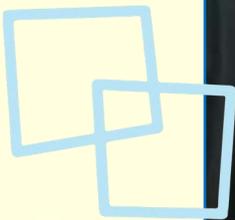


Best Research Paper Presentation Award by UTAS Faculty (Cont..)

Report 4



highlighting the pace of innovation within the industry. Attending the conference not only enriched the participants' understanding of the current landscape but also equipped them with fresh perspectives and strategies.



Reported by *Dr. Padma Losani Dayalan, CEBA, U TAS-Ibra*



UTAS - Ibra Staff Shine at International Conference on Business and Economics 2025

Report 5

CEBA Ibra

Muscat, February 17-18, 2025 The “Third International Conference on Business and Economics (ICBE) 2025” was organized by The College of Economics & Political Science, Sultan Qaboos University. The event took place at the St. Regis Al Mouj Muscat Resort, Oman, on February 17-18, 2025, under the esteemed patronage of His Excellency Dr. Said bin Mohammed Al Saqri, Minister of Economy. The primary objective of the ICBE 2025 was to



bring together academics, researchers, and industry professionals to discuss and exchange ideas on various aspects of business and economics, aiming to drive digital transformation and connectivity for sustainable growth. The goals of the conference included bridging gaps between academics and practitioners, identifying new research areas, facilitating collaborations, providing networking opportunities, exposing faculty and students to international scholars, offering a space for knowledge sharing, and highlighting current business issues and innovative solutions.

The staff members from the Business Studies Department at UTAS - Ibra presented two papers with the following details:

1. Sustainable Tourism

towards Economic Growth and Employment in Oman: A Systematic Literature Review

Authors: Dr. Abdullah Khalfan Al Azri, Dr. Edukondala Rao Jetti, and Dr. Nithya Ramachandran

2. Fueling Local Prosperity: The Strategic Role of In-Country Value (ICV) Policy in Transforming Oman's Oil Industry

Author: Dr. Nithya Ramachandran

The event brought together eminent speakers from Oman and abroad, who shared their insights on driving digital transformation and connectivity for sustainable growth. It provided a platform for academics, researchers, and industry professionals to discuss and exchange ideas on various aspects of business and economics.



Reported by *Dr. Nithya Ramachandran, CEBA, U TAS-Ibra*

Paper Presentation at the International Conference

Report 6

CEBA Ibra

Muscat, April 29-30, 2024

Dr. Nithya Ramachandran & Dr. Edukondala Rao Jetti from Department of Business Studies presented a paper titled "Academic Advising: AI Panorama" in the 2nd International Conference on "Innovation in Information Technology and Business" jointly organized by Modern College of Business and Science, Muscat, Oman; Singidunum University, Serbia and Christ University, India on April 29-30, 2024.

The aim of the conference is to provide an opportunity to spotlight research ideas to an international community as well as be a platform to get abreast of the latest trends in the field of Business and Information Technology. The paper is jointly authored by Dr. Nithya Ramachandran, Dr. Edukondala Rao Jetti, Dr. Abdullah Khalfan Al Azri & Mr. Wahab Salim Naser Al Hussini.

The presenters proposed to build a bilingual chatbot using Artificial Intelligence and Natural Language processing technologies to answer the advisees' Frequently Asked Questions (FAQs) alongside guiding them to accomplish their realistic academic goals. The presentation was followed by a Q & A session and the proposed model received appreciation from the panel of experts.



Reported by *Dr. Nithya Ramachandran, CEBA, UTAS-Ibra*



Driving Sustainable Education: Blockchain Integration in Oman's Vision 2040

Report 7

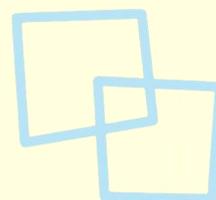
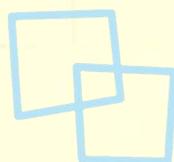
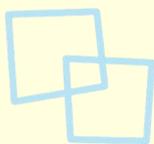
CEBA Ibra

Muscat, May 5-7, 2024

Dr. Preeti Bhaskar and Mr. Mujeebudheen Khan from the University of Technology and Applied Sciences, Ibra, Oman, presented a research paper titled "Fostering Sustainable Higher Education through Blockchain Integration: A Pathway to Oman Vision 2040" at the International Conference on Research and Innovation in Support of Economic and Digital Transformation in Oman, which was convened at Sultan Qaboos University from May 5th to 7th, 2024. Their research showcased the transformative potential of blockchain technology in higher education, offering solutions to enhance transparency, security, and sustainability. By aligning with Oman Vision 2040's objectives, their work heralds a promising trajectory towards innovation and sustainable development in the education sector. The research paper received appreciation from the audience, affirming its significance in promoting Sustainable Higher Education through Blockchain Integration in Oman.



Reported by *Dr. Preeti Bhaskar, CEBA, UTAS-Ibra*





CEBA-Ibra Students Excel in Accounting Competition

Report 8

CEBA Ibra

Nizwa, April 16, 2025

Ignite Accountants 2025, an Inter-Branch Competition, was held on April 16, 2025, at UTAS-Nizwa, bringing together exceptional accounting students from across the CEBA branches of UTAS. The event aimed to highlight students' creativity, skills, and knowledge in accounting and finance through three competitive events: the Quiz Competition, Poster Making Contest, and Smart Accountant Competition. Mr. Zahir S. Al Wahaibi, Operations Excellence Manager and Head of Finance Functional Discipline at PDO, delivered an inspiring keynote speech.

Team CEBA Ibra was proudly represented by Tasnim Mohammed Ahmed Al Barwani, Hibat Alrahman Yahya Mohammed Salim Al Yahmadi, Hafsa Rashid Said Al Falahi, Ahmed Said Sawad Suwaid Al Habsi, and Ali Rashid Khamis Al Alawi, securing second place in the Quiz Competition. Beyond the competitions, Ignite Accountants 2025 offered students a chance to connect with peers from other branches and engage with industry professionals. For many, it was not just about winning but about gaining exposure, building confidence, and envisioning their future in accounting and finance.

The event reaffirmed UTAS's commitment to nurturing talent and providing platforms where students can shine. The experience was more than a competition – it was a steppingstone toward becoming the next generation of innovative accountants ready to contribute to Oman's growing financial sector.



Reported by *Mr. Venancio Gabriel, CEBA, U TAS-Ibra*



Celebrating International Accounting Day: A Showcase of Talent and Learning

Report 9

CEBA Ibra

Muscat, December 4, 2024 UTAS-Muscat, in collaboration with ACCA Middle East, hosted the event "Accounting for Tomorrow: Sustainability and Employability for the Changed World" to celebrate International Accounting Day. Students from the College of Economics and Business Administration – Ibra, participated in this program, which focused on sustainability, employability, and excellence in the accounting profession. The event highlights are listed below.

Career Fair: Students explored industry opportunities, interacted with professionals, and gained valuable insights into emerging trends in the accounting field.

Panel Discussion: "Campus to Corporate": Industry experts and thought leaders shared actionable advice and real-life experiences to inspire students for a successful transition into the corporate world.

ACCA Inter-University Quiz Competition: Level 1 and Level 2; These rounds were conducted at UTAS-Ibra. The competition witnessed enthusiastic participation from 21 students, out of which 16 were shortlisted for Level 2, forming four competitive teams. Level 3: The final round was held at UTAS-Muscat, where one exceptional team represented UTAS-Ibra. The team members were Marwan Ahmed Al-Shidhani, Maria Ali Hilal Almaskari, Anwaar Hamed Al-Rawahi Tasnim Mohammed Al-Barwani and Sarah Mahfood Al-Sabqi.

This event provided a unique platform for students to connect with industry professionals, showcase their skills, and embrace the spirit of learning and collaboration. The dedication and teamwork displayed by the students and the guidance provided by the faculty exemplify the high standards of education and mentorship at UTAS-Ibra. Together, the accounting faculty members continue to shape the future of accounting professionals, driven by knowledge, innovation, and excellence.



Reported by *Dr. Nithya Ramachandran, CEBA, U TAS-Ibra*



15th National Business Meet at Middle East College Showcases Oman's Visionary Youth

Report 10

CEBA Ibra

Muscat, April 8, 2025 The 15th National Business Meet, held on April 28, 2025, and hosted by Middle East College, Muscat, brought together brilliant young minds under the theme “Visionary Youth: Catalyst for Transformational Change and Innovation.” This whole-day event highlighted the critical role of youth in shaping the future of business through creativity, leadership, and innovation.

The event, which was graced by Chief Guest Engineer Muatasim Al Kindi, Chief Executive Officer of STI Engineering, provided students from over ten Higher Education Institutions (HEIs) in Oman with an exciting opportunity to demonstrate their strategic thinking and commercial acumen. This year’s competition featured five high-impact events: Logistics Simulation, HR Visionary Talk, Visionary Venture, Financial Prowess Playoff, Brand Builders Challenge. Each event was designed to simulate real-world business scenarios and promote innovative problem-solving, decision-making, and teamwork among participants.

UTAS- Ibra, CEBA made a notable mark in the competition, placing 2nd position in the Brand Builders Challenge and 3rd position in the Financial Prowess Playoff. In the Brand Builders Challenge, the winning team members were: Basma Humaid Nasser Al-Khayari – Diploma Student and Maram Khalfan Al-Amrani – Diploma Student. For the Financial Prowess Playoff, the team comprised, Hafsa Rashid Said Al Falahi – Bachelor Student, Tasnim Mohammed Ahmed Al Barwani – Bachelor Student, and Hibat Alrahman Yahya Mohammed Salim Al Yahmadi – Bachelor Student. These achievements reflect the students’ creativity, strategic thinking, and sound financial insight.

Participation in national-level competitions such as the National Business Meet not only fosters a spirit of healthy competition among students but also equips them with the essential skills to thrive in dynamic business environments. Events like this bridge the gap between academic learning and practical application, empowering students to become future-ready leaders. It was an intellectually stimulating and socially enriching activity.





15th National Business Meet at Middle East College Showcases Oman's Visionary Youth (Cont..)

Report 10

CEBA Ibra



Reported by Ms. Jasmine Mariappan , CEBA, U TAS-Ibra

Report 11

CEBA-Ibra Student Wins 3rd Place in Online Interbranch Short Video Competition

Ibra, April 30, 2025

We are delighted to announce that Maram Al Amrani, a student from the College of Economics and Business Administration (CEBA- Ibra), won third place in the Online Interbranch Short Video Competition held on 30th April 2025 and organized by UTAS-Nizwa.

This university-wide competition brought together creative talents from different UTAS branches, challenging students to convey meaningful messages through impactful short videos. Maram's submission was recognized for its creativity, content quality, and strong presentation, earning her a spot among the top winners.

The College of Economics and Business Administration congratulates Maram Al Amrani on this significant achievement. Her success reflects the dedication of our students and CEBA's continued commitment to promoting innovation and excellence.

Reported by Ms. Jasmine Mariappan , CEBA, U TAS-Ibra



UTAS - Ibra Staff and Students presented paper at International Conference on Technologies for Education and Management ICTEM'25

Report 12

CEBA Ibra

Muscat, February 26, 2025 The International Conference on Technologies for Education and Management (ICTEM'25), organized by the Department of Accounting, Muscat College, took place at Intercity Hotel, Muscat, on 26th February 2025. The conference brought together experts from around the world to discuss the transformative role of AI in technology and education.

UTAS - Ibra, Department of Business Studies presented a research paper titled "Exploring the Role of Technology in Enhancing Accounting Education: A Student Perspective." This insightful study was a collaborative effort by Dr. Nithya Ramachandran and her graduation project students: Ms. Tasnim Al Barwani, Ms. Shima Al-Mahmoudi, Ms. Salma Al Hajri and Ms. Maryam Al-Hashamiya.

The paper explored how technology is reshaping accounting education, making it more interactive,



engaging, and ready for the future. It highlighted students' perspectives on leveraging tech innovations for a richer learning experience. The conference provided an incredible platform to exchange ideas with academicians, researchers, and industry experts, reinforcing the growing need for tech-driven learning solutions in accounting.

Reported by *Dr. Nithya Ramachandran, CEBA, U TAS-Ibra*



Human Resources Management (OSHRM) 2025 Conference

Report 13

CEBA Ibra

Muscat, April 14-15, 2025

The eighth annual conference of the Oman Society for Human Resources Management (OSHRM) was held from 14th to 16th April 2025 under the theme 'Leadership in the Open Space.' This three-day event featured a distinguished line-up of international experts and decision-makers from both within and outside Oman.

The conference provided a platform for in-depth panel discussions and specialized workshops, focusing on innovative solutions and emerging trends in leadership and talent management. Dr Ghalib bin Saif al Hosni, Chairman of the Board of Directors of OSHRM, highlighted the significance of the conference in fostering dialogue among human resources leaders in Oman.

Three students – Mr. Nibras Al Malki, Mr Omar Al Hajri and Mr. Zaid Al Busaidi – attended the conference, representing the University of Technology and Applied Sciences-Ibra, College of Economics and Business Administration, Human Resources Management Specialization.

The conference explored modern leadership concepts that transcend traditional team management, focusing on innovation, continuous improvement, and creating lasting impacts beyond organizational confines. This approach aligns with the dynamic local and international labor markets, increasingly shaped by customer needs, technological advancements, and global economic shifts.



Key topics discussed at the conference included the economics of sustainability, psychological well-being and safe work environments, reimagining organizational culture, the economic benefits of diversity, leadership in the private sector, human resource analytics, flexible learning strategies, and mentoring. The event also featured an international exhibition, offering attendees an opportunity to explore the latest tools and solutions in the human resources sector. The students benefited from exploring knowledge beyond the classroom, gaining networking opportunities, career inspiration, skill development, and exposure to innovation.

Reported by *Dr. Reshma Delfine Dsa, CEBA, U TAS-Ibra*



Prestigious Prolific Author Award

Report 14

CEBA Ibri

Awarded Certificate of recognition in outstanding achievement in securing the prestigious Prolific Author Award on May 15th 2025.



Report 15

Best Poster Award - ScholarCon2025

Nizwa, December, 2025 UTAS-IBRI proudly marked a significant achievement as our MBA students, together with their instructor, presented four research papers—three posters and one full paper—at the joint conference hosted by UTAS Nizwa and the University of Nizwa. Among more than 27 competing posters, the team earned the prestigious **Best Poster Award**, highlighting the strength of our research culture and the exceptional dedication of our students.



Reported by *Dr Saoussen Othmani, CEBA, U TAS-Ibri*



Awards and Achievements - CEBA Ibri

Report 16

CEBA Ibri

Ibri, 2025

Students from the College of Economics and Business Administration (CEBA) at UTAS-Ibri continue to shine through their strong participation in a wide range of academic, entrepreneurial, and community events. Their enthusiasm, dedication, and competitive spirit consistently place them among the top performers, earning impressive rankings. This growing record of achievement reflects not only the students' hard work but also the college's commitment to fostering talent, confidence, and excellence.

1. Ignite Accountants – UTAS NIZWA- 16 April 2025

Quiz Competition

- ◆ 71J2072 FATEMA SULAIYAM HAMDAN SALIM AL HINAI
- ◆ 71S2026 MARYAM HUMAID MASAAOD AL-GHARIBI

Poster Making Contest

- ◆ 71J2337247 NAEEMA MOHAMMED RAFIQL ISLAM FAZU MEAH
- ◆ 2020584074 Muna Said Al Badi

Smart Accountant Competition (First Prize)

- ◆ 71S2032 NOOF MOHAMMED RASHID AL SAWAFI

2. NATIONAL BUSINESS MEET – Middle East College - 28 April 2025

Logistics Simulation

- ◆ 71S229 MARYAH JUMA KHALIFA SAID AL BALUSHI
- ◆ 71J225 SHADHA SALIM ALI AL-MAQBALI
- ◆ 2021584014 AL-YAMAMA HAMYAR SULAIMAN AL FARSI
- ◆ 2021584026 MALAK HUMAID HAMOOD AL MAMARI

Financial Prowess Playoff (First Prize)

- ◆ 71J2072 FATEMA SULAIYAM HAMDAN SALIM AL HINAI
- ◆ 71S2026 MARYAM HUMAID MASAAOD AL-GHARIBI
- ◆ 2021584026 MALAK HUMAID HAMOOD AL MAMARI

Visionary Venture (3 participants / college)

- ◆ 2021584058 SAMH RASHID ABDULLAH AL ISMAILI
- ◆ 71s2137 SARA HAMED SULAIMAN HUWAISHAL AL-MAAMARIYA
- ◆ 71S1936 SHEIKHA SULAIMAN SALIM AL-KALBANI

Awards and Achievements - CEBA Ibri (Cont..)

Brand Builders' Challenge

- ◆ 2020584065 HAJIR ABDULLKHALID
- ◆ 71S1957 AL ZAHRA TALAL SALEH AL GHAFRI

HR Visionary Talk (First Prize)

- ◆ 71S2136 AL-JALILA TALAL SALEH AL-GHAFRI

3. Short-Video student Competition: "POV: UTAS CEBA" - UTAS NIZWA

- ◆ Kauthar Majid Khalfan Said Al Kalbani
- ◆ Reem Said Khamis Al Majarafi
- ◆ ANWAR HAMED HAMOOD AL MAMARI

4. Launch of Internship Platform by ICAI in collaboration with OCCI - 19 February 2025 - ICAI Oman (Event Participation)

- ◆ 71S2032 Noof Mohammed Alsawafi
- ◆ 71S18111 Nouh Said Tarif AlAlawi
- ◆ 71J2072 Fatema Sulaiyam Hamda Al Hinai
- ◆ 71S1995 Hafsa Ali Muhanna Al Maqrashi
- ◆ 71S1921166 Mariya Saif Khlfan Al Majrafi
- ◆ 71J2072 Fatema Sulaiyam Hmdan Al Hinai

5. Symposium On Artificial Interlligence in Business - May 8, UTAS Ibri (Event Participation)





Awards and Achievements - CEBA Ibri (Cont..)



College Details	Rank
Symbiosis skills and professional University	1
Pamantasan ng Lungsod ng Pasig	2
UTAS - IBRI	3

Reported by Dr Saoussen Othmani, CEBA, UTAS-Ibri

Mujid Musandam Award

Report 17

CEBA Musandam

Musandam, May 22, 2025

Celebrating Excellence: Mr. Reynald Funtinilla Honored with Mujid Musandam

The academic community at the University of Technology and Applied Sciences (UTAS) - Musandam is buzzing with pride following the recognition of one of its dedicated faculty members. **Mr. Reynald Funtinilla**, a distinguished Lecturer at the Department of Business Administration (DEBA), UTAS Musandam, was celebrated as one of the esteemed awardees at the prestigious **Mujid Musandam Award** ceremony.



The award was presented in recognition of Mr. Funtinilla's fruitful efforts in carrying out his professional duties and his active contributions to advancing institutional excellence at UTAS - Musandam during the academic year 2024 - 2025. The event, held in grandeur at the Atana Khasab Hotel on May 22, 2025.

The award was personally presented by His Excellency Dr. Said Hamed Al Rubaii, Vice Chancellor of UTAS, alongside Dr. Ahmed Said Al Shahri, Assistant Vice Chancellor, UTAS - Musandam Branch. Their presence underscored the high value placed on this recognition of excellence and dedication within the institution.

Mr. Funtinilla's recognition highlights his commitment not just to his teaching responsibilities but also to the



broader goals of institutional excellence. His efforts have made a significant, positive impact on the university's performance and the learning environment for students.

This award serves as an inspiration to his colleagues and a testament to the quality of staff at UTAS - Musandam.

The Mujid Musandam Award aims to recognize and celebrate individuals who have demonstrated exceptional dedication and made substantial contributions to the development and success of the Musandam branch, fostering a culture of innovation and high performance.

Reported by *Mr. Reynald Funtinilla, CEBA, UTAS-Musandam*



Educational Data Analytics: Enhanced Teaching and learning

Report 18

CEBA Musannah

Musannah, July 28, 2025 Dr. C. Kumaresan Chandrasekaran, Lecturer in the Department of Business Studies, UTAS Musannah, was invited as the **Day 1 Speaker** for the **Five-Day Online Faculty Development Program** held on **July 28, 2025**. The session was titled **“The Chalk and the Cloud: Why Educational Data Analytics Matters.”** This transformative FDP series focused on innovative teaching practices, and Dr. Kumaresan had the privilege of opening the program with an insightful presentation on how Educational Data Analytics (EDA) is reshaping the landscape of teaching and learning.

Key Highlights from the Session

- The importance of EDA in driving student success
- Different types of educational data and analytics methods
- Real-life applications in teaching and learning
- Latest tools and technologies (Google Data Studio, SPSS, Power BI, and more)
- A live interactive demo with participants
- Case study spotlight on **Oman’s higher education sector**
- Challenges and future trends in EDA



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**DEPARTMENT OF DATA SCIENCE & ANALYTICS AND
DEPARTMENT OF COMPUTER SCIENCE (SF)**

IN ASSOCIATION WITH
RECCSAR PVT. LTD. ORGANIZES

Reccsar

FIVE DAYS ONLINE FACULTY DEVELOPMENT PROGRAM

EDUCATIONAL DATA ANALYTICS: ENHANCING TEACHING AND LEARNING

DATE: 28.07.2025 TO 01.08.2025 Time: 7:00PM TO 8:00PM

Our Resource Persons

Prof. C. Kumersan
University of Technology and Applied Sciences, Musannah, Sultanate of Oman

Dr. S. Vimala
Professor, Department of Computer Science, Mother Teresa Women's University, Kodalkanal

Mr. Arun Divakaran
Agentic AI Consultant, Delivery Lead, J-Impact Coimbatore

Dr. A. Bazila Banu
Professor & Head, KPR Institute of Engineering and Technology, Coimbatore

Mr. Abhivandhan
Generative AI Analyst, Aibus India, Coimbatore

Coordinators
Mrs.M.Mahabu Subuhani
Dr.R.Saravana Prabhu

Convenor
Dr.A.Sharmista Head/DSA
Mrs.K.Suganthi Head/CS (SF)

Principal i/c
Dr.R.Rajeshwara Palanichamy

Director Self Finance
Dr.S.Ramamoorthy

The session was highly interactive, drawing enthusiastic engagement from faculty participants across institutions.

Why This Matters

In today’s hybrid and AI-driven classrooms, the ability to leverage data is no longer optional—it’s essential. From improving curriculum design to identifying at-risk students early, data analytics empowers educators to act with precision and purpose. Dr. Kumaresan’s contribution set a strong foundation for the entire FDP series, reflecting his commitment to advancing teaching excellence and evidence-based academic strategies.

Reported by

*Dr. C. Kumaresan Chandrasekaran,
CEBA, UTAS-Musannah*



Cybersecurity Essentials: Safeguarding Digital Infrastructure

Report 19

CEBA Musannah

Musannah, August 18, 2025 Dr. C. Kumaresan Chandrasekaran, Lecturer in the Department of Business Studies, UTAS Musannah, was invited as the first-day speaker for the Five-Day Online Faculty Development Program (FDP) on “Cybersecurity Essentials: Safeguarding Digital Infrastructure” held on 18 August 2025, from 7:00 PM to 8:00 PM IST. The FDP was organized by the Department of Information Technology, Velammal Institute of Technology, Ponneri, Chennai. Dr. Kumaresan opened the series with a foundational session on core cybersecurity concepts and the evolving digital threat landscape, aimed at equipping faculty and participants with essential cybersecurity awareness.



Session Highlights

- ◆ Hands-on demonstrations of network and endpoint security tools
- ◆ Data protection strategies, encryption techniques, and compliance standards
- ◆ Incident detection, response, and disaster recovery planning

The interactive session emphasized practical strategies to strengthen digital defenses, bridging the gap between theoretical knowledge and real-world security applications. Dr. Kumaresan’s contribution as Day 1 Speaker set a strong tone for the entire FDP, inspiring participants to adopt a proactive approach to cybersecurity in educational and organizational settings.

Report 20

Patent Approval – Cloud Computing Device for Enhanced Network Security

Musannah, January 7, 2025 We are delighted to share that Dr. C. Kumaresan Chandrasekaran, Lecturer in the Business Studies Department, has achieved a remarkable milestone. His patent titled “Cloud Computing Device for Enhanced Network Security” has been officially approved by the Patent Office, Government of India. The Certificate of Registration of Design was issued on 07 January 2025, marking a significant contribution in the field of network security and cloud computing. This innovation strengthens cybersecurity frameworks and provides enhanced protection for data transmitted through cloud environments. Dr. Kumaresan’s dedication and innovative spirit reflect the excellence and research culture nurtured within CEBA – UTAS, Musannah. His achievement not only highlights individual brilliance but also brings pride and recognition to the department and the institution.



Dr. Kumaresan’s dedication and innovative spirit reflect the excellence and research culture nurtured within CEBA – UTAS, Musannah. His achievement not only highlights individual brilliance but also brings pride and recognition to the department and the institution.

Reported by *Dr. C. Kumaresan Chandrasekaran, CEBA, UTAS-Musannah*



Guest Lecture – Research Methodology

Report 21

CEBA Musannah

Musannah, November 13, 2025 Mr. Ali Salem Al Kalbani delivered a guest lecture to the Department of Computer Science and Creative Technologies at the Global College of Engineering and Technology. The session focused on research methodology and the principles of conducting academic research, offering students practical guidance on selecting research topics, structuring proposals, designing methodologies, and ensuring academic rigor in their work. The lecture aimed to strengthen students' research capabilities by clarifying the stages of academic inquiry, from problem identification to data collection and analysis. The interactive discussion allowed attendees to explore common challenges in research design and receive actionable advice on improving the quality and credibility of their projects. The event was well organized by the college, reflecting strong coordination and professional execution. Students engaged actively throughout the lecture, and the session reinforced the importance of methodological foundations in the development of high-quality academic research.



Reported by *Mr. Ali Salim Al Kalbani, CEBA, UTAS-Musannah*

Report 22

Best PhD Paper Award

Bahrain, 2025

Mr. Ali Salem Al Kalbani participated in the UCB 2nd International Conference of Sustainable Business Futures (ICBIT 2025), where his research received the **Best PhD Paper Award**. He was also selected as one of only three PhD students fully sponsored by the conference.

The presented study introduced a national training framework for sustainable Hazmat response in Oman, emphasizing policy integration, role-based training, and stakeholder collaboration—aligned with Oman Vision 2040's sustainability objectives. The conference enabled meaningful academic dialogue, constructive feedback, and networking with researchers from diverse fields.

The University College of Bahrain organized the event with exceptional professionalism and hospitality, providing a strong platform for researchers to share innovative findings.



Best PhD Paper Award (Cont..)

Report 22





Research Paper in 8th European Conference on Industrial Engineering and Operations Management (IEOM)

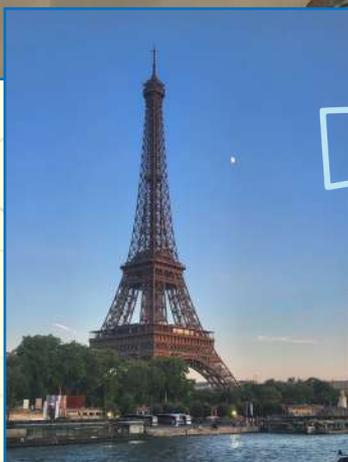
Report 23

CEBA Musannah

Paris, July 2-4, 2025 Mr. Ali Salem Al Kalbani presented a research paper titled *“Enhancing Hazmat Logistics Safety through IoT: A Study Focused on Oman”* at the 8th European Conference on Industrial Engineering and Operations Management (IEOM), held in Paris, France. The paper explored how real-time monitoring, IoT sensors, predictive analytics, and supportive regulatory frameworks can improve the safety and efficiency of hazardous materials logistics. The study involved interviews with professionals from logistics companies, oil and gas firms, port authorities, and regulatory bodies in Oman, enriching the findings with real-



world insights. Key themes highlighted in the presentation included the potential of IoT to enhance visibility, the challenges associated with digital adoption, and practical strategies to accelerate smart logistics transformations. The conference provided an opportunity to engage with global scholars and industry leaders. Mr. Ali expressed appreciation to his co-authors from Sultan Qaboos University for their collaborative support and acknowledged IEOM Society International for hosting a vibrant academic event.



Reported by

Mr. Ali Salim Al Kalbani,
CEBA, UTAS-Musannah





Teacher Capacity-Building Workshop Samail & Bidbid English Teachers

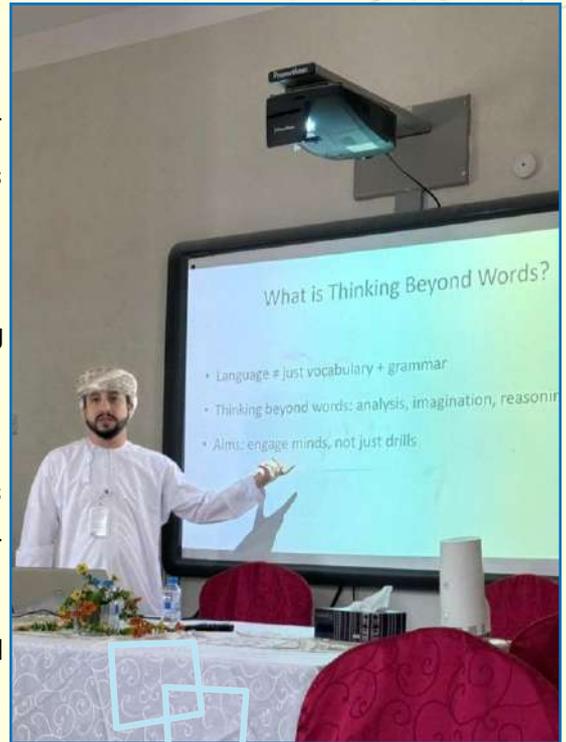
Report 24

CEBA Musannah

Musannah, November 11, 2025 Mr. Ali Salem Al Kalbani conducted a professional development workshop for English teachers from Samail and Bidbid, hosted at Aysha Um Al Mo'mineen School under the Ministry of Education. The session formed part of the Ministry's ongoing efforts to enhance teaching practices and support educators through targeted capacity-building initiatives.

The workshop centered on strengthening teaching methodologies, exchanging practical classroom strategies, and fostering collaborative professional learning communities among teachers. Discussions emphasized the importance of continuous professional development and the role of sustained teacher support in improving overall educational outcomes.

Participants actively engaged in reflective activities and shared experiences that enriched the collaborative learning environment. The school's leadership and supervisors demonstrated exceptional professionalism in organizing and coordinating the event. At the conclusion of the workshop, Mr. Ali received a Certificate of Appreciation in recognition of his contribution to teacher development.



Reported by *Mr. Ali Salim Al Kalbani,*
CEBA, UTAS-Musannah



Innovate for Impact: Research Poster Competition

Report 25

CEBA Musannah

Musannah, November 3, 2025 Mr. Ali Salem Al Kalbani achieved First Place in the Engineering Theme at the “Innovate for Impact: Research Poster Competition,” hosted by the National University of Science and Technology. The event was held under the patronage of H.E. Prof. Mahad bin Said bin Ali

Baawain, Minister of Labour, and brought together researchers and innovators from across Oman.

The winning poster, titled *“Designing a Smart Multi-Stream Circular Kitchen Framework for Hospitals: Turning Waste into Resources in Oman,”* presented a sustainability-driven model aimed at improving logistics efficiency, enhancing resource recovery, and strengthening disaster preparedness in healthcare systems. The research aligns with national priorities related to environmental stewardship, the circular economy, and Oman Vision 2040.



The competition provided an excellent platform for knowledge exchange and highlighted innovative research contributions from UTAS Al Musannah. Appreciation is extended to colleagues and the university for their continued support in fostering impactful academic and research initiatives.



Reported by Mr. Ali Salim Al Kalbani, CEBA, UTAS-Musannah



International Conference on Business and Technology ICBTCardiff' 2025

Report 26

CEBA Musannah

Musannah, July 23-24, 2025

UTAS - AI Musannah - Research Team Shines in Cardiff, Wins Best Paper Award and \$1,000 Prize.

Cardiff, United Kingdom - A research team from the College of Economics and Business Administration, University of Technology and Applied Sciences (UTAS)-AI Musannah, Sultanate of Oman, earned international recognition at the **International Conference on Business and Technology (ICBTCardiff' 2025)**, held on July 23-24, 2025, at Cardiff Business School, United Kingdom.



The team - **Dr. Nasser Salim Al-Bimani, Dr. Alamelumangai Raman, Mr. Mohammad Taslim, and Dr. Jaffer Ali Khan** - presented their research titled *"Catalysts of Innovation: Success Factors for Business Incubators in the Sultanate of Oman in Alignment with Oman Vision 2040."*



Their work was honoured with the **Best Paper Award** and a **cash prize of USD 1,000**, recognizing the study's outstanding contribution to the field of business and technology. The award reflects the team's commitment to advancing Oman's economic diversification and fostering innovation through entrepreneurship. The recognition was conferred by the **EuroMid Academy of Business and Technology**, the

conference organizer, underscoring the global impact of research emerging from Oman's higher education sector.

Reported by

Dr. Alamelumangai Raman,
CEBA, UTAS-Musannah





Awards and Achievements - CEBA Muscat

Report 27

CEBA Muscat

	Award	Awardee	Date of Awarding	Source Person
1	Best Research Day Award at Branch Level	Department	14 th November 2024	Dr. Abass
2	Best Scientific Research Paper Award in Climate Technology and	LSCM Students	26 th February, 2025	Ms. Jouhara Al Habsi
3	Second place award in the SWM2025 Poster Presentation,	Accounting Student	26 th February, 2025	Dr. Abass
4	First place in Scientific Research Award for Social Protection Funds of GCC countries.	Faculty Dr. Abass and Dr. Chandan	15 th April, 2025	Dr. Abass & Dr. Chandan
5	1 st prize/place in both Quiz and Poster Competitions at the Ignite Accountants 2025 inter-branch event, Nizwa Branch	Accounting Students	17 th April, 2025	Dr. Zamzam
6	Best Research Poster – Graduation Project, competition organized by	HRM Students	23 rd April	Dr. Nasser
7	Best Research Paper, international conference on banking, finance and business; ICBFB 2025	Faculty: Dr. Santosh, Dr. Sandip, Dr. Abdulkadir and Ms. Amira	24 th April 2025	Dr. Santosh
8	Best Research Paper Award, International Conference of Entrepreneurship & Innovation Research, organized by Rajdhani College, University of Delhi, India	Students Supervisor: Dr. Sirnivasan	27 th April	Dr. Sirnivasan
9	Second Prize in the Challenge of Business Venture, organized by	Students	29 th April 2025	Ms. Maha Al Jahwari
10	First Prize in UTAS-CEBA Video Competition organized by UTAS-Nizwa Branch	Marketing Students	1 st May 2025	Dr. Anupum



Awards and Achievements - CEBA Muscat (Cont..)



Reported by

Dr. Anupam Sharma,
CEBA, UTAS-Muscat





Awards and Achievements - CEBA Nizwa

Report 28

CEBA Nizwa

List of students achievements from September 2024 - December 2025

No	Competition Name	Organizer	Date	Outcome/Prize	Winners Name
1	FINSMART'24	Accounting Section (DEBA - Nizwa)	Nov 12, 2024	1st Prize	Heba Al Aamri Nawras Ambusaidi Alyamama Al shaibani Rawan Al Busaidi
				2nd Prize	Badour AlHinai Buthaina AlDughaishi Meaad AlRiyami
2	Live Podcast Competition	Business Society & Competition Team (DEBA-Nizwa)	Nov 19, 2024	1st Prize	Maram Alsuleimani; Nusayba AlRiyami;
				2nd Prize	Alshatha AIRAwahi; Maather AlRabaani;
				3rd Prize	Alaa AlHlnai; Raaheel AlSulaimi
3	SDG Entrepreneur- ship Competition	UTAS-Ibra	Dec 9, 2024	2nd Prize	Duoha Mubarak Khalaf Al Rawahi Noor Mohammed Aamir Salim Al Mas- kari
4	Annual Social Marketing	Sultan Qaboos Uni- versity	Dec 5, 2024	1st Prize	Rayan Hamdan Said Al Hinai Reem Said Abdallah Al Abdali Safiya Hamood Khalfan Al Harrasi
5	ICAMP 24 Confer- ence Success	International Con- ference on Advanc- es in Management Practices	December 20 & 21, 2024	Best Research Paper Award	Anaam Khalid Juma Al-Dairi
6	IGNITE ACCOUNT- ANTS: 2025	DEBA -Nizwa	April 24, 2025	2nd Prize (Poster Making Competition)	Hagar Nasser Said Al Sawafi Heba Saif Amir Al Aamri
6	INNOVATIA 2025	UTAS-IBRA	APRIL 14, 2025	2nd Prize (AI in HR)	Reem Said Abdallah Al Abdali Reem Dhahir Sulaiman Al Amri
				3rd Prize (TechPortfolio)	Mohammad Sarhan Al Busaidi Issa Shaikhan Al Busaedy Aseal Hamed Al Kharusi
7.	International Accounting Day	UTAS-Muscat	December 8, 2025	3rd Prize	Al Hasan Rashid Said Al Toubi Layali Sulaiman Khalfan Al Harrasi Maryam Abdullah Salim Al Suleimani
8.	Scholar con 25	DEBA - Nizwa	December 9, 2025	1st Prize	Adhraa Said Rashed Al Salmi Aya Salim Yasir Al Fargani Fatma Khalfan Mohammed Al Jabaria Shuhd Mohammed Ahmed Al Mahruqi



Awards and Achievements - CEBA Nizwa (Cont..)

No	Competition Name	Organizer	Date	Outcome/Prize	Winners Name
1	ICAMP 24 Conference	International Conference on Advances in Management Practices	December 20 & 21, 2024	Best Research Paper Award	Nitin Goel
2.	Research Poster Competition	UTAS-Nizwa	March 15, 2025.	Best Published Research Paper	Dr. Muhammad Tahir Mr. Ubais Iqbal





1st International Conference for Academics and Professionals on Tourism and Hospitality

Report 29

CEBA Nizwa

Muscat, February 17-19, 2025

Research Excellence in Sustainable Tourism: 3rd Best Paper Award at the International Tourism Conference

Dr. Jeannette Ong Ee-Lyn presented her research paper titled *Green Certification and Sustainable Travel Behaviors: Impact of Eco-Labels on Sustainable Tourism in Oman* at the 1st International Conference for Academics and Professionals on Tourism and Hospitality, held from 17 to 19 February 2025 at the Sultan Qaboos Youth Complex for Culture and Entertainment in Salalah. Her paper was also awarded 3rd best scientific research paper presented at the conference. This achievement reflects academic excellence and supports the ongoing efforts to integrate sustainability into responsible tourism practices in Oman.

The three-day conference featured eight dialogue sessions, fifteen scientific tracks, five specialized workshops, and thirty-seven research papers in the field of tourism and hospitality. Key topics of discussion included tourism sustainability, the role of technology in enhancing tourist experiences, and strategic investment prospects. The conference also addressed the challenges and opportunities faced by the tourism sector in the Sultanate and provided scientific insights to support decision-makers in formulating effective policies and strategies.



Reported by Dr. Jeannette Ong Ee - Lyn, CEBA, UTAS-Nizwa

5th Annual Social Marketing Competition

Report 30

CEBA Nizwa

Muscat, December 11, 2024

UTAS Nizwa HR Students Won First Place at the 5th Annual Social Marketing Competition

HR students from the University of Technology and Applied Sciences Nizwa, Rayan Hamdan Said Al Hinai, Reem Said Abdallah Al Abdali, and Safiya Hamood Khalfan Al Harrasi, under the supervision of Dr. Jeannette Ong Ee-Lyn, proudly represented the university at the 5th Annual Social Marketing Competition organized by Sultan Qaboos University (SQU). The team's outstanding effort and creativity won them the Best Booth Exhibition Award.

The event brought together participants from various schools, colleges, and universities across Oman, featuring a series of workshops, exhibitions, presentations, and social campaigns. The competition aimed to inspire innovative solutions and raise awareness of pressing social issues in Oman, highlighting the importance of youth engagement and creativity in driving positive change. Their achievement reflects UTAS Nizwa's commitment to fostering social responsibility and applied learning among its students.



Reported by *Dr. Jeannette Ong Ee - Lyn*, CEBA, UTAS-Nizwa



UTAS-Salah Secures Third Place in the ACCA Accounting Challenge 2024

Report 31

CEBA Salah

Muscat, December 4, 2024

On December 4, 2024, the Accounting team of the College of Economics and Business Administration (CEBA) at UTAS-Salah earned **Third Place** in the prestigious Inter-UTAS University Accounting Challenge Competition, organized by ACCA and hosted at UTAS-Muscat. The event, held at the UTAS-Muscat



Auditorium, was part of the International Accounting Day celebrations under the theme “Sustainability and Employability.”

The UTAS-Salah team, consisting of three dedicated Bachelor Accounting students—Mr. Salim Abdullah Salim Ba Omar, Mr. Said Salim Musallam Shamas, and Mr. Osamah Ramas Musallam Al Amri—competed alongside other UTAS branches. They were accompanied by the faculty coach- Mr. Pavan Kumar. Throughout the intense competition, the UTAS-Salah team demonstrated exceptional teamwork, focus, and perseverance, ultimately

securing an impressive third-place finish.

Their performance not only showcased their academic excellence but also served as an inspiration to the entire CEBA student community in Salah. The experience fostered a spirit of enthusiasm and competition, motivating other students to aim for excellence in future challenges.



Reported by *Dr. Neil Raymond Salettrero, CEBA, UTAS-Salah*



CEBA -Salalah Honored as Best Research Department at UTAS-Salalah Annual Research Event

Report 32

CEBA Salalah

Salalah, May 13, 2025 The College of Economics and Business Administration (CEBA) at the University of Technology and Applied Sciences (UTAS) - Salalah has proudly emerged as the **Best Research Department** during the prestigious **Research Annual Event 2025**, held at Dhofar Hall on May 13, 2025. This recognition marks a significant milestone for CEBA, celebrating its outstanding contribution to academic research, innovation, and scholarly excellence.

The accolade reflects CEBA's dynamic research culture, collaborative spirit, and unwavering commitment to advancing knowledge in the fields of economics, business, and management. The department has consistently fostered an environment where intellectual curiosity thrives, and faculty members are encouraged to push the boundaries of academic inquiry. Adding to the celebration, **eight distinguished researchers** from CEBA-Salalah were recognized for their exemplary contributions to various academic disciplines. Their achievements underscore the diversity, depth, and impact of the research initiatives undertaken within the department.

CEBA Winning Research Team

S. No	Researcher Name	Award Title/Category
1.	Dr. Islam Elbayoumi Salem	Best Researcher at UTAS - Salalah
2.	Dr. Ahmed Elbaz	Best Researcher at CEBA
3.	Dr. Ali Mohsin Ba Awain	Best Researcher - Supply Chain & Logistic Management Unit (CEBA)
4.	Dr. Khalid Salim Al Shanfari	Best Researcher - Marketing Unit (CEBA)
5.	Dr. Navaneetha Rajagopal	Best Researcher - Human Resources Management Unit (CEBA)
6.	Dr. Mohammad Shahfaraz Khan	Best Researcher - Accounting Unit (CEBA)
7.	Dr. Gopu Jayaraman	A Distinguished Researcher - CEBA
8.	Dr. Imran Azad	A Distinguished Researcher - CEBA

The CEBA research team's achievements demonstrate not only their individual brilliance but also the cohesive vision that drives the department forward. These accolades are a testament to the high standards maintained by CEBA in cultivating scholarly research that addresses real-world challenges and fosters sustainable development.



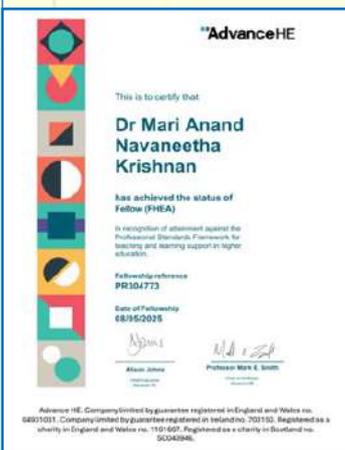
Reported by *Dr. Neil Raymond Saletrero, CEBA, UTAS-Salalah*



Marketing Unit-Senior Lecturer Awarded Prestigious Fellow Status by Advance HE, UK

Report 33

CEBA Salah



Salalah, May 8, 2025 Dr. Mari Anand Navaneetha Krishnan, Senior Lecturer in the Marketing Unit, has been awarded the distinguished title of **Fellow (FHEA)** by **Advance HE, UK**, in recognition of a sustained commitment to excellence in teaching and learning support within the higher education sector. The official certificate was conferred on 8th May 2025. This esteemed recognition marks a significant milestone in Dr. Krishnan's academic journey, reflecting not only personal dedication to pedagogical excellence but also a broader contribution



to enhancing the quality of student learning experiences. Dr. Krishnan's Fellowship underscores a strong professional ethics and a continuous commitment to reflective practice and academic leadership, aligning global standards in higher education.

Reported by Ms. Larissa Santos, CEBA, UTAS-Salah

UTAS-Salah Marketing Student Wins Best Paper Award at International Undergraduate Research Meet 2025

Report 34

Salalah, May 8, 2025 The University of Technology and Applied Sciences (UTAS), Salalah, has achieved a significant academic milestone as one of its Marketing students, Iman Mohammad Salim Al-Mashani, won the Best Paper Award at the Undergraduate Research Meet (URM) 2025, held at SRM Institute of Science and Technology (SRMIST), Kattankulathur, India, on March 28, 2025. The award was conferred in recognition of the best analysis, highlighting the exceptional quality, rigor, and originality of the research



presented. The achievement reflects the student's dedication, commitment, and hard work in advancing undergraduate research. Iman Al-Mashani completed the award-winning research under the guidance of Dr. Mari Anand, Senior Lecturer, from the CEBA-Salah with the inspiring leadership of the HOD-Dr. Khalid Al Shanfari. The research was presented as part of the Undergraduate Research Meet 2025, a prestigious academic platform that brings together undergraduate researchers from various institutions to showcase their scholarly work.

Reported by Ms. Larissa Santos, CEBA, UTAS-Salah

Excellence Award - CEBA Faculty

Report 35

CEBA Shinas

Shinas, 2025

The Department of Economics and Business Administration at the College of Economics and Business Administration, University of Technology and Applied Sciences - Shinas, Oman, proudly presents the Excellence Award to Ms. Khadija Al-Isaei, Business Administration Lecturer, Dr. Farhana Sultana, Accounting & Finance Lecturer, and Dr. Nithya Sambarmoorthy, Business Administration Lecturer. This recognition honors their exceptional commitment to academic excellence, demonstrated through diligence, dedication, and outstanding performance. Their remarkable achievements, evaluated based on the Ejada system—covering 57 civil state units and over 175,000 public sector employees during the 1st Cycle of 202—set a high standard within the university community. This award is presented in the Academic Year 2024-25.



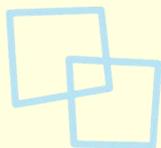
Dr. Farhana Sultana



Dr. Nithya



Ms. Khadija



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Student Participation and Achievements at INNOVATIA 2025

Report 36

CEBA Shinas

Shinas, April 14, 2025 This report celebrates the successful participation of **UTAS-Shinas** students in **INNOVATIA 2025** (The 6th Intercollegiate Meet), held at UTAS-Ibra on April 14, 2025. The delegation, consisting of 12 students and two staff members, competed against six other UTAS branches and secured podium finishes in every category they entered. The UTAS-Shinas teams achieved a clean sweep of top-three positions across four key categories:

Rank	Category	Team Members
1st Place	AI in HR	Al Marwa Al-Najashi, Hamed Al-Qatibi, Nibras Al Saidi
2nd Place	MarketEdge	Amna Al-Ajmi, Ameer Al Badi, Aysha Al Kaabi
2nd Place	TechPortfolio	Noura Al-Kaabi, Badriya Al-Houmani, Yaqeen Al Siyabi
3rd Place	InovAI	Asila Al Balushi, Rima Al Shibli, Badar Al Hashimi

This commendable performance is a reflection of the students' dedication, creativity, and teamwork, as well as the consistent support and guidance provided by the faculty members of the Business Administration Department.



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



1st International Virtual Idea Hackathon 2025

Report 37

CEBA Shinas

Shinas, December 4, 2025 The University recently hosted the SUSTAIN-A-THON Challenge, a 24-hour online, non-coding competition emphasizing ethical, concept-based problem-solving. Students from around the world collaborated to develop original solutions to global and local issues, focusing on integrity and human insight rather than AI-generated shortcuts. The event encouraged teams to communicate their ideas clearly through Concept Notes and visual roadmaps. Participants received orientation via MS Teams and access to a specialized e-learning platform to support teamwork. The 24-hour sprint required rapid brainstorming, drafting, and submission under strict guidelines and evaluation rubrics. The competition emphasized ethical innovation, visual communication, and socially responsible solutions. After preliminaries, the top 10 institutions were narrowed down to three finalists, judged on both concept depth and presentation skills. The winners were Symbiosis Skills and Professional University (India), Pamantasan ng Lungsod ng Pasig (Philippines), and University of Technology & Applied Sciences, Ibri (Oman). The event highlighted cross-cultural collaboration and the power of asking the right questions to solve complex problems. A dedicated team of 14 faculty and coordinators ensured a smooth digital experience for all participants, contributing to the event's success.

Report 38

Academic Integrity: Key emphasis on understanding different forms of Academic dishonesty

Shinas, November 19, 2025 The Department of Economics and Business Administration (DEBA) Examination Committee organized an Academic Integrity Workshop for Diploma-level students to enhance their understanding of ethical academic practices. To assess the effectiveness of the event, a post-workshop survey was conducted among the participants. The workshop focused on raising student awareness about academic integrity by explaining principles of academic honesty, institutional expectations, and the consequences of academic misconduct. It highlighted different forms of academic dishonesty through practical examples, case-based discussions, and interactive clarification sessions. The primary objective was to enable students to internalize ethical academic behavior and apply integrity standards across assessments and coursework. In line with Strategic Goal 2.2.3, the session was conducted successfully on the scheduled date. **The workshop was led by Mr. Khamis Said Khamis Al Mazouzi, Legal Head and Disciplinary Committee Member, UTAS.** A total of 80 second-year diploma students attended the virtual workshop (attendance details are provided in the appendix), and 44 students responded to the survey. The survey results indicated a mean score of **4.29/5**, surpassing the KPI target of 3.1. Overall feedback reflected a high level of student satisfaction, with participants expressing interest in attending more sessions to further enhance their knowledge of academic integrity.

Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



Student Research Conference (ScholarCon2025) Organized by UTAS-Nizwa

Report 39

CEBA Shinas

Nizwa, December 9, 2025 Our students, Ms. Al Marwa Mahfood Khamis Al-Shamsi and Ms. Rima Khamis Rashid Al-Shibli, presented a research paper titled "Evaluating the Effectiveness of Entrepreneurship Education on Students' Career Intentions and Early Entrepreneurial Activities in Oman," under the guidance of Mr. Samiulla N. Manik, Faculty, Department of Business Administration. The Student Research Conference featured 45 student research paper presentations, providing participants with valuable exposure to research methodologies and academic discussions. Active involvement in paper presentations and Q&A sessions significantly enhanced students' confidence and presentation skills. Overall feedback was highly positive, with students demonstrating strong enthusiasm and improved analytical thinking due to exposure to diverse research topics.



Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*



International Accounting Day Competition at UTAS–Muscat

Report 40

CEBA Shinas

Muscat, December 8, 2025

The University of Technology and Applied Sciences – Shinas participated in the International Accounting Day Competition held at UTAS–Muscat on 8 December 2025. The competition focused on innovation and excellence under the theme “Future-Ready Accountants – Evolving with Intelligence.” UTAS Shinas achieved remarkable success in the Accounting

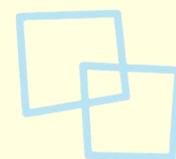


Hackathon. These achievements highlight the students’ strong dedication, creativity, and teamwork. The success was guided by faculty mentors Dr. Farhana Sultana and Dr. Sunder Rajan. Coordination and organizational support were provided by Mr. Narsaiah Lakkavatri. UTAS Shinas congratulates all

Student Name	Competition Category	Achievement
Dara Abdullah Hassan Al Fazari	Accounting Hackathon	1st Place
Doha Aiman Al Zhri	Accounting Hackathon	1st Place
Aya Khalfan Al-Balushi	Accounting Hackathon	Finalist
Reem Said Al-Kindi	Accounting Hackathon	Finalist
Hasa Khalfan Al-Washah	Accounting Hackathon	Finalist
Doha Aiman Al Zhri	Idea Talk Competition	Finalist



participants for proudly representing the university with excellence and distinction.



Reported by

*Dr. Minu Thomas,
CEBA, UTAS-Shinas*



3rd International Virtual Students' Business Quiz

Report 41

CEBA Shinas

Shinas, December 2-4, 2025

The 3rd International Virtual Students' Business Quiz, "**StrategIQ: The Global Business Quiz**," was successfully conducted from December 2 to 4, 2025, under the theme "**Future-Shapers: The Global Business & Sustainability Summit**." The event brought together undergraduate students from over 15 countries, providing a global platform to assess skills in strategy, ethics, and innovation.

StrategIQ was specifically designed as an AI-resilient platform, prioritizing human judgment, ethical reasoning, and persuasive argumentation over reliance on technology. The competition followed a **three-round structure**:

- ◆ **Scenario Sprint (Round 1):** Participants answered 100 rapid-fire, scenario-based questions, testing speed, accuracy, and breadth of knowledge.
- ◆ **Justification Joust (Round 2):** Teams were required to provide 200-word written justifications for their strategic decisions, evaluated on logic and depth of analysis.
- ◆ **Strategic Pitch (Round 3 – Live Finale):** Finalists presented a comprehensive business case before a panel of judges, assessed on strategic recommendation, ethical and sustainable considerations, and problem analysis.

The event implemented strict AI policies, proctoring measures, and a Code of Conduct to safeguard integrity throughout the competition. StrategIQ emphasized real-world applications, ethical dilemmas, and cross-cultural collaboration, reflecting the interconnected nature of modern business challenges.

The championship was awarded to the University of Technology and Applied Sciences, Ibra, Oman, followed by UTAS Muscat in second place, and Al Buraimi University College securing third place. The competition was coordinated by a dedicated 13-member faculty team, ensuring a smooth digital experience for all international participants.

Participant feedback highlighted the innovative format, ethical focus, and enhancement of critical strategic skills. StrategIQ reaffirmed UTAS-Shinas' leadership in conscious, relevant business education, demonstrating that human intellect, strategic thinking, and ethical reasoning remain indispensable in the AI era.

Reported by *Dr. Minu Thomas, CEBA, UTAS-Shinas*







CEBA Staff & Student Articles



A Reflection on the IMA Middle East Student Case Competition

Dr. Haitham Ramadan Shehata

Article 1

CEBA Ibra

Last year, we experienced one such landmark moment. For the first time in the Sultanate of Oman, a team from the University of Technology and Applied Sciences-Ibra qualified for the finals of the prestigious IMA Middle East Student Case Competition 2025. Our student achievement was not limited to qualifications, but they soared even higher to secure a stunning Second Place victory. This was not just a victory for our students; it was a historic achievement that placed Oman firmly on the map of regional academic excellence.



Our journey to the finals was a testament to the power of dedication, strategic thinking, and unwavering teamwork. Competing in a field of formidable institutions from across the Middle East and Africa, our students demonstrated exceptional prowess in managerial accounting and financial analysis. They navigated a complex, real-world business case study, applying theoretical knowledge to devise practical, innovative solutions. Seeing them articulate their strategies with confidence and professionalism was a clear indicator that we are nurturing the future leaders of Oman's economy. This achievement is even more significant when viewed against the backdrop of the competition's history and scale.

A Look at the IMA Middle East Student Case Competition

The IMA Middle East Student Case Competition is an annual event organized by the Institute of Management Accountants (IMA) for university students in the Middle East region. This competition aims to enhance students' skills in strategic analysis and critical thinking through the analysis of real-world case studies in the field of managerial accounting and finance.

Launched for the first time in the United Arab Emirates in 2012, it expanded the following year (2013) to include other countries in the region, such as the Kingdom of Saudi Arabia, Egypt, Jordan, and Qatar. The competition has witnessed remarkable growth in the number of participants over the years. For instance, in the 2025 edition of the IMA Middle East Student Case Competition, 432 students, divided into 106 teams from 9 countries across the Middle East and Africa, participated. From this highly competitive field, only the top 4 teams advanced to the finals. It was among this elite group that our UTAS team earned its well-deserved place.



A Reflection on the IMA Middle East Student Case Competition (cont..)

Article 1

CEBA Ibra

More Than a Competition: A Transformative Experience

The team's journey was a masterclass in perseverance and growth. The transition from qualifying for the finals to preparing for them required a new level of strategic depth and presentation polish. As their advisor, I watched with immense pride as they refined their analysis, anticipated challenging questions, and honed their delivery to perfection. Their second-place finish is a direct result of their ability to absorb feedback, adapt, and perform under pressure with exceptional poise and professionalism.

This achievement is far more than a trophy; it is a transformative experience that has equipped our students with critical thinking, collaborative, and communication skills highly sought after by global employers. They have not only made history but have also set a powerful new precedent for what is possible.

To our champion students: you have carved your names in the annals of UTAS and Omani academic excellence. You have shown that with talent and tenacity, we can compete with the best and emerge victoriously. Your success

has raised the bar and will undoubtedly inspire a new generation of students to dream bigger and achieve more. This is not an end, but a brilliant beginning for Oman's future on regional and global academic stages.





Beyond Spreadsheets: How AI is rewriting the Future of Finance and Accounting

Dr. Shakeb Akhtar

Article 2

CEBA Ibra

Artificial intelligence (AI) is no longer an experimental technology reserved for tech giants; it has become a strategic necessity for finance and accounting functions across industries. As organizations navigate increasingly complex regulatory environments, heightened market volatility, and escalating stakeholder expectations, AI offers an unprecedented opportunity to transform how financial information is generated, analyzed, and used for decision-making. The shift underway is deeper than automation; it is a redefinition of what it means to be a finance or accounting professional in the 21st century.



For decades, the backbone of financial operations rested on spreadsheets, manual reconciliation, and rule-based systems. While these methods delivered reliability and structure, they also consumed significant time and were vulnerable to human error. Today, AI-driven analytical tools, machine learning algorithms, and intelligent automation platforms are ushering in a new era one that prioritizes real-time insights, predictive modelling, and strategic value creation.

◆ From Record-Keeping to Value Creation

Traditionally, accounting has been defined by its backward-looking nature: recording past transactions, ensuring compliance, and verifying accuracy. But the rise of AI is expanding this scope dramatically. Intelligent automation systems now process transactions, categorize expenses, and detect anomalies with greater speed and precision than human teams alone.

Machine learning models can examine patterns across massive data sets far beyond what traditional tools can manage. This enables finance teams not only to understand past performance but also to forecast future trends with remarkable accuracy. For example, predictive algorithms can anticipate cash-flow fluctuations, identify early warning signs of financial distress, and support evidence-based investment decisions. As a result, finance departments are transitioning from operational hubs to strategic centers of excellence.

◆ Smarter Auditing and Assurance

Auditing is another area experiencing rapid transformation. Historically, auditors relied on sampling techniques due to constraints in time and resources. AI breaks through those limitations by enabling the review of entire populations of financial transactions, rather than small samples. This leads to more comprehensive audits, higher-quality assurance, and enhanced risk detection. Natural language processing (NLP) also plays a growing role in analyzing contracts, regulatory filings, and financial disclosures. Instead of spending hours on document review, auditors can use AI tools to extract key terms, flag inconsistencies, and cross-check compliance requirements in minutes. Far from replacing auditors, these tools amplify their capabilities, freeing them to focus on higher-order judgement, skepticism, and interpretation.

◆ AI in Corporate Finance: Real-Time, Data-Driven Strategy

Corporate finance teams are increasingly turning to AI to support strategic planning and capital allocation. Real-time dashboards powered by AI offer dynamic views of an organization's financial health,



Beyond Spreadsheets: How AI is rewriting the Future of Finance and Accounting (Cont..)

Beyond Spreadsheets: How AI is Rewriting the Future of Finance and Accounting



integrating structured data (revenues, costs, assets) with unstructured data (news sentiment, market trends, competitor behavior).

AI-powered scenario modelling allows CFOs to simulate multiple future states from supply chain disruptions to interest rate changes and identify optimal strategies under uncertainty. Such capabilities are invaluable in volatile economic environments where timely information can make the difference between resilience and vulnerability.

Furthermore, AI is revolutionizing risk management. Advanced systems can monitor anomalies in financial transactions, uncover fraud patterns, and predict credit risks long before traditional techniques would detect them. This not only reduces financial losses but also enhances overall governance and accountability.

◆ Reinventing the Accountant's Skill Set

While AI significantly enhances efficiency, its most profound impact may be on the evolving role of finance and accounting professionals. The future accountant will be less of a number-cruncher and more of an analytical thinker, data interpreter, and strategic advisor. This shift requires a reorientation of skills.

Data literacy, statistical understanding, and familiarity with AI tools are becoming core competencies. Ethical judgement and human insight, however, remain irreplaceable. AI can process information, but it cannot understand organizational culture, interpret nuanced stakeholder expectations, or navigate ethical dilemmas without human guidance. The synergy between human judgement and algorithmic intelligence is what drives real transformation. Educational institutions and professional bodies are already responding. Accounting curricula are integrating modules on analytics, automation, and AI-driven tools. Continuous upskilling is becoming non-negotiable for practitioners who wish to stay relevant in a rapidly evolving landscape.

◆ Ethics, Accountability, and Governance in the Age of AI

As AI becomes embedded in financial decision-making, organizations must confront new ethical and governance challenges. Who is responsible if an AI-generated forecast leads to poor financial outcomes? How should firms address algorithmic bias in credit decisions or risk assessments? How transparent must AI processes be for auditors and regulators?

Establishing robust governance frameworks for AI including audit trails, explainability requirements, and ethical guidelines is essential. Regulators globally are moving toward more structured AI policies, emphasizing transparency, fairness, and accountability. Firms that integrate ethical practices into their AI adoption will not only mitigate risks but also build trust with stakeholders.

◆ The Road Ahead: Augmented Finance, Not Automated Finance

The integration of AI into finance and accounting is not about replacing professionals, it is about augmenting human capabilities. AI excels at processing data at scale, identifying patterns, and learning from experience. Humans excel at exercising judgement, contextualising information, and making ethical decisions. The future belongs to organizations that can blend these strengths effectively. As AI continues to evolve, we can expect a shift from descriptive analytics (What happened?) to prescriptive analytics (What should we do next?). Finance leaders who embrace this transition will unlock new levels of organizational agility and long-term value creation. In this new landscape, the goal is clear: move beyond spreadsheets and rule-based automation toward intelligent, insight-driven finance. The organizations that succeed will not merely adopt technology; they will reimagine their processes, empower their people, and use AI as a catalyst for sustainable financial transformation.

Imperfect.exe

Maram Khalfan Al-Amrani, Shahad Hamood Al-Zakwani, Raneem Hamad Al-Wahibi

Article 3

CEBA Ibra

Clamoring shook the university halls, not a single student could sit in place, the rooms heavy with the gloomy and anxious demeanor of its inhabitants, it was exam season after all, and everyone was afraid. Except for...

Amina. What a truly unremarkable person. Class is overwhelming, hobbies are comforting, she'd often think, *only* think, she'd be too embarrassed to say it out loud. People wouldn't understand, she's a coder, she's different, but wait, her anxiety lost her the opportunity to be known as one, now she can only study at her dream university, as a different major.

Sometimes she'd walk by the IT labs in her spare time and stare. Running away to the sound of footsteps approaching. Amina, uninterested in working, tired of failing despite her efforts, had an idea sparked.



Leila is a person that wakes up with the sun, arrives with the professors, buys a bottle of her favorite drink and snacks the day before they expire, returns to her apartment 60 seconds before the janitor cleans the halls. She finds order in her life through the order in her environment.

It took but a day for her to realize that something had changed, had her lazy group teammate had changed? She submitted her work for a final year major project early, and it was good, *REALLY GOOD*. It was nothing like she expected, Leila had organized her week to fit extra time to carry the work for the team, now she simply sat pondering what to spend the next two hours doing.

Amina sat silently, testing, question after question to see what her marvelous creation would respond with, she had always been interested in the study of AI, how versatile and adaptable it is, how the speed it was growing at was frightening even to her. *Yes*, everything it responded with sounded human! Even other AI programs couldn't detect that its writing belonged to one of them. Amina was amazed, she had never accomplished creating a program this intricate, and in record time! She giddily scrolled through her messages, checking 'her' submission, that it was seen, a twinge of guilt scraping through her, evaporating or so it would seem with a scratch on the back of her neck.



Imperfect.exe (Cont..)

Article 3

CEBA Ibra

Leila would find herself periodically thinking about her teammate's writing, she'd read it again and again, check its contents, then leave with the same conclusion every time: it's **perfect**. She had never been so enthralled by someone's change in behavior before. This fascination slowly grew into a part of her meticulous routine; she would simply sit and check on the updates her teammate would deliver early. It wasn't long before this interest turned into suspicion.

How is she finishing these so quickly, when it would take her so long to respond to messages before?

How is the writing so neat and organized, yet her text messages are illegible?

How can writing lack imperfections?

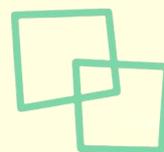
These thoughts would haunt her days, disturb her structure, they would creep in as motivation and doubt, it would build into a desperate plan to put them to rest.

Amina felt another itch at the back of her neck, it had started to get puffy and red from the number of times she would scratch it, but she couldn't help herself. She was sitting nervously in a seat at the back of a cafe located on the building's rooftop, leaning against the railing with the sun's warm red light coloring her face, as it slowly went down. It had to be late in the day; her teammate is a very busy person after all.

"**Amina?**" **Leila** said, she got a nod as a response and took it as a sign to sit down. The two sat in silence trying to get comfortable in their seats, as the colors of red, orange and pink bathed them.

Nervously Leila handed the girl across the table a sheet of paper, something in it so embarrassing she could never say it out loud. It was a letter of admiration, a request for advice and collaboration, a potential for friendship, in writing that's utterly imperfect. Writing, raw and sincere, that's a true expression of Leila's emotions on a page, it was nothing like what Amina expected. A rush went through her, she felt a stinge in her chest, fast and heavy breaths escaping her mouth, wetness in her eyes that she had to try her hardest to contain. And a neck that was so itchy it felt like she was being stung by a thousand needles. Finally, she spoke.

"I cheated." Two words met with disgust, disappointment, anger and shame on Leila's face. But all Amina could feel was relief, her neck had finally stopped itching.





From Learning to Leading: Growing a Career in Tourism and Hospitality

Dr. Amitabh Mishra, Dr. Mohit Kukreti, Dr. Amal Sulaiman Al Alawi

Article 4

CEBA Ibri

Tourism and hospitality are among the fastest-growing service sectors globally, creating millions of jobs and supporting industries like transport, retail, culture, and food production. In Oman, as the country diversifies beyond oil, this sector has become a key economic pillar with strong government backing, major new projects, and rising international appeal. No longer seen as "extra" or optional, it's now central to our economy, generating jobs, boosting small businesses, and putting Oman on the world map. For young Omanis, this means tourism and hospitality offer far more than hotels and travel agencies. They provide real, sustainable career paths with growth potential.

Why Tourism for Oman?

Oman possesses a stunning collection of natural wonders: mountains, vast deserts, serene wadis, pristine beaches, and ancient forts paired with its well-earned reputation for safety, peace, and authentic Arab hospitality. These assets make it a magnet for travellers seeking nature adventures, cultural immersion, and genuine experiences. The government has made tourism a cornerstone of economic diversification, driving investments in hotels, resorts, eco-parks, conference centres, and thrilling entertainment projects. With more airlines linking Oman to global hubs and international hotel brands expanding here, the demand for skilled Omani professionals is surging year by year.



Photo courtesy InterContinental , Muscat

The Scale and Growth Potential of the Industry

Around the world, travel has bounced back stronger than ever after the pandemic, with visitor numbers and spending in many places matching or exceeding pre-2020 levels. Experts predict steady growth over the next decade, powered by expanding middle classes, simpler visa requirements, and a passion for quick, frequent getaways, with people prioritising experiences over material goods. For Oman, this global flow opens doors to more tourists, longer stays, higher spending, and exciting new segments like adventure seekers, wellness enthusiasts, and "bleisure" travellers blending work and play.



From Learning to Leading: Growing a Career in Tourism and Hospitality (cont..)

When tourism succeeds, the benefits spread wide—it doesn't just lift hotels and airlines but boosts restaurants, shops, farms, transport firms, artisans, and beyond. A single new resort or project can generate hundreds of direct jobs in hospitality and countless indirect ones in construction, agriculture, crafts, and more. For Omani students, this means a vast, diverse industry full of real potential that's still expanding rapidly.

What Kinds of Careers are Available?

Tourism and hospitality offer a wide variety of career paths, from hands-on operational roles to strategic leadership positions. One of the industry's biggest strengths is its variety. Whether someone loves dealing with guests, working behind the scenes, organizing events, cooking, or handling technology, there's likely a role that fits their personality and skills. Many positions also feature clear promotion paths, where entry-level jobs can lead to supervisory, managerial, and even executive roles with the right qualifications and strong performance.

Some examples include:

- ◆ Hotel front office and guest relations
- ◆ Food and beverage and culinary arts
- ◆ Housekeeping and facilities management
- ◆ Travel agencies, tour operations, and guiding
- ◆ Events, conferences, and exhibitions (MICE)
- ◆ Marketing and digital roles in tourism
- ◆ Sustainability and community-based tourism
- ◆ Entrepreneurship in tourism and hospitality



What Skills Do Students Need?

To succeed in tourism and hospitality, students need a mix of knowledge, practical skills, and the right attitude. Important skills include:

Photo courtesy omanpocketguide.com

- Strong communication in Arabic and English (plus any extra language is a bonus)
- Good customer service and problem-solving abilities
- Teamwork, patience, and a positive attitude, especially in busy periods
- Basic understanding of business and finance
- Familiarity with computers, reservation systems, and online tools

Formal qualifications such as diplomas, degrees, or short professional courses help students enter and progress in the industry. On-the-job training is equally important, and many companies offer training and management development programs to motivated staff.



From Learning to Leading: Growing a Career in Tourism and Hospitality (cont..)

Entrepreneurship: Creating Your Own Opportunities

Tourism and hospitality also offer space for small and medium-sized businesses. Young Omanis can launch guesthouses, homestays, cafés, food trucks, tour companies, adventure experiences, or cultural events. By combining local knowledge, creativity, and good service, they can build unique products that stand out in the market. Digital tools make it easier than ever to promote these businesses. Social media, online booking platforms, and simple websites can connect small Omani enterprises to customers from all over the world.

The Role of Universities and Colleges

Educational institutions can make a big difference in how well students are prepared. Practical training, internships, site visits, and real-life projects help bridge the gap between theory and practice. Guest lectures from industry professionals, career fairs, and mentorship programs can also give students a clearer picture of what to expect and how to progress.

Strong partnerships between universities, government bodies, and the private sector help ensure that programs are up to date and aligned with real industry needs.

Shaping Tourism Employment Through Policy, Projects, and Skilled Workforce

Oman's tourism sector, aligned with Oman Vision 2040, is strategically leveraging foreign direct investment (FDI) and flagship development initiatives to create enhanced employment opportunities. The tourism sector is evolving into a broad, skill-intensive ecosystem that integrates culture, heritage, leisure, retail, events, and infrastructure development, collectively offering greater career pathways for qualified graduates.

Major infrastructure projects are driving employment growth across the country. Jabal Akhdar's development includes luxury resorts, eco-lodges, wellness retreats, and adventure tourism facilities, supporting careers in sustainable tourism operations, visitor experience management, and hospitality leadership. Similarly, the Greater Nizwa Development Area and regional initiatives in Al Dhofar including luxury resorts and kharif infrastructure in Salalah, along with projects in Al Dhahirah and Sharqiya focusing on eco-tourism, desert tourism, and heritage tourism, create diverse professional opportunities.

Urban development and entertainment complexes also contribute significantly to employment. Madinat Al Irfan, the Sultan Qaboos Port waterfront redevelopment, and major shopping destinations including City Centre Muscat, Mall of Oman, Mall of Muscat, and Grand Mall provide retail, entertainment, and management positions. Cinema complexes such as VOX Cinemas and Cinopolis add to these opportunities.

Cultural and recreational infrastructure further enriches the employment landscape. Various forts, the Museums of Oman, and the Royal Opera House Muscat create jobs in cultural programming, arts management, and visitor services. World-class sports facilities including Al Mouj Golf, Ghala Golf Club, and LA VIE Club offer additional professional opportunities. The Oman Convention and Exhibition Centre (OCEC) support MICE



From Learning to Leading: Growing a Career in Tourism and Hospitality (cont..)

tourism development, generating skilled roles in event planning, hospitality, and international business. Meanwhile, airport expansions across Muscat and regional centres enhance connectivity, boost year-round tourism, and generate employment across multiple sectors.

This multi-pronged development approach demonstrates that graduate employment increasingly extends beyond traditional hotel-centric roles, reflecting a strategic alignment with tourism-led economic diversification.



Manah, 13/March/2023, His Majesty Sultan Haitham bin Tariq, patronised the official opening of **Oman Across Ages Museum** in the Wilayat of Manah, Governorate of A'Dakhiliyah,

Photo Courtesy Times of Oman

Positioning for Success: Policy and Practice

To fully capitalize on these opportunities, several key measures are essential. Educational institutions and policymakers should focus on strengthening the recognition of tourism qualifications, aligning higher education curricula with emerging industry needs, and promoting robust industry-academia partnerships. Supporting regional employment initiatives in line with Oman Vision 2040 ensures that tourism graduates are well-positioned to participate in the growing sector while contributing to sustainable economic growth.

However, it's important to acknowledge that tourism employment remains vulnerable to global crises, including pandemics, terrorism, climate change, and technological disruption. Building resilience requires developing adaptable, digitally enabled workforces. Equally critical is exploring inclusive, humanistic management practices, equitable labour standards, and gig-based work ecosystems that account for emerging workforce needs. Considering the integration of marginalized groups, the role of artificial intelligence, and evolving skill requirements is essential to ensure that employment in the sector remains resilient, dignified, and sustainable in volatile, post-pandemic environments.

A Promising Future for Omani Youth

Tourism and hospitality in Oman are still growing, with plenty of space for new ideas and fresh talent. For Omani students, this field offers meaningful careers, the chance to meet people from around the world, and the opportunity to represent their country on a global stage. With the right skills, mindset, and support, today's students can become tomorrow's managers, entrepreneurs, and leaders in a vibrant tourism industry that benefits both local communities and the national economy.



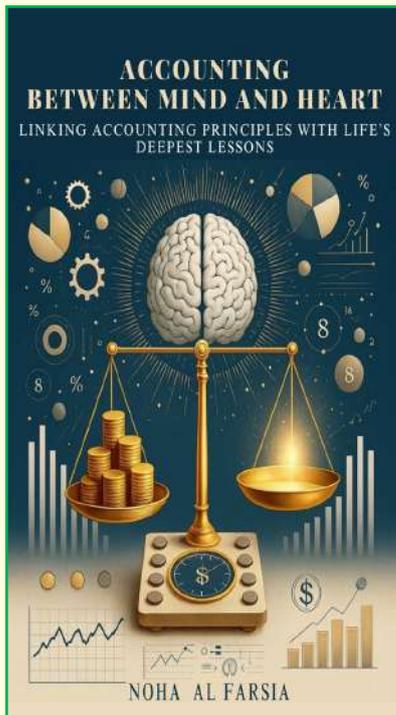
The Impact of Accounting on My Life

Noha Mohammed Sultan Saif Al Farsi

Article 5

CEBA Ibri

When I first started studying accounting, I viewed it simply as an academic subject filled with numbers, rules and calculations. I never imagined that it would become a part of how I think and make decisions every day. Over time, I realized that accounting is not just about balancing figures, it is a mindset that teaches discipline, organization and awareness in both financial and personal aspect of life. In accounting, I learned that assets are the greatest investment a person can have. When we protect and grow assets wisely, whether they are skills, values or relationships. They generate positive outcomes and attract multiple opportunities for success. On the other hand, neglecting them leads to loss and instability. The balance sheet also taught me that



life, just like accounting, requires balance. Our "assets" and "liabilities" must stay in harmony. Giving certain situations or people more importance than they deserve creates imbalance and emotional loss. Just as in accounting, when liabilities exceed assets, damage occurs. Therefore, maintaining balance is not only a financial rule, it is a principle for living a peaceful and productive life.

Whereas income statement taught me that, in every stage of life, our "revenue" should be greater than our "expenses". Joy, achievement and overthinking are expenses that reduce our emotional profit. When we allow negative feeling to grow beyond their natural limits, we experience loss instead of learning. Just like in accounting, we must manage our emotional spending wisely to stay in profit. On the other hand, cash flow statement gives me another powerful perspective: to keep my life cash flow positive, I need to let go of people, habits or thoughts that drain my energy and add no value and instead welcome those who inspire, support and invest in my growth. A healthy flow, whether of money or motivation, ensures that my future remains strong and full of potential.

In the end, accounting has become much more than a subject I studied in university. It has become a way of thinking that shapes my daily decisions. It taught me how to invest in my strengths, maintain balance in relationship and manage my emotional and mental "assets" with care. Every principle in accounting reflects a deeper life lesson: to plan, to evaluate and stay accounting for our own growth. Through accounting, I learned that success is not accidental. It is the result of understanding, balance and wise management, both in finance and in life.



Stepping Into The Unknown: My New Chapter In Musandam, Oman

Ms. Anuradha Gedela

Article 6

CEBA Musandam

Stepping into a new country, a new culture, and a new academic environment is never easy. When I first arrived in Musandam from India, carrying my dreams and uncertainties, I felt a thrill along with mixed feelings: Would I adjust smoothly to this unfamiliar place? Was it possible to raise my contribution in the academic circle here? These were the concerns that bothered me as I stepped onto the campus (UTAS-Musandam) for the very first time, curious, inspired, and hopeful.

The simple yet meaningful objective that I, as a lecturer from the Department of Economics and Business, had was to share knowledge, to guide, and to learn; but like every beginner, certain insecurities were carried. I wondered whether my students would feel comfortable with my teaching method, whether they would gain clarity and confidence through my sessions, and whether I could meet the expectations placed on me. As time progressed, I came to realize that teaching is not about delivering content; it's about connecting, understanding, and growing together.

What eased my journey immensely was the warmth I received from the college community. My colleagues and co-lecturers welcomed me with genuine kindness, and their continuous support helped me settle into my role with confidence. Our Head of the Department played a significant role, ensuring that I felt at home and guiding me whenever I needed clarity or encouragement. This sense of belonging strengthened my motivation and helped me overcome my early uncertainties.

The Department of Economics and Business is uniquely placed to play a major role in the development of students at Musandam. Our programs enable learners to establish strong foundations in marketing, finance, tourism, and broader areas of business—fields that play an essential role in the development of the region. The college itself stands as one of the key pillars supporting the growth of Musandam, especially in a location that is known for its breathtaking landscapes but has only a limited resident population. Establishing a higher-education institution here has opened the doors of opportunity for many young people who may not have otherwise had easy access to a degree.

Personally, working in such a unique environment has been deeply fulfilling. The students were warm, respectful, and eager to learn, making my teaching experience both enjoyable and enriching. Besides my academic responsibilities, I also got to contribute a small part to the Examination Department, which gave me an insight into the internal process of the college.



Stepping Into The Unknown: My New Chapter In Musandam, Oman (Cont..)

Article 6

CEBA Musandam

Another meaningful part of my journey was attending workshops organized by the college. Initially we had staff induction program for the newcomers which is the first and foremost part to know about the University, the rules and regulations where we need to follow. I had the opportunity to learn about Microsoft Forms and how to use Moodle effectively—tools that are essential in enhancing both teaching and assessment. Additionally, the workshop included a Research-Teaching Integration, where we were guided on how to begin research and the right approaches to follow. These sessions helped me feel more confident and integrated into the academic processes of the institution.



What gave color to this journey was the cultural vibrancy that I was able to experience. Oman has its own charm, and I found it really rewarding to embrace a new culture while being a part of it. Recently, I had a chance to experience the celebrations of the Omani Women's Day on campus. It left a mark in my heart to see students and staff come together with such enthusiasm, pride, and oneness. It reminded me of how education is not about academics only; it is also about the celebration of identity, diversity, and community spirit. Shortly after that, the celebrations for National Day filled the campus with an atmosphere of joy and patriotism, giving me a deeper appreciation of Omani culture and community spirit. Looking back, my part-time lecturing experience in Musandam has been more than a professional journey. It has been a personal transformation. I came with doubt, but I found confidence. I came to teach, and yet I learned just as much. The journey motivated me to learn new things, and I believe I would learn even more.

Looking ahead, my journey on campus continues with gratitude. Each day reminds me that education has the power to transform not only students but educators as well. As I continue working here, I am inspired to contribute even more to this vibrant community and to help build a future full of confidence, opportunity, and shared success.



The Whisper of the Mountains: A New Chapter in Musandam

Mr. Reynald Funtinilla

Article 7

CEBA Musandam

Ten years! A decade of mornings greeted by the same desert sunrise, the familiar, comforting rhythm of **UTAS Shinas**. My life was a well-worn path, reliable and good, but perhaps a little too straight. Then came the transfer: **UTAS Musandam**. Friends in Shinas saw it as a beautiful exile, maybe, but an isolation at the rugged tip of the Sultanate. For me, it was a leap of faith.



A crisp morning air followed me aboard the high-speed ferry in Shinas, the promise of the Musandam Peninsula's dramatic beauty hanging in the breeze. As the vessel pulled away, the mundane coastline gave way to the deep, sparkling blue of the Strait of Hormuz, and soon, the legendary "Fjords of Arabia" began to emerge, magnificent cliffs rising dramatically from the turquoise water, a humbling contrast to the vessel's swift journey toward Khasab.

The first few weeks were a blur of settling in at the university, but it was after hours that my real life began. I found myself drawn, irrevocably, to the wild heart of the place. One quiet Friday, a colleague and friends took me to a place they simply called "**The Secret Beach**". Getting there was an adventure rough and stiff cliff, a winding track that opened to a cove of pristine turquoise and blinding white sand. This felt private, a conversation between the sea and the sky. I sat there, listening to the gentle lapping waves, and for the first time in years, the low hum of anxiety that had always lived in my chest quieted completely.

Then came the drive along the Bukha shoreline. It wasn't just a road; it was a gallery of towering cliffs plunging into the cerulean Strait of Hormuz. I'd pull over, the wind whipping my face, gazing at the *dhow*s slicing through the water, feeling an exhilarating sense of scale. I was small, and the world was vast and beautiful.

The land offered its own quiet wonders. I discovered the **Khalidiya Swamp**, not a typical tourist spot, but a surprising, lush haven for birds and other animals. It was a pocket of vibrant green where I would go to simply breathe and watch the surroundings. It was a reminder that even the most arid landscapes hold unexpected pockets of life. And for the grand view, there was the hike up to **Sunset View Mountain**. The climb was steep, a challenge after a decade of desk work, but the reward was everything: a 360-degree spectacle of jagged peaks and the shimmering sea, a perfect, fiery end to the day. But the moment that truly sealed my heart was an afternoon arranged by a new friend. We took a small boat out at sunset. As we sat, enjoying a humble dinner on the rocking waves, a pod of **dolphins** appeared. They played in the wake, leaping and arcing in the golden light. It was an impromptu, magical performance, a welcome from the sea itself. It felt less like a sight-seeing trip and more like a privileged dinner invitation from nature.



I had come seeking a new job; I found a new way to live. The ten years in Shinas had been good, a foundation of stability. But Musandam was different. Here, amongst the cliffs, the clear waters, and the kind smiles, I found a profound and enduring **peaceful life**. My heart, once a little constrained by routine, had finally expanded to fit the vastness of the mountains and the sea.



Bukha: Where the Mountains Lean into the Sea

Mr. Reynald Funtinilla

Article 8

CEBA Musandam

The old Wilayat of **Bukha** doesn't just rest on the coast of Musandam; it breathes the very air of the mountains and the sea. If you listen closely, you can hear its human story carried on the wind story of resilience woven into the stark, rugged landscape.

The town is anchored by its past, represented most clearly by **Bukha Fort**, a sentinel of stone that has been seen over the Gulf for centuries. For the people here, the fort isn't just a historical monument; it's grandfather's *shield*. They see the work of their ancestors in its thick walls, built from local rock, designed to repel both invaders and the unforgiving sun. It speaks of a time when life was a constant vigilance—against the Portuguese, against pirates, and against the harsh, beautiful isolation of the peninsula.



The lifeblood of old Bukha was, and still is, the water. The community is made up largely of the **Shihuh** people, who for generations have perfected the art of living between the high, dry mountains and the fertile, teeming sea. Their rhythm was a migration: summers spent by the coast fishing and harvest dates, and winters retreating to their stone mountain houses, the **Bait al-Qufi**, to escape the coastal heat and tend to their goats and small terraced fields.

Imagine a fisherman, let's call him *Salim*, preparing his small, sturdy boat. For him, the sea is not a tourist attraction, but a familiar and demanding provider. He knows the currents, the best fishing spots near the coral reefs, and the way the sun catches the pear-shaped watchtower of the fort at dawn. His craft, the making of fishing boats and nets, is an ancient skill, a direct link to the men who once defended this shore.

In Bukha, the mountains are not merely a backdrop; they are a sanctuary. The sheer cliffs that plunge into the *khors* (the fjords of Musandam) have kept the people's traditions intact. They gave rise to unique forms of communication and music, like the traditional chanting known as *al-nadbah*, a call for unity that echoes across the valleys—a fierce, shared identity forged by isolation.

Bukha today is changing, touched by the modern coastal road that connects it to the world. But the spirit remains rooted in the past. It's in the quiet pride of a local craftsman, the knowledge in an elder's eyes, and the enduring strength of the fort that has seen empires rise and fall while Bukha, a small, stubborn jewel on the Strait of Hormuz, simply continues to live and breathe.





The Norway of Arabia: Essential Tips for Traveling to Musandam, Oman

Mr. Reynald Funtinilla

Article 9

CEBA Musandam

Musandam, an Omani exclave separated from the main part of the country by the UAE, is a spectacular destination often called the "Norway of Arabia" for its stunning, fjord-like coastline. To ensure a smooth and memorable trip to this mountainous and marine paradise, here are the most useful travel tips.

A. Pre-Travel & Logistics

1. Master the border crossing and documentation

This is the **most crucial** step, especially if traveling from the UAE.

- **Passport and Visa:** Ensure your passport is valid for at least **six months**. Check the latest **Omani visa requirements** based on your nationality and residency status *before* you travel.
- **Driving from the UAE:** If driving a private or rental car, you will need specific documents:
 - **Original Passport and Driver's License.**
 - **Vehicle Registration/Ownership Card.**

UAE Exit Fee (check the current fee, paid by card at the border).

2. Choose the Best Time to Visit

The best time to visit Musandam is during the cooler months: **October to April**.

- **Optimal Weather:** Temperatures are pleasant for outdoor activities like cruising, snorkeling, and hiking.
- **Summer Heat:** The summer (May to September) can be extremely hot, making prolonged sun exposure and challenging outdoor activities.

B. Activities & Must-Do Experience

3. Embrace the Dhow Cruise Experience

The traditional **Dhow Cruise** through the fjords (Khor Ash Sham) is the absolute highlight.

- **Dolphin Watching:** The chances of seeing playful **Humpback and Bottlenose Dolphins** are very high, often swimming alongside the dhow.
- **Snorkeling and Swimming:** Most full-day cruises include stops for swimming and snorkeling, particularly near the famous **Telegraph Island**. Equipment is usually provided, but you may prefer to bring your own.
- **Full-Day vs. Half-Day:** The full-day cruise offers a more relaxed pace, including lunch, and explores deeper into the fjords.

4. Go for a Mountain Safari

Take a 4x4 tour up the rugged **Hajar Mountains** to the highest point, **Jebel Harim** (Mountain of Women), for



The Norway of Arabia: Essential Tips for Traveling to Musandam, Oman (Cont..)

Article 9

CEBA Musandam

breathtaking panoramic views of the entire peninsula.

- **4x4 is Essential:** The mountain roads are very challenging; a reliable **4WD vehicle** or a guided tour is necessary.

Viewpoints: Don't miss the stunning view over **Khor Najd** (a beautiful fjord inlet).

5. Explore Khasab

The main city, Khasab, is the hub for all activities.

- **Khasab Fort:** Visit this 17th-century Portuguese-built fort for history, a small museum, and views of the harbor.
- **Local Life:** Explore the harbor and souq (market) for a glimpse into local Omani life.

C. Cultural & Practical Tips

Oman is a conservative country, and cultural respect is highly valued.

- **Modest Attire:** Dress respectfully, especially in towns and villages. For women, this means keeping **shoulders and knees covered**.
- **Swimwear:** Swimwear is acceptable only on dhow cruises, private beaches, or at your hotel pool.

Photography: Always ask permission before taking photos of locals, particularly women.

7. Stay Sun Safe and Hydrated

The Arabian sun is intense, even in winter.

- **Essentials:** Pack a **hat, sunglasses, high-SPF sunscreen**, and comfortable, breathable clothing.
- **Water:** Carry plenty of **bottled water**, especially for mountain safaris and land excursions.

8. Carry Cash (Omani Rial – OMR)

While major hotels and tour operators accept cards, cash is necessary in many places.

Local Purchases: Smaller shops and village markets often require cash.



Picture Courtesy dhowkhasabtours.com/



Musandam Launches Six-Month Winter Tourism Season with Over 60 Events

Amna Salim Khamis Al Washahi

Article 10

CEBA Musandam

The Musandam Governorate has officially kicked off its fourth **Musandam Winter** tourism season, running from November 2025 through April 2026.

Under the theme **"Partnership,"** this year's event highlights collaboration between public and private sectors, with a lineup of more than **60 diverse events** across the governorate, including in Lima and the remote village of Kumzar.

Sayyid Ibrahim bin Said al Busaidi, Governor of Musandam, emphasized that the season marks a major step in positioning Musandam as a premier regional and international tourist destination, leveraging its majestic fjords, rich cultural heritage, and spectacular natural landscapes.

Meanwhile, Nawfal Mohammed Al Kamzari, Assistant Director of the Musandam Department of Heritage and Tourism, outlined key preparations: field inspection campaigns for hotels and tourism operators to ensure quality standards, activation of a temporary tourist information center at **Khasab Port** for cruise visitors, and close coordination with authorities to streamline tourism operations.

On the infrastructure front, work is underway to develop a **Visitor Centre in Diba**, a new tourism

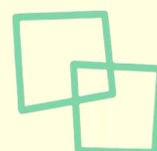
resort at Ras Amoud in Khawr Hablain, and a hotel in Bukha. Also, a major integrated tourism complex called the **"Pearl of Khasab"** is being built in partnership with the Khasab Development and Investment Company (Sandan).

The new season builds on a strong previous year: in 2024, Musandam received **45 cruise ships** carrying **58,267 tourists**, and about **17,413 visitors** toured its forts and castles.



Picture Courtesy www.muscatdaily.com

Officials say the season will boost the local economy, support investment in tourism infrastructure, and highlight Musandam's natural and heritage treasures.





Khasab: The Lofty House of Chivalry

Amna Ali Mansoor Al Shehhi

Article 11

CEBA Musandam

O **lofty house** whose fame is chronicled in books,
Known since ancient times for **chivalry's** fair looks.

This is **Khasab**, where all who enter stand amazed,
Where the proud **Jirz** upon your mountains, Oman, are raised.

And your **history**, O home of pride, is still being penned,
Oh, our home, the refuge of **heroism** and the brave, without end.

My verse grows sweet because your name, **Khasab**,
I proclaim, Perfect in its measure, worthy of your mighty fame.



Picture Courtesy www.tripadvisor.com



New Khasab Hospital

Reham Ali Mohammed Al Khamzari

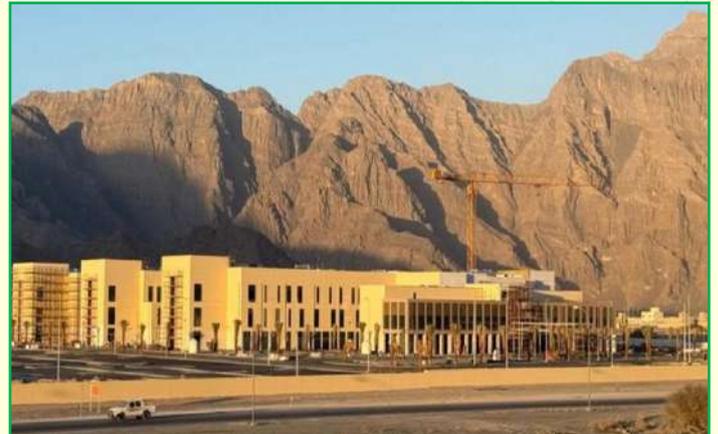
Article 12

CEBA Musandam

The Sultanate of Oman is poised to inaugurate a major healthcare milestone in the Musandam Governorate with the anticipated opening of the New Khasab Hospital in January. Following rapid construction progress, the Ministry of Health (MOH) is preparing for the launch of the new facility, which is set to significantly enhance specialized medical services for the region's residents.

The new hospital, constructed on a sprawling 100,000 square meter plot with a built-up area of approximately 36,000 square meters, will house 164 beds, greatly expanding the capacity of the current healthcare infrastructure.

The facility's three-floor main building is designed to offer a comprehensive range of medical departments, aiming to reduce the need for patients to travel to other governorates for complex treatments. Key specialties include: Accident and Emergency Unit, Intensive Care Units (for adults, pediatrics, and cardiac patients), Nephrology Unit (Kidney Medicine), Obstetrics and Gynaecology Ward, Pediatric Intensive Care Unit,



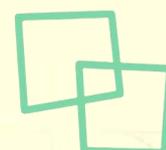
Special Care Unit for Neonates (Pre-term infants), Radiology Department, and Rehabilitation Centre

The inauguration of the New Khasab Hospital is a vital step in the MoH's efforts to develop the health sector and aligns directly with the goals of Oman Vision 2040 to ensure quality of life and comprehensive healthcare access for all citizens and residents.

An MOH official stated that the hospital represents one of the most important health development projects in Musandam, fulfilling a long-term strategic requirement to support the region's growing population and development. The project's timely completion by the end of 2025 paves the way for the smooth operational start in the new year.

The January opening will be a moment of celebration for the community, marking a new era of high-quality, specialized medical care right at their doorstep.

Picture Courtesy <https://omannews.gov.om/>





Transforming Student Learning with Copilot in Education

Talal Mohammed Albalushi , Rawad Jamal Alzadjali

Article 13

CEBA Musannah

Copilot is smart assistance powered by AI that helps users' to complete tasks quickly and efficiently. For students, Copilot is a powerful learning tool that helps them boost their productivity and understanding their lessons. Students can use it to easily write research papers, summarize text, correct grammatical errors, and create presentations or reports. It can answer questions and explain difficult concepts in a straightforward manner, saving time and effort. With its ability to interact in natural language, students feel like they are talking with a private tutor who is always available. Therefore, Copilot is an ideal partner on the modern learning journey.

The chat process involves three main steps: first, entering the prompt; second, reviewing the sources and third, continuing the conversation to refine the answers by asking follow up questions. The key to writing an effective prompt is to include the context, goal, source and expectations. There are agents in copilot which will assist you to reach your goal.



According to Adebawale Jeremy Adetayo, "The partnership between Copilot and Claude AI provides a strong solution for reshaping education and library services. The research highlights how combining real-time internet access, smart information retrieval, and strong comprehension abilities can improve these sectors. However, the study also points out important challenges, such as algorithmic bias and concerns over data rights. It stresses the importance of responsible AI management, transparency, and ongoing efforts to improve the technology."

In conclusion, Copilot represents the future of modern education. It enables students to learn more quickly and interactively while encouraging them to be creative and trust in technology.

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Picture Courtesy <https://learn.microsoft.com>



Reflections from Oman: the land I now call Home

Dr. Zareen Mazumder

Article 14

CEBA Muscat

I and my husband arrived in Muscat, Oman, on the evening of November 18, 2019, unaware that this date held great significance for the country as it was celebrated as the National Day. As we landed at the airport, I noticed that people were very kind and considerate in their interactions. During our drive to the hotel, I marveled at the beautiful decoration brightening the streets in full color and grandeur. The Public Relations Officer (PRO) was friendly and took the time to explain the significance of the day.

The days that followed offered me a new outlook on life. I was getting to experience a culture where greetings like "*Salam*", "*Kaif Al Hal?*" (*How are you?*) and *Alhamdulillah* was the norm. People were cordial, welcoming, and approachable, to say the least. As the weeks passed, I learned how things operated within the system, interacted with various people, and imbibed the positivity that surrounded me. I still remember the advice given to me by Dr. Bassam Khalil Tabash, the Head of Department at that time. He said, "Always remember you are the leader in your class. Don't be so strict that you break the stick, nor too lenient that you are taken lightly." That was a valuable life lesson!

I can say January 2020 was a difficult phase for Oman. His Majesty, the late Sultan Qaboos bin Said (may his soul rest in peace), passed away on January 10, 2020. I witnessed the immense outpouring of love and grief for the late Sultan, under whose visionary leadership the country saw immense progress and national development. At the very same time, the rising number of COVID-19 cases, marked the transition to online classes and virtual meetings. The situation required us to create multiple versions of assignments and



examination papers for the students. Oh, what an *era* that was!

My daughter was born in 2021 in the hands of Dr. Aida Hameed Al Bayati, a gentle and

extremely helpful lady. When I asked what to do in an emergency, she quickly gave me her number and said to call her whenever needed. She said it's her duty, and she would be available. Another life lesson on the importance of showing devotion and sincerity to work and the impact that you leave on the lives of other through your interaction. I relearned the need to be considerate and open to people around. On the day my daughter was born, Dr. Aida later laughingly told me that she exceeded all the speed limits to ensure she arrived on time. I remain forever grateful to her.

Fast forward to 2022, my mother fell unconscious in the bathroom. Fortunately, we were home to take her to the clinic promptly. While medical tests were being conducted at the clinic, my mother suffered a cardiac arrest. Just then, the emergency doctor, Dr. Mohammed, coincidentally had decided to check in one last time before leaving for the day. He turned out to be a godsend, as he was able to revive my mother through timely CPR efforts. Dr. Ghaliyah Al Mohani, the electrophysiologist who ultimately performed the surgery, was incredibly generous both in her words and actions. I remain indebted to her for life.

These were a few of the countless moments that had left a lasting imprint on my soul, truly touching my heart and shaping me into the person that I am. My heart is full of gratitude because of such interactions of genuine kindness, thoughtful gestures, and a deep sense of understanding, reminding me to reflect that warmth back into the world around me.

Picture Courtesy www.muscatdaily.com



Unmasking the Truth: The Hidden World of Forensic Accounting

Sameena Begum

Article 15

CEBA Muscat

Not all detectives wear badges. Some carry calculators instead of magnifying glasses. They work quietly behind computer screens, tracing money trails, exposing lies, and uncovering the truth buried in numbers. Welcome to the world of forensic accounting, where finance meets investigation.

What Exactly Is Forensic Accounting?

Forensic accounting blends financial knowledge with detective work. These professionals dig into ledgers and transactions to reveal fraud, embezzlement, or misconduct that others overlook. Their findings often become crucial evidence in courtrooms, where numbers speak louder than words.

Why It Matters

As businesses grow more digital, financial crimes have become more creative. Global studies suggest that companies lose around five percent of their revenue to fraud each year. In Oman and across the GCC, where economies are diversifying and transparency is a national priority, forensic accountants are guardians of trust, ensuring investors and businesses can operate with confidence.

The Skills Behind the Scene

A forensic accountant needs more than math skills. They must understand law, think like investigators, and communicate clearly so judges, lawyers, or even journalists can grasp complex findings. Above all, they must stay ethical and objective, because their work can make or break reputations.

From Classroom Curiosity to Career Purpose

When I introduce real-world fraud cases in my accounting classes, students instantly come alive. They realize accounting isn't just about balancing books, it's about safeguarding honesty. Many are drawn to the idea of using their knowledge to prevent wrongdoing and promote integrity in organizations.

Technology: The Modern Detective's Partner

Artificial intelligence, blockchain, and advanced data tools have transformed how fraud is detected. What once took weeks can now be spotted in seconds. Yet, as technology advances, so do the tricks of fraudsters, keeping forensic accountants on their toes.



A Profession Built on Purpose

At its core, forensic accounting is about protecting truth in a world where data can deceive. Every figure tells a story, and sometimes, that story hides a secret. Forensic accountants are the ones who bring those secrets to light ensuring that fairness and integrity remain the foundation of every financial decision.

Final Thought

In an age where numbers can be manipulated and facts can blur, forensic accountants stand as silent heroes of truth. They remind us that ethics still matter, honesty still counts, and even in the most complex spreadsheets, justice always adds up.

Picture Courtesy www.rasmussen.edu



What is a resilient supply chain?

Mohammed Said Hassan Al Balushi

Article 16

CEBA Muscat

Supply chain resiliency is the ability to respond quickly to operational disruptions through flexible contingency planning and forecasting – from material sourcing to logistics and the final delivery of products and services.

logistics, suppliers, and workforces. Other supply chain disruptions can come in the form of unexpected competition, sudden market trends, or even rapid changes in customer shopping behaviors.

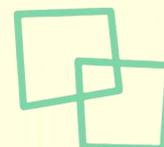
A resilient supply chain is defined by its capacity for resistance and recovery. That means having the capability to mitigate most supply chain

The most resilient and agile supply chains are designed to do more than simply resist and recover. They are built using processes and modern supply chain technologies that allow them to forecast, anticipate,



disruptions and greatly limit the impact of those that occur. Operational risk and interruption can threaten multiple areas of the supply chain, and ultimately business resiliency. Worldwide disasters, as we've seen with COVID-19, can have a far-reaching, global impact upon supply chain

and respond quickly to whatever risks or opportunities the future brings.





My Journey with Accounting

Hawa Abdullah

Article 17

CEBA Muscat

Steve Jobs said it best: *'The only way to do great work is to love what you do.'*

But what if you're not sure what you love yet? What if you're still figuring it out?

When we were kids, we were often asked this question: what do you want to be when you grow up? As a child, I was very clear that I want to become a teacher. I was fascinated by my teachers, the way they explained lessons, and at home while doing my homework I used to imitate them as if I were teaching my own class. Teaching felt natural, it felt right, and it became my dream.

But somehow, life took a different turn. My circumstances led me to UTAS, to the College of Economics and Business Administration. When I had to choose between the business specializations, I chose Accounting. Honestly, I was not completely sure about it. I enjoyed studying accounting compared to other specializations, but deep down, I kept asking myself if I had made a mistake. Even when the theory courses felt easier, accounting felt different, challenging and sometimes complicated, which I liked. So even as I enjoyed it, that small doubt remained: Should I have chosen something more theoretical? Was I really in the right place?

That doubt followed me, even as I started to like accounting more and more. But then, one day, something happened, something I learned that changed my perspective. My grandfather was a passionate person who did not believe in limiting himself to one career path but rather trying out different things. He pursued medicine and became a doctor, opened his own clinic, but at the same time he enjoyed writing poems and poetry so he wrote books as well, and then for a period of his life



he also served in the army and after retiring from the army, guess what his last job was? He worked as an accountant! It was such a simple fact, yet it completely shifted the way I saw my decision. Suddenly, it didn't feel random. It felt like a connection, like a legacy story I was continuing without even realizing it. That gave me hope. Hope that maybe I haven't gone off track, hope that maybe I am right where I am meant to be.

Today, I don't see accounting merely as numbers or rules, I see it as part of my personal journey and a bridge to my future. And maybe my childhood dream of being a teacher isn't lost at all, because one day, I hope to become an accounting lecturer, combining my love for accounting with my old passion for teaching. For me, this story is about finding reassurance and hope in unexpected places, and trusting that even when we're unsure, life has a way of guiding us to where we truly belong.



Neuromarketing And Consumer Behavior: How Digital Cues Influence Purchasing Decisions

Ziyad AL Harthy

Article 18

CEBA Muscat

There are dozens of purchases that people make unconsciously on a daily basis, both in clicking on an advertisement or in deciding which of the Buy Now buttons to experience as more reliable. The invisible forces work behind these decisions, which are revealed in the field of neuromarketing, the combination of neuroscience and marketing. It demonstrates how the smallest details such as colors, sounds, emotions, and even emojis can trigger reactions in the brain to make consumers take action. These cues cause automatic responses in the digital realm where each swipe or scroll counts, and logic will come into play only when it is too late.



How the Brain Drives Desire

Brain chemistry is at the center of neuromarketing. When individuals see something enjoyable, such as a notification that comes at the right time or a promotion limited in time, the brain treats dopamine, the neurotransmitter that is associated with motivation and satisfaction. This burst of

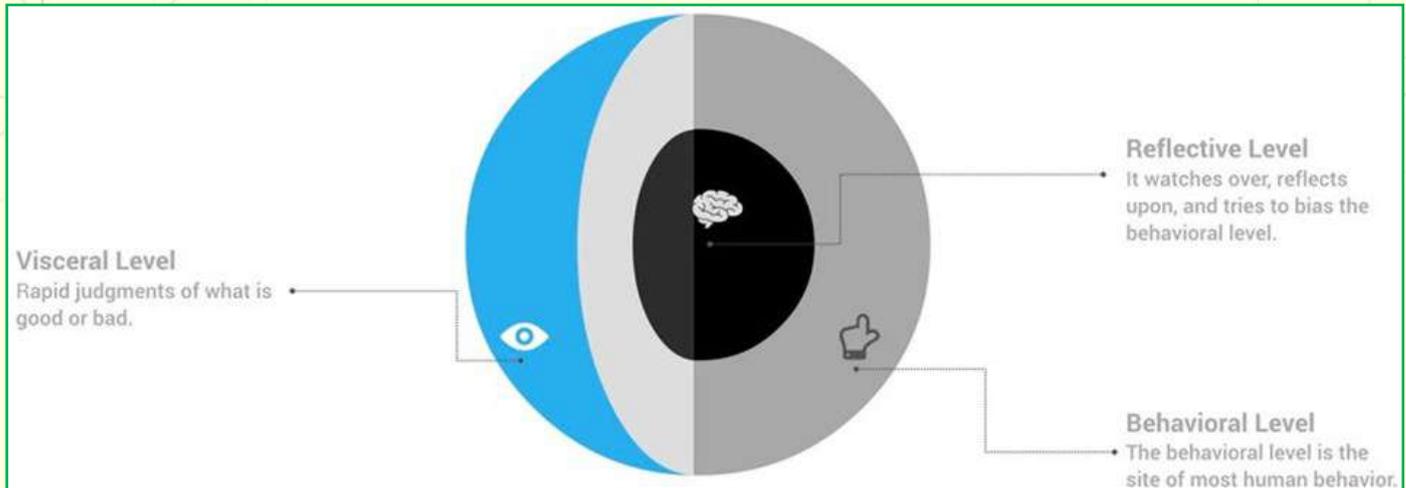
pleasure prompts users to recommended to click, scroll or repurchase. Likewise, the brain cells known as mirror neurons that become activated when a person watches themselves perform an action are the reason being that influence marketing is so effective: when a person looks at someone enjoying a product, those cells are activated, and thus the viewer will also experience the desire to do the same.

The Power of Visual Attention



Marketers also create using human attention span which is becoming very short in a fast-paced digital world. Bright colors or minimal animations capture the attention of the user before he or she loses track. In a 2019 study, Bai et al. concluded that the use of emojis in product reviews enhanced the formation of more favorable online shopping environments, leading to higher levels of trust and intention to buy products (ScienceDirect, 2019).

Neuromarketing And Consumer Behavior: How Digital Cues Influence Purchasing Decisions (Cont..)



Emotional Design Meets Ethics

Digital messages turn the momentary attention into desire that is motivated by emotions. There are certain colors that trigger certain emotions: red and orange suggest energy, urgency, whereas blue is soothing and trustful. The pleasing sound of a ding when an item is added to a cart is a micro-reward, which supports positive behavior. Emotional design - even minor details such as heart emojis or expressive graphics give proximity to brand and consumer.

This is advanced with modern technologies. Eye tracking applications indicate how users are gazing, what draws their attention the most, whereas analysis of facial emotions can be used to understand immediate moods in reaction of ads or desktop interfaces. The findings of these tools enable marketers to narrow down every detail, such as image to typography, to produce the best emotional and cognitive reaction.

It is scientifically proved that measurable business progress can be directly driven with the help of

neuromarketing. In one of the studies conducted by Venkatraman et al. (2015), campaigns created with the help of brain-imaging technologies such as fMRI and eye tracking yielded much more successful sales patterns in comparison to the campaigns, created based on self-report feedbacks (Journal of Marketing Research, 2015). The implications of these findings are a practical strength in the ability to understand how the brain subconsciously processes marketing stimuli.

And there comes with this power responsibility. Taking advantage of the psychological stimuli will lead to morality dangers of manipulating the consumer without their knowledge. The responsible brands have to strike the balance between persuasion and disclosure, making sure that the emotion appeal adds value rather than takes advantage of the purchasing experience.

Neuromarketing today is a science and an art: not only understanding how the mind responds to the digital signals, but turning that insight into more human-oriented, ethical and effective marketing.



The Strength of Omani Youth in the Global Economy

TIF YOUSUF SAID AL-SIYABI

Article 19

CEBA Muscat

Introduction

Since the dawn of the glorious Renaissance Day, Omani youth have remained ambitious in their goals and aspirations, carrying the dream of building modern Oman and striving for a national economy capable of



competing globally. Omani youth draw inspiration from Oman's rich history, its legendary maritime fleet, and the strength of its economy and empire, whose legacy still stands as a testament to the nation's grandeur. Guided by the words of the late leader - may God have mercy on Sultan Qaboos bin Said - as a compass for their aspirations and a roadmap to a prosperous future, Omani youth show the world that their capabilities are formidable, inspired by Oman's vision and walking in the footsteps of the late Sultan.

Skills and Global Competitiveness

Oman today proudly showcases the capabilities and skills of its youth, enabling them to compete on the global stage. Government entities, the Ministry of Education, and the Ministry of Higher Education have worked diligently to prepare a generation equipped for competition by developing their skills across various fields and enhancing their knowledge of artificial intelligence and its applications. Higher education institutions provide programs and training courses to prepare youth to advance Oman's name internationally, leveraging

their abilities and talents while balancing their global ambitions with pride in their national identity.

Leveraging National Resources

Thanks to Oman's geographic diversity and abundant natural resources, Omani youth possess the ability to compete internationally.

From the scent of frankincense in Dhofar to the rich marine life along the coasts, fertile agricultural lands, oil, and natural minerals, youth are creating opportunities to build a strong national economy. Omani youth are also developing national tourism to become an economic pillar on the global stage, taking advantage of Oman's rich heritage and stunning natural landscapes. All these opportunities, together with Oman Vision 2040, form essential pillars for youth to build a strong national economy capable of global competition, founded on creativity, knowledge, and pride in national identity.

Conclusion

Today, Omani youth continue their journey of construction and ambition, inspired by the encouragement and support of His Majesty Sultan Haitham bin Tariq, to become an active force in leading the national economy and serving as a bridge for Oman to the global markets. Their ambition, creativity, and determination prove to the world that Oman and its youth are ready to compete in the global economy with strength and confidence.

Picture Courtesy www.muscatdaily.com



Business Model of Tomorrow's Education- Innovating HEIs' Value Propositions in the Digital Era

Ms. V. Kavitha Rajan & Ms. Nahid Abdullah Al Shukaili

Article 20

CEBA Nizwa

Higher Educational Institutions (HEIs) are being challenged to rethink their traditional business models. Once defined by brick-and-mortar campuses, long academic cycles now operate in an environment driven by digital transformation, global competition, and shifting learner expectations.

The question is no longer whether digitalization matters; it's how HEIs can innovate their value propositions to remain relevant and sustainable in an age where flexibility, personalization, and employability are key. This transformation is both a strategic necessity and an opportunity to lead by example.

1. Rethinking the HEIs Business Model

A business model defines how an organization creates, delivers, and captures value. For HEIs, this traditionally meant providing education and credentials for pursuing research and community engagement as complementary missions. However, digital transformation has disrupted every component of that model. MOOCs, micro-credentials, corporate learning partnerships, and AI-driven platforms are redefining what education delivery means.

As highlighted by Petrakaki et al. (2025) in their Sustainability study, HEIs must innovate not just pedagogically, but strategically align digital transformation with new value creation logics that balance academic quality and viability.



2. From Transactional Education to Lifelong Partnerships

Education is viewed as a one-time transaction where students are enrolled, graduate, and re-enter as alumni. In the digital age, HEIs are moving toward a lifelong partnership model that redefines students as continuous learners through micro-credentials, stackable degrees, and flexible learning paths. HEIs can now serve learners long after graduation by offering continuous professional development in emerging fields on digital strategy and AI in management delivered on hybrid modules. This builds stronger alumni ties but also diversifies returns in a knowledge-sharing way.

3. Digital Transformation as a Value Multiplier

Digital transformation is not just a technological upgrade's a strategic enabler that amplifies institutional value. Integration of data analytics, AI, and virtual learning environments allows HEIs to tailor experiences to diverse learners. According to Kümmel et al. (2020), digital ecosystems enhance both academic outcomes and institutional efficiency when strategically aligned with pedagogy and leadership.



Business Model of Tomorrow's Education- Innovating HEIs' Value Propositions in the Digital Era (Cont..)

4. The Innovation Imperative on Business thinking for HEIs

To stay sustainable, HEIs must embrace entrepreneurial and design-thinking principles to diversify through partnerships with industry, commercialization, and global collaborations. Fethi & Papatya (2024) highlight that HEIs adopting business-model innovation frameworks show stronger adaptability that leads to a shift by embedding agile program design, corporate co-teaching, and venture incubation into the curriculum.

5. Re-Defining the HEI Value Proposition

The modern HEIs' value proposition must now extend beyond traditional academic excellence, focusing on three dimensions:

1. Relevance - curricula aligned with digital and sustainable trends.
2. Accessibility - flexible, affordable learning through hybrid models.
3. Impact - measurable contributions to industries and communities.

As Abu-Rasheed et al. (2023) discuss that digital learning ecosystems can personalize education while maintaining conceptual depth. For business faculties, this means designing programs that blend theory with contextual relevance, preparing graduates to lead in the digital era.

6. Challenges on the path ahead

Despite its promise, transforming HEIs' business models faces several challenges, including cultural resistance to change, fragmented digital

strategies, and equity concerns in technology access. Leadership commitment and strong governance are key areas. HEIs can function as innovation labs, testing new models of value creation and guiding institutional transformation.

7. The Road Forward

The HEIs of tomorrow are not a physical campus; it is a connected, adaptive network of learners and educators. Its success will depend on how effectively it integrates digital tools into its mission of knowledge creation and social impact. As Harteis and Goller (2020) observed in their study, conceptual change in the face of digitalisation demands not adaptation but transformation. For HEIs, this is a defining moment to translate the theories they teach into institutional innovation.

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Healthy Habits for Higher Education Institutions Students

Reem Al Sawaqi, Naeema Al Tubi & Isra Al Shukaili (HRM Specialization)

Article 21

CEBA Nizwa



The Foundation of Balanced University Life

Healthy habits are central to building a balanced lifestyle that nurtures both the body and mind, ultimately supporting university students in their academic journey. With the pressures of coursework, social expectations, and personal responsibilities, students benefit greatly from intentional daily routines that strengthen resilience and productivity. While habits may appear minor, their long-term influence is significant. Maintaining consistent sleep patterns, eating nutritious meals, exercising regularly, and organizing tasks effectively all enhance focus, energy, and decision-making. Academic achievement, therefore, is not simply the result of effort alone—it is closely tied to a healthy lifestyle that equips students to handle challenges with greater ease.

Setting Clear and Actionable Goals

Establishing clear goals is the first step toward creating sustainable routines. Students who define their goals are better positioned to prioritize and channel their energy productively. In contrast, vague intentions such as “I want to do

better” often lack direction and make progress harder to measure. Setting realistic, specific goals that reflect individual needs, whether improving concentration, boosting grades, or enhancing sleep quality. Breaking these goals into small, actionable steps, such as following a daily study plan, adjusting bedtime by half an hour, or staying hydrated, makes the process manageable and motivating. Over time, these small victories accumulate, leading to meaningful lifestyle changes that strengthen both well-being and academic success.

Developing Productive Study Routines

Students in universities these days are learning that doing well academically doesn't rely on cramming at the last minute, but on the peaceful, steady habits they develop every day. Almost half of what we do is routine, so routines like setting up a study space, scheduling the day ahead, and going over work may make a big impact. Students may change their behavior in ways that help them be more productive instead of stressed out if they know how habits are formed, such as through cues, routines, and rewards.

Managing your time is still one of the most useful skills



Healthy Habits for Higher Education Institutions Students (Cont..)

you can learn in college. Students may remember things better by using techniques like time blocking, the Pomodoro method, and active learning tactics like Spaced Repetition and Active Recall. Keeping your digital files in order, keeping track of due dates, and sticking to a regular reading schedule may all help you feel less stressed about schoolwork. Students need physical assistance to study successfully, and good sleep, healthy food, and regular exercise all help with focus and mental clarity.

As workloads grow, emotional stability becomes as vital as intellectual practices. A lot of students deal with stress by writing in a diary, meditating, or taking short breaks. Asking questions in class, taking time to think about yourself, being on time, and having good interactions with others are some other behaviors that may help you feel more confident and improve your academic connections. And although putting things off is still a prevalent problem, doing modest, consistent things instead may slowly bring about permanent improvement. Ultimately, these daily decisions figure out long-term success.

Monitoring Progress and Self-Reward

Tracking progress is an essential part of keeping healthy habits and staying motivated throughout the academic journey. When students regularly assess how far they have come, whether by

reviewing their study goals, checking off completed tasks, or reflecting on improvements in sleep and concentration, they gain a clearer sense of direction and control. This awareness not only highlights what is working well but also reveals areas that may need adjustment. Alongside monitoring, rewarding oneself for accomplishments, even small ones, plays an important role in sustaining motivation. Simple rewards such as enjoying a favorite snack, taking a relaxing walk, or allowing extra leisure time can reinforce positive behaviors and make long-term goals feel more achievable. Celebrating progress reminds students that growth happens gradually and that consistency is more important than perfection.

Conclusion: The Link Between Habits and Success

In the end, success in university is not defined only by academic skills, but by the healthy routines and balanced lifestyle students develop day by day. From setting clear goals and organizing time effectively to nurturing emotional well-being and tracking personal growth, each habit contributes to a stronger, more resilient student. When these practices come together, they create a supportive foundation that empowers students to face challenges confidently and achieve lasting academic and personal success.





AI in Accounting and Auditing: Revolutionizing the Financial Landscape

Dr.Rathna Chellappa and Dr.Husam Ba Sidiq

Article 22

CEBA Salah

Artificial Intelligence (AI) is ushering in a new era in accounting and auditing, reshaping how financial data is processed, analyzed, and utilized. Across the globe and increasingly in the GCC region, including Oman, AI-powered tools are enabling accountants and auditors to handle large volumes of financial data with exceptional speed and accuracy. This technological shift not only enhances efficiency but also strengthens fraud detection, improves compliance, and lowers operational costs.

AI-driven automation is transforming traditional accounting practices. Software powered by machine learning and Optical Character Recognition (OCR) can now extract data from receipts, invoices, and other financial documents with minimal human intervention. This reduces manual errors and frees professionals to focus on more value-added tasks. According to a 2024 report by Deloitte, 72% of accounting firms have adopted AI technologies, significantly boosting productivity and precision.



Fraud detection has also seen remarkable improvements thanks to AI. Advanced machine learning algorithms can analyze transaction patterns and detect anomalies that may indicate fraudulent activities. The International Federation of Accountants Research (IFAC) report in 2024 revealed that the adoption of AI has increased fraud detection rates from 65% to 90%. Moreover, the Association of Certified Fraud Examiners (ACFE) in the year 2023 found that AI-based audits are 50% faster than traditional methods, providing timely insights for proactive risk management.

Robotic Process Automation (RPA) is another key player in this transformation. By automating repetitive tasks such as bank reconciliations, expense categorization, and financial reporting, RPA reduces human workload and speeds up routine processes. Meanwhile, AI-enabled auditing tools can analyze vast datasets to identify inconsistencies and irregularities, enabling auditors to deliver more accurate and insightful evaluations.

Compliance has also improved with AI integration. Intelligent systems help organizations stay current with complex tax regulations and financial laws, reducing non-compliance risks by as much as 35%. However, it is important to note that human oversight remains essential, particularly in navigating frequent regulatory updates and ethical considerations.

Despite its advantages, the path to AI adoption is not without obstacles. High implementation costs, data security risks, and the need for employee training are significant challenges, especially for small and medium-sized firms. Larger organizations are more likely to embrace AI due to their greater financial and technical capacity. For smaller firms in Oman and the wider region, success will depend on strategic investments, workforce upskilling, and regulatory support.

The future of accounting and auditing in Oman and globally belongs to those who adapt and evolve. By embracing AI, financial professionals can unlock deeper insights, drive smarter decisions, and ensure long-term sustainability in an increasingly digital world.

Picture Courtesy www.paylocity.com



Beyond the Degree: What Employers Really Look For?

Reem Salim Jaboob

Article 23

CEBA Salah

Yearly, thousands of students graduate from universities. They receive certificates representing their majors, years of hard work, and big dreams. However, the real world doesn't care much about certificates. It asks: "What can you actually do?" This shows the gap between what we study and what the job market truly needs. People often remember what they learned by doing, not what they memorized for exams. A degree is still important, it shows effort, knowledge, and ambition. It's a key to opportunities. But is it enough? More and more, the answer is no.

Job market expectations have changed. Employers no longer look only at degrees. They now expect practical skills like communication, teamwork, problem-solving, self-learning, tech use, and critical thinking. These are not measured by exam scores or celebrated in graduation ceremonies. The problem is that many education systems are still focused on theory and memorization. As a result, we find students with high grades who struggle in interviews don't know how to write a résumé, talk to clients, or present themselves. They are good at remembering facts, but weak in soft skills and workplace readiness. This doesn't mean that a degree is useless—it's very valuable. But it must be combined with real-world experiences and skill-building. We need more practical projects, field visits, and updated teaching styles. In the end, university gives you a starting point. The rest is up to you. Your degree opens the door—but what you do after stepping through is what shapes your future

Article 24

The Heart of Student Leadership: Inspiring Change in CEBA

Mohammed Ali Mousa Al Balushi

Being a student leader is more than just holding a title or leading a team, it's about making a difference. In the College of Economics and Business Administration (CEBA)-Salahah, student leaders from the Business Club play a big role in bringing students together, inspiring participation, and supporting the goals of the college. What truly makes a student leader stand out is the inspiration behind our service. Many are driven by a desire to give back—to use their time and effort to help others succeed. For some, leadership begins with a simple wish to improve something in the college, whether it's organizing better activities, creating a more welcoming environment, or helping classmates find their confidence. This sense of purpose becomes their source of strength, especially during challenging times.

The Business Club student leaders at CEBA are guided by values such as teamwork, discipline, and compassion. We take part in programs that promote learning, entrepreneurship, and community involvement. We also serve as a voice for our fellow students, working with faculty and administrators to make sure everyone's ideas and concerns are heard. But what makes leadership truly inspiring is how we can lead by example. Dedication encourages others to get involved, to believe that small actions can lead to big changes. Through their projects it is a seminar, a business competition, or helping organize events—this remind everyone that leadership is about service and heart. In the end, the inspiration behind CEBA's student leaders comes from the love for the college and our hope to leave a lasting impact. Our journey reminds us that leadership is not about being in front of others, it's about walking with them toward a shared vision of growth and success.



Bridging Borders, Inspiring Minds

Feature Article | Global Educator Spotlight

Dr. Cirilo E. Mirano Jr.

Article 25

CEBA Shinas

A *Voice for Global Education*

From June to October 2025, Dr. Joefrelin Collado Ines, the onsite representative of UTAS Shinas and the DEBA College of Economics and Business Administration, emerged as a powerful voice in international academic discourse. His speaking engagements across Asia and the Middle East showcased not only his expertise in research, policy, and pedagogy—but also his deep commitment to collaboration, innovation, and student empowerment. This period of dynamic outreach coincided with a significant institutional achievement: UTAS Shinas's global recognition by the World University Ranking Innovation (WURI) 2025, where it was ranked an impressive 19th in Student Mobility and 22nd in Cost-Effective Management worldwide.

Academic Diplomacy in Action: Forging Formal Alliances

Dr. Ines's journey was one of concrete academic diplomacy, translating dialogue into lasting partnerships. His engagements at leading institutions across Asia and the Middle East resulted in the signing of formal Letters of Agreement and Cooperation, strategically expanding the international network of the Department of Economics and Business Administration. These new alliances with higher education institutions, publication organizations, and social clubs in India,



Thailand, Malaysia, the UAE, the Philippines, and Oman have laid the groundwork for future student and faculty exchanges, joint

research, and cross-cultural academic initiatives.

In each forum, he delivered talks that resonated with educators, students, and policymakers alike, directly reflecting the strengths recognized by the WURI ranking.

At National University, Philippines, he emphasized “pedagogical agility” in the age of AI, urging educators to move beyond content delivery and cultivate critical thinking.

“AI is not here to replace educators—it’s here to empower them,” he shared.

At IASMS, India, he spoke on the very theme of UTAS Shinas's top-20 global ranking: student mobility and digital pedagogy, advocating for global fluency and intercultural competence.

“We must prepare students not just to succeed in their countries, but to thrive in a global ecosystem.”

At the University of St. La Salle Tuguegarao, Philippines, during the International Conference on Research, Innovation, and Sustainable Development, Dr. Ines championed cross-border collaboration.

“Sustainability is not a local agenda—it’s a shared responsibility.”



Bridging Borders, Inspiring Minds (Cont..)

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At Shiwanatra University, Thailand, his talk on institutional resilience highlighted the need for empathy-driven leadership and strategic adaptability, underscoring the principles behind effective and cost-conscious management.

"Leadership today demands data literacy and a commitment to lifelong learning," he noted.

Media Presence and Public Engagement

Dr. Ines's impact extended beyond lecture halls and partnership signings. His interview on Oman FM Radio spotlighted the UTAS International Forum of Experts, where he discussed the transformative role of AI in education, industry, and society. His insights were also featured in the Exceltrove YouTube series, where he reflected on his journey as a multi-awarded overseas Filipino educator.

Social Media Reflections

Dr. Ines documented his engagements with warmth and gratitude—celebrating institutional hospitality, student enthusiasm, and the shared pursuit of academic excellence. His posts offered behind-the-scenes glimpses into forums, lectures, and the pivotal moments of signing cooperative agreements, inspiring educators across borders.

Institutional Impact

As the lead organizer of UTAS's AI-themed forums and the architect of multiple research initiatives and international partnerships, Dr. Ines continues

to elevate the profile of Omani higher education. His strategic vision, which has directly contributed to global recognitions like the WURI ranking, blends policy advice, research capacity building, and inclusive leadership—making him a model of academic diplomacy.

A Continuing Journey

Dr. Joefrelin Collado Ines's international engagements are more than a series of events—they are a testament to visionary leadership, cross-cultural collaboration, and the enduring power of education to unite and uplift. By securing strategic partnerships and contributing to UTAS Shinas's position on the global stage, his work ensures that institutional excellence is not a destination, but a shared and continuously expanding journey.



Your Roadmap to Research Success: A Practical IMRAD Guide

Joefrelin C. Ines

Article 26

CEBA Shinas

Whether you are a student staring down your graduation project, a faculty adviser guiding the next generation, or a scholar embarking on your own research journey, the same question often arises: "Where do I begin?"



The answer, trusted by academics and professionals worldwide, is a structured framework known as IMRAD. Far from being a restrictive formula, IMRAD is a powerful tool that brings clarity, rigor, and impact to your work. It's the blueprint that turns a jumble of data and ideas into a compelling, credible story.

Let's break down this blueprint, part by part, with a specific focus on how each group—students, advisers/guide, and new researchers—can use it to achieve their goals.

The Abstract – Your Elevator Pitch

What it is: A concise summary (150–250 words) of your entire project. It's the first thing people read and the last thing you should write.

For the Graduating Student: Think of this as your project's "elevator pitch." It should quickly tell the reader:

- What the business problem is.
- How you studied it.
- What your single most important finding is.

- So What – the main conclusion or recommendation.
- Your Checkpoint: Can you explain your entire project to a family member in 30 seconds using your abstract? If yes, it's clear.

For the Faculty Adviser/Guide: Your role is to help the student sharpen this pitch. Ask them:

- "If a potential employer only read this, would they understand your skills?"
- "Is the 'So What?' clear and compelling?"
- "Have you included key data or statistics to make it concrete?"

For the New Researcher: This is your chance to grab the attention of journal editors and conference organizers. It must be a stand-alone, powerful snapshot of your work's contribution.

The Introduction – Setting the Stage

What it is: The section where you move from a broad business context to the very specific gap your research will fill.

This is your "why I did this" section. Structure it like a funnel:

1. Start Broad: e.g., "Oman Vision 2040 emphasizes economic diversification..."
2. Narrow Down: e.g., "...which relies on strong SMEs. However, many Omani SMEs face marketing challenges..."
3. Identify the Gap: e.g., "...but there is little research on the effectiveness of social media for local Omani artisan businesses."



Your Roadmap to Research Success: A Practical IMRAD Guide (Cont..)

Article 26

4. State Your Aim: e.g., "This study therefore aims to identify the most effective social media strategies for Omani artisan SMEs in Dhofar."

For the Faculty Adviser: Guide students to find a "research-worthy" problem. Encourage them to read local news and Oman Vision 2040 documents. The key question to ask is: "What is the specific, unanswered question you are addressing?"

For the New Researcher: This is where you build the case for your contribution to knowledge. You must convincingly show how your work fills a legitimate gap in the existing academic literature, not just in the market.

The Methods – Your Project Plan

What it is: The detailed "how-to" manual of your research. It must be so clear that someone else could repeat your study exactly.

For the Graduating Student: This is where you prove your work is reliable. Be painstakingly detailed.

- Design: Was it a survey? Case study? Experiment?
- Subjects/Participants: Who did you study? (e.g., "50 SME owners in Shinas"). How were they chosen?
- Measurements: What did you measure? (e.g., "customer engagement rate," "pre-tax profit"). How did you measure it? (e.g., "a 5-point Likert scale survey," "analysis of annual reports").
- Analysis: How will you analyze the data? (e.g.,

"thematic analysis" for interviews, "correlation analysis" for surveys). Consult your adviser on this!

For the Faculty Adviser: This is your primary quality control zone. Scrutinize this section for feasibility and ethics. Key questions:

- "Is the methodology appropriate for the research question?"
- "Can your student realistically access this data?"
- "Have you considered ethical approval for surveys or interviews?"

For the New Researcher: A robust Methods section is the foundation of scholarly credibility. It allows your peers to assess the validity of your findings and is critical for publication.

The Results – The Raw Findings

What it is: A neutral, objective presentation of your data. No opinions, no interpretations—just the facts.

For the Graduating Student: Show, don't tell. Use tables, charts, and graphs to make your data clear.

- Example: "As shown in Table 1, 70% of respondents indicated that Instagram was their most effective marketing platform, compared to 15% for Facebook."
- Don't write: "This shows that Instagram is clearly the best platform." Save that for the Discussion.

For the Faculty Adviser: Ensure the student's presentation is clean and unbiased. Check that every figure and table is labeled and referenced in the text. Ask: "Are you simply reporting what you found, or are you already explaining it?"

For the New Researcher: Be meticulous. Report all



Your Roadmap to Research Success: A Practical IMRAD Guide (Cont..)

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relevant findings, even those that are unexpected or don't support your hypothesis. Transparency is key to academic integrity.

The Discussion – The "So What?"

What it is: The most important section. Here, you interpret your results, explain their meaning, and argue for their importance.

For the Graduating Student: This is your chance to be a strategic business consultant.

1. The Bottom Line: Start by restating your main finding in plain language.
2. What Does It Mean? Interpret your results. Why did you find what you found?
3. How Does It Fit? Compare your findings with other studies. Do they agree or disagree?
4. Admit Weaknesses: Be honest about the limitations of your study (e.g., small sample size, limited geographic area). This shows critical thinking.
5. Recommend Actions: What should businesses, policymakers, or educators do differently based on your work?

For the Faculty Adviser: Push the student to think bigger here. Move them from "what I found" to "what it means for the world."

- "What is the real-world implication of finding X?"
- "How does your work change our understanding of this topic?"
- "What is the single most important

recommendation from your research?"

For the New Researcher: This is where you establish the significance of your work. You are contributing to a scholarly conversation. Discuss the theoretical and practical implications of your findings and suggest concrete directions for future research.

Conclusion: One Framework, United in Purpose

The IMRAD structure is more than a formatting requirement; it is a discipline for the mind.

For the Student, it's a step-by-step guide that reduces the overwhelming prospect of a large project into manageable, logical stages.

For the Adviser, it's a shared map that provides clear milestones and checkpoints to effectively mentor and assess progress.

For the Researcher, it's the universal language of academic contribution, ensuring their work is structured, credible, and ready for the global stage.

By embracing IMRAD, we all speak the same language of rigorous, impactful inquiry. It is the common thread that weaves together our learning, our teaching, and our contribution to the business landscape of Oman and beyond.

Your journey starts with a single, well-structured step. Take it with confidence.



Rising from the Ashes: A Story of Faith, Strength, and Hope

Juvy Vergara Amodo

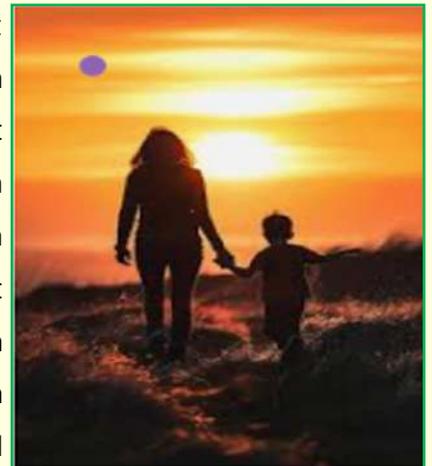
Article 27

CEBA Shinas

Life can change in the blink of an eye. For Trisha Marie (name changed for privacy), the past year has been a journey through unimaginable grief. In the span of just twelve months, she lost her husband, her sister, and her father, three pillars of love and support in her life. Each loss was a storm, but together, they felt like a hurricane. Living as an overseas worker, Trisha Marie faced her sorrow thousands of miles away from the very family she had loved and nurtured. Being away from her homeland during such personal loss magnified the pain. Loneliness became her constant companion, and the nights seemed longer than ever. Yet, in the midst of despair, Trisha Marie discovered the incredible power of faith, community, and resilience. Her faith in God became her anchor. Every morning, she found strength in prayer, trusting that even in the darkest moments, God's love and guidance would not abandon her. She clung to this belief, drawing courage to face each day, one step at a time. Trisha Marie was not alone, though. Her colleagues became her family, offering not just words of comfort but tangible help for her and her young son. Friends reached out with gestures of kindness, a warm meal, a listening ear, a helping hand reminding her that grief can be shared, and burdens can be lightened when hearts unite. Despite the waves of sorrow, Trisha Marie found ways to keep moving forward. She honored her

loved ones by embracing life fully and nurturing her son with love, hope, and resilience. Her story is a testament to the human spirit's capacity to endure, adapt, and thrive even in the face of profound loss. To those who are walking similar paths of grief, Trisha Marie's journey carries a simple yet powerful message: **even in the deepest valleys of sadness, hope exists. Faith, support, and love can light the darkest of days. You are never truly alone.**

Life may test you in ways that seem unbearable, but strength is often discovered in moments of greatest vulnerability. Reach out, accept help, lean on your faith, and



remember: every step forward, no matter how small, is a victory. Trisha Marie's story is not just a tale of sorrow, it is a story of courage, resilience, and inspiration. She reminds us that while we cannot always choose the tragedies we face, we can choose how we rise from them. And in rising, we honor those we have lost while forging a path toward a brighter, hopeful future.

"Grief is the price we pay for love, but love, faith, and support are the forces that lift us from despair."



Publishing Without Breaking the Bank

Dr. Shanmuga Pria

Article 28

CEBA Shinas

How students and researchers can share their ideas without paying sky-high journal fees

Think publishing research is only for those with deep pockets? Think again! While some journals charge thousands of dollars to make your work open to the world, there's a smarter, budget-friendly way to get your research noticed.

The Myth of Expensive Publishing

Picture this: you've spent months—or even years—crafting a brilliant research paper. You're ready to share it, but then you see the price tag—\$3,000 just to make it open access. It's enough to make anyone panic.

Here's the good news: **not all journals will drain your wallet.**

Most academic journals follow one of two paths:

- **Subscription-based journals** – Your work is peer-reviewed, published, and often indexed in prestigious databases like Scopus—**without you paying a penny.** The trade-off? Your article might not be freely available online.
- **Open-access journals** – These journals make your research freely available to everyone. Some charge high fees (called Article Processing Charges or APCs), but plenty of reputable journals **don't.**

How to Find Journals That Won't Cost You a Dime

Here are some tips to spot journals that won't break the bank:

- **Check the journal website carefully** – Look for sections like "Fees" or "Article Processing Charges." Transparency is a good sign.
- **Consider hybrid journals** – These let you choose subscription mode after acceptance, avoiding APCs while still getting published.
- **Look for diamond open-access journals** – Fully free for both authors and readers, often funded by universities, professional societies, or government organizations.
- **Use trusted directories** – The Directory of Open Access Journals (DOAJ) lists thousands of peer-reviewed journals and clearly shows which ones are free.

Pro Tips for Students and Early-Career Researchers

- **Ask your university** – Many institutions have deals with publishers that cover APCs for their researchers.
- **Focus on quality, not fame** – A journal that's peer-reviewed and indexed in Scopus is more valuable than a flashy open-access journal with high fees.



Publishing Without Breaking the Bank (Cont..)

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- **Plan ahead** – Identify journals that suit your research before finishing your manuscript. It saves time, stress, and money.

5 Quick Ways to Publish Without Paying APCs

Icon	Tip	Details
	Go Subscription-Style	Many journals let you publish in subscription mode after acceptance. Peer-reviewed, indexed, and free.
	Explore Diamond Open-Access Journals	Fully free for authors and readers. Often supported by universities or professional societies.
	Check Trusted Directories	Use DOAJ to find peer-reviewed journals with no fees. Filter by your research area for best matches.
	Leverage University Agreements	Some institutions cover APCs under “Read & Publish” deals. Ask your library or research office.
	Prioritize Quality Over Fame	Scopus-indexed and peer-reviewed journals matter more than big-name open-access journals with high fees. Credibility beats cost.

Further Reading

- ◆ Want to explore APC-free publishing options? Check out these resources:
- ◆ **NoAPC.com** – Find open-access journals that don’t charge authors. <https://noapc.com>
- ◆ **DOAJ (Directory of Open Access Journals)** – Filter journals by “No APC” to discover free publishing opportunities. <https://doaj.org>
- ◆ **SITA Academy** – Practical guidance for publishing in journals with no APCs. <https://sita-pub.com/.post/Publishing-in-journals-with-no-article-processing-charges-APCs>
- ◆ **Izmir Institute of Technology Library Guide** – Learn about Read & Publish agreements and open-access options. https://libguides.iyte.edu.tr/publishing_open_access/readandpublish
- ◆ **Free Journal Network (Wikipedia)** – Community of APC-free, open-access journals. https://en.wikipedia.org/wiki/Free_Journal_Network
- ◆ **ArXiv Dataset on APCs** – Explore APC pricing across major publishers. <https://arxiv.org/abs/2406.08356>
- ◆ **ArXiv Study on APC Transparency** – Understand how fees vary and hybrid models work. <https://arxiv.org/abs/2102.04789>



AI – A Curse or a Blessing?

Soofi Azizuddin Khusro

Article 29

CEBA Shinas

In today's fast-changing world, Artificial Intelligence (AI) has become a powerful part of our daily lives. From smartphones that recognize our voice to apps that solve complex mathematical problems, AI is everywhere. For students, it has become an inseparable companion – helping with homework, research, writing, and even presentations. But the question arises: Is AI truly a blessing for education, or is it quietly becoming a curse?

The Blessing Side

There is no doubt that AI has made learning easier, faster, and more convenient. Students can now find information within seconds that once required hours of reading and searching. AI tools such as chatbots, grammar checkers, and virtual tutors help students understand difficult concepts and improve their writing.

AI has also made education more inclusive. A student who struggles in a subject can now receive extra guidance anytime. Learning platforms such as Duolingo, Edraak (إدراك), and other AI-based systems adjust lessons according to each student's level and pace. This kind of personalization was nearly impossible in traditional classrooms. In that sense, AI has become a true blessing – breaking barriers of time, distance, and learning speed.

The Curse Side

However, this convenience comes with a cost. Many students today are becoming overly dependent on AI. Instead of reading books or thinking critically, they prefer to take instant answers from AI tools. Homework, essays, and even research assignments are being completed without genuine understanding.

Before AI, students used to spend hours in libraries, reading and collecting information for assignments. That process, though time-consuming, developed their thinking skills, curiosity, and creativity. I still remember how our university library used to be a lively place, filled with students and lecturers exploring books and journals.

But ever since AI became a part of daily life, that scene

has almost disappeared – now the library often stands silent and empty.

Today, with just a few clicks, students can access ready-made answers. This habit is slowly reducing the spirit of learning and



discovery. Moreover, overreliance on AI can weaken essential skills such as problem-solving, writing, and analysis. Students may score well in assignments, but in reality, they are learning less. It also raises ethical concerns like plagiarism and lack of originality. When everything is done by machines, where is the human effort?

Finding the Balance

AI itself is neither good nor bad – it depends entirely on how we use it. Just as fire can both cook food and destroy a house, AI can be a tool for growth or a trap of laziness. Students should use AI as a guide, not a shortcut. It can help to clarify concepts, provide references, and enhance work – but the thinking and creativity must still come from the student. Teachers and universities also have an important role to play. They should encourage reading, discussion, and independent projects that require personal effort. Instead of banning AI completely, students should be taught how to use it responsibly – to learn from it, not to copy from it.

Conclusion: Artificial Intelligence is one of the greatest inventions of our time. It is both a blessing and a curse, depending on how we choose to use it. For students, it offers endless opportunities to learn and grow, but if misused, it can slowly destroy the habit of thinking and genuine learning. The key lies in balance – combining the power of AI with human intelligence, curiosity, and creativity. Only then can AI truly become a blessing for education and not a curse for future generations.



Research: The Lifeblood of Teaching, Learning, and Innovation

Dr. Mohamed Zaheeruddin

Article 30

CEBA Shinas

-Where inquiry drives excellence and ideas create impact...

In the world of higher education, research is far more than a professional requirement—it is the heartbeat of academic excellence. It represents curiosity, creativity, and a constant quest for discovery. For faculty members, research enriches teaching and personal growth. For students, it nurtures critical thinking, innovation, and a spirit of inquiry that lasts a lifetime.

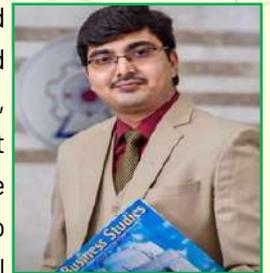
The Foundation of Academic Growth: At its core, research strengthens the quality and depth of teaching. It allows educators to bring current knowledge, real-world examples, and evidence-based insights into the classroom. This connection makes learning engaging, relevant, and transformative. When teachers research what they teach, they inspire students to think independently, question intelligently, and connect theory with practice.

Involving students in research projects further enhances their learning experience. It gives them opportunities to explore real problems, analyze data, and develop solutions - skills that are vital for future employability. Through guided research, students learn patience, teamwork, and academic integrity - values that shape them into responsible professionals and lifelong learners.

Empowering Faculty and Institutions: For faculty, research is a powerful tool for intellectual and professional empowerment. It sharpens analytical abilities, fosters creativity, and strengthens academic credibility. Through publications, conferences, and collaborations, educators contribute to the global body of knowledge while enhancing their university's reputation as a hub of innovation and learning.

At our University of Technology and Applied Sciences, we are proud to uphold a strong research culture that

encourages both faculty and students to explore, investigate, and innovate. Research committees, academic journals, student conferences, and collaborative projects all provide platforms to translate ideas into meaningful outcomes. This collective effort reflects our belief that teaching and research are inseparable components of true academic excellence.



The Spirit of Lifelong Learning: Research keeps the educator a lifelong learner. It builds humility and openness - the realization that knowledge is ever-evolving. Each study, paper, or classroom experiment reinforces the idea that learning is an ongoing journey. Faculty who engages in research stay relevant and adaptable in a rapidly changing world, modeling the very curiosity they seek to instill in their students.

Bridging Academia and Society: The true value of research lies in its application to real life. When faculty and students engage in community-based or applied research, they connect classrooms to societal challenges. Their work can influence policy, improve practices, and offer solutions that contribute to national development. In the context of the Sultanate of Oman, research supports the goals of Oman Vision 2040 - promoting sustainability, innovation, and knowledge-driven growth.

At the University of Technology and Applied Sciences, we embody the spirit of research through active faculty engagement, student participation, and community collaboration. Our teaching integrates insights from current research articles and evidence-based studies, ensuring learning is both relevant and innovative. Through projects, conferences, and applied research, we empower educators and students to think critically, innovate continuously, and contribute meaningfully to Oman's development.





Staff & Students' **Research** **Publications & Projects**

(From September 2024 to December 2025)



CEBA Ibra

S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
1	Dr. Preeti Bhaskar	AI in DeFi: Foundational Elements and Future Prospects	AI in DeFi: Foundational Elements and Future Prospects, IGI Global (SCOPUS)	September 2024	IBRA
2	Dr. Preeti Bhaskar	Examining ChatGPT Adoption among Educators in Higher Educational Institutions using Extended UTAUT Model	<u>Journal of Information, Communication and Ethics in Society, Emerald</u> (SCOPUS cite score 5; Q1)	October 2024	IBRA
3	Dr. Shakeb Akhtar	Balancing the Books and Values: The Interplay of Ethics in Tertiary Accounting Education	Cogent Education (Taylor and Francis)(Scopus Q2 and WoS - ESCI)	November 2024	IBRA
4	Dr. Abdullah Al Azri Dr. Nithya Ramachandran Dr. Edukondala Rao Jetti	Public Private Partnership for Sustainable Tourism in Oman	Journal of Echohumanism (SCOPUS cite score 0.4)	December 2024	IBRA
5	Dr. Abdullah Al Azri Dr. Edukondala Rao Jetti Dr. Nithya Ramachandran	Embracing Metaverse towards Sustainable Tourism in Oman	Journal of Echohumanism (SCOPUS cite score 0.4)	December 2024	IBRA
6	Dr. Shakeb Akhtar	Barriers to Breakthroughs: The Crucial Role of Support Services in Advancing Accounting Practices, Financial Literacy and Performance in Disability-led SMEs	Quality and Quantity (Springer) (Scopus Q1, ABDC-B)	January 2025	IBRA
7	Dr. Shakeb Akhtar	The Swift Rise and Sudden Fall: Examining the Collapse of Silicon Valley Bank	Emerging Economies Cases Journal (Sage)	February 2025	IBRA
8	Dr. Preeti Bhaskar	Charming or Chilling? A Comprehensive Review of ChatGPT in the Education Sector	International Journal of Information and Learning Technology (Emerald)(Q1, SCOPUS CiteScore 6.6)	February 2025	IBRA
9	Dr. Shakeb Akhtar Dr. Habiba Mohammed Said Al-Mughairi	Dynamics of Technical Efficiency in the Indian Banking Sector: a Meta frontier DEA approach	Quality and Quantity (Springer) (Scopus Q1, ABDC-B)	February 2025	IBRA
10	Dr. Shakeb Akhtar	Maximizing Financial Efficiency through Technological Synergy: Unleashing ICT for Enhanced Cash Management in SMEs	Journal of the International Council for Small Business (Taylor and Francis)(Scopus Q2 and WoS - ESCI)	March 2025	IBRA
11	Dr. Padmalosani Dayalan	Cybersecurity Risks in Real-Time Stock Market Analytics and Digital Marketing Campaigns	Journal of Informatics Education and Research (ABDC - C)	March 2025	IBRA



S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
12	Dr. Preeti Bhaskar	Unlocking ChatGPT's Potential: A Comparative Study of Student Adoption Intentions in Higher Education across India and Poland	Education and Information Technologies, Springer Nature (SCOPUS cite score 10; Q1)	March 2025	IBRA
13	Ms. Jasmine Mariappan Dr. Ananth Anthonisamy Dr. Nithya Ramachandran Ms. Jawaher Aamir Sultan Hamed Al Hajri	AI based Analysis of Cloud-based Big Data Adoption for Efficacy in Growth Strategies and Challenges	IEEE Xplore-Scopus	March 2025	IBRA
14	Dr. Ananth Anthonisamy Ms. Jawaher Aamir Sultan Hamed Al Hajri	Factors Determining the Intention of Adopting Artificial Intelligence Based Supply Chain Finance among SMEs	IEEE Xplore-Scopus	March 2025	IBRA
15	Dr. Ananth Anthonisamy Mrs. Indu Unnikrishnan	An Online Shopping Internet of Behaviours (IOB) of Consumers During COVID-19 Pandemic in Oman	IEEE Xplore-Scopus	March 2025	IBRA
16	Dr. Shakeb Akhtar	Driving Efficiency through Innovation: Exploring Dynamic Capabilities in Indian Manufacturing Small and Medium Scale Enterprise	Cogent Business & Management (Taylor and Francis) Scopus Q2	April 2025	IBRA
17	Dr. Shakeb Akhtar	Blockchain Disrupting Supply Chain Finance: Transformative Solutions and Emerging Challenges	Book chapter Book title: Transformation of Supply Chain Ecosystems Publisher: Emerald Scopus Indexed	April 2025	IBRA
18	Dr. Shakeb Akhtar	From Classrooms to Virtual Campuses: How the Metaverse is Reshaping Management Education	EFMD Global	May 2025	IBRA
19	Dr. Abdullah Al Azri, Dr. Nithya Ramachandran, Dr. Edukondala Rao Mr. Waheb Al Hassani	From Customary to Canny Academic Advising: The AI Panorama	https://doi.org/10.22399/ijcesen.1893 (SCOPUS Q3; Cite score 0.24)	May 2025	IBRA
20	Dr. Shakeb Akhtar	From Ledgers to Learning Algorithms: How AI is Redefining Accounting	EFMD Global	May 2025	IBRA
21	Mr. Nawaz Khan	Gamifying Sustainability: Leveraging Game Design Principles for Environmental Awareness and Action	ICI Global Scientific Publishing	May 2025	IBRA



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
22	Dr. Preeti Bhaskar Dr. Habiba Mohammed Said Al-Mughairi	Prioritizing Factors Influencing Travelers Sharing Travel Experiences on Social Media	Journal of Tourism and Development	May 2025	IBRA
23	Dr Shakeb Akhtar	Convergence in Efficiency and Technology Gap of Indian banks: Implication of GFC and COVID-19	Quality and Quantity (Springer) (Scopus Q1, ABDC-B)	June 2025	IBRA
24	G Ramesh, Dr.Azzah Al Maskari, Dr.Habiba Al Mughairi, Ms. Mary Pauline	Gamification and students' engagement in accounting courses—an experimental study	Learning and Teaching in Higher Education	Apr 2025	IBRA
25	Dr. Preeti Bhaskar	What drives the adoption of metaverse-based educational technologies in higher educational institutions? An investigation using the extended TAM model	Interactive Technology and Smart Education , Emerald	Sep 2025	IBRA
26	Dr. Preeti Bhaskar	Exploring Educators' Perspectives on ChatGPT Integration in Engineering and Management Education	Journal of Information, Communication and Ethics , Emerald	Sep 2025	IBRA
27	Dr. Preeti Bhaskar	Book Chapter : Establishing an AI Ethics Governance Committee in Higher Education: A Theoretical Framework	Navigating Modern Digital Communication Ethics and Law. IGI	Sep 2025	IBRA
28	Dr. Padmalosani Dayalan	Machine learning models in financial econometrics: A critical assessment	The International Tax Journal	Sep 2025	IBRA
29	Dr. Padmalosani Dayalan	Financial Sentiment Analysis Using Real Time Strategic Decision-Making	Business and Economics Research Journal	Sep 2025	IBRA
30	Dr. Padmalosani Dayalan	Implications of ML in Financial Portfolio Optimizing and Risk Assessment	World Skills Conference on Universal Data Analytics and Sciences	Sep 2025	IBRA
31	Dr. Preeti Bhaskar	An integrated blockchain architecture for sustainable higher education administration	On the Horizon: The International Journal of Learning Futures, Emerald	Oct 2025	IBRA
32	Dr. Nithya Ramachandran, Ms. Jawaher Al-Hajri	From Ledgers to Algorithms: The Rise of Cutting-Edge Technologies in Accounting	Integrating Artificial Intelligence, Security for Environmental and Business Sustainability. Studies in Systems, Decision and Control	Oct 2025	IBRA
33	Dr. Nithya Ramachandran, Dr. Abdullah Al Azri, Dr. Edukondala Rao	Oman's Path to Sustainable Tourism: PESTEL Perspective	Integrating Artificial Intelligence, Security for Environmental and Business Sustainability. Studies in Systems, Decision and Control	Oct 2025	IBRA
34	Dr. Fatma Nasser Al-Harthy, Dr. Ananth Anthonisamy	Moderating Effect of Family Size on Savings and Investment in the Economy: A Study on North Sharqiyah Working Citizens—Sultanate of Oman	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business	Sep 2025	IBRA



S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
35	Ananth An-thonisamy	An Impact of Big Data Analysis on Accounting Practices	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business	Sep 2025	IBRA
36	Dr Shakeb Akhtar	Book title "Green Horizons: Role of AI in Sustainable Finance"	Book with Springer	July 2025	IBRA
37	Dr Shakeb Akhtar	Consumer Behaviour in the Metaverse: Empirical Insights from a Meta-Analysis	Journal of Consumer Behaviour	July 2025	IBRA
38	Dr Shakeb Akhtar	Sustainable Finance and AI Integration: An Introduction	Book chapter with Springer	July 2025	IBRA
39	Dr Shakeb Akhtar	Do credit default swaps (CDS) continue to serve as hedging instruments? A systematic literature review	Cogent Economics & Finance	Sep 2025	IBRA
40	Dr Shakeb Akhtar	Policy Implications on International Financial Economics and Banking	Book with IGI	Nov 2025	IBRA
41	Dr Shakeb Akhtar	Managing Financial Distress: The Global Impact of Monetary and Fiscal Policies on Non-Performing Assets	Book chapter with IGI	Nov 2025	IBRA
42	Dr Shakeb Akhtar	Mapping the Landscape: A Bibliometric Analysis of FinTech Innovations in the Banking Industry	Book chapter with IGI	Nov 2025	IBRA
43	Dr. Nithya Ramachandran	Mathematical Perspectives on Advanced Motion Control Techniques for Modern Mechatronic Applications Perspectives on Advanced Motion Control Techniques for Modern Mechatronic Applications	Book chapter with IGI	Nov 2025	IBRA
44	Dr Shakeb Akhtar	Optimistic and pessimistic biases on intention to use open banking: the effects of mating cues	International Journal of Bank Marketing	Oct 2025	IBRA
45	Dr. Reshma Dsa	Striking the Balance: Traditional and Technological Innovation in Learning	Digital Horizons: Reimagining Business in the Tech Era (pp.489-497)	Nov 2025	IBRA

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/Year	Branch
1	Dr.Mohammed Quadir Mohiuddin	Enhancing Business Operations through Strategic Warehouse Location: Methodologies and Implications for Supply Chain Efficiency	International Conference on Banking, Accounting and Business (ICBAB-2024) REST Journal on Banking, Accounting and Business	20/11/2024	Ibri
2	Dr.Mohammed Quadir Mohiuddin	BENEFITS OF ON BOARDING AS AN APPROACH TO SUSTAINING HUMAN RESOURCES IN ORGANIZATIONS	Accountancy Business and the Public Interest ISSN: 1745-7718	03/11/2024	Ibri
3	Sami Ullah, Muhammad Rehan Shaukat, Mohit Kukreti, Abdul Sami, Aarti Dangwal	From Bystander to Protector: Reducing Impact of Cyberbullying on Employee Innovation Behavior Through Bystander Intervention	International Journal of Bullying Prevention	01/10/2024	Ibri
4	Dr. Bijja Vishwanath, Dr. Abed Ali Mohammed, Dr. Syeda Zubaida Hashmi & Ms. Safiya Saif Nasser Al-hamdi	Branding of Cities: Recognizing the antecedents of branding Al Dhahirah region of Oman	YMER, open Access, Peer reviewed, Scopus Active 2024, Care UGC Group- II Journal, ISSN-0044-0477, DOI: 10.37896/YMER23.10/20, P.no: 278-301	01/10/2024	Ibri
5	Sami Ullah, Mohit Kukreti, Abdul Sami, Muhammad Rehan Shaukat	Leveraging technological readiness and green dynamic capability to enhance sustainability performance in manufacturing firms	<u>Journal of Manufacturing Technology Management</u>	09/12/2024	Ibri
6	Dr Manjula Veerabhadrapppa, Ms Sweetline Sujanee , Dr Saoussen Othamani	Navigating Corporate Governance in the Digital Age: Challenges and Opportunities in the MENA Region	The International Conference on Business and Technology (ICBTOxford' 2024) University of Oxford, Oxford, UK	21st and 22nd Nov 2024	Ibri
7	Dr. Vishwanath	Indigenous Empowerment as a catalyst for Sustainable Development	IGI global Scientific Publishing, Springer publication	10-Dec-24	Ibri
8	Dr. Amit Kumar Pathak	Optimizing ticket booking strategies using Binomial Option Pricing Models	Communication in Statistics - Theory and Practice, Taylor and Francis Online	24/11/2024	Ibri
9	Dr. Veena Tewari, Dr. Shaik Mastanvali	Leveraging large language models to enhance multi-stage tourism experiences	e-book "THE TOURIST EXPERIENCE FROM THE PERSPECTIVE OF TOURISTS, HOST COMMUNITY AND INDUSTRY VOLUME II"	12 February 2025	Ibri



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
10	Dr. Veena Tewari, Dr. Sunita Panicker, Ms. Sweetline Sujee	A Study of Motivation for Online Learning, Present and Future: A Case of Accounting Students in Public Sector Universities of Oman	Sarcouncil Journal of Arts Humanities and Social Sciences	18/01/2025	Ibri
11	Dr. Veena Tewari	Decoding the Consumer Mimic: Influencers, Algorithms and the Future of Marketing	Emerald Publishing Limited	01/03/2025	Ibri
12	Dr. Sunita Panicker	From Scandal to Soaring Success: The Remarkable Turnaround of China's Luckin Coffee	SAGE Publications: SAGE Business Cases Originals	01/01/2025	Ibri
13	Dr. Veena Tewari	Empowering Self-Directed Learners by Exploring the Role of Generative AI-Language Models in Fostering Autonomy, Competence, and Relatedness	IGI Book chapter Convergence of AI, Education, and Business for Sustainability	01/02/2025	Ibri
14	Dr Mohammed Younus	Factors influencing Omani Women's Investment Decision	Exploring Trends, Innovations, and Digitalization of Entrepreneurship: MENA Region Entrepreneurship Conference (MENA REC 2024)	07/07/2025	Ibri
15	Dr Mohammed Younus	Financial Inclusion through FinTech	International Journal of Creative Research Thoughts - IJCRT (ISSN: 2320-2882)	10.02.2025	Ibri
16	Dr Mohammed Younus	Integration of AI and intellectual capital in promoting sustainable practices in tourism and hospitality industry	1st International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH)	17.02.2025	Ibri
17	Dr Manjula Veerabhadrappe, Ms Sweetline Sujee , Dr Saossen Othmani	AI in Accounting and Finance: Transforming Practices and Shaping the Future in Oman	ICTEM' 25, Springer publication	26.02.25	Ibri
18	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	Cultivating a paradoxical mindset: enhancing transformative learning through paradoxical leadership	Leadership & Organization Development Journal	7 January 2025	Ibri
19	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	Integrating mindful organizing and organizational learning to enhance sustainability performance of exporting firms	The Learning Organization	31 January 2025	Ibri



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
20	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	The role of bystander behavior and employee resilience in mitigating workplace cyberbullying impacts on employee innovative performance	Human Systems Management	28/01/2025	Ibri
21	Dr. Ahmar Qasim , Muhammad Rehan Shaukat and Dr. Amitabh Mishra	Disaggregated productivity measurement of industrial firms using the data envelopment analysis method	International Journal of Computational Economics and Econometrics	17/03/2025	Ibri
22	Dr. Muhammad Faisal, et al.	AI-powered leadership: a systematic literature review	Journal of Managerial Psychology	Jan 25	Ibri
23	Dr. Amitabh Mishra	Investigating Educational Platforms Employ Gamification to Improve Learning and Student Engagement – An Empirical Study	Journal of Informatics Education and Research	01/02/2025	Ibri
24	Loganathan Chenniappan,	Advancing HRM with AI Powered Recruitment Performance Management and Employee Engagement Using One Class SVMs	IEEE Conference 2025 3rd International Conference on Integrated Circuits and Communication Systems (ICICACS)	2025/2/21	Ibri
25	Dr. Veena Tewari, Dr. Sunita Panicker	The Influence of Social Capital on Entrepreneurial Success	Journal of posthumanism	Jul-25	Ibri
26	Dr. Veena Tewari	Beyond the Hype: Transformative Impact of Large Language Models on Clinical Decision-Making and Healthcare Delivery Systems	Journal of Sensors, IoT & Health Sciences	Jun-25	Ibri
27	Muhammad Rehan Shaukat , Dr. Mohit Kukreti, Dr. Vishal Jain, Dr. Muhammad Faisal Aziz, Mohammed Khamis Al Sakiti	Exploring the dynamics of playing for knowledge: Unveiling students' intentions towards gamification adoption in Oman's higher education institutions	International Journal of innovative research and Scientific Studies	May-25	Ibri
28	Muhammad Rehan Shaukat & Dr. Mohit Kukreti	Cyberbullying in the workplace inhibits innovation: role of employee disengagement and bystander behavior	Current Psychology	Sep-25	Ibri
29	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	Social Responses to Workplace Cyberbullying: Engagement, Withdrawal, and Their Impact on Innovation	Journal of Chinese Human Resources Management	Jul-05	Ibri
30	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	Leveraging technological readiness and green dynamic capability to enhance sustainability performance in manufacturing firms	Journal of Manufacturing Technology Management	Mar-25	Ibri



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
31	Dr. Mohit Kukreti and Muhammad Rehan Shaukat	Data-driven Decision-making in Insurance Industry	Rivers Publisher	Aug-25	Ibri
32	Dr.M.Tamilselvan	Association Between Problematic Social Networking Site Use and Social Well-Being Among Young Adults; A Meta Analytic Review	Journal of Marketing & Social Research	Aug-25	Ibri
33	Dr.M.Tamilselvan	Price discovery and volatility spillovers in the Indian currency futures and spot markets: Before and during the COVID pandemic	Montenegrin Journal of Economics	Aug-25	Ibri
34	Dr.M.Tamilselvan	Leveraging Strategic Alliances in Higher Education: Organizational Design, Governance, and Management Implications	Musik in bayern	Sep-25	Ibri
35	Dr.M.Tamilselvan	Antecedents of Financial Intelligence and its Impact on Financial Stress among the Managerial Executives in Selected of Tamil Nadu	New Frontiers in Multidisciplinary Research and Innovation	Aug-25	Ibri
36	Dr.M.Tamilselvan	"Assessing the Mediating Role of Self-Efficacy towards Entrepreneurial Intention"	Advances in consumer research	25-Oct	Ibri
37	Dr.M.Tamilselvan	Entrepreneurship and Small Business (Book)	Kripa Drishti Publication	Aug-25	Ibri
38	Dr.M.Tamilselvan	The Dynamics of FDI Inflows, Economic Growth, Trade Openness and Co2 Emissions in India: An ARDL Approach with Structural Breaks	International Journal of Energy economics and Policy	25-Oct	Ibri
39	Dr. Elhassan Kotb Radwan; Dr. Antonella Russo; Dr. Nada Omar	Determinants of Web-Based Corporate Social Responsibility Disclosures: A Comparative Analysis of Global Islamic and Conventional Banks. Corporate Social Responsibility and Environmental Management.	Corporate Social Responsibility and Environmental Management.	25-Jul	Ibri
40	Dr. Elhassan Kotb Radwan; Dr. Antonella Russo; Dr. Zsuzsanna Gyori	Assessing the quantity and quality of corporate social responsibility disclosures on websites: an empirical analysis on largest Islamic and conventional banks world-wide	International Journal of Bank Marketing	25-Feb	Ibri

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
41	Dr. Elhassan Kotb Radwan; Dr. Antonella Russo; Dr. Nada Omar; Dr. Adil Al Fakir.	Utilizing A Deep learning approach to examine the consequences of Bank's Web-Based-Social Responsibility Disclosure	FinTech and AI in Finance	25-Mar	Ibri
42	Dr. Elhassan Kotb Abdelrahman Radwan, Noof Al-Hashmi, Marwa ALmamari, Saba Al-abri, and b Nada Omar Hassan Ali.	The Impacts of Board Diversity on Sustainable Development Goals (SDGs) Disclosures: An Empirical analysis on Largest Omani Banks	Management& Sustainability: An Arab Review (MSAR) workshop, German University in Cairo, Egypt.	25-Aug	Ibri
43	Dr. Vishal Jain, Dr. Mohit Kukreti	Developing a Logistics Framework That Contributes to Economic Growth: A Fuzzy ISM-MICMAC Approach	FIIB Business Review	Jun-25	Ibri
44	Dr. Mohit Kukreti, Dr. Vishal Jain, and Mr. Muhammad Rehan Shaukat	The Factors Influencing Staycation Purchase Decisions: The Mediating Role of Visitor's Attitude Towards Staycations in Oman	1st International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH)	Feb-25	Ibri
45	Dr. Amitabh Mishra; Dr. Vishal Jain, Dr. Amit Kumar Pathak; Shaik Mastanvali	Evaluating the effectiveness of Influencer marketing across various social media platforms: A comparative study	Journal of Xi'an Shiyu University, Natural Sciences Edition	25-May	Ibri
46	Amit Kumar Pathak: Pradeep Kumar Mishra	An AI-Based Solar radiation prophesy model for green energy unitization in energy management system	AI and Machine Learning for Mechanical and Electrical Engineering	Oct-25	Ibri
47	Dr. Veena Tewari, Dr. Shaik Mastan, Dr. Amitabh and Dr. Amal	An exploratory study of AI intervention on co-creation of Tourism Services in Oman	1st International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH)	Feb-25	Ibri
48	Dr. Veena Tewari, Dr. Sunita Panicker, Ms. Afrah Al Hatmi	Generative AI; Revolutionising hospitality and Tourism through Socio-technological integration	2nd International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH)	Feb-25	Ibri
49	Dr. Veena Tewari, Dr. Shaik Mastanvali and Sunita Panicker	Evaluating the SECURE Framework: Analyzing Applicability Across Global Startup Ecosystems	Springer Nature Singapore	25-May	Ibri
50	Dr. Sunita Panicker, Dr. Veena Tewari and Dr. Shaik Mastanvali	INFORMATION TECHNOLOGY INTERVENTION AND VALUE CO-CREATION AS A DRIVER FOR MARKETING OF UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES(UTAS) IN THE SULTANATE OF OMAN	TPM – Testing, Psychometrics, Methodology in Applied Psychology	25-May	Ibri
51	Dr.Mohammed Quadir Mohiuddin	Impact of Artificial Intelligence and Robotics on Human Resource Management	Journal on Data Analytics and Artificial Intelligence	20-Mar	Ibri



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52	Dr.Mohammed Quadir Mohiuddin	New Perspectives on Human Resource Management in a Global Context Using the ELECTRE Method.	Journal on Banking, Accounting and Business	25-Mar	Ibri
53	Dr.Mohammed Quadir Mohiuddin	Analyzing Supply Chain Risk Mitigation Strategies in High-Technology Industries: A DEMATEL Approach	Trends in Finance and Economics	March	Ibri
54	Dr.Mohammed Quadir Mohiuddin	Enhancing Business Operations through Strategic Warehouse Location: Methodologies and Implications for Supply Chain Efficiency	Journal on Banking, Accounting and Business	25-Jan	Ibri
55	Dr.Mohammed Quadir Mohiuddin	Text book - Contemporary Human Resource Management	REST Publication	19-Sep-25	Ibri
56	Dr.Mohammed Quadir Mohiuddin	Text book -Principles of Management	REST Publication	21-Jun-25	Ibri
57	Dr.Mohammed Quadir Mohiuddin	Text book -Supply Chain Management (Second Edition)	Archers and Elevators	06-Jun-25	Ibri
58	Dr.Mohammed Quadir Mohiuddin	Text book -SUPPLY CHAIN MANAGEMENT	RG international publications	21-Apr-25	Ibri
59	Dr.Mohammed Quadir Mohiuddin	A textbook on Measuring Leadership Development	REST Publication	27-Mar-25	Ibri
60	Dr. Mohit Kukreti, Dr. Amitabh Mishra	A Comparative Analysis of the Attractiveness of India and Thailand as a Wellness Tourism Destination for the Omani Wellness Tourist	Wellness Tourism in Asia: Emerging Destinations to Rejuvenate, Relax and Retreat	18/6/2025	Ibri
61	Dr. Amitabh Mishra	Big data and fuzzy logic for demand forecasting in supply chain management: A data-driven approach	Journal of Fuzzy Extension and Applications	Jun-25	Ibri
62	Dr. Amitabh Mishra, Dr. Veena Tewari, Dr. Mohit Kukreti, Dr. Shaik Mastan	The Future of Hospitality Marketing: Embracing or Resisting Deepfake Technologies	Navigating the Deepfake Conundrum: A Manager's Roadmap	May-25	Ibri
63	Dr.Mohammed Quadir Mohiuddin	A textbook on Measuring Leadership Development	REST Publication	27-Mar-25	Ibri
64	Dr. Mohit Kukreti, Dr. Amitabh Mishra	A Comparative Analysis of the Attractiveness of India and Thailand as a Wellness Tourism Destination for the Omani Wellness Tourist	Wellness Tourism in Asia: Emerging Destinations to Rejuvenate, Relax and Retreat	18/6/2025	Ibri



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
1	Mr. Mutahar Hussain Kazim Ms. MARIYA SAID SALIM AL JARADI Ms. AL ANFAL SHAIKHAN HUMAID AL RUMHI Ms. WAFARASHID SAID AL JAHWARI	A Study of the Impact of Digitalization in HR in Private Organization	International Journal Of Innovative Science and Research Technology IJISRT- Vol 9 Issue 5 May 2024	May-2024	Musannah
2	Dr. Rashmi , Jawaher, Deepika, Rawan Albalushi, Mariya Aljaradi	Renewable Energy in Oman: Evaluating Current Realities, Future Visions, and Sustainable Development Goals	10.1007/978-3-031-67431-0_2	Aug-24	Musannah
3	Dr. Ghouse Mohiyaddin Sharif G.M, Maryam Hilal Abdullah Salim Al Jabri, Noor Said Mohamed Al Wahibi; Wasan Khalil Nabhan Al Mamari	Digital Transformation of Marketing Channels in Handicraft Industry of Oman	International Journal of Innovative Science and Research Technology IJISRT- Vol 9 Issue 5 May 2024 ,ISSN No:-2456-2165	May-2024	Musannah
5	Fatema Fahad Mansoor Al Saidi, Ljina Hamood Khalfan Al Breiki, Maryam Darwish Zahir Al Shereiqi and Ruqaiya Salim Mohammed Al Zahli	A Study on the effects of Corporate Governance Characteristics on Audit Report Lag among Listed Companies in Muscat Stock Exchange with special reference to Industrial Sector.		2025	Musannah
6	Durah Mahmood Rahim Khan Al Balushi, Houda Mohammed Yahya Al-Kharusi, Qabas Abdul-Malik Muhanna Al Hinaiya, Shahed Ali Mubarak Al Jadidi	A study on the effectiveness of Audit committee characteristics and factors affecting Audit report lag among listed companies in Oman with special reference to Industrial sector.	published in Conference Proceedings in International Conference on Global Sustainability through Innovation: Advancing Business, Engineering and Health Sciences and Published in Conference Proceedings	Apr-25	Musannah
7	Mutahar Hussain Kazim , Asawer Saif Muhanna Al Hinaai, Alla Khamis Sagheer Al Owaisi, Sara Ahmed Ghulam Al Balushi, Abir Abdullah Mohammed Al Malki	The Role of AI in Performance Management in private organisation in Oman	published in Conference Proceedings in International Conference on Global Sustainability through Innovation: Advancing Business, Engineering and Health Sciences and Published in Conference Proceedings	Apr-25	Musannah
8	Dr. Rajednran Jayashree	Leveraging Artificial Intelligence to Enhance Special Needs Education and Promote STEM Learning	International Journal Of Innovative Science and Research Technology IJISRT- Vol 10 Issue 5 May 2025	2025	Musannah



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
9	Dr.Rashmi and Jawaher Albalushi	Challenges and Opportunities in Implementing a National Hazmat Management Framework in Oman	The International Conference on Business and Technology (ICBTEdinburgh' 2025)	2025	Musannah
10	Kumaresan Chandrasekaran	A Study on Empowering Higher Education: How Emerging Technologies Transform Learning and Skill Development	Role of Higher Educational Institutions in Viksit Bharat 2047: Strategies, Opportunities, and Challenges	2025	Musannah
11	Simi Simon, Joshy Mathew, Shantanu Shekhar, Kumaresan Chandrasekaran	Digital Content Marketing: A Comprehensive Overview of Small and Medium-sized Enterprises (SMEs) in Sultanate of Oman"	Smart Solutions for Modern Design, Business and Computer Innovations (OCMT'2025)	2025	Musannah
12	Dr.Rashmi and Jawaher Albalushi	Students' Perceptions and Challenges of Artificial Intelligence (AI) and its Role in Higher Education,	Role of Higher Educational Institutions in Viksit Bharat 2047: Strategies, Opportunities, and Challenges	2025	Musannah
13	Joshy Mathew	Blockchain Technology in Healthcare: Ensuring Data Security and Privacy in the Digital Age	VIII. INTERNATIONAL APPLIED SOCIAL SCIENCES CONGRESS (C-IASOS 2024)	2024	Musannah
14	Kumaresan Chandrasekaran	International Conference on "Recent Trends and Advances in Communication Technology and Data Science 2025	International Conference on "Recent Trends and Advances in Communication Technology and Data Science 2025	2025	Musannah
15	Dr. Neetu kwatra and Dr. Hamed Al Naimi	"Fostering environmental sustainability and societal well being in the GCC: sectoral perspectives on CO2 Emissions and Economic growth"	The 2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	2025	Musannah
16	Ali al Kalbani, Hakan Gultekin & Nasr Al Hinai	Challenges and Opportunities in Implementing a National Hazmat Management Framework in Oman	2nd GCC International Conference on Industrial Engineering and Operations Management Muscat, Oman,	2024	Musannah
17	Ali al Kalbani, Reason Masengu, Jouhara al Habsi, Maha Aljahwari, Samira Alkhayari, Badriya Albalushi	Exploring the Integration of Solar-Powered Microgrids in Oman's Agricultural Landscape: Opportunities and Challenges	International Conference: Smart Solutions for Modern Design, Business, and Computer Innovations (OCMT'2025)	2025	Musannah
18	Ali al Kalbani	Building a Culture of Sustainability in Hazmat Response: A National Training Framework for Oman	UCB 2025 second international conference	2025	Musannah
19	Dr. Rajendran Jayashree, Ms. Kavitha. S & Mr. Mohammed Saleh	A Study on awareness of sustainable consumption of Organic foods and eco-friendly marketing strategies among the consumers"	International Conference on Digital Transformation on Commerce and Management, SRM University, India, Feb 2024	2024	Musannah



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
20	Dr. Malek Hamed Saif Al Zakwani, Dr. Aziza Al Qamashoui, Dr. Alamelu Mangai Raman	"Fostering Learning Excellence: An Empirical Investigation into AI-Enhanced Education",	International Conference on Business and Technology (ICBT Edinburgh' 2025), held on April 12-13, 2025, at The University of Edinburgh, United Kingdom. T	2025	Musannah
21	"Dr.Nasser Salim Nasser Al Baimani" , Dr.Alamelu Mangai, Mr. Mohammed Taslim	"Entrepreneurial Intentions and Awareness of Business Incubators Among Gen Z: A Study in Oman's Higher Education Institutions",	International Conference on Business and Technology (ICBT Edinburgh' 2025), held on April 12-13, 2025, at The University of Edinburgh, United Kingdom. T	2025	Musannah
22	Ali al Kalbani	The Logistics Research Network (LRN)-Oman 2025 - Muscat University	The Logistics Research Network (LRN)-Oman 2025 - Muscat University	2025	Musannah
23	Dr. Rajendran Jayashree, Ms.Kavitha Shanmugam, Hanaa Said Nasser Alsiyabi	A Bibliometric Analysis of Pedagogical Approaches and Ai-Integrated Interactive Tools for supporting Students Under Academic Risk: Toward Sustainable Educational Practice	GLOBAL SUSTAINABILITY THROUGH INNOVATION: ADVANCING BUSINESS, ENGINEERING, AND	2025	Musannah
24	Dr.Neetu Kwatra and Fatima Al Maqbali	"Women's Entrepreneurship, Innovation, and Economic Growth in the GCC: A Sectoral Analysis" the	7th International Conference on Entrepreneurship for Sustainability & Impact (ESI)-Qatar	2025	Musannah
25	Dr.Neetu Kwatra and Dr.Hamad Al Naimi	Carbon Footprint and Environmental Risks of ICT Adoption in Oman's Telecom Sector: Assessing Current Impact and Future Sustainability"	ICSDET -UTAS - AL Mussannah	2025	Musannah
26	Joshy Mathew, Shantanu Shekhar	Recent Trends in Digital Marketing: Integrating Gamification and Interactive Elements for Enhancing Digital Experience	Book Chapter- Emerald Publishing	1-Nov-2025	Musannah
27	Ms. S. Kavitha &Dr. Rajendran Jayashree	The Impact of Uses of AI Technology Applications on Performance of Health Care Professionals in India	Springer Nature Link	14-Jul-2025	Musannah
28	Dr. Ghouse Mohiyaddin Sharif G.M,Dr. Jayashree Rajendran,Mutahar Hussain Kazim,Mohammed Taslim Noor	Leveraging Artificial Intelligence to Enhance Special Needs Education and Promote STEM Learning	International Journal of Innovative Science and Research Technology,	29-May-2025	Musannah
29	Dr.Neetu Kwatra and Dr.Hamad Al Naimi	"Shaping Oman's Sustainable Future: "The Impact of ICT on GHG Emissions and Energy Innovation"	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business	1-Oct-2025	Musannah



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
30	Neetu kwatra and Fatema al maqballi	Global, Regional, and National Entrepreneurial Ecosystems includes chapters with empirical and conceptual studies conducted in the MENA region on theories and practices related to understanding the interplay of stakeholders to support the development of entrepreneurial activities collaboratively.	Book Chapter- Emerald Publishing	1-Sep-2025	Musan-nah
31	Neetu kwatra, Fatema al maqballi, Sonia sons, Jawaher Al Balushi	Balancing Progress and Protection: Toward Ethical AI Regulation.	AI Integration for business Sustainability- Resilient Future	1-Jun-2024	Musan-nah
1	Nasser Al Harrasi, Masengu Reason, Mohamed Salah El Din, Badriya Al Balushi, Jowhara Al Habsi	Transformation of knowledge and skills by entry-level graduates: Perception of logistics and supply chain managers in Oman	Journal of infrastructure, policy and development	September-24	Muscat
2	Al Harrasi, N., & Al Subhi, N	Determinants of effective university-industry collaboration: an empirical study of Oman's Higher Education Institutions	Congent Social Sciences, Taylor and Francis	September-24	Muscat
3	Dr. Abdul Azeez KM, Dr. Gaurav Aggarwal, Dr. Mohammed Riyaz Khan	Entrepreneurship and development: Lessons from International Migration	Global Journal of Arts Humanity and Social Sciences ISSN: 2583-2034	September-24	Muscat
4	Masengu, R., Ruzive, B., Salah El Din, M., Al Harrasi, N. H., & al Kalbani, A.	E-readiness of the sultanate of Oman's ports in improving logistics and supply chain global competitiveness	Congent Social Sciences, Taylor and Francis	September-24	Muscat
5	Mohd. Abass Bhat, Chandan Kumar Tiwari, A	Unveiling the bright side and dark side of AI-based ChatGPT: a bibliographic and thematic approach	Journal of Decision Systems (Taylor and Francis)	September-24	Muscat
6	Mohd Abass Bhat,	Do the credits of the state-owned development and investment bank trigger sustainable economic development? Evidence of iller bank for Turkey	Social Sciences & Humanities Open (Elsevier)	September-24	Muscat
7	Dr. Gaurav Aggarwal, Dr. Abdul Azeez K.M. Dr. Mohd. Muslim Mr. Umar Ali Khan	Sustainable Investment Strategies for Oman Vision 2040- Contribution Towards Socioeconomic Development and Environmental Conservation	SSR Journal Economics, Business and Management (SSRJEBM)	October-24	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
8	Dr.Venkata Durga Rao ¹ , Samar Abdullah Altoqi ² , Fatma Mahmoud Yagoub ³ , Sara Zahir Al Tobi ⁴ , Fatma Adnan Alraisi	Determinants of Attitude Towards Islamic Financing Among Micro and SMEs in Sultanate of Oman	International Journal of Research and Analytical Reviews (IJRAR)	October-24	Muscat
9	Al Harrasi, N.; Al Subhi, N.	Leveraging Knowledge Creation: Quantifying the Impact of Higher Education Research Outputs on Oman's Private Sector	Studies in Systems, Decision and Control	October-24	Muscat
10	Mohd Abass Bhat,	Analyzing the dynamic relationship between ESG scores and firm value in Chinese listed companies: insights from generalized cross-lagged panel model	Discover Sustainability(-Springer)	October-24	Muscat
11	Mangaiyarkarasi R1, Lilly Sandhya ² , Jaiganesh M ³ , Kavitha R ⁴ , Mohamed Riyazh Khan ⁵ , Thandauthapani A ⁶ , Karthikeyan Thangaraju ⁷	"Burnout to Brilliance: Elevating Bangalore's IT Sector with Psychological Capital, Stress Reduction, and Employee Well-being	Pakistan Journal of Life and Social Sciences	October-24	Muscat
12	Gopalan Puthukulam, Anitha Ravikumar	Unlocking the Efficiency of Artificial Intelligence in Financial Fraud Detection and its Integration into Audit Processes to Achieve Overall Audit Efficiency: A Comprehensive Analysis in Muscat, Oman	Universal Journal of Accounting and Finance	November-24	Muscat
13	Dr. Nidaa Al Subhi, Dr. Vaidehi Pandurengan, Dr. Adil Balushi, Dr. David Bell	Design Mindset Driven Educational Processes: A User-Centric Dynamic Model.	Achieving Sustainable Business through AI, Technology Education and Computer Science	November-24	Muscat
14	DR.Rana Al Dhowyani, Ruqaya Al Riyami	تقديم مقرر عُمان الحضارة والإنسان من وجهة نظر طلبة جامعة التقنية والعلوم التطبيقية-مسقط	مجلة الزرقاء للبحوث والدراسات الانسانية	November-24	Muscat
15	Mohd Abass Bhat,	Investigating the critical drivers of Fintech adoption to promote business sustainability of SMEs	Global Knowledge, Memory and Communication (Emerald Publishing Limited)	November-24	Muscat
16	Dr. Gaurav Aggarwal, Dr. Abdul Azeez K.M,Dr. Mohd. Muslim	Empowering Financial Inclusion in Oman: Leveraging FinTech for Future Economic	Global Scientific and Academic Research Journal of Economics, Business and Management ISSN: 2583-5645 (Online)	December-24	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
17	Hassan Sannadi & Krishna Murthy Sameena Begum	Integrating Crowdfunding & Financial Planning for Entrepreneur Success	IGI Scientific Publishing	December-24	Muscat
18	Hassan Sannadi & S Varalakshmi	Entrepreneurship in Emerging Markets & Leadership within Organizations: Driving Innovation	IGI Scintific Publishing	December-24	Muscat
19	Abdullah Saud Nasser Al-shaidhani, Salim Ali Nasser Al Musallami, Faisal Maqbool Bashir Al Balushi and Dr Nirmala Roy	The Effect of Non-Monetary Benefits On Employee Retention	IOSR Journal of Business and Management (IOSR-JBM)	December-24	Muscat
20	Santhosh Kumar S, Sandip Shinde, Abdul Kadir Khan	Impact of Digital Marketing on Purchasing Intentions and Customer Relationship Management for Oman's E-commerce: The Mediating Role of Trust	International Journal of Process Management and Benchmarking	December-24	Muscat
21	Md Sohrab, Hatim H. Ramadan	Impact Of Intensive Food Marketing Strategies on Consumer Purchase Decisions with Reference to Coca Cola Company In Oman	International Journal of Innovative Research in Technology	December-24	Muscat
22	S. Porkodi, Tere-sita Luzon Cedro	The Ethical Role of Generative Artificial Intelligence in Modern HR Decision-Making: A Systematic Literature	European Journal of Business and Management Research	December-24	Muscat
23	Krishnamurthy, Kaipa Raghu Ram, Reem ibrahim Al Farsi, Ravi Vinod-kumar Sharma, Latifa Saud Al Habsi	Navigating Leadership Development in College Based Higher Education: A Comprehensive Approach	Book Chapter, IGI publication	December-24	Muscat
24	S Varalaksmi, Reem Ibrahim Al Farsi, Ravi Vinod Kumar Sharma, Umasankar, Pavan Kumar	Economic Diversity and Innovation Analysis in Startups: Creativity in Business Ventures Through Entrepreneurship	Book Chapter, IGI publication	December-24	Muscat
25	Umar Ali Khan, Gaurav Aggarwal, Mohd. Muslim, Md. Sohrab	Analyzing The Role of Artificial Intelligence (Ai) In Monitoring Corporate Governance Practices and Ensuring Compliances in Improved Decision-Making Processes	International Journal of Innovative Research in Technology	December-24	Muscat
26	Khan Saifullah, Md. Sohrab, Fatma Al Sadi, Maitha Al Hudaifi, Amran Al Balushi, Osama Al Mamari	Consumer Buying Behavior Towards Hypermarkets in Oman Carrefour	International Journal of Innovative research in Technology	December-24	Muscat

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
27	Khan Saifullah, Md. Sohrab, Fatma Al Sadi, Maitha Al Hudaifi, Amran Al Balushi, Osama Al Mamari	Consumer Buying Behavior Towards Hypermarkets in Oman Carrefour	International Journal of Innovative research in Technology	December-24	Muscat
28	R. Saranya, Al-Barwani Layan, Al-Sabei Amal, Al-Yafai Eram, Al-Haddabi Muwada	Impact Of Luxury Perfumes Packaging on Consumer Purchasing Behavior	International Journal of Creative Research Thoughts	December-24	Muscat
29	Donalie Cabral, Anitha Ravikumar, Venkata Naga Sundar Rao, Tere-sita Cedro, Felicidad Benchie Fortuno	Scrolling To Success: An Empirical Study on The Influence of Social-Media On Business Opportunities	International Journal of Creative Research Thoughts (IJCRT)	December-24	Muscat
30	Donalie Cabral, Anitha Ravikumar, Venkata Naga Sundar Rao A, Tere-sita Cedro, Kirsty Caroline M. Hernandez-Aceron	Evaluating Youth Involvement in Agribusiness for Sustainable Agriculture And Food Security: A Comprehensive Literature Review	International Journal of Creative Research Thoughts (IJCRT)	December-24	Muscat
31	Mohammed Al Balushi,	Tackling food waste: unveiling causes, implications and solutions in Oman's fresh and short food supply chain	British Food Journal Emerald Publishing	December-24	Muscat
32	Hari Krishna Karri, Ayesha Begum and Lina George	Optimizing Healthcare Efficiency: The Role of Artificial Intelligence in Medical Records Management	International Journal of Engineering and Management Research	January-25	Muscat
33	Lina George, Soofi Asra Mubeen, Mohammed Omer Fareed, Rahima Humaid Salim Al Shibli, Philip George	Leveraging Tokenization for Enhanced Security in Banking and Financial Services	Journal of Research in Business and Management	January-25	Muscat
34	Amol Bhusaheb Shinde, Umar Ali Khan, Shubhakar Gootam, George Anthony Fernando, S. Raja, Soofi Asra Mubeen	Behavioral Finance and Risk Management: Navigating Volatility in the Indian Stock Market with a Focus on Bank Nifty	International Journal of Innovative Research In Technology	January-25	Muscat
35	Vaidehi Pandurugan and Badriya Nasser Said Al Shammakhi	Modelling The Theory of Planned Behaviour to Evaluate the Investment Intention Of Generation Z In The Speculative Market: Stocks, Forex And Crypto Currencies	AGJSR	January-25	Muscat
36	Samira Al Khaiari, Maria Al Jabri and Uzma	Assessing the Knowledge and awareness of Sustainable development Goals Among Omani Higher Education Students	The international conference Sustainable Development Goals 2030	January-25	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
37	Wedad Salim Ali Al-Siyabi	Towards Sustainable Consumption: Exploring Consumer Online Brand Related Activities (COBRA) in Halal Products: The Case of Oman	SSRN	January-25	Muscat
38	V. V. Phani Kumar Tantravahi	A Bibliometric Analysis of Sustainable Investment and Socially Responsible Investors: Trends and Insights	IGI Global	January-25	Muscat
39	Nasser Al Harrasi, Nidaa Al Subhi	Leveraging knowledge creation: Quantifying the impact of higher education research outputs on Oman's.	In Opportunities and risks in AI for business development: Volume 2 (p. 189). Springer Nature.	January-25	Muscat
40	Munaqib, P., Islam, S.B., Darzi, Mohammed Abass Bhat, M.A., Al Lawati, E.H. and Khan, S.T.	"Antecedents of consumer purchase intention and behavior towards organic food: the moderating role of willingness to pay premium",	British Food Journal, Vol. 127 No. 2, pp. 779-800. https://doi.org/10.1108/BFJ-03-2024-0275	January-25	Muscat
41	Abhishek Behl, Abhinav Pal, Vikrant Viram Singh, Chandan Kumar Tiwari	Repeated donations on crowdfunding platform operations during global pandemics	Reference Module in Social Sciences 2025	January-25	Muscat
42	Venkata Durga Rao P., et.al.,	Sustainability Reporting and Assurance: The Role of Auditors in Verifying Corporate Environmental and Social Performance	Journal of Informatics Education and Research	January-25	Muscat
43	Krishna Murthy, Kaipa Raghu Ram, Reem Ibrahim Al Farsi, Ravi Vinodkumar Sharma, Latifa Saud Al Habsi	Navigating Leadership Development in College-Based Higher Education: A Comprehensive Approach	Hispanic Leadership in Higher Education, IGI Scientific publication	January-25	Muscat
44	Amol Bhausahab Shinde, Umar Ali Khan, Shubhakar Gootam, George Anthony Fernando, S. Raja, Soofi Asra Mubeen	Behavioral Finance and Risk Management: Navigating Volatility in the Indian Stock Market with a Focus on Bank Nifty"	". International Journal of Innovative Research in Technology. Vol 11, Issue 8, 2025	January-25	Muscat
45	Komati Durga Prasad, Soofi Asra Mubeen, Banda Rajini	The Impact of Blockchain Technology on Audit Quality: An Empirical Study".	Academy of Accounting and Financial Studies Journal. Vol. 29, Special Issue 1, 2025. ISSN: 1528-2635-29-s1-003.	January-25	Muscat
46	Lina George, Arshiya Sultana, Teresa Manju Felex and Philip George	Navigating the Ethical Landscape: Integrating Artificial Intelligence into Sustainability Initiatives in Oman	Book Chapter-AI Integration for Business Sustainability- Springer Nature Link	January-25	Muscat

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
47	Arshiya sultana & Salah Al Balushi	An Introduction to Business Sustainability	Book Chapter-AI Integration for Business Sustainability- Springer Nature Link	January-25	Muscat
48	Thahirunissa Ar-shath	Understanding car buying preferences in Muscat: A cross-sectional analysis.	Quest Journal of Research in Business and Management, 13(1), 59-66.	January-25	Muscat
49	Hari Krishna Karri	Big Data Analytics in Business: Opportunities and Challenges for Decision Making	EJITE	February-25	Muscat
50	Rajaswaminathan	Impact of crypto currencies on performance of stock returns: Evidence from BRICS countries	Theoretical and Applied Economics	February-25	Muscat
51	Anupum Sharma	Real- World Tools and Scenarios for Entrepreneurship Exploration	IGI Global	February-25	Muscat
52	Chandan Kumar Tiwari, A Pal	Gamification in Personal Finance: A Global Perspective - Scopus publication	Journal of Informatics Education and Research	February-25	Muscat
53	AD Wedajo, ST Khan, MA Bhat, YM Zahran Al Balushi	Mapping the landscape of female entrepreneurship in Africa: trends, networks and hot topic through text mining techniques -Scopus publication	Management & Sustainability: An Arab Review 4 (1), 24-46	February-25	Muscat
54	M Waqas, F Farooq, MA Bhat, M Sibte-Ali, K Batool	Crafting a Sustainable Environment through Green Energy, Financial Development and Agriculture in the BRICS Economies -Scopus publication	Management & Sustainability: An Arab Review 4 (1), 24-46	February-25	Muscat
55	Kaipa Raghu Ram, Sameena Begum, Vasmeen Sultana, S. Padmavathy, D. Rakesh. © 2025. 32 pages.	Creativity on Sustainable Technological Advancements in Entrepreneurship	Entrepreneurial Ecosystems Driving Economic Transformation and Job Creation	February-25	Muscat
56	Santhosh Kumar. S ;Navya Gubbi Sateeshchandra; Kaddour Chelabi; Nereida Hadziahmetovic; Benjamin Bensam Sambiri; Samrat Ray	Enhancing Security and Operational Efficiency in Tourism Sectors through Blockchain Technology: The Role of Trust and Regulatory Environment under institutional economics	Journal of Eco Humanism	February-25	Muscat
57	Anitha Ravikumar, Donalie H. Cabral, Sheikha Said AlSubhi & Gopalan Puthukulam	A Study on the Application of AI Chatbots for Customized Product Recommendations and Uninterrupted Order Fulfillment for Enhanced Customer Experience Using Kano Model	Book Chapter, Springer- Innovative and Intelligent Digital Technologies; Towards an Increased Efficiency	February-25	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
58	Mohammed Riyazhkan, Krishna and Chandrashekara Reddy	Systematic Literature Review: "Business Models Proposed for Integrating Natural Heritage Values into Sustainable Tourism for Economic Development	SEEJPH Volume XXVI, S2, 2025, ISSN: 2197-5248; Posted:03-02-2025	February -25	Muscat
59	Krishnamurthy, Reem, Ravi and Sameena	Blockchain and Machine Learning Integration for Smart Business Financial Analysis for Corporate Business	Corporate Management in the Digital Age	February -25	Muscat
60	Chandra Sekhara Reddy Kamireddy, Krishna Murthy Meesaala, Mouza Mohamed Al- Hadrhrami, & Mohamed Riyazhkan	A Study on The Potential Natural Heritage Values for The Sustainable Tourism Practices in Al Hamra And Misafat Al-Abriyeen—Visitor's Perception	Journal of Information Systems Engineering and Management	February -25	Muscat
61	Masengu, R.; Din, M.S.E.; Ruzive, B.; Habsi, J.S.A.	An Analysis of the Effectiveness of Food Quality and Safety Management Systems in Oman's Food Supply Chain	Research on World Agricultural Economy	February -25	Muscat
62	Preeti Bhaskar, Chandan Kumar Tiwari	Charming or chilling? A comprehensive review of ChatGPT's in education sector	International Journal of Information and Learning Technology	March-25	Muscat
63	Peerzada Munaqib, Sheikh Basharul Islam, Mushtaq Ahmad Darzi, Mohd Abass Bhat, Essam Hussain Al Lawati, Shagufta Tariq Khan	Antecedents of consumer purchase intention and behavior towards organic food: the moderating role of willingness to pay premium - Scopus publication	Journal of the Knowledge Economy, 1-38	March-25	Muscat
64	Mohd Abass Bhat, Shagufta Tariq Khan, Abeer F Alkhwalidi, Amir A Abdulmuhsin	Unlocking the potential: exploring the drivers behind blockchain and its influence on SMEs performance within TOE framework	British Food Journal, Emerald Publishing Limited	March-25	Muscat
65	Aida Mehrad, Nasser Al Harrasi	Organizational Behaviour: A Scholarly Integration of Advanced Theories and Analytical Methodologies	The TQM Journal, Emerald Publishing Limited	March-25	Muscat
66	Bhaskar, P.; Tiwari, C.K.	Charming or chilling? A comprehensive review of ChatGPT's in education sector	International Journal of Information and Learning Technology	March-25	Muscat
67	Arshiya sultana, Khoula Nasser, Anwaar Humaid, Deena Dawood	Benefits of Customer Centered Advertising -A Study of Mazoon Dairy Company (Muscat)	International Journal of Management Studies and Social Science Research	March-25	Muscat

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
68	Santhosh Kumar Shavanhappa1* , Navya Gubbi Sateeshchandra2 , Arun Kumar DC3 , Anastasios Fountis4 , Latha MT5	Institutional economics of tourism safety and security: Insights from tourists and industry operators"	Journal; International Journal of Innovative Research and Scientific Studies	March-25	Muscat
69	Nasser Al Har-rasi, Maha Al Jah-wari, Jouhara Al Habsi & Maria Al Jabri	Understanding the Impact of Unemployment and Inflation on Oman's Economic Growth	Book Chapter, Springer- Big Data in Finance: Transforming the Fi-nancial Landscape	March-25	Muscat
70	Alissai MK, Al-shaidhani AS, AL Hafeedh HM, Al-lawati JB, Ka-mireddy Chandra Shekar R	A Systematic Review of Liter-ature on the Strategies of Talented Employee's Attrac-tion, Retention and Manage-ment	International Journal of Engineer-ing and Management Research	April-25	Muscat
71	Abbas, H.; Saeed, A.; Al-Sheyadi, A.; BaAwain, A.M.	Seeking environmental per-formance through green manufacturing, lean culture and Industry 4.0: a study of manufacturing organizations in an emerging economy	Management and Sustainability	April-25	Muscat
72	Dahabiyeh, L.; Taha, N.; Thnei-bat, M.; Bhat, M.A.	Privacy awareness in genera-tive AI: the case of ChatGPT	Interactive Technology and Smart Education	April-25	Muscat
73	Gaur, D.; Gupta, K.; Tiwari, C.K.; Pal, A.	AI Powered Gamification: The New Catalyst in the Arena of Online Investment Platforms Impacting Behavioral Inten-tions	International Journal of Human-Computer Interaction	April-25	Muscat
74	Krishna Murthy, Ravi Sharma, Reem Al Farsi and Sameena Begum	Blockchain and Machine Learning Integration for Smart Business Financial Analysis for Corporate Busi-ness	IGI Global Scientific Publication	April-25	Muscat
75	Sandip Shinde, Abdul Kadir Khan, Santhosh Kumar	Impact of Digital Marketing on Purchasing Intentions and customer Relationship Man-agement for Oman's E-commerce: The Mediating Role of Trust	International Journal of Process Management and Benchmarking	May-25	Muscat
76	S Porkodi https, V Rajeswari, Zareen Mazumder and Uzma Jahan	Talent management and re-tention strategies for building a highly skilled workforce in Oman: A meta-analysis	Human Systems Management	May-25	Muscat
77	Porkodi, S.; Pundhir, S.	Job satisfaction and burnout among healthcare employ-ees: a bibliometric analysis before and after Covid-19 pandemic	Quality and Quantity	May-25	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
78	Abdulmuhsin, A.A.; Owain, H.O.; Dbesan, A.H.; Bhat, M.A.; Rehman, S.U.; Alkhwalidi, A.F.	Acceptance of KM-driven metaverse technology in higher education institutions: are educators ready to be immersed?	Information Discovery and Delivery	May-25	Muscat
79	Al Riyami, A.; Al Kindi, D.A.; Al Balushi, M.A.; Al Shizawi, R.A.; Khan, M.H.; Al Lawati, E.H.	Factors That Influence Individual Purchase Decisions of Hotel Using Online Booking Platforms	IGI publication	June-25	Muscat
80	Donali Cabral, Zamzam Al Balushi, Venkata Naga Sundar Rao, Anitha Ravikumar, Teresita Credo	The Role of Digital Transformation in Accelerating the Sustainable Development Goals: A Literature Review"	International Journal of Latest Technology In Engineering, Management & Applied Science	June-25	Muscat
81	Varalakshmi Subramani, Chandra Sekhara Reddy Kamireddy, Kaipa Raghu Ram, Krishna Murthy Meesaala, Anupam Sharma, Latifa Saud Al Habsi	Corporate Reputation as a Stimulus for Customer Loyalty: A SEM Technique	Corporate Reputation as a Stimulus for Customer Loyalty: A SEM Technique	June-25	Muscat
82	Pal, A.; Ali, Z.; Khan, S.T.; Tiwari, C.K.; Bhat, M.A.	Unveiling the drivers of climate change: the impact of economic indicators, renewable energy consumption and human development through a panel ARDL approach	Discover Sustainability	July-25	Muscat
83	Pal, A.; Gaur, D.; Raj, P.; Gupta, K.; Tiwari, C.K.	A bibliometric perspective on the role of circular economy in achieving sustainable development goals	Discover Sustainability	July-25	Muscat
84	Porkodi, S.; Tantravahi, P.K.; Tabash, B.K.H.	Transforming sustainable and green supply chains with artificial intelligence: a strategic review and future research opportunities	International Journal of Production Management and Engineering	July-25	Muscat
85	Ghorbani, A.; Makarem, N.; MohammadRezaei, F.; Rezaee, Z.; Bhat, M.A.	Big bath earnings management amid evolving climate regulations	International Journal of Disclosure and Governance	July-25	Muscat
86	Santhosh Kumar Shavanthappa, Sandp Shinde, and Abdul Kadir Khan	AI integration in higher education: Exploring practical implications and perspectives	Statistical Journal of the IAOS/ Sage Journals	July-25	Muscat
87	Aliya Al Mughairi	Artificial Intelligence (AI) into Talent Management	IGI Global publication	July-25	Muscat

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88	Krishna Murthy, Kaipa Raghu Ram, Reem Ibrahim Al Farsi, Ravi Vinod-kumar Sharma, Latifa Saud Al Habsi	Book Chapter- Navigating Leadership Development in College Based Higher Education: A Comprehensive Approach	IGI Global publication	July-25	Muscat
89	S. Varalakshmi, Anupam Sharma, Altifa Al Habsi, Yasmeen Sultana	Quantum Machine Learning (QML) Techniques for enhancing online marketing and business	IGI Global publication	July-25	Muscat
90	M. S. R. Mariyappa, Krishna Murthy Meesaala, Anupum Sharma, Dhara Vinod Parmar, Somu Chinnusam	Overcoming Business Biases Through Technological Advancements in Entrepreneurship	IGI Global publication	July-25	Muscat
91	Krishna Murthy, Hassan Sanadi, Sameena Begum, Smriti Sethi, P. Karthikeyan	Integrating Crowdfunding and Financial Planning for Entrepreneur Success	IGI Global publication	July-25	Muscat
92	Anupum sharma, S, Varalakshmi, Chandra, Krishna Murthy and Kaipa	Enhancing Employees Accomplishment Through Job Satisfaction and Emotional Intelligence: Does Motivation play a Mediating Role?	Library Progress International	July-25	Muscat
93	S. Porkodi, V.V. Phani Kumar Tantravahi, Bassam Khalil Hamdan Tabash	Transforming sustainable and green supply chains with artificial intelligence: A strategic review and future research opportunities	International Journal of Production Management and Engineering, Poli papers	July-25	Muscat
94	Pal, A.; Wedajo, A.D.; Bhat, M.A.; Tiwari, C.K.; Khan, S.T.	Innovation on credit: the role of fintech and institutional quality in global technological advancements	Journal of Innovation and Entrepreneurship	August-25	Muscat
95	George L.; Jain, A.K.; George P.	From Brick-and-Mortar to AI-Powered: How Artificial Intelligence Is Reshaping Banking, Investments, and Micro-finance	Book chapter -AI and Fintech Improving the Financial Landscape, Taylor and Francis Group	August-25	Muscat
96	Bhat, M.A.; Abdelwahed, G.	Unveiling the drivers of green innovation and their impact on sustainability performance: the mediating role of circular economy practices	International Journal of Productivity and Performance Management	August-25	Muscat
97	Al Sabbagh, M.; Al Lawati, E.H.; Elgeddawy, M.	Knowledge Sharing and Employee Intention in Higher Education	Studies in Systems, Decision and Control	August-25	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
98	Shalaby, K.; Al Balushi, A.K.; Abdelfattah, F.; Al Balushi, A.	The Significance of Research Ethics in Promoting Sustainability Through Artificial Intelligence Technology: A Case Study of Muscat's Educational Institutions	Studies in Systems, Decision and Control	August-25	Muscat
99	Zamzam Al Balushi, Donalie Cabral and Anitha Ravikumar	From Cash to Crypto: The Evolution of Finance and Banking in the Digital Age	IGI Global	August-25	Muscat
100	Alhamzah F Abbas, Essam Hussain Al-Lawati	Revisiting artificial intelligence in start-ups: A theoretical perspective on integration, opportunities, challenges, and strategic advancement	Journal of the International Council for Small Business	Sep-25	Muscat
101	Essam Al Lawati, Azza Al Busaid	A Tale of Artificial Intelligence and Green Marketing: Shaping Smarter Paths to Sustainability	The 20th European Conference on Innovation and Entrepreneurship	Sep-25	Muscat
102	Mohd Abass Bhat, Chandan Kumar Tiwari, Preeti Bhaskar, Shagufta Tariq Khan	What drives the adoption of metaverse-based educational technologies in higher educational institutions? An investigation using extended TAM model	Interactive Technology and Smart Education	Sep-25	Muscat
103	A Pal, VV Singh, CK Tiwari, Mohd Abass Bhat	Decoding Consumer Perceptions Toward Green Financial Products Using Analytical Hierarchy Process	Indian Journal of Marketing	Sep-25	Muscat
104	Al Harrasi, N.; Al Subhi, N.; Al Harthy, S.; Al Habsi, J.	Learner perspectives on AI teacher effectiveness: The role of engagement, motivation, efficiency, and educational experience	Social Sciences and Humanities Open	Sep-25	Muscat
105	Abdalla, A.A.; Tiwari, C.K.; Bhat, Mohd.Abass.; Pal, A.; Abdulmuhsin, A.A.	Examining the impediments to AI chatbots adoption among professional practitioners: An ISM - SEM approach	Acta Psychologica	Oct-25	Muscat
106	Abdulmuhsin, A.A.; H.D.; Rehman, S.U.; Bhat, Mohd.Abass.; Dbesan, A.H.	Driving interactive green innovation in traditional industries: the impact of AI and KM in the oil and gas sector	International Journal of Energy Sector Management	Oct-25	Muscat
107	Wedajo, A.D.; Bhat, Mohd.Abass.; Tiwari, C.K.; Khan, S.T.	Financial globalization and sustainability: examining ESG metrics and green innovation in Chinese firms	Management and Sustainability	Oct-25	Muscat
108	Alkhwaldi, A.F.; Abdulmuhsin, A.A.; Bhat, Mohd.Abass.; Khan, S.T.; Tiwari, C.K.	Medical students' intentions to use virtual reality for dynamic learning: a TAM-based approach	Education and Information Technologies	Oct-25	Muscat



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
109	Chandan Kumar Tiwari, Mohd Abass Bhat, Badar Alshabibi, Zam-zam Said Al Balushi, Abhinav Pal	Mapping four decades of research on sustainability accounting, sustainable finance, and governance: a bibliometric analysis and future directions	Journal of Financial Reporting and Accounting	Oct-25	Muscat
110	Hamza Al-Saqri, Mohd Abass Bhat and Chandan Kumar Tiwari	Empowering Omani's SMES for A Sustainable Future: The Role of Green Finance and Waste Management in the Context of Oman Vision 2040	IOP Conference Series: Earth and Environmental Science	Oct-25	Muscat
111	V V Phani Kumar and Hari Krishna	Restoring Credibility in ESG Reporting: A Comprehensive Theoretical Approach to Mitigate Greenwashing	Book Chapter- Integrating Artificial Intelligence, security for Environmental and Business Sustainability- Springer Publications	Oct-25	Muscat
112	Ali Abbas, Mohd Abass Bhat & Muhammad Waqa	Driving Sustainable Success: The Nexus of Green Supply Chains, Environmental Awareness, and Green Human Capital	Journal of the Knowledge Economy	Oct-25	Muscat
113	S Santhosh Kumar, Sandip Shinde, Abdul Kadir Khan	Industry-institute collaboration for transforming management education	Asian Education and Development Studies	Nov-25	Muscat
1	Ms. Seemab Rana Ms. Fazilathunissa Shafi Ms. Fatima Mohammed Al Shahri	Customers' Perception of Islamic Banking in Oman: A case study of Dhofar region	International Research Journal of Management and Social sciences/ Higher Education Commission	Jan-2025	Salalah
2	Ms. Seemab Rana	Green leadership and green performance nexus	International journal of Law and Management/Emerald Publisher (Scopus Indexed)	Apr-2025	Salalah
3	Dr. Hanaa Mahmoud Sid Ahmed	The Role of Artificial Intelligence in Achieving the Sustainable Development Goals	<i>International Journal of Innovation and Knowledge Management in Middle East and North Africa</i> , Vol. 10, No. 1/2, pp. 23-36	Aug 2025	Salalah
4	Dr. Hanaa Mahmoud Sid Ahmed	The Economic Impact of Food Waste Recycling and Management in The Cooperation Council for the Arab States of the Gulf (GCC).	2 nd Global Summit on Recycling and Waste Management "Managing Waste for Sustainable Tomorrow" September 08-09, 2025, Paris, France	Sep 2025	Salalah



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
5	Dr. Ali Ba Awain	Application of Artificial Intelligence in Automation of Supply Chain Efficiency in Oman	Journal of Contemporary Management Studies	12/12/2025	Salalah
6	Dr. Ali Ba Awain	Measuring the Impact of Sustainable Supply Chain Management Practices on Sustainable Performance: An Empirical Investigation in Batam Indonesia MSMEs	Journal of Contemporary Management Studies	12/12/2025	Salalah
7	Dr. Ali Ba Awain	Linking Zero-Waste Management and Green Innovative Supply Chains to Sustainable Performance: The Mediating Role of Green Dynamic Capabilities in Manufacturing Firms	Sustainability	19/11/2025	Salalah
8	Dr. Ali Ba Awain	Seeking environmental performance through green manufacturing, lean culture and Industry 4.0: a study of manufacturing organizations in an emerging economy	Management & Sustainability: An Arab Review	14/10/2025	Salalah
9	Dr. Ali Ba Awain	Digital transformation capability and employee turnover intentions: the role of knowledge management capability and digital leadership	Journal of Applied Research in Higher Education	14/10/2025	Salalah
10	Seemab Rana	Dynamic factors of inflation	Capital Markets Review Vol. 33, No. 2, pp. 59-73 (2025)	30/09/2025	Salalah



CEBA Nizwa

S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
1	Diana Fernandez; Dr. Renjith Kumar Raveendran, Ms. Nahid Abdullah Al Shukaili	Unveiling Gender Dynamics in Career Decision-making: In- sights from students of Uni- versity of Technology and Applied Sciences, (UTAS) Sul- tanate of Oman	Journal of Education, Society and Behavioural Science	Jan 2025	Nizwa
2	Dr. Haidar Abbas; Md. Wasim Raza, Dr. Furqan Uddin, Anwar Rasheed	Emotional Intelligence in Healthcare Industry: A Biblio- metric Analysis and Future Research Agenda	Inderscience Publishers, 1740- 8946, USA	2025 (Accepted)	Nizwa
3	Dr Haidar Abbas, Sajid Abbas, Dr. Asad Ahmad	Exploring consumer purchase aversion amid Israel- Palestine war: a comparative study of consumers in India and GCC countries	Emerald, UK	Decem- ber, 2024	Nizwa
4	Dr. Haidar Abbas; Hafiz Wasim Akram, Alam Ah- mad, Samreen Akhter	A bibliometric analysis of the genesis, journey and current status of green supply chain management in the digital economy	Emerald, UK	Septem- ber, 2024	Nizwa
5	Dr. Haidar Abbas; Hafiz Wasim Akram, Léo-Paul Dana, Md. Daoud Ciddikie	Family Start-up in Oman: En- trepreneurship Ecosystem Perspective	Emerald Publishers, 978-1-83753- 935-2, UK	Novem- ber, 2024	Nizwa
6	Ms Kavitha Rajan	Transforming India's SMEs - Technology Innovations for Sustainable Growth	Viksit Bharat 2047- Sustainable Business Development Strategies For Inclusive Growth(Icsbdsig 2025) March 10& 11, 2025	MARCH 10& 11, 2025	Nizwa
7	Dr Sangeetha Na- tarajan; Sumaya Sulaiman Rashid Al Farsi Reem Dhahir Sulaiman Al Amri Raida Salim Ha- mood Al Jamoodi Wafa Rashid Hamed Al Shueili	Exploratory analysis of the factors influencing Occupa- tional Health and Safety (OHS) in Hospitals	European Journal of Arts, Humani- ties and Social Sciences (ISSN 3041-1262), AMO Publisher	March, 20 25	Nizwa
8	Dr. Lenin Kumar Nooney; Ubais Parayil Iqbal, Fatma Said Sulaiman Al Ghaf- ri, Tilda Mary Dan- iel	Sustainable business practic- es in SMEs: a retrospective insight on catalysts and hur- dles.	Cogent Business & Management, 2025, Vol. 12, no. 1, 2456114	06 Feb 2025	Nizwa
9	Dr. Lenin Kumar Nooney; Jumana Yahya Al Abri, Rudaina Moham- mad Al Shereiqli, Aaisha Ali Al Haji, Noor Mohammed Ali Al-Busaidi, Hajar Ali Al Kha- rusi	The Benefits and Challenges of Record Keeping among SME in Nizwa	Journal of Commerce and Ac- counting Research, Volume 13 Is- sue 4 December 2024.	4 De- cember 2024	Nizwa



S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
10	Mohammed Kutpudeen & Muhammad Tahir	Innovative HR practices and product quality mediated by employee outcomes: Case of SMEs of Oman	World Journal of Advanced Research and Reviews,	September 2024	Nizwa
11	Dr. Muhammad Tahir Dr. Premkumar Arul, Dr. Mallesh Tummala Mr. Mudasir Rahim Shagoo Dr. Mohammed Kutpudeen	High Performance Work Practices and Turnover Intentions: A Case of Call Centre	International Journal of Multidisciplinary Research and Growth Evaluation,	October 2024	Nizwa
12	Muhammad Tahir;	The effects of workplace bullying on staff self-esteem among manufacturing sector staff in Oman; Testing perceived psychological contract as mediator and moderator	Gulf Journal of Advance Business Research, Pakistan	October 2024	Nizwa
13	Muhammad Tahir	Impact of knowledge hiding behaviour on project performance	Gulf Journal of Advance Business Research	October, 2024	Nizwa
14	Dr. Muhammad Tahir, Dr. Premkumar Arul, Mudasir Rahim Shagoo, Sanaullah Shamsheeri, & Dr. Mohammed Kutpudeen;	Testing psychological contract breach as a moderator between the HPWS and staff turnover intentions relationship?; Evidence from call centre	International Journal of Management & Entrepreneurship Research, Fair East Publishers	April 2025	Nizwa
15	Dr. VISHNUKANTH RAO VELAGAPALY;	"Transformative Networks: How Support Organizations are Reshaping Women's Entrepreneurship in Oman and the GCC"	International Journal of Latest Research in Humanities and Social Science (IJLRHSS) ISSN: 2456-0766 Volume 08 - Issue 02,(2025) pp. 10-22	February 2025	Nizwa
16	Dr. Vishnukanth Rao Velagapaly 1, Ariam Al Waleed Mohammed Al Toubi 2 , Maha Saud Sulaiman Al Qassabi 3 , Reem Dhahir Sulaiman Al Amri	Exploring Psychosocial Hazards and Mental Health Challenges among Lecturers in Higher Education in Oman	Global Journal of Research in Business Management ISSN: 2583-6218 (Online) March-April, Volume 05, Issue 02 (2025), pp 27-36,	March 2025	Nizwa
17	Mohamed Abdul Madhar; Hajer Mohammed Al-Adawi	A Study on Marketing Strategies and Customer Satisfaction of Hyper Markets in Oman with special reference to Lulu hyper Market Nizwa, Sultanate of Oman	SSRN (Social Science Research Network)- Electronic Journal, published by Elsevier	February 2025	Nizwa
18	Mohamed Abdul Madhar	Project-Based Learning (Pbl) In Management Programs Special Reference to Business Administration (BA) Program University of Technology and Applied Sciences (CAS/ MoHE) Sultanate of Oman	SSRN (Social Science Research Network)- Electronic Journal, published by Elsevier	February 2025	Nizwa

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
19	Dr Ataur Rahman Farooqi; Manish Chitnis	A Technical Analysis of the Performance of an Indian Stock Market Index During and Post COVID-19	Mukt Shabd Journal Volume XIV, Issue II, FEBRUARY/2025 ISSN NO : 2347-3150	2025	Nizwa
20	Mohamed Rafiq Nagoor Meeran, Shamsuddin Khuthbuddin, Asila Abdullah Saif Al-Hinai, Naseema Nazeer Ahmed, and V. Muruga Prakash,	Exploring Learning Mechanisms and Influences on Student Engagement and Academic Performance	Journal Name: International Journal of Innovation and Learning • Indexing: Scopus (Elsevier) • Publisher: Inderscience Enterprises Ltd • Volume: Vol. 37, Issue 4, 2025 • ISSN: 1471-8197 eISSN: 1741-8089 •	JUNE 2025	Nizwa
21	Dr. Renjith Kumar. R; Bushra Mubarak Al Shukaili, Ethar Hamed Al Rumaidhi, Hajar Mubarak Al Aamri, Khaloud Humaid Al Hinaai, and Nasra Musallam Al Maani	Impact of Phygital Retailing Strategies on Customer Satisfaction and Loyalty in Lulu Hypermarket, Nizwa, Sultanate of Oman	Asian Journal of Economics, Business and Accounting 25 (7):17-32.	2025	Nizwa
22	V. KAVITHA RAJAN;	Leadership and Innovation in 6Ds: Harnessing the Nexus of Talent and Transformation	IGI Global Scientific Publishing	2025	Nizwa
23	Dr Ataur Rahman Farooqi; Dr Ataur Rahman Farooqi	The Role of FinTech in Advancing Financial Inclusion: A Review of Global and Emerging Market Perspectives	LIBERTE JOURNAL (ISSN:0024-2020) VOLUME 13 ISSUE 7 2025 (Q4, Scopus Index),	2025	Nizwa
24	Dr Sangeetha Natarajan; Ahlam Yousuf Ali Al-Omairi ² , Al Rayyan Nasser Mohamed Alalawi ³ , Reem Hamed Salim Al Sawaqi ⁴	Green HRM and Environmental Sustainability in Healthcare - A Study of Public and Private Hospitals in Oman	Journal of Economics, Finance and Management Studies ISSN (print): 2644-0490, ISSN (online): 2644-0504 Volume 08 Issue 10 October 2025, California	October 2025	Nizwa
25	Prabakaran Vijayan and Muruga Prakash	Millennial Employees' Job Satisfaction with Work-life Balance Using Structural Equation Modelling	JIMS-8M The Journal of Indian Management and Strategy	2025	Nizwa
26	Dr.Uma Maheswari Thirupathy; Dr. Saif Al Bimani , Dr. Sara Al-Bahlani	Research Teaching Nexus (RTN)Toolkit	https://doi.org/10.5281/zenodo.17228059	OCT - 2025	Nizwa
27	Dr. Haidar Abbas, Dr. Amer Saeed, Dr. Anwar Al Sheyadi, Dr. Ali Ba Awain	Seeking environmental performance through green manufacturing, lean culture and Industry 4.0: a study of manufacturing organizations in an emerging economy	Management & Sustainability: An Arab Review	Oct-25	Nizwa
28	Dr. Haidar Abbas, Dr. Hafiz Wasim Akram, Dr. Mohammed Bait Ali Sulaiman	Logistics & Supply Chain Resilience in Context of Oman	International Encyclopedia of Business and Management (Elsevier)	Oct-25	Nizwa



S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
29	Dr. Haidar Abbas, Dr. Hafiz Wasim Akram, Dr. Amer Saeed	Make-in Oman for Boosting Economic Development and Supply Chain	International Encyclopedia of Business and Management (Elsevier)	Oct-25	Nizwa
30	Dr. M. Tahir & Dr. Premkumar Arul	Intention to use AI among HR professionals; A0 UTAUT-based study	Middle East Journal of Management	Apr-25	Nizwa
31	Ataur Rahman Farooqi Shariq Mohammed, Imran Azad, Birendri Birendri, Amir Ahmad Dar	Long-term forecasting of stock prices using time series models: Evidence from solar industries India Ltd	<i>International Journal of Innovative Research and Scientific Studies</i> , 8 (4)	Jun-25	Nizwa
32	Dr. Valliappan Muthiah Chettiar, Ms. Anwaar Alim Al Qatiti	Impact of the Personality Traits of a Small Investor on Investment Decisions	International Conference on Advances in Management Practices (ICAMP 2024)	Dec 20 & 21 2024	Nizwa
33	Dr. Valliappan Muthiah Chettiar, Ms. Hajar rashid Hamad Al Durai	Green Accounting Practices in Oman: Accountant's perspective with special reference to Banking Sector	International Conference on Emerging Practices in Business and Management (ICEPBM)	May 22 & May 23, 2025	Nizwa
34	Dr. Valliappan Muthiah Chettiar, Ms. Ruiya Mughanna Saif Awlad Thani	Effects of Return on Equity on the Market Price of Selected Stocks in Muscat Exchange	National Conference on Emerging Approaches in Business Management (NCEABM - 2025) Synergizing Minds: Interdisciplinary Approaches to Transformative Management in the age of AI and Sustainability	November 13, 2025	Nizwa
35	Dr Vikram Mohite, Maryam Mohammed Ali Al Rashdi	Assessing relevant dimensions in introducing Game-Based Learning (GBL) in accounting education	46th All India Accounting Conference & International Seminar on Accounting Education and Research		Nizwa
36	Dr Vikram Mohite, Jamila Ramadhan Hudeib Al Hashmi	Assessment of Digital Currency and University Students' Awareness and Attitude	International Conference on Advances in Management Practices (ICAMP 2024)	Dec 20 & 21 2024	Nizwa
37	Nitin Goel, Anaam khalid Al Darai	Understanding the Influence of Knowledge, Awareness and Attitude on Financial Planning among Students at UTAS Nizwa, Oman	International Conference on Advances in Management Practices (ICAMP 2024)	December 2024	Nizwa
38	Nitin Goel	Artificial Intelligence In Oman's Banking Sector: Transformative Impacts And Strategic Challenges	International Conference on Advances in Management Practices (ICAMP 2024)	December 2024	Nizwa
39	Nitin Goel	AI-Driven Transformation in Higher Education: A Quantitative Analysis Using SEM	International Conference on AI for creativity and innovation: Shaping Economic Development 5th April 2025	April 2025	Nizwa
40	Dr. Haidar Abbas	Zero Waste Management Towards Environmental and Operational Performance: The Mediating Role of Green Innovative Supply Chain Management	Sustainable Waste Management - 2025 Conference, 24-26 February, 2025	24-26 February, 2025	Nizwa

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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
41	Dr. Haidar Abbas, Alyaqdan Al Na-maani	Do leadership, green culture, and innovativeness improve environmental performance and competitiveness through circular economy practices? A study of manufacturing firms in Oman	Logistics Research Network (LRN) Oman 2025 Conference, 9-10 April, 2025	9-10 April, 2025	Nizwa
42	Dr. Mohammed Kutpudeen	Leadership in a changing digital world	Rethinking business strategies in digital era, February 2025.	9-10 April, 2025	Nizwa
43	Dr Vishnukanth Rao, Dr Mallesh Tummala	Assessing the Potential of Public Private Partnership's for Hospitality Development in Oman	1st International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH) 2025 . Date:18th February 2025	18th February 2025	Nizwa
44	Dr. Mohammed Ali Ahmed Obaid	Could AI marketing shape visitor experience and behaviour in museums: The moderating role of digital storytelling	International Conference on "Museums and Their Role in Tourism Development"	May 25	Nizwa
45	Dr Uma Maheswari, Amani Break Marhoun Mohammed Al Jamoudi	Investigating the Intention to Implement 5S Principle among Students at UTAS - NIZWA : An Application of the TAM Model	International Conference on Advances in Management Practices (ICAMP 2024)	December 2024	Nizwa
46	Jeannette Ong Ee-Lyn	Green Certification and Sustainable Travel Behaviors: Impact of Eco-Labels on Sustainable Tourism in Oman.	The 1st International Conference for Academics and Professionals on Tourism and Hospitality (ICAPTH) "Tourism in Oman: National and Global Insights and Practices"	February, 2025	Nizwa
47	Dr Mohammad Rafiq	Finance in the Tech Age: Evaluating the influence of Fintech Adoption in Oman's Digital Transformation	2nd International Conference on Innovation, Sustainability, and applied sciences (ICISAS 2025) - Feb 23, 2025	Feb 23, 2025	Nizwa
48	Nitin Goel, Kanishka Sethi	Artificial Intelligence In Oman's Financial Landscape: Adoption, Challenges, And Strategic Imperatives	International Conference on AI for creativity and innovation: Shaping Economic Development 5th April 2025	April 2025	Nizwa
49	Dr. Haidar Abbas, Dr. Islam Salem, Dr. Hafiz Wasim Akram, Sajid Abbas	Exploring Partial Least Squares Structural Equation Modeling (PLS-SEM) Applications in Supply Chain Research: A Bibliometric Analysis and Science Mapping Approach	Operations Research Forum	Oct-25	Nizwa
50	Dr. Mohammed Ali Obaid, Dr. Dr. Kamal Al Sabahi, & Dr. Mohammed Soliman	The Multifaceted Impact of Generative AI Usage on University Tourism Students' Academic Performance: A Multi-Level Analysis	1st International Conference on Artificial Intelligence in Education (FUTURES 2025), 9-10 July 2025, ISEC Instituto Superior de Educação e Ciências, in Lisbon, Portugal.	July 2025	Nizwa



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
51	Dr. Mohammed Ali Obaid,	Corporate digital Responsibility and sustainable performance in tourism and hospitality: the moderating role of responsible artificial intelligence	Journal of Hospitality and Tourism Technology December 2025	December 2025	Nizwa
52	Muhammad Jan Khan, Kutpudeen, M., Shamsheri, S., Shagoo, M.R., & Arul, P.	Does perceived psychological contract breach mediate HPWS and turnover intentions relation? An empirical enquiry.	Gulf journal of advance business research, Vol. 3 No. 11(2025)	November 2025	Nizwa
53	Diana Fernandez Moza Salim Al Busaidi, Safiya Ahmed Al Sarmi, Hala Mohammed Al Nabhani, Nada Abdullah Al Abri, Zeena Mohammed Al Rauuahi	Financial Ratios and Stock Price Movements in an Emerging Market: An Empirical Study of Omantel's Valuation Drivers	Asian Journal of Economics, Business and Accounting	June 2025	Nizwa
54	Dr Haidar Abbas Dr. Anwar Al Sheyadi	Linking Zero-Waste Management and Green Innovative Supply Chains to Sustainable Performance: The Mediating Role of Green Dynamic Capabilities in Manufacturing Firms	Sustainability (MDPI),	November 2025	Nizwa
55	Dr. Haidar Abbas	Seeking environmental performance through green manufacturing, lean culture and Industry 4.0: a study of manufacturing organizations in an emerging economy	International Encyclopedia of Business and Management (Elsevier)	Oct-25	Nizwa
56	Dr. Haidar Abbas	Make-in Oman for Boosting Economic Development and Supply Chain	International Encyclopedia of Business and Management (Elsevier), Volume 4, 2026, Pages 671-675, https://doi.org/10.1016/B978-0-443-13701-3.00056-6	Oct-25	Nizwa
57	Dr. Haidar Abbas	Emotional Intelligence in healthcare industry: A bibliometric analysis and future research agenda	Int. J. Work Organisation and Emotion (Inderscience), 10.1504/IJWOE.2025.10069627	Nov-25	Nizwa
58	Haidar Abbas, Vishal Jain, Anshuman Sharma, Mohit Kukreti, Sara Al Abri, Malalak Al Makdami	Developing a Logistics Framework That Contributes to Economic Growth: A Fuzzy ISM-MICMAC Approach	FIIB Business Review (Sage Publications), June 26, 2025 https://doi.org/10.1177/23197145251345	26-Jun-25	Nizwa
59	Salma Abdullah Al-Hattali, Dr. Mohamed Abdul Madhar	The Impact of Value Added Tax on Consumers' Spending with special reference to Dakhiliyah Governorate in Oman	SSRN (Social Science Research Network)- Electronic Journal, published by Elsevier	June 2025	Nizwa



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
60	Saada Mubarek Rashid AL- Shuriqi , Dr. Mohamed Abdul Madhar	A Study on Omani Consumers Behaviors Regard to Omani Products In Muscat Governorate	SSRN (Social Science Research Network)- Electronic Journal, published by Elsevier	February 2025	Nizwa
61	Asma Khalifa Hamdan Al Dhawyani , Dr. Mohamed Abdul Madhar	Understanding the awareness of Accounting Students on growing usage of Fintech in Banking Sector, with special reference to Students of CEBA, UTAS	SSRN (Social Science Research Network)- Electronic Journal, published by Elsevier	2025	Nizwa
1	Dr. Minu Thomas & Dr. Shazia Kausar	Promoting Sustainable Development Goals through Social Entrepreneurship	Conference proceedings published by IA School of Management studies India. (C024-14SB)	19 th September 2025	SHINAS
2	Mr. Samiulla N Manik	From Physical to Digital: Twin - Driven Transformation of Logistics Networks in Industry 4.0	International Conference Convergence-2025 organized by IA School of Management Studies India. (C025-05SCM)	24 th September 2025	SHINAS
3	Dr. Mohamed Zaheeruddin and Dr. Suneel Kumar	The Interplay of Investor Psychology, Accounting Information, And Fintech in Shaping Investment Decisions: Evidence from Oman	Bangladesh Journal of Multidisciplinary Scientific Research / Centre for Research on Islamic Banking & Finance and Business https://doi.org/10.46281/bjmsr.v10i2.2306	March 2025	SHINAS
4	Dr. Mohamed Zaheeruddin, Mr. Shafi Ansari Dastagir and Dr. Khudaija Sultana et. al.	Harnessing Social Bonds for Sustainable Finance: A Focus on Challenges and Prospects in The Sultanate of Oman	Gradiva Review Journal https://doi.org/10.5281/zenodo.15318776	May 2025	SHINAS
5	Dr. Mohamed Zaheeruddin and Dr. Farhana Sultana et. al	Financial Literacy and Fintech Exposure as Determinants of Investment Decisions: The Mediating Role of Investment Interests - A Study of Individual Investors in Hyderabad, India	The International Journal of Accounting and Economics Studies https://doi.org/10.14419/87y3za88	September 2025	SHINAS
6	Dr. Mohamed Zaheeruddin , Ebtihal Al-Mamari, Muzna Al- Mazroui, Sara Al- Washahi, Fatema Al-Badwawi, Sheikha ALSaaidi, Khaloud Al Said	Behavioral Factors Influencing Investment Decisions of Omani Working Women in Batinah Region- Oman	Gradiva Review Journal http://gradivareview.com/wp-content/uploads/2025/09/11.GRJ8550.pdf	September 2025	SHINAS



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S.No	Author Name (s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
7	Dr. Mohamed Zaheeruddin et.al.	The Paradigm Shift: How Green Finance, Carbon Trading, and Tech- Driven Investments Can Forge a Sustainable Future	International Conference Convergence-2025 organized by IA School of Management Studies India. C025-32FM https://doi.org/10.5281/ZENODO.17948260	September 2025	SHINAS
8	Juvy Vergara	Strategic Oman Banking Towards Global Financial Performance	International Conference Convergence-2025 organized by IA School of Management Studies India. (C025-01FM)	19 th September 2025	SHINAS
9	Dr. Muhammad Imthiyaz Ahmed Dr. Raaja Justin T.S, Dr. Kanniga Prashanth	Analysing the Financial Performance Dynamics of Selected Omani Listed Companies Amidst the COVID-19 Pandemic	International Conference Convergence-2024 organized by IA School of Management Studies India	19 th September 2025	SHINAS
10	Dr. Raaja Justin T.S Dr. Kanniga Prashanth, Dr. Muhammad Imthiyaz Ahmed	Evaluating Financial Literacy and Savings Patterns among Omani Citizens: An In-Depth Analysis	ICAMP 2024, UTAS-NIZWA	21 st December 2024	SHINAS
11	Mohamed Zaheeruddin, Suneel Kumar, Dr. Imthiyaz Ahmed Muhammad, Chandrabai Thumma, Dr. Vimal Kumar Agarwal, Sunder Rajan N	Fintech Exposure And Investment Decisions In Oman: The Mediating Role Of Investor Psychology In Shaping Investment Interest	Oeconomia Copernicana https://oeconomiacopernicana.com/index.php/OECO/article/view/137	10 th December 2025	SHINAS
12	Shazia Kausar, Joefrelin C. Ines, Khadija Ahmed Allsaei, Fatma Malallah AL-Ajmi	A Study On The Effect Of Augmented Reality On Consumer Purchase Intention In Furniture Industry	Academy of Marketing Studies Journal 1528-2678-30-S2-002	18 th December 2025	SHINAS



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
1	Dr. Preeti bhaskar, Dr. Ananth Anthonisamy, Dr. Padmalosani Dayalan, Mr. Mujeebudheen Khan, Dr. Chandan Kumar Tiwari (UTAS-Muscat)	An Integrated Blockchain Model for Sustainable Higher Education: An initiative towards attaining Oman Vision 2040	RG	Ongoing	6000	CEBA- IBRA
2	Dr. Reshma Dsa, Ms. Reem Suleiman Khalfan Al Sharji	An Integrated HR Analytics Framework for A Sustainable Business Performance Model in the Omani Manufacturing Sector (URG)	URG	Completed	1050	CEBA- IBRA
3	Mrs. Tharaya Said Salim Al Harthi, Dr.Salma Al Namani, Dr.Nithya Ramachandran	AI in talent acquisition: a game-change for modern recruitment in banking sector	IRG	Completed	500	CEBA- IBRA
4	Dr.Syeda Zubaida Hashami Dr. Sanal Kumar, Mr.Jay Kumar, Mr. Vinod Repalli	The Role of Commercial Banks in Financing SMEs - A Multi-Dimensional Analysis of Challenges and Opportunities Aligned with Oman Vision 2040	RG	Approved in 2024	6400	CEBA IBRI
5	Dr. Veena Tewari Dr. Nawazish Naveed Mr. Muhammad Rehan Shaukat, Dr. Mohit Kukreti, Dr. Vishal Jain, Dr. Amitabh Mishra, Dr. Amal Al Alawi, Dr. Ghaniya Al Hatmi, Dr. Sami Ullah"	Adopting Metaverse in the Tourism and Hospitality Industry: Exploring the Sustainability Potential, Organizational Obstacles and Customer Motivations in Metaverse Integration	RG- No27	Approved in 2024	13500	CEBA IBRI
6	Dr. Ansarul Haque Dr.Vishwanath Bijja Dr.Abed Mohammed Ms. Al Anoud Al Hadabi, AL REEM ABDULLAH RASHID SAID AL ZEIDI ALANOUD HAMED AL DHEEB SALIM AL SAIDI	Analysing the Role of Banks in Promoting Green Finance Initiatives in Oman: A Customer Perception Study in Line with Vision 2040	URG/ EBR /24/019	Approved in 2024	1500	CEBA IBRI
7	Ms. Esraa Said Aamer Al Alawi Dr.Vishwanath Bijja Dr. Ansarul Haque Dr.Abed Mohammed	Investigating the role of digital literacy on environmental consciousness and sustainable practices among young Omanis with a focus on Generation Y and Z	URG	Approved in 2024	1500	CEBA IBRI



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
8	Dr. Vishal Jain, Dr. Veena, Dr. Mohit, Dr. Amitabh, Dr. Sujeet , Mr. Mohamed Rehan	A UTAUT Study of ICT Adoption in UTAS- Oman	IRFP- IBRI-24- 04	Approved in 2024	950	CEBA IBRI
9	Dr.M.Tamilselvan , Dr.Surendar Vaddepalli, Aryam alhinai	Evaluating the Impact of Fin tech on the performance of Omani Banking Sector towards vision "2040"	IRFP- IBRI-24- 12	Approved in 2024	900	CEBA IBRI
10	Mr. Muhammd Rehan, Dr. Mohit, Dr. Faisal Aziz, Dr. Vishal, Mr. Mohammed Alsukaiti	Exploring the Dynamics of Playing for Knowledge Unveiling Students' Intentions towards Gamification Adoption in Oman's Higher Education	IRFP- IBRI-24- 13	Approved in 2024	850	CEBA IBRI
11	Dr. Ahmar, Dr. Amal Alalawi, Dr. Muhammad Faisal	Unlocking sustainable Development Examining the Environmental Kuznets Curve (EKC), Natural Resources, Population Dynamics and Policy I	IRFP- IBRI-24- 30	Approved in 2024	900	CEBA IBRI
12	Dr. Bijja Vishwanath, Dr. Ansarul Haque, Dr. Mohammed Abed	Self-employment of physically challenged through niche marketing in agricultural sector - A special study on Spirulina farming in Al-D	IRFP- IBRI-24- 24	Approved in 2024	1000	CEBA IBRI
13	Dr. Sunita Panicker, Dr. Shaik Mastanvali, Dr. Veena Tewari	Information Technology Intervention and Value Co-creation as a driver for Branding of UTAS (Ibri) in the Al Dhahirah Governorate of Sultanate of Oman	IRFP- IBRI-24- 16	Approved in 2024	635	CEBA IBRI
14	Mr.Syed Akram Pasha	Measuring Job satisfaction among UTAS employees using Multigroup analysis approach towards Oman Vision 2040	IRG-IBRI -25-05	Approved in 2025	1000	CEBA IBRI
15	Dr. Ahmar Qasim	Strategic Insights into the Long-Run and Short-Run Impacts of Fossil Fuel Dependency on CO2 Emissions in Oman	IRG-IBRI -25-10	Approved in 2025	985	CEBA IBRI
16	Dr. Amitabh Mishra	Achieving Work-Life Balance for Working Women in Oman: Challenges, Strategies, and Opportunities Aligned with Oman Vision 2040 Goals	IRG-IBRI -25-11	Approved in 2025	950	CEBA IBRI



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
17	Dr. Ansarul Haque	Exploring the Impact of Working Mothers on Child Development in Al Dhahirah Region: Using IPMA Framework.	IRG-IBRI -25-14	Approved in 2025	1000	CEBA IBRI
18	Dr. Vishal Jain	Empowering Sustainable Change: A study on Mediating Factors in Entrepreneurship Education for Sustainable Entrepreneurship Intentions	IRG-IBRI -25-15	Approved in 2025	975	CEBA IBRI
19	Dr. Shariq Nadeem	Socio-economic determinants of Investment Preferences among UTAS students in Al Dhahirah, Oman	IRG-IBRI -25-16	Approved in 2025	1000	CEBA IBRI
20	Dr. Ahmar Qasim	Advancing Environmental Sustainability: The Role of Self-Efficacy and Awareness in Responsible Energy Consumption in Oman - An SEM Approach to the National Energy Strategy 2040	RG	Approved in 2025	7490	CEBA IBRI
21	Dr. Ansarul Haque	Transforming Banking for a Greener Future: Evaluating the Impact of Green Banking Practices on Environmental Performance of Banks in Oman in Alignment with Vision 2040 using PLS-SEM Framework	RG	Approved in 2025	14800	CEBA IBRI
22	Dr. Mohammed Younus	Shaping Careers: AI's Influence on Employability of HEI Accounting Graduates in Oman	RG	Approved in 2025	11100	CEBA IBRI
23	Dr. Bijja Vishwanath, Dr. Ansarul Haque, Dr. Mohammed Abed Ali, Dr. Amitabh Mishra, Mr. Khalifa Al Alawi, Mr. Adil Al Abri	Next-Generation Farming in Oman: The Role of HVAC in Sustainable Vertical Agriculture	GRG	Approved in 2025	3000	CEBA IBRI
24	Dr. Joefrelin C. Ines - PI Mr. Reynald A. Funtinilla Ms. Amal Mohammed Saleh Radouch -	Competitiveness of Musandam as a Tourist Destination Based on Customer Satisfaction - Basis for Sustainable Tourism Plan	IRG	Completed	OMR 500	CEBA Musandam
25	Mr. Reynald A. Funtinilla - PI Dr. Joefrelin C. Ines Ms. Amel Mohammed Saleh Radouch	Revitalizing Sustainably: Piloting Circular Innovations for Transformation in Musandam's Food Sector	IRG	Completed	OMR 500	CEBA Musandam



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
26	Dr. Naasser Al Bimani (PI) Dr. Alamelu Mangai Raman Mr. Mohameed Taslim	A Study on Factors Impacting Business Incubators and Accelerators in Higher Education Institutions in the Sultanate of Oman	IRG	Completed	1000	Musannah
27	Mr. Ali Al Kalbani	Mitigating the Risks of Oman's Cultural Heritage Against Natural Disasters	IRG	Completed	850	Musannah
28	Dr. Neetu Kwatra (PI) Dr. Ali Ahmed AL-ghunaimi	Transforming Agriculture in South Al Batinah: IoT-Enabled vs. Traditional Greenhouses and Their Impact on Self-Sufficiency	IRG	Completed	900	Musannah
29	Mr. Aatif Abdulsamed (PI) Mureed Albalushi Dr. Anwar Alsheyadi Dr. Jeannette Ong Ee-Lyn	The Role of Organizational Resources and Rewards (ORRs) in Enhancing Employee Performance: A Study of Mediating Factors in Omani Public Institutions	IRG	Completed	950	Musannah
30	Dr. Jayashree Rajendran (PI) Ms. Kavitha Shanmugam Hanaa Said Nasser Alsiyabi	Enhancing Competitiveness in Students on Academic Probation: A Comparative Study of Pedagogical Approaches and AI Integration at Selected Universities in Oman	IRG	Completed	750	Musannah
31	Dr. Kumarsesan Chandraskaran (PI) Mr. Shrikant Taware Dr. Ghouse Mohiyaddin Sharif Mr. Aatif Abdulsamed Mureed Albalushi	Exploring the Impact of AI-Driven Gamification on Student Engagement and Retention in Online Learning Environments for Omani Students	IRG	Ongoing	800	Musannah
32	Dr. Ghouse Mohiyaddin Sharif (PI) Dr. Jayashree Rajendran Mr. Mohammed Taslim Noor Mr. Mutahar Hussain Nuzhat AL Kharusi	Inclusive STEM Learning Using Artificial Intelligence Technologies to Assist Disabled Students	IRG	Completed	900	Musannah
33	Dr. Shantanu Shekar (PI) Mr. S. Mohamed Saleh Mr. Faisal al Maamari Ms. Sarah al Hashmi Ms. Shahad al Badri	The Effectiveness of Print Media Advertising in Driving Footfall: A Study Conducted at Selected Supermarkets in the South Batinah Region, Oman	IRG	Ongoing	750	Musannah



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
34	Mr.Shrikant Taware (PI) Dr. Hamed Al Naimi Mr.Yasin Khalil Karsoo (Al Ain University) Ms.Su.Sana P Tabbu (Al Bayan University)	Driving Sales Through Digital Banking Innovation a Study of Islamic Banks in the Sultanate of Oman	IRG	Ongoing	800	Musannah
35	Ms. Jawahar Al Balushi (PI) Dr.Rashmi Misra Ms.Najat Al Maqbali	Exploring Digital Transformation and Career Sustainability of GIG workers in the Oman Labour Market	IRG	Ongoing	800	Musannah
36	Dr. Santhosh Nithananda (PI) Miss Samyuktha Santhosh Ms.Moza Al Aufi	Omanisation and Corporate Financial performance: Empirical evidence from Omani companies listed on Muscat stock Exchange	IRG	Ongoing	800	Musannah
37	Dr.Jayashree (PI) Ms Kavitha Ms. Hanaa Said Al Siyabi Ms. Amira Al Ghafri	AI Adoption and its impact on enhancing the customer insights towards sustainable economic performance in Oman's Tele communication sector	IRG	Ongoing	800	Musannah
38	Dr Jaffer Ali Khan (PI) Ms. Shagufta M Farooq Ms. Moza Al Aufi	The role of Consumer perceptions in Digital Payment Adoption and Satisfaction: A Study in Oman	IRG	Ongoing	800	Musannah
39	Dr. Radha Priya (PI) Mr.Saleh Humaid Hamed Al Shereiqi	The impact of Digital Transformation on Achieving Strategic Agility in Oman Customs	IRG	Ongoing	800	Musannah
40	Dr Alamelu Mangai Raman (PI) Dr. Malik Al Zakwani Dr. Jaffer Ali Khan Mr.Mohammed Taslim Dr. Mohammed Naveed Udaigiri	AI And Future of Higher Education In Oman: Opportunities, Challenges and Strategies for vision 2040	RG	Ongoing	8500	Musannah
41	PI: Shaima Abdullah Al Harthy, Mohd. Abass Bhat, Essam Al-Lawati, Samira Aamir Humaid Al Khayari	Optimising healthcare SCM through AI: Predictive analytics from medical inventory management in Royal Hospital Oman	GRG	Ongoing	3000	Muscat
42	PI: Khulood Said Al-Namani Supervisor: Dr. Mohd Abass Bhat	Sustainability Through Digitalization: Unleashing ESG Potential in Oman's Energy Sector	URG	Ongoing	1199	Muscat



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
43	Dr. T V V Phani Kumar and Dr. Zamzam Said Al Balushi	Empowering Oman's Future Business Leaders through Green Skills	IR	Ongoing	650	Muscat
44	Mariya Ahmed AL Jabri and Dr. Mohd Abass Bhat, Dr. Chandan Kumar Tiwari, Ms. Uzma Jahan	Oman's Solar Energy Path: Analyzing Public Perception and Readiness	IR	Ongoing	900	Muscat
45	Ms. Afra Abdulghani Dawood Al Zadjali and Ms. Saud, Ms. Salwa, Dr. K. Srinivasan	Spillover Effects of Foreign Direct Investment to Bolster Sustainable Economic Development	IR	Ongoing	855	Muscat
46	Salwa Nadhir Ahmed Al Balushi and Sara Salmeen Al Aghbari	Harnessing Industry 5.0 Technologies for Renewable Energy Practices in Supply Chain Performance	IR	Ongoing	840	Muscat
47	Dr. Zahra Sultan Mohammed Al Habsi and Dr. Mohd Abass Bhat, Dr. Chandan Kumar Tiwari, Dr. Essam Al Lawati	Shaping a Resilient and Sustainable Healthcare System	IR	Ongoing	350	Muscat
48	Shahad Bassim Said Aljelihawi BY Dr Mohd Abass Bhat	Sailing Towards Sustainability: Green Maritime Strategies for Oman's Ocean Economy	URG	Ongoing	1299	Muscat
49	Al Rayan Mohammed Al Harthy(Jouhara Al Habsi - Faculty)	Enhancing Logistics Cybersecurity with IoT-Based Protection Platform	URG	Ongoing	1500	Muscat
50	Mohamed Mubarak Al Araimi (Faculty mentor: Dr. Shaima Abdullah Al Harthy)	Smart Waste Collection and Export: Turning Oman's Waste into Valuable Exports by 2040	URG	Ongoing	500	Muscat
51	Saud Al MAHRUQI (Faculty mentor: Ms. Salwa Al Balushi)	Crafting sustainable supply chain for goods transport in Oman: incorporating Hydrogen Engines for furthering improvement in alignment with Oman's 2040 vision	URG	Ongoing	1200	Muscat



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
52	Dr. Paul Sundar Dr Elbert Brayn Dr Said Al Nabhani	Impact of Large-Scale Re-tailers on the Performance of Micro and Small Retail Formats. Study with Specific Reference to the Digital Transformation of Micro and Small Retailers in Ad-Dakhiliyah Governorate, Sultanate of Oman	MoHERI BFP RG 2025-26	Ongoing	6500	Nizwa
53	Dr Mohammad Kutpudeen Dr AbdulAziz A Nahari	Evaluating Student Engagement with Generative AI Technologies and their Effect on Learning Outcomes and Employability Skills in UTAS Nizwa, Oman	MoHERI BFP RG 2025-26	Ongoing	2700	Nizwa
54	Noof Al Bulushi (PI - Student) Muaeen Al Omeiri (Co Pi - Student) Fatma Al Nadabi Team Member Yumna Al Anqoodi Team Member Dr Uma Maheswari (Supervisor)	Fostering Creativity and Innovation through Research - Teaching Nexus (RTN) in Undergraduate Business Education in Oman	MoHERI BFP URG 2025-26	Ongoing	900	Nizwa
55	Asma Al Busaidi (PI - Student) Raya Al Hatali (Co PI Student) Dr Sangeetha TR (Supervisor)	Impact of Project Based Learning Vs Non-Project-Based Learning on Students Engagement - A study on the higher education students in the Sultanate of Oman.	MoHERI BFP URG 2025-26	Ongoing	500	Nizwa
56	Abir Al Hatmi (PI - Student) Dr Mohammad Tahir (Supervisor)	A study of students perception towards entrepreneurship education - case of vocational colleges of Oman	MoHERI BFP GRG 2025-26	Ongoing	2000	Nizwa
57	Khalid Al Mahrouqi (PI - Student) Dr Sangeetha Natarajan (Supervisor)	Impact of merger on academic and administrative staff at University of Technology and Applied Sciences: A study on adaptation and Resistance	MoHERI BFP GRG 2025-26	Ongoing	2000	Nizwa
58	Nassar Al Handhrami (PI - Student) Dr. Jeannette Ong Ee-Lyn (Supervisor)	An empirical study of AI adoption and its influence on Training and Performance appraisal in Government and Non Government sectors in Oman: The mediating role of employee acceptance	MoHERI BFP GRG 2025-26	Ongoing	2200	Nizwa



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
59	Dr. Mohamed Rafiq, Dr. Lenin kumar, Mr. Ubais Parayil Iqbal, Mr. Waleed Hamood Sulaiman Al Haji	Accounting Outsourcing and Its Impact on Firm Performance and Tax Compliance among SMEs in the Sultanate of Oman: Exploring Whether It's a Hobson's Choice or a Strategic Decision	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
60	Dr. Jeannette Ong Ee-Lyn Dr. Asmahany Ramely	Sustainable Destination Management and Tourist Experiences: A Study on Oman's Emerging Tourism Sector.	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
61	Dr. Lenin Kumar Nooney. Mr. Ubais Parayil, Dr Mohamed Rafiq, Dr Uma AVN Sundar Rao	Harnessing Artificial Intelligence in Banking: A Data-Driven Approach to Minimizing Errors and Maximizing Financial Payoffs	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
62	Dr. Vishnukanth Rao Velagapaly. Dr. Mallesh Tummala	Perceptions, Attitudes, and Intentions of Local Communities toward Public-Private Partnerships (PPP) for Sustainable Tourism Development in Al Dhakliya Region, Oman: A Structural Equation Modelling (SEM) Study using Jamovi	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
63	Dr. Prabakaran Vijayan Dr. Shamsuddin Khuthbuddin Mr MurugaPrakash	Exploring The Wellbeing and Work Experiences of Gig Workers In Oman	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
64	Humaid Al Sarakhi & Azzan Al Taei	Artificial Intelligence, The New Dot-Com Bubble? A Financial and Economic Analysis of Global AI Investments.	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
65	Mr. Ubais Parayil Iqbal, Dr. Haidar Abbas, Dr. Ali Mohsin Ba Awain, Dr. Anwar Alsheyadi	Investigating the role of green human resource management practices, employees' green environmental knowledge, and employees' green lifestyles in determining employee's pro-environmental behavior	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
66	V. Kavitha Rajan. Nahid Al Shukaili Sarhan Al Habsi	From Resilience to Renewal - Innovation Strategies to Empowering Omani Entrepreneurs in the Digital Era.	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
67	Dr. Mudassir. Dr. Amer Saeed, Dr. Ataur Rehman Dr. Haidar Abbas	Do biospheric values, and entrepreneurship education nurture sustainable entrepreneurial intentions among Zoomers? An exploration of reverse logistics environment in Oman	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
68	Dr. Renjith Kumar, R. Ramesh Krishna P N Ms Diana Fernandez	An Empirical Assessment of Antecedents and Outcomes associated with Employee Layoff among Private and Government organisations in Sultanate of Oman	UTAS NIZ IRG 2025-26	Ongoing	300	Nizwa
69	Dr. Ataur Rehman Farooqui Dr. Haidar Abbas Dr. Mohammad Asif Dr. Hafiz Waseem Akram	Does Fintech adoption contribute in enhancing service supply chains' sustainable performance in Oman? A mixed method approach	UTAS NIZ IRG 2024 - 25	Ongoing	300	Nizwa
70	Dr. Haidar Abbas Dr. Anwar Alsheyadi Dr. Ali Mohsin Ba Awain Dr. Amer Saeed	What determines the digital green, lean, agile and resilient manufacturing operations in Oman? Structural modelling and machine learning approach	UTAS NIZ IRG 2024 - 25	Ongoing	350	Nizwa
71	Dr. Mohamed Rafiq, Mrs. Sonia Victor Soans, Mr. Talal Abdul Rasheed Al Bulushi	AI powered digital learning tools and their ethical use: A study on student engagement and academic performance at UTAS - Nizwa	UTAS NIZ IRG 2024 - 25	Completed	300	Nizwa
72	Mrs. Diana Fernandez, Dr. Renjith Kumar. R	Remedial Teaching for Academically Probationed Students in University of Technology and Applied Sciences (UTAS): Strategies, Implementation and Effectiveness	UTAS NIZ IRG 2024 - 25	Completed	300	Nizwa
73	Dr. Hemavathy Nithyanandhan, Ms. Rahma Al Harraisiyah, Mr. Shabib Abdullah Salim Al Shukaili	Enhancing SME Sustainability: The Mediating Impact of SME Development Authority on Innovative Finance and Technological Adaptation	UTAS NIZ IRG 2024 - 25	Ongoing	450	Nizwa
74	Ms. Naseema Nazeer Ahmed, Dr Shakeb Akhtar	Exploring Fintech Adoption, Regulatory Dynamics, and Bank Stability: An Empirical Study of Oman's Banking Sector	UTAS NIZ IRG 2024 - 25		500	Nizwa



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
75	Mr. Radhakrishnan Subramaniam, Mr. Ubais Parayil Iqbal, Ms. Noureena	Integrating Sustainability in Higher Education Curriculum: Challenges and Opportunities	UTAS NIZ IRG 2024 - 25	Ongoing	400	Nizwa
76	Dr. Jeannette Ong Ee-Lyn	The Evolution of Green Certification on Sustainable Travel Behaviors: Insights into Tourists Consciousness and Industry Support in Oman.	UTAS NIZ IRG 2024 - 25	Completed	400	Nizwa
77	Ahlam Al Omairi - Team Leader Al Rayyan Al Alawi Reem Hamed al Sawaqi Dr Sangeetha Natarajan - Supervisor	Impact of green human resource management practices on organizational performance in hospitals in Oman	MoHERI BFP URG 2024-25	Completed		Nizwa
78	Shahad Al Khatri - Team Leader Sara Al Sabahi - Member Maroia Al Busaidi - Member Maram Al Hashmi - Member Al Anood Al Kharthri - Member Ms Kavitha Rajan - Supervisor	Islamic Banking's fintech (i-fintech) awareness and its influences on business performance satisfaction in Small and Medium Enterprises (SMEs) in Oman.	MoHERI BFP URG 2024-25	Completed	500	Nizwa
79	Radwa Al Ameriya Team Leader Saba Al Rashdi - Member Ms Rajani James - Supervisor	A study on graduating students' perceptions of their employability skills readiness.	MoHERI BFP URG 2024-25	Completed	650	Nizwa
80	Isra Al Shukaili Team Leader Bushra Al Hashmi - Member Shaima Ali Al Jadidi - Member Safa Al kindi- Member Ms A. Noureena- Supervisor	Enhancing Academic Excellence Through Peer Teaching Program For Students Of Higher Education Institutions In Oman: A Survey-Based Research Proposal	MoHERI BFP URG 2024-25	Completed		Nizwa
81	Mohammad Al Amri Team Leader Ali Badar Al Kindi - Member Dr Mohammad Rafiq - Supervisor	Emerging Artificial Intelligence Technologies In Banking Sector - An Exploratory Study In Sultanate Of Oman.	MoHERI BFP URG 2024-25	Completed		Nizwa



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
82	Rawan Al Abdali Team Leader Rawan Ambusaidi - Member Kefah Al Rahbi- Member Dr Sangeetha TR - Supervisor	Service Quality In Higher Education Institutions: A Comparative Study On Private And Public Sector Higher Educational Institutions In The Sultanate Of Oman	MoHERI BFP URG 2024-25	Completed		Nizwa
83	Marwa Al Bahri Team Leader Mallak Al kindi - Member Mallak Al Riyami - Member Sara Al Batashi- Member Sara Al Hinai- Member Dr Uma Maheswari - Supervisor	Investigating the Influence of AI Integration on faculty Dynamics in Educational Institutions in Oman : A Focus on Techno-stress, Work engagement, and Agility	MoHERI BFP URG 2024-25	Completed		Nizwa
84	Dr. Mohamed Zaheeruddin Dr. Suneel Kumar	THE IMPACT OF FINANCIAL COMPETENCIES AND BEHAVIORAL FACTORS ON RATIONAL INVESTMENT DECISION MAKING BY INDIVIDUALS: A STUDY WITH REFERENCE TO SULTANATE OF OMAN	IRG	Completed	390	Shinas
85	Dr. MOHAMED ZAHEERUDDIN Mr. SHAFI DASTAGIR ANSARI	Integrated Strategies for Entrepreneurship Promotion, SME Development, and Employability Enhancement in Oman: A Roadmap for Economic Diversification and Sustainable Development	IRG	Ongoing	350	Shinas
86	Saleem Abdulsamad Pradeepa Ganesan R.Madhubala Shanmuga Pria Khadija Ahmed Ali Al-Isaei	AI-Enhanced Transformative Education	RG	ONGOING		Shinas
87	Mr. Subhash Kodyil Raman Mr. Narsaiah Lakkavatri Dr. Joefrelin Collado Ines Dr. Nithya Sambamoorthy	Strategic Sustainable Development of SMEs in North Al Batinah, Oman: Driving Innovation and Economic Diversification under Vision 2040	IRG	ONGOING	650	Shinas



Projects by Staff & Students (IRG/GRG/URG/RG)

S.No	Principal Investigator / Co-Investigators	Title of the Project	Type of Grant	Project Status	Grant Amount (OMR)	Branch
88	Mr. Subhash Kodyil Raman Dr. Joeffrel Ines Dr. Juvy Vergara Amodo Dr. Cirilo E. Mirano Jr. Dr. Nithya Sambamoorthy Mr. Samiulla Manik	Integrating AI-Powered Adaptive Learning into Business Education in Oman	IRG	ONGOING	550	Shinas
89	Mr. Samiulla Manik Dr. Joeffrel Ines Dr. Juvy Vergara Amodo Dr. Cirilo E. Mirano Jr. Dr. Nithya Sambamoorthy Mr. Subhash Kodyil Raman	AI and Data-Driven Decision-Making in Omani SMEs: A Strategic Approach to Competitiveness	IRG	ONGOING	550	Shinas
90	Dr. Nithya Sambamoorthy Dr. Shanmuga. Pria Mr. Venkata Vara Prasad Mr. Subhash Kodyil Raman	The Future of Loyalty Programs: Integrating Blockchain and NFTs to Enhance Customer Retention in Oman.	IRG	ONGOING	800	Shinas
91	Dr. Renjith Krishnan K Dr. Minu Thomas Dr. Sibi John Ms. Fatma Al Ajmi	Developing a framework for empowering business students in Oman by integrating metacognitive ability and anticipatory thinking capability to achieve employability skills	RG	ONGOING	1525	Shinas
92	Dr. Shazia kausar Dr. Geetaa Thakur Dr. Farhana Sultana Mohammed	Assessing the impact of Artificial Intelligence (AI) and digital learning on Higher Education outcomes in Oman.	IRG	ONGOING	475	Shinas



CEBA Alumni Message



Alumni Message

CEBA Ibra

Message-1

Fahad Alrashdi

*Reinsurance Executive, Oman United Insurance Company
HR Graduate, University of Technology and Applied Sciences - Ibra*

Education is the foundation on which we build both our personal and professional growth. The time studying at UTAS-Ibra shaped my thinking, expanded my perspective, and equipped me to meet challenges with confidence in my work today. The University of Technology and Applied Sciences - Ibra played a pivotal role in this journey, providing not only knowledge, but also mentorship, discipline, and an environment that encouraged ambition and critical thinking. I carry the lessons learned into my work every day at Oman United Insurance Company. I am forever thankful to the teachers and administrators of UTAS-Ibra.



Message-2

Yousuf Al Habsi, MBA

*Head of Recruitment, A'sharqiyah University
HR Graduate at University of Technology and Applied Sciences - Ibra*

My academic journey at *University of Technology and Applied Sciences - Ibra* provided me with a strong foundation in both knowledge and character, shaping the way I approach challenges and opportunities. The skills and experiences gained have been invaluable in my current role of Head of Recruitment at A'Sharqiyah University.

I am proud to be part of this community that continues to inspire excellence and innovation. I encourage students to embrace every learning moment, stay curious, and pursue their ambitions with confidence.





Alumni Message

CEBA Ibra

Message-3

Yousuf Al Habsi, MBA

Accountant, Oman Charitable Organization

Accounting Graduate, University of Technology and Applied Sciences – Ibra

Studying accounting and finance at the University of Technology and Applied Sciences – Ibra shaped the foundation of my professional journey. UTAS equipped me with strong technical knowledge, practical skills, and the confidence to apply them in real life particularly in my work as accountant. The supportive learning environment and dedicated faculty played a major role in preparing me for the responsibilities I hold today at the Oman Charitable Organization.



CEBA Ibri

Message-4

Badr Bin Said Azizi

Dear youth, seek knowledge and pursue your ambitions with dedication, hard work is the path to advancement.

Do not allow life's challenges to discourage you – persevere and remain steadfast in the pursuit of your dreams.

Learn from those who came before you, draw wisdom from their experiences, and continue moving forward with confidence.

Remember that every obstacle you encounter shapes your future and contributes to your ultimate success.





Alumni Message

CEBA Ibri

Message-5

Aryam bint Mohammed Al-Hinaiyah

I have learned that passion is the driving force behind progress, and that even the smallest experiences can pave the way to significant achievements. Do not wait for opportunities to come to you—create them. Transform every step of your journey into a meaningful lesson that brings you closer to success. Your journey is, in itself, a success story.



Message-6

Madiha Hamed Al Hadhrami,

CEBA Muscat

Everything I learned from my teachers at UTAS laid the foundation for my journey in marketing. Their guidance gave me the skills and confidence to embrace challenges, innovate, and turn ideas into impact. Stay curious, act with integrity, and never stop striving to turn vision into reality.



Message-7

Moataz Sami Ibrahim Al Shehhi

CEBA Muscat

I would like to express my deepest gratitude to the exceptional lecturers who have guided and inspired me throughout my educational journey. Your dedication, passion for teaching, and unwavering commitment to excellence have profoundly shaped my understanding of Business Administration and Marketing.

To all the lecturers in the Business administration department, thank you for your insightful lessons, endless support and effort, and for always encouraging me to think critically and explore the professional world and what I'm capable of.

Your mentorship has been a cornerstone of my growth, and I am forever grateful for the knowledge and wisdom you have given me. Thank you for being not just teachers but also role models who inspire curiosity and lifelong learning.





Alumni Message

CEBA Shinas

Message-8

Alumni Success Story: Abdul Rahman Al Mamari

Public Relations & CSR Officer, Jindal Steel Sohar LLC

For **Abdul Rahman Al Mamari**, his journey at **UTAS Shinas** was more than just an academic chapter—it was a period of transformation, self-discovery, and personal growth. Majoring in **Accounting**, he found in UTAS not only quality education but also a nurturing environment that built his confidence and broadened his horizons beyond the classroom.

It was within the vibrant campus life of UTAS that Abdul Rahman first discovered his **voice as a communicator** and his **passion for connecting with people**. The experiences, guidance, and encouragement he received laid the foundation for a career that blends analytical precision with human connection.

After earning his **Advanced Diploma in Accounting**, Abdul Rahman began his professional journey with **Jindal Steel Sohar LLC** in the **Finance Department**. However, his curiosity and dynamic personality soon drew him toward a new path—**Public Relations and Corporate Social Responsibility (CSR)**. This transition allowed him to merge his analytical background with his enthusiasm for communication, community engagement, and corporate impact.

Over the years, Abdul Rahman has represented **Jindal Steel Sohar LLC** at several prestigious **national and international events**, including:

- **Expo Oman**
- **Oman Sustainable Week**
- **Fastmarkets 2026 in Dubai**
- **MENA Steel Conference**
- **Wire Rod Düsseldorf Conference, Germany**
- **Kallanish Steel Conference, Milan, Italy**

Through his dedication, professionalism, and strong interpersonal skills, Abdul Rahman has become a valued representative of his organization and a proud ambassador of UTAS Shinas.

Reflecting on his journey, he credits UTAS Shinas for shaping his **confidence, leadership, and professional outlook**—qualities that continue to guide him every day. Looking ahead, Abdul Rahman aspires to embrace opportunities that allow him to make a deeper contribution to both his **company** and the **community** he passionately serves.

“UTAS Shinas didn’t just prepare me for a career; it prepared me for life. It taught me how to communicate, lead, and contribute meaningfully to the world around me.”

— **Abdul Rahman Al Mamari**





Alumni Message

CEBA Shinas

Message-9

Alumni Feature: Sawsan bint Khalifa bin Salem Al-Zaabi

**Head of Administrative and Financial Affairs,
Ministry of Agriculture, Fisheries and Water Resources – Shinas**

I am Sawsan bint Khalifa bin Salem Al-Zaabi, a proud graduate of the University of Technology and Applied Sciences – Shinas, where I specialized in Human Resource Management. I am currently serving as the Head of the Administrative and Financial Affairs Section at the Ministry of Agriculture, Fisheries and Water Resources in Shinas.

UTAS Shinas is a reputable institution that provides students with a strong academic foundation and practical learning experiences. The university not only emphasizes theoretical knowledge but also equips its students with the essential skills needed to transition smoothly into the professional world.

Thanks to the quality education and training I received at UTAS Shinas, I was well-prepared to take on my current role and contribute effectively to my organization.

I encourage students to consider joining UTAS Shinas, a university that keeps pace with modern developments and truly prepares its graduates to meet labor market demands with confidence and competence.

“My advice to all students is to make the most of the learning opportunities available, engage in real-world experiences, and remain dedicated to achieving their goals”

- **- Sawsan bint Khalifa bin Salem Al-Zaabi**





Alumni Message

CEBA Shinas

Message-10

Alumna Success Story: Najla Saif Al Mamari

Executive Accountant at Voltamp Power SAOC

I am one of the proud graduates of the **University of Technology and Applied Sciences, Shinas**, specializing in **Accounting**.

During my university years, I was deeply passionate about my field and committed to developing both my professional and personal skills. The university and my specialization played a vital role in shaping my abilities and preparing me to face real-world challenges with confidence.

The University of Technology and Applied Sciences provides students with a **practical learning environment** and **field training opportunities** that allow them to apply theoretical knowledge to real-life business situations. It also nurtures analytical thinking, accuracy, and professional competence – qualities that are essential for success in the accounting profession.

This strong academic foundation and dedication helped me secure a position as an **Executive Accountant at Voltamp Power SAOC**, where I have continued to grow and excel.

Through my consistent performance and commitment, I have made a **distinctive mark** in the company's operations. I have also built strong professional relationships with banks and clients outside the Sultanate, contributing to expanding our cooperation network and enhancing the company's reputation. Additionally, my participation in various **exhibitions and educational workshops** has enriched my professional experience and strengthened my expertise.

"I am truly proud to be a graduate of the University of Technology and Applied Sciences, Shinas, as it laid the foundation for my achievements and ongoing career success"

-Najla Saif Al Mamari





Alumni Message

CEBA Shinas

Message-11

Alumna Success Story: Khlood Al Bloushi

Senior Specialist – Competency & Graduate Management, OQ RPI

Expert – Human Resources, Ministry of Justice (since 2022)

Professional Journey: Ms. Khlood Al Bloushi is currently serving as a **Senior Specialist – Competency & Graduate Management** at **OQ RPI**, where she plays a key role in developing and implementing competency frameworks, managing graduate development programs, and aligning talent initiatives with organizational goals to strengthen workforce capability and strategic growth.

- With over **11 years of progressive experience** at OQ, Ms. Khlood has worked across multiple Human Resource functions, including **Talent Development, Attraction & Selection, Onboarding, Payroll, Employee Relations, and Project & Event Management**. Her career reflects a deep commitment to enhancing employee engagement, fostering talent, and supporting the organization's long-term success. In addition to her role at OQ, Ms. Khlood has been serving since **2022** as an **Expert – Human Resources** at the **Ministry of Justice**, handling over **300 HR-related cases** across various courts in Oman and providing HR consultations to several organizations.

Career Highlights and Achievements

- ◆ Over **11 years of diversified HR experience** across key HR functions within OQ.
- ◆ Currently leading major initiatives in **competency development** and **graduate program management** that contribute to shaping Oman's future workforce.
- ◆ As **HR Expert** at the Ministry of Justice, successfully managing more than **300 HR cases** and offering strategic HR consultancy to multiple companies.

Reflections on UTAS, Shinas

Ms. Khlood attributes much of her professional growth to her academic foundation at the **University of Technology and Applied Sciences (UTAS), Shinas**. The university's curriculum, which emphasized both theoretical and practical learning, helped her build strong competencies in **communication, critical thinking, and problem-solving**—skills that continue to guide her success in the HR field.

She highlights that studying at UTAS instilled a sense of **discipline, adaptability, and teamwork**, preparing her to navigate complex organizational challenges with confidence. The exposure to diverse learning experiences and collaborative projects at UTAS shaped her approach to **talent development and employee engagement**, which are now central to her professional role.

"UTAS played a pivotal role in shaping my professional identity and empowering me to pursue a career focused on building people capabilities and driving organizational excellence."

– **Khlood Al Bloushi**





CEBA New Master's Programs

Master of Science (MSc) in Global Supply Chain & Logistics Management

College of Economics and Business Administration (CEBA) is working in introducing a new program; **Master of Science (MSc) in Global Supply Chain & Logistics Management**—a forward-thinking program designed to cultivate the next generation of supply chain innovators, strategists, and sustainability-driven leaders.

This program offers a rigorous, industry-aligned 30-credit-hour curriculum that integrates cutting-edge digital technologies, sustainable practices, and strategic logistics management. Through a blend of theoretical depth and applied learning, students will develop the analytical, operational, and leadership competencies required to optimize and transform logistics and supply chains on both a domestic and global scale.

The MSc in Global Supply Chain & Logistics Management is not merely an academic pursuit—it is a strategic investment in Oman's economic future. By equipping graduates with expertise in areas such as smart logistics, port and maritime management, supply chain analytics, and sustainable operations, the program directly supports national goals of economic diversification,

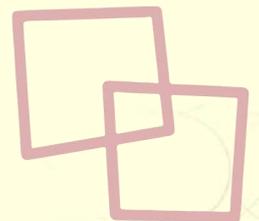
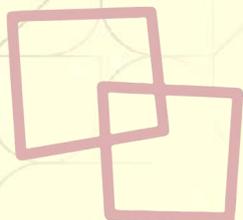


CEBA New Master's Programs

Master's in Islamic Banking and Finance

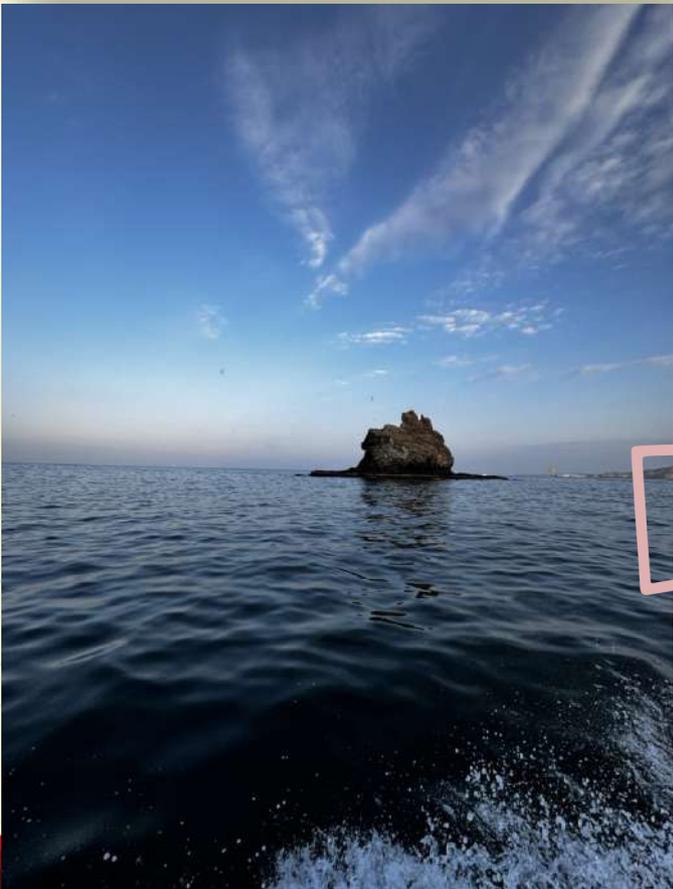
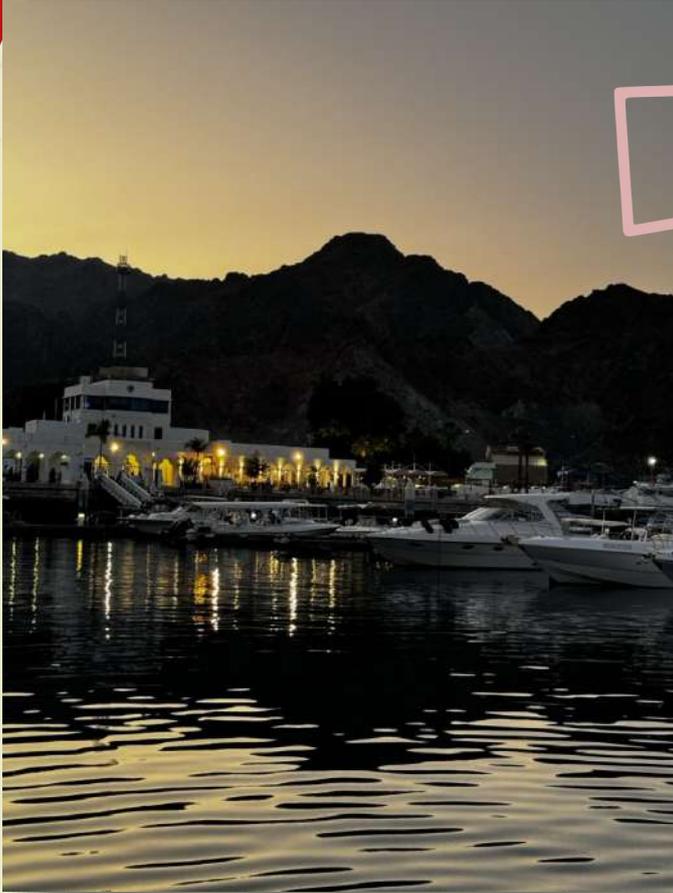
College of Economic and Business Administration (CEBA) is striving to offer competitive and innovative programs. Among these programs, the **Master's in Islamic Banking and Finance** has been designed to provide students with a variety of skills, including an understanding of Shariah-compliant financial principles and products, analytical and research skills, risk management and compliance skills, and strategic leadership abilities to implement ethical, innovative, and sustainable solutions in the Islamic banking domain.

The Master's in Islamic Banking and Finance program offers a unique curriculum with cutting-edge elements, composing of 30 credit hours. Through various activities, students will get the chance to apply their full range of professional abilities gained throughout their studies, enabling them to lead the Islamic banking and finance area. These courses collectively equip students in a Master's in Islamic Banking and Finance program with a strong understanding of Shariah-based economic principles, capital markets, and banking operations, along with practical knowledge of Islamic banking products and services. They also develop research, analytical, and risk management skills, enabling students to interpret financial statements and make informed, strategic, and Shariah-compliant decisions within the Islamic finance industry.





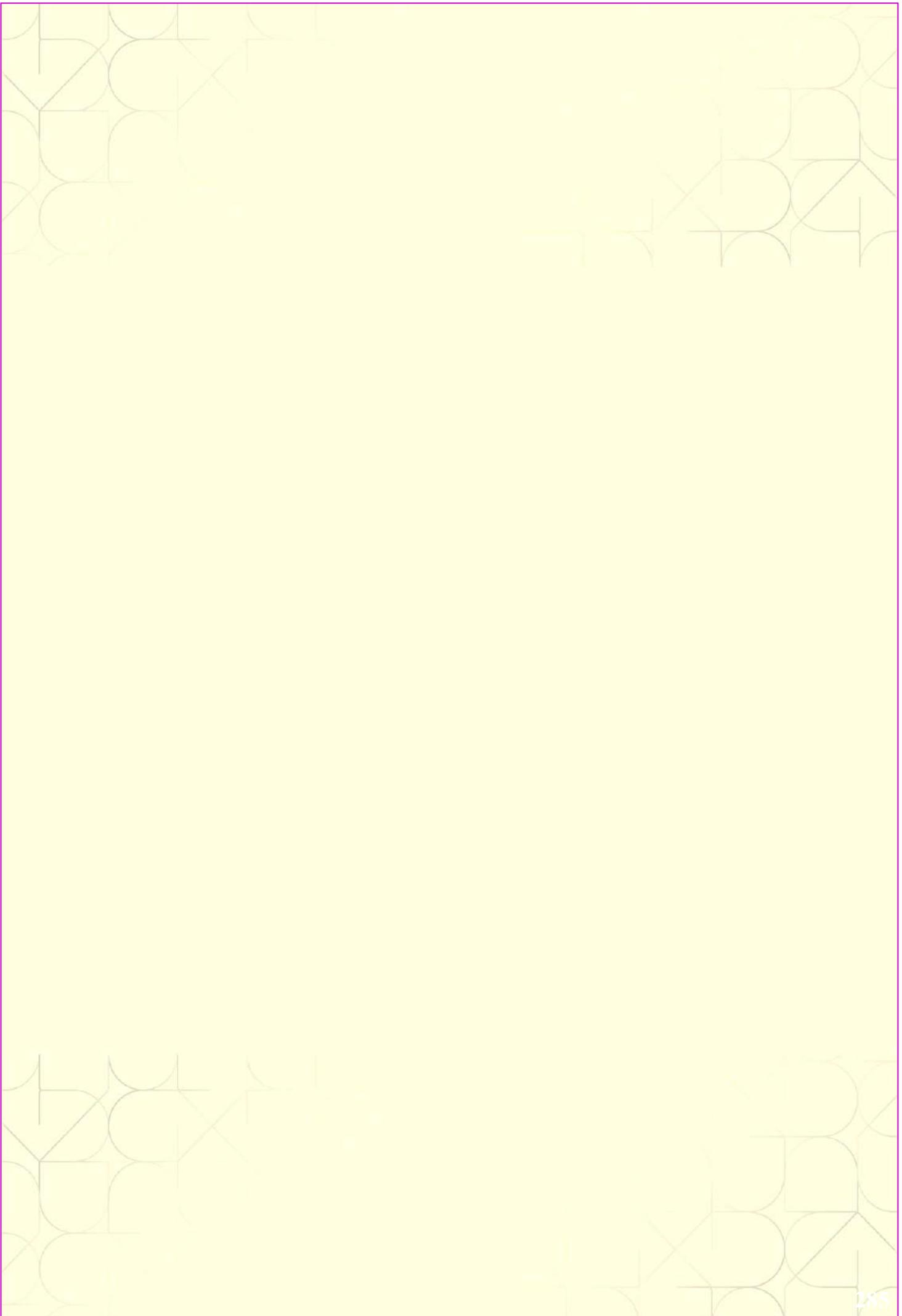
Student Photographer



Picture by

Esraa_Ali_Humaid_AlShukaili,

CEBA, UTAS, Nizwa



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Designed By

Mohamed Abdul Madhar