

كلية الاقتصاد وإدارة الأعمال
College of Economics and
Business Administration

جامعة التقنية
والعلوم التطبيقية
University of Technology
and Applied Sciences



AL MANNARAT

CEBA MAGAZINE

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UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES
SULTANATE OF OMAN

آفاق واسعة
Broad Horizons



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Foreword

It is with great pride and enthusiasm that I address the readers in this inaugural issue of Al-Mannarat magazine, launched to showcase the impactful efforts and initiatives across the College of Economics and Business Administration (CEBA) in all branches. This magazine will serve as a valuable platform to highlight our collective achievements and our continuous progress towards academic and professional excellence.

At CEBA, we are committed to fostering a culture of research, quality teaching, and community service. Our mission is to prepare graduates who are not only knowledgeable but also innovative and socially responsible. Our programs reflect this vision by offering nine distinguished pathways for students. For postgraduate students, we provide an MBA in Leadership and Innovation as well as an MSc in Customs and Taxation, which emphasize practical skills and advanced industry knowledge. Our undergraduate programs include Accounting, Human Resources Management, Marketing, Tourism and Hospitality Management, Supply Chain and Logistics Management, Fintech, and Digital Business and Analytics.

Through these programs and our initiatives, we aim to empower students with **critical skills and global perspectives, equipping them to thrive in a competitive and dynamic business environment.** Our faculty's dedication to nurturing these values and supporting students' personal and professional growth is the cornerstone of our college's success. Together, we are building a future for CEBA that is anchored in knowledge, leadership, and service to the community.

I extend my sincere appreciation to all committee members, faculty, staff and students whose dedicated efforts bring this vision to life and have contributed to the launch of this first issue. May this magazine serve as a testament to our collective achievements and an inspiration for the milestones ahead.

Thank you, and I look forward to a year of growth, collaboration, and excellence.

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





Preface

I am thrilled to present the much-anticipated publication of Al Mannarat, a remarkable achievement by the College of Economics and Business Administration (CEBA) at the University of Technology and Applied Sciences. This edition of Al Mannarat showcases a wide selection of academic and non-academic initiatives that highlight the vibrant activities and accomplishments within our college community. This publication is more than just a magazine; it is a testament to the dedication, creativity, and intellectual prowess of our students, faculty, and staff, reflecting their commitment to fostering a thriving academic environment.

I extend my heartfelt congratulations to the entire editorial team, whose hard work, passion, and collaborative spirit have made this edition of Al Mannarat possible. Their commitment to capturing the essence of our college's achievements has resulted in a publication that truly celebrates our collective journey. It is through such initiatives that our students and staff are provided with opportunities to grow, learn, and showcase their skills. By engaging in these projects, they equip themselves to compete and excel in an ever-evolving global landscape, thus enhancing their professional and personal development.

Al Mannarat stands as a mirror to our college's pursuit of excellence and dedication to creating experienced individuals. Each page of this publication embodies the creativity, intellect, and spirit of accomplishment that defines CEBA. The magazine not only highlights academic achievements but also emphasizes the importance of community engagement, personal growth, and collaboration. It is a celebration of the diversity and innovation that our college continually fosters, making CEBA a place where knowledge and discovery thrive.

I am honored to be part of this esteemed institution where students, faculty, and staff work together to maintain a dynamic and enriching atmosphere. I am confident that with the active participation of both students and staff, Al Mannarat will continue to reach even greater heights, serving as an enduring source of inspiration and pride for our community.

May this journey of Al Mannarat continue to inspire us all, showcasing the vibrant spirit and remarkable achievements of CEBA. Congratulations once again to the editorial team for their dedication and hard work in bringing this publication to life.

Dr. Aziza Abdullah Humaid Alqamshoui,
Assistant Dean,
College of Economics and Business Administration,
University of Technology and Applied Sciences.





Al-Mannarat

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Message from Editor's Desk

The College of Economics and Business Administration, University of Technology and Applied Sciences, strives to achieve academic excellence through best teaching practices, encourage staff research, arrange guest lectures, provide field trips, conduct extracurricular activities for students and disseminate information by circulating Annual Magazine; Al-Mannarat. This magazine showcase various activities conducted by CEBA branches, highlights the achievements of staff and students, acknowledge the research work of faculty members, also gives space for students to demonstrate their skills in writing reports, stories, poems, articles etc. On this occasion, I would like to thank staff and students of CEBA for their valuable contributions in the form of reports, articles etc. and my special thanks to the members of the editorial board for their unconditional support in accomplishing this task. May Allah accept this humble effort, Ameen.

Editor, Al-Mannarat, CEBA Magazine

CEBA, UTAS Branches





Report 1

Dean's Inspirational Campus Visits: Strengthening Connections across CEBA

During Spring 2024, the Dean, Dr. Nasser Al Hamar conducted a series of visits to various CEBA campuses situated in Muscat, Nizwa, Salalah, Ibri, Ibra, Shinas, Al Musannah, and Musandam. The Dean dedicated time to engaging with students, faculty, and staff, reinforcing CEBA's commitment to a collaborative and forward-thinking educational environment. Each campus visits featured discussions on curriculum innovations, such as the recently developed FinTech and Digital Business and Analytics (DBA) programs, designed to equip students with cutting-edge skills that align with global market demands. Another focal point of the discussions was the newly introduced MBA program in Innovation and Leadership and Masters in Customs and Taxation, programs aimed at developing visionary leaders equipped to drive change in dynamic business landscapes. The Dean emphasized how these programs, along with the FinTech and DBA programs, aligns with CEBA's mission to cultivate skills that resonate with global industry trends and leadership needs.

The Dean emphasized CEBA's focus on building practical, industry-relevant programs, addressing questions from students, and engaging faculty members on future advancements in their fields. A highlight of the visits included interactive sessions where the Dean shared insights on career readiness and how CEBA's resource planning and academic strategies aim to bridge gaps between academia and the professional world.

The visits fostered a renewed sense of connection and a shared vision among CEBA's campuses. With an encouraging outlook for the future, the Dean's campus tour showcased the importance of unity, collaboration, and a shared mission of academic excellence across the CEBA community.





Report 1





CEBA Activities

Innovatia 2024

The Department of Business Studies of the University of Technology and Applied Sciences – Ibra hold its annual intercollegiate meet “Innovatia 2024” on May 1, 2024. This year’s theme is centered on AI, a transformative technology that revolutionizes and redefines the way people live. Student participants from eight colleges and universities in the Sultanate of Oman competed in four new and exciting AI themed events. They showcased their talents and creativity in developing AI-based innovative products and services through “InovAI”, displayed their research, analytical and strategic decision-making skills in creating an investment portfolio in “TechPortfolio”, impressed the audiences in crafting visually impressive video presentation in “DigiContent” and delivered a lively discussion and thought-provoking analyses on how AI is reshaping traditional HR paradigms in “LivePodcast”.

The program was formally opened by Dr. Habiba Al-Mughairi, Head of the Business Studies Department, with an inaugural address welcoming the guests and participants from different higher educational institutions. Dr. Abdullah Khalfan Al-Azri, Deputy of the Assistant Vice Chancellor for Academic Affairs, delivered the valedictory address thanking all the participants and organizers in making this event a success. Dr. Issa Saleh Al Amri underscored in his speech the importance of extracurricular activities to students’ academic journey. The program’s guest of honor, Ms. Sumaiya Al Siyabi, delivered an impactful and inspirational message encouraging students to be creative and innovative. The most exciting part of the program, the awarding of winners was facilitated by Honorable Dr. Salem Bib Sultan Al Ruzaiqi and Dr. Abdullah Khalfan Al-Azri. Guests, participants, and winners received certificates, cash prizes and mementos.

InovAI

Rank	Institution	Name
1st	UTAS - Musannah	Hafisa Salim Khamis Al Razaqi
		Naqaa Salim Sulaiman Rashid Al Aufi
		Aflah Hamed Mansoor Al Rawahi
2nd	Middle East College - Muscat	Syeda Umme Habiba
		Sabbir Jamal
		Nusrat Jahan
3rd	UTAS - Ibra	Al-Shima Salim Al Hashmi
		Samar Hamdan AL-Hajri
		Taif Hamdood AL-Hadaidhi



Report 2

DigiContent

Rank	Institution	Name
1st	UTAS - Ibra	Noor Mohammed Aamir Al Maskari
		Rafeea Sultan Ali Al Hakmani
		Fatema Humaid Said Al Musharrafi
2nd	Middle East College - Muscat	Sheuly Nath
		Mohammad Javad Hesam
3rd	UTAS - Nizwa	Khalid Khalifa Hamed Al Waaili
		Muhand Saif Ahmed Al Hashemi
		Mohammed Ghadeer Muslem Al Ghawi

TechPotfolio

Rank	Institution	Name
1st	UTAS - Ibra	Salim Mohammed Rashid Al -Sulti
		Marwan Ahmed Mohammed Zahir Al -Shidhani
		Majid Abdullah Masaaod Al Saifi
2nd	UTAS - Ibri	Marwah Mohammed Ali Al Mazrouai
		Hafisa Ali Muahnna Al Maqrashi
		Amna Majid Abdullah Al Mamari
3rd	UTAS - Shinaz	Badriya Mohammed Al Houmani
		Ebtihal Nasser Said Al Maamari
		Rayyan Amur Nasser Al Saidi

LivePodcast

Rank	Institution	Name
1st	UTAS - Nizwa	Buthaina Saleem Mahil Al Abri
		Hakema Saif Said AL-Darei
		Nawal Khamis Sultan Al Darai
2nd	UTAS - Al Musannah	Mariya Said Salim Al Jaradi
		Ashgan Juma Rashid Al Hinaai
3rd	UTAS - Ibra	Abdullah Saif Hilal Al Shaibani
		Omar Rabeea Khamis Al Madailwi
		Issa Hamed Nasser Al Hadifi



Report 2



Report 2



Report 2



Reported by

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



Report 3

Innovative Business Idea Poster Presentation Competition

True to its commitment of fostering innovation, stimulating creativity, and igniting entrepreneurial spirit among students, the Business Department of UTAS-Ibra organized the "Innovative Business Idea Poster Presentation Competition" on November 28, 2023, at 12:00 PM at the university main hall. This semestral event serves as a platform for students to showcase their presentation skills, innovative thinking skills, and creative idea generation skills.

Dr. Habiba Mohammed Said Al-Mughairi, HOD Business Department, formally inaugurated the competition with a welcome address. The distinguished panel members includes Dr. Abdullah Khalfan Al-Azri, Dr. Fatma Nasser Al-Harthy, Dr. Sami Al-Ghnimi, Ms. Zaina Rashid Salim AL-Jufaili, Mr. Wahab Salim Naser Al Hussini, Dr. Azzah Ahmed Said Al-Maskari, Dr. Salim Amer Salim Al-Rashdi and Mr. Hilal Al Habsi.

The best presenter award is given to the following students:

Adhara Saif Sulaiman Bani-Oraba

Amna Said Sulaiman Al Faliti

Zainab Mohammed Said Sultan Alowaisi

Mohammed Hamed Saif Sa'ud Al-Shabibi

The most innovative business idea is awarded to the following groups:

RANK	NAME	BUSINESS IDEA
FIRST Place	Mohammed Hamood Mohammed Nasser Al Harthy	Advanced Smart Water Controller
	Khalid 'Abdallah Hamed Al-Wahaibi	
	Khaled Salim Jamil Salim Al Hashmi	
	Abdallah Hamdan Aamir Mohammed Al-Hajri	
	Yousuf Faris Yousuf Al Balushi	
SECOND Place	Shatha Mahmood Hamed Nasser Bani-Oraba	AFSHM
	Muathar Saleh Juma Al-Rajhi	
	Sheikha Abdullah Sulaiman Subaiya Al Hasani	
	Frdoos Said Salim Said Al Sharji	
	Adhara Saif Sulaiman Bani-Oraba	
THIRD Place	Afrah Said Masaad Al Harthi	Utility Computing Device
	Fakhrya Ali Mohammed Abdullah Al Wahibi	
	Marya Ali Salim Amur Al Hashmi	
	Rahma Hamed Nasser Shatayat Al-Rawahi	
	Rehab Ali Salim 'Obaid Al Khaldi	
FOURTH Place	Hamed Hamood Mohammed Al Shabibi	Mobile Pharmacy
	Ibrahim Said Mohammed Al-Mahrouqi	
	Khamis Mohammed Aamir Al-Hashemi	
	Saleh Fayal Khanfour Al-Rashdi	
	Salim Sulaiman Salim Said Al Rahbi	
	Sultan Harib Hamood Al-Aamri	

Report 3





Report 3



Report 3



Reported by

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



Report 4

Critical Thinking for Teaching and Learning: Applying the Quadruple Helix Engagement Model

To help navigate the changing landscape of higher education, the Department of Continues Education and Community Service Department in coordination with the Department of Business Studies UTAS-Ibra, organized a webinar titled "Critical Thinking for Teaching and Learning: Applying the Quadruple Helix Engagement Model" on December 12, 2023, at 11:30 AM through MS Teams.

Hosted by Dr. Abdullah Khalfan Al-Azri, Deputy of the Assistant Vice Chancellor for Academic Affairs - UTAS Ibra, the academic session brought together a diverse audience from across UTAS branches. He advocated to explore and integrate the quadruple approach into the teaching methodologies taking into consideration the requirements of the industry, government, academia, and civil society.

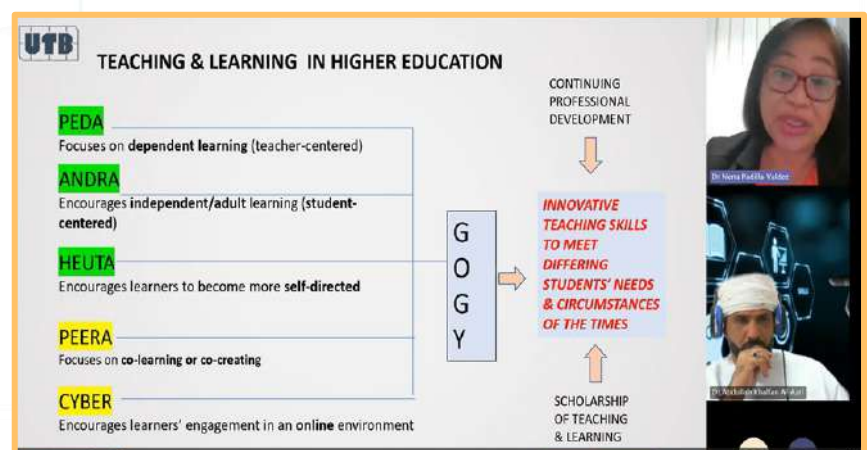
The seasoned speaker, Dr. Nena Padilla-Valdez, Faculty Peer Review & FDP Coordinator, Centre for Communication Teaching and Learning Universiti Teknologi Brunei, delivered an interactive and engaging presentation on applying the helix engagement model. She underscored the importance of the 21st century critical thinking mindset emphasizing the elements of thoughts, intellectual standards, and traits of mind.

One highlight of the webinar is its interactive approach giving the audience the opportunity to think critically and creatively. Dr. Nena shared best practices to teach critical thinking skills using infusion and immersion approaches. She emphasized that learning is non-linear, students shape their learning through self-organization and self-discovery and does not follow a pre-defined traditional order, thus, as educators and scholars we need to address these challenges and provide a suitable, adaptive, and robust learning environment for the student learners.

The session concluded with a question-and-answer portion and a message from Dr. Abdulla appreciating and thanking the speaker, organizers, and the participants of this academic gathering.

Reported by

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



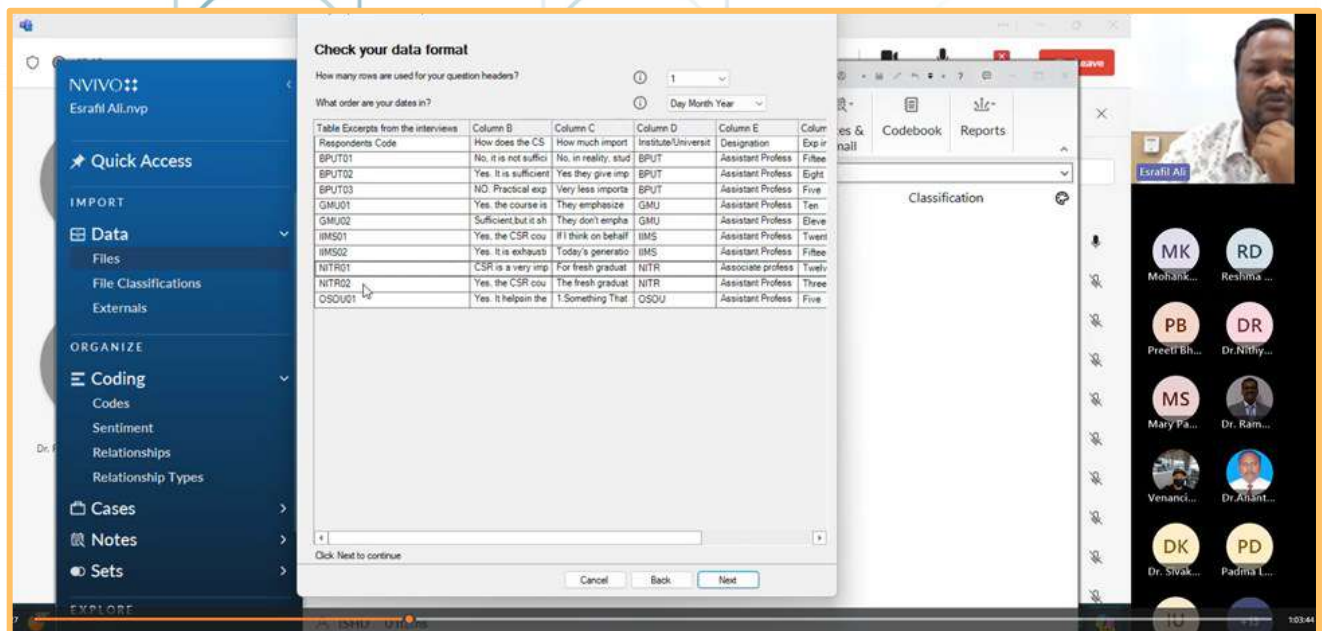


Report 5

Workshop on Qualitative Research Study using NVivo

On April 16, 2023, Business Department's Research Team in collaboration with Staff Development Committee organized a workshop titled "Qualitative Research Study using NVivo." The aim was to equip participants with both theoretical understanding and practical skills in qualitative data analysis, focusing on NVivo software. Dr. Esrafil Ali, an esteemed expert, led the event, emphasizing the importance of qualitative data analysis and NVivo's role in research. Through hands-on exercises, participants learned thematic analysis, coding, and theme generation using NVivo. They also explored advanced techniques like word cloud generation and text mining for data visualization and insight extraction.

During the workshop, participants engaged in question-answer sessions, which were insightful and contributed to a deeper understanding of the material. Additionally, discussions among participants facilitated the exchange of ideas and experiences, further enriching the learning environment. Overall, the workshop was well-received, with participants expressing gratitude for enhancing their research capabilities in qualitative analysis. This success reflects the commitment of the Department of Business Studies at UTAS, Ibra, in fostering academic excellence and research proficiency.



Reported by

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



Report 6

Enhancing Education with Teaching Tools

The Business Department of UTAS-Ibra aims to have a more dynamic and interactive learning environment, thus, the business staff were invited to a workshop with the theme “Enhancing Education with Teaching Tools” on November 21, 2023, at 11:00 AM at BS 111.

Mrs. Arifa Mohammed Thevaru Parambil, lecturer, and Dr. Reshma Delfine Dsa, HOS HR, delivered an interactive workshop demonstrating the use of teaching tools, which are utilized by educators to engage students, facilitate understanding, and create a dynamic and interactive learning environment. They discussed various contemporary teaching methods, types of teaching tools, their benefits, and challenges. “Exploring and implementing innovative and modern teaching tools to supplement traditional teaching methods increases students’ interest and engagement”, they said.

The staff had an immersive experience following their participation in the prepared activities using educaplay, an online platform that allows to create and share interactive educational content. The session concluded with a discussion on the future trends in teaching tools, various AI tools for teachers and their respective uses.



Reported by

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

Report 7

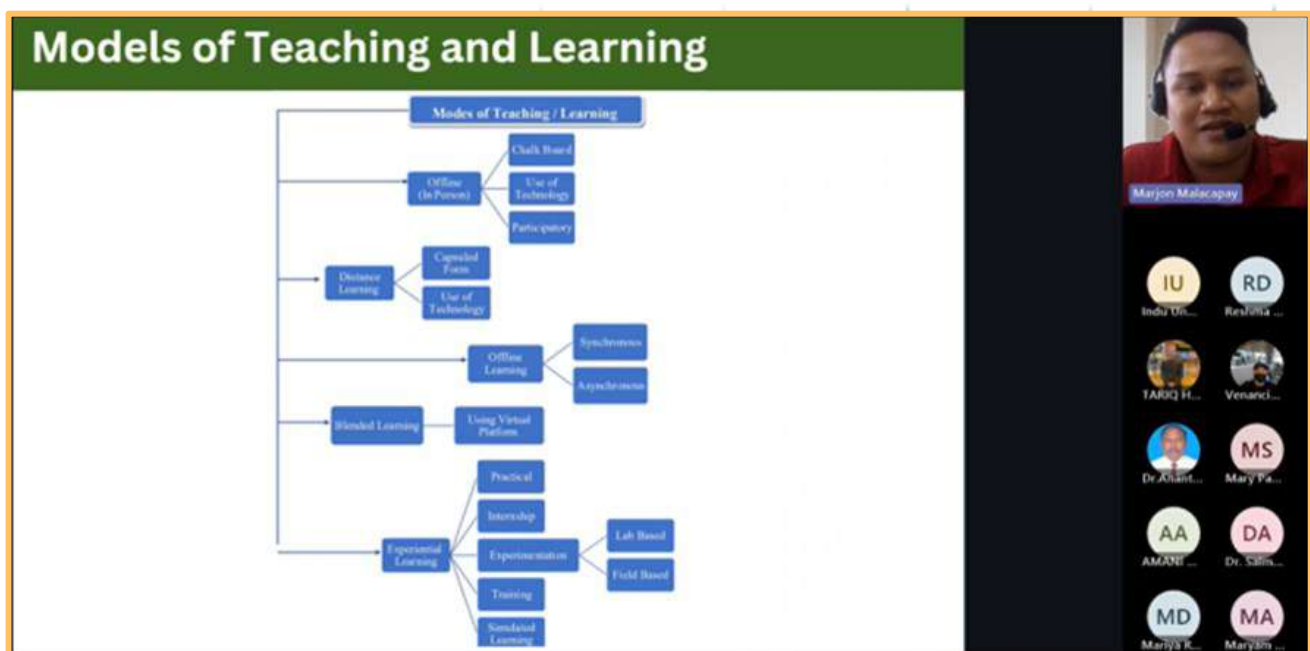
Innovative Pedagogy

To keep educators abreast with innovative pedagogical approaches, the Business Department's Staff Development Committee organized a webinar on "Innovative Pedagogy" on May 7, 2024, at 12:00 PM through MS Teams.

Dr. Marjon Malacapay, Director, Review for Licensure Examinations Office (RLE) Central Philippines State University, shared insights, experiences, and best practices in innovative pedagogy – approaches that challenge conventional teaching methods, engage learners, and inspire creativity, helping teachers navigate the ever changing and evolving landscape of education.

"Educators are lifelong learners and must continuously recognize and adapt to changes in teaching and learning paradigms" he stressed. He demonstrated and shared his experiences in using innovative teaching methods such as using AI in education, blended learning, project-based learning, cloud computing teaching, flipped classroom and personalized classroom. He also highlighted the importance of diversity and inclusion. He reiterated that educators must cater to the diverse learning styles of students.

The session concluded with a question-and-answer portion. Overall, the workshop was well-received, with participants expressing gratitude for enhancing their teaching skills for a more dynamic, engaging, and student-centered learning environment.



Reported by

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



Report 8

Report on the photo competition "Musandam's Majestic Beauty"



The University of Technology and Applied Sciences in Musandam organized a photo competition: Musandam's Majestic Beauty to engage students, academic staff, and various categories of the local community to participate in activities and events on or off campus, which achieves a positive impact on refining and developing their critical and creative thinking skills.

The Department of Business Studies at UTAS Musandam oversaw the organization of this competition, which aims to harness the power of photography to promote the diverse landscapes of the governorate and its cultural heritage. This competition was launched by receiving photos from all categories of the local community of different age groups, starting from April 24 until June 02, 2024. The department was able to collect about 150 photos of more than 120 participants. Out of these 40 images were displayed in the exhibition held on the campus of the university branch on 05-05-2024 for the final judging that relied on the criteria of uniqueness of technology, creative concept, quality of visual perspective, and objective importance.

Mr. Bassam bin Mohammed bin Abdullah Al Kamzari, Head of the Department of Archaeology and Museums, representing the Directorate of Heritage and Tourism in Musandam Governorate, Mr. Auf bin Abdullah bin Hussein Al Shehhi, Head of the Media Section at the Department of Communication and Media at the Musandam Governor's Office, and Ms. Lamia Abdullah Saud Al Shehhi, Acting Reception Manager at Atana Musandam Hotel, participated in the external jury.

Dr. Ahmed bin Saeed bin Ahmed Al-Shahri, Assistant Vice Chancellor of UTAS Musandam Branch, gave a welcoming speech before the opening of the exhibition, in which he explained the importance of this

Report 8

competition in contributing to raising awareness of marketing the field of tourism and cultural heritage in the governorate and establishing a permanent digital archive of the charming beauty of Musandam that attracts visitors. He also stressed the importance of activities and events to establish bridges of communication between this scientific edifice and local community institutions.

Mrs. Amal Mohammed Saleh Al-Radoush, Head of the Department of Business Studies, thanked the contributors to organizing this event, hoping to guide the steps of those in charge of this scientific edifice to achieve the noble goals and provide distinguished academic services of high scientific quality at the national, regional and international levels that contribute to achieving Oman Vision 2040.

Mr. Reynald A. Funtinilla and Dr. Joefrelin C. Ines, lecturers in the Department of Business Administration, were the key organizers and initiated the competition idea with Ms. Amel Radouch, Head of the Department of Business Administration, supported by ISETC staff Mr. Alvin Pascual and Mr. Ramil Rabang, who facilitated registration, retrieval, screening, and printing of photo entries.

The competition concluded at 12 noon with the nomination of three winners and honoring them with the members of the jury.





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Reported by

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

INTERNATIONAL EXPERTS FORUM OMAN 2024 (IEF OMAN MAY 21-22, 2024)

REIMAGINING PARADISE: SUSTAINABLE TOURISM STRATEGIES FOR EMERGING DESTINATIONS



Introduction

The International Experts Forum Oman 2024 (IEF Oman 2024) was held on May 21-22, 2024, focusing on the theme "Sustainable Tourism Strategies for Emerging Destinations." The forum was conducted in a hybrid mode, with both in-person and online participation via MS Teams.

Participation

The event saw a significant registration of 1434 participants, with vigorous online participation of around 500 on Day 1 and 300 on Day 2. Participants hailed from a diverse range of countries, including the UK, USA, Portugal, India, Philippines, Thailand, Pakistan, East Timor, China, Indonesia, Malaysia, Saudi Arabia, and many African nations. The audience comprised educators, tourism practitioners, researchers, government officials, tourism experts, and sustainability advocates.

Rationale

The global tourism landscape is undergoing significant changes, with emerging destinations playing an increasingly prominent role. The concept of "Reimagining Paradise" emphasizes the need for innovative and sustainable approaches to tourism development. This forum aimed to benefit the Governorate of Musandam, Sultanate of Oman, by:

- ◆ Fostering sustainable practices that contribute to the long-term well-being of Musandam's environment, communities, and visitors.
- ◆ Encouraging the responsible development of Musandam as a unique tourist destination.

Objectives

The forum pursued the following objectives:

1. Knowledge Sharing: To facilitate the exchange of best practices and cutting-edge approaches to sustainable tourism development among international experts, scholars, and local stakeholders.
2. Collaboration and Networking: To create a platform for participants to network, build partnerships, and collaborate on initiatives that benefit Musandam, other emerging destinations, and the participants themselves.
3. Promoting Sustainable Practices: To encourage stakeholders to adopt sustainable tourism practices that contribute to the long-term success of Musandam and other emerging destinations.



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Countries where participants came from:

1	UK	2	Thailand
3	Portugal	4	Tunisia
5	USA	6	Sudan
7	Oman	8	Namibia
9	UAE	10	Pakistan
11	Saudi Arabia	12	Nigeria
13	Philippines	14	Chad
15	India	16	Liberia
17	Indonesia	18	China
19	Malaysia	20	East Timor

Institutional Partners were:

1	Sultan Qaboos University	2	Heritage and Tourism Directorate - Musandam Governorate
3	Oman College of Tourism	4	11 branches of UTAS
5	Saint Vincent College	6	Pampanga State Agricultural University
7	City College of Angeles	8	Holy Name University
9	University of the Cordilleras	10	Urdaneta City University
11	Lyceum of Northwestern University	12	Northwestern University
13	Lyceum of the Philippines University – Batangas	14	Chetan Business School
15	Systems Plus College Foundation	16	Don Pablo Mendoza Senior High School
17	Angeles City National High School	18	University of Namibia
19	Bicol College		

Participants were:

1. Tourism industry professionals (hoteliers, tour operators, etc.)
2. Government officials and policymakers
3. Academics and researchers
4. Students (Tourism & Hospitality, Marketing, Management, SHS, Education, Social Sciences)
5. Sustainability enthusiasts
6. Tourism Advocates
7. Local community representatives
8. Anyone interested in sustainable tourism development.

There were 751 attendees in the 1st day of the IEF Oman 2024 and 720 participants in the last and second day of the forum. * (based on downloaded MS Teams Attendance)**



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Program Highlights

Day 1

- ◆ The forum commenced with welcome addresses by His Excellency **Dr. Said Bin Hamad Al Rubaie, Vice Chancellor, University of Technology and Applied Sciences, Oman** and inspirational messages by **Dr. Ahmed Al Shahri – Asst. Vice Chancellor, University of Technology and Applied Sciences- Musandam, Oman**
- ◆ **Dr. Hafidh Al Riyami – Asst. Professor, College of Tourism, Sultan Qaboos University, Muscat, Oman**, the Chief Guest gave his insights on Tourism Opportunities and Landscape as one of the main proponents in the development of the tourism education program in Oman.
- ◆ Prof. David Hind, President of APIEM, UK, delivered a thought-provoking keynote address on "The Future of Tourism: Embracing Sustainability in Emerging Destinations."
- ◆ A comprehensive panel discussion explored various aspects of sustainable tourism development, including balancing growth with sustainability, building a diverse tourism experience, and collaboration for long-term success. Panelists represented diverse geographical and academic backgrounds. They are:

Area 1 – Balancing Growth with Sustainability

Dr. Nick Naumov, University of Northampton, UK

Dr. Ansari Sarwar, Britts Imperial Colleges, Sharjah, UAE

Dr. Mohammed Jameel Manik, Chetan Business School affiliated to University of Karnataka, Dharwad, India

Dr. Roy Saroop B.R., KITTS, Kerala, India

Area 2 – Building a Diverse Tourism Experience

Dr. Rogelio Flores Jr. – Universidad de Aveiro, Portugal

Dr. Rafael N. Rafael – PSAU, Magalang, Pampanga, Philippines

Ms. Julie North – US Peace Corps

Dr. Ramon Boloron – HNU, Philippines

Dr. Nick Naumov – University of Northampton, UK

Dr. Saroop Roy B.R., KITTS, Kerala India

Area 3 – Collaboration and Innovation for Long Term Success

Ms. Ma. Christina Aquino- Lyceum of the Philippines University

Dr. Djuwari Sarkawi – Universitas Nahdlatul Ulama Surabaya (UNUSA) Indonesia

Prof. Dr. Mohammed Jameel Manik – Chetan Business School affiliated to University of Karnataka, Dharwad, India

Dr. Eric Parilla – Northwestern University, Laoag City, Philippines

- ◆ A virtual exhibit showcased success stories in sustainable tourism development.
- ◆ The day concluded with closing remarks, awarding of e-certificates, and a day-one wrap-up session.

Summary Highlights and Key Takeaways

Focus: The role of Universities, Responsible Tourism Practices, and Community Engagement

- ◆ **UTAS's Role:** Highlighted by Dr. Said Ahmed Al Rubaie and Dr. Ahmed Al Shahri, the focus was on how the University of Technology and Applied Sciences (UTAS) can contribute to:
 - ◇ Transformative education in tourism
 - ◇ Creating global linkages for Oman's tourism sector
 - ◇ Research and development for tourism in Oman and Musandam
- ◆ **Keynote Speech:** This talk emphasized the importance of:



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- ◇ Environmental responsibility in event management (paperless events, digital souvenirs, etc.)
- ◇ Community involvement in tourism development
- ◇ The role of younger generations (Gen X & Y) in shaping tourism destinations
- ◆ **Panel Discussion:** The panel focused on various aspects of responsible tourism, including:
 - ◇ Co-creation with local communities
 - ◇ Cultural heritage preservation and integration
 - ◇ Empowering local communities through tourism initiatives (entrepreneurship, capacity building, etc.)
 - ◇ Importance of research and collaboration between stakeholders
 - ◇ Sustainable practices like agritourism and responsible waste management

Day 2

- ◆ Day 2 commenced with welcome addresses and inspirational messages.
Inspirational Message: Dr Ahmed Al Mahrzi, Oman Tourism College and OMRAN
Guest of Honor: Mr. Salah Mohammed Al-Farsi, Director of Heritage and Tourism Department, Musandam Governorate
- ◆ Dr. Rogelio Flores Jr. from Universidad de Aveiro, Portugal, delivered the keynote address titled "Building Bridges: Collaboration for a Sustainable Tourism Future."
- ◆ An engaging session featured expert talks by prominent figures in the field of sustainable tourism. The speakers covered various crucial strategies and approaches for emerging destinations. The Expert Speakers were:
Expert's Talk (Plenary Speakers): "Sustainable Tourism Strategies for Emerging Destinations."
Dr. Saroop Roy B.R., KITTS, Kerala India
Dr. Ramil Ravaness – Prince of Songkla University– Phuket, Thailand
Dr. Eric Parilla, Northwestern University, Philippines
Dr. Ansari Sarwar – Britts Imperial University College, UAE
Dr. Badar Al Dhahouly – Oman Tourism College, Oman
Dr. Ramon Boloron – Holy Name University, Philippines
Dr. Djuwari Sarkawi – Universitas Nahdlatul Ulama Surabaya (UNUSA) Indonesia
Prof. Dr. Mohammed Jameel Manik – Chetan Business School affiliated with University of Karnataka-Dharwad, India
- ◆ A virtual tour showcased the beauty and potential of an emerging destination.
- ◆ The forum concluded with an interactive social media session, award ceremony for e-certificates, closing remarks, and a networking and wrap-up session.

Day 2 Summary Highlights and Key Takeaways

- ◆ **Focus:** Capacity Building, Collaboration, and Sustainable Practices
- ◆ **Keynote Speech:** This talk addressed:
 - Building capacity in tourism through education, partnerships, and knowledge networks
 - The importance of collaboration and participation in tourism development
 - Addressing power imbalances and regional inequalities in tourism development
- ◆ **Expert Talks:** These talks focused on practical strategies for sustainable tourism development, including:
 - Creating tourism committees/councils at the village level
 - Community development and empowerment
 - Preserving cultural heritage
 - Developing wellness tourism offerings

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Supporting SMEs in tourism

Product development plans for economic resilience

Integrating green practices aligned with Sustainable Development Goals (SDGs)

Creating smart and eco-friendly destinations

Utilizing digital platforms for immersive experiences and minimizing environmental impact

Overall, the conference seems to have addressed the importance of responsible tourism practices that prioritize both environmental sustainability and community engagement. Collaboration and capacity building across various stakeholders were identified as key factors for successful tourism development in Musandam and beyond.

Outcomes of the Forum:

1. Building Musandam's Reputation as a Sustainable Destination:

Raise awareness of Musandam as a unique tourist destination that prioritizes responsible practices.

2. Deep Dive into Sustainable Tourism:

- ◆ Expand knowledge on sustainable tourism approaches and how they can be applied in Musandam and other emerging destinations.
- ◇ Explore successful models like Kerala, India's responsible tourism, which focuses on maximizing economic, social, and environmental benefits for both locals and visitors.
- ◇ Implement strategies to increase local community involvement, such as supporting small businesses and sourcing supplies from local farmers. Universities or tourism studies can help with feasibility studies.
- ◇ Encourage hotels and resorts to adopt sustainable practices, like using locally sourced produce for a reduced environmental impact. The government can provide loans to ensure consistent, high-quality production by local farmers.

3. Diversifying Musandam's Economy through Wellness Tourism:

- ◆ Develop a four-pillar approach to establish Musandam as a wellness tourism hub:
- ◇ International Medical Centers: Offer primary, preventative, rehabilitative, and specialty care.
- ◇ Active Living and Wellness Hubs: Provide opportunities for recreation, sports, fitness, and healthy dining.
- ◇ Wellness Real Estate: Create sustainable accommodations like condos and villas.
- ◇ Wellness Resorts: Anchor the entire wellness community.

4. Embracing Technology for Sustainable Tourism:

- ◆ Integrate innovative technologies to enhance Musandam's sustainability:
- ◇ Smart Destination Management: Utilize big data and IoT sensors to monitor tourist flow and environmental conditions, allowing for better resource allocation and visitor experiences.
- ◇ Green Transportation: Promote electric vehicles, bike-sharing programs, and eco-friendly tour buses to reduce carbon emissions.
- ◇ Renewable Energy Integration: Utilize solar, wind, and hydropower to lessen reliance on fossil fuels and shrink the carbon footprint.
- ◇ Water Conservation Strategies: Implement rainwater harvesting, greywater recycling, and efficient irrigation systems.
- ◇ Digital Experience Platforms: Offer immersive and interactive experiences through augmented reality and virtual tours.
- ◇ Waste Management Solutions: Minimize environmental impact through recycling, composting, and waste-to-energy technologies.

5. Collaboration is Key: Working Together for Responsible Tourism:

- ◆ Strengthen partnerships between stakeholders to promote responsible tourism:
- ◇ Engage Tourists: Promote cultural groups, crafts, museum visits, traditional food experiences, and



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festivals.

- ◇ Government Initiatives: Provide financial support and marketing campaigns to bolster the tourism industry.
- ◇ Leverage Mega-Events: Utilize events like Dubai Expo and the Qatar World Cup to contribute to tourism growth in the Gulf region.

The feedback from participants during the IEF Oman 2024, held on May 21-22, 2024, via MS Teams, can be summarized into several key themes and highlights:

Comments, Suggestions, and Recommendations:

1. Positive Reception: Many participants found the event informative, relevant, and well-organized, with praise for the quality of speakers and the topics covered.
2. Technical Issues: Some attendees experienced technical difficulties, such as poor internet connections and audio problems, suggesting a need for better technical preparation and support.
3. Content and Structure: Several participants recommended more time for panel discussions and individual presentations, as well as incorporating ice breakers or entertainment to keep the audience engaged.
4. Future Events: There were numerous requests to continue such seminars and organize more events in the future, indicating high interest and perceived value among attendees.

Highlights:

1. Educational Value: The seminar was highly appreciated by tourism and hospitality students, who found the content very relevant to their studies and future careers. They gained valuable insights into sustainable tourism practices and strategies for emerging destinations.
2. Engagement and Interaction: Participants thanked the organizers and speakers for sharing their knowledge and experiences. Many expressed a desire to attend future events and looked forward to similar opportunities.
3. Practical Applications: Attendees noted that the knowledge gained from the seminar would help improve their job performance and academic pursuits.
4. Professional Execution: The event was generally seen as well-executed, with well-prepared facilitators and comprehensive presentations. However, suggestions for improvement included ensuring better internet connections and more consistent technical support.

Specific Comments:

- ◆ Positive Feedback: Comments such as "It's very good", "Very informative speakers", and "Great seminar" were common. Many praised the professionalism and clarity of the speakers.
- ◆ Technical Improvements: Recommendations included checking audio quality, preparing backup presentations, and ensuring strong internet connections for both speakers and participants.
- ◆ Event Structure: Suggestions to extend discussion times and manage schedules more effectively were noted, as well as incorporating more interactive elements to maintain engagement.
- ◆ Sustainable Tourism: The emphasis on sustainable tourism strategies was highlighted as particularly valuable, with participants appreciating the focus on balancing tourism growth with environmental and cultural preservation.

General Sentiment:

The overall sentiment was very positive, with participants expressing gratitude for the opportunity to learn and engage with experts in the field. The event was seen as a significant contribution to their understanding of sustainable tourism and its practical applications in their future careers.

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Overall Success

The IEF Oman 2024 served as a valuable platform for knowledge exchange and collaboration among stakeholders in the tourism industry. The diverse participation and insightful discussions fostered a deeper understanding of sustainable tourism practices for emerging destinations. The hybrid mode effectively reached a broad audience and ensured wider accessibility.

XII. Organizing/Steering Committee:

- ◆ Dr. Ahmed Said Ahmed Al-Shahri Assistant- Vice Chancellor Chairperson, Organizing Committee Chairperson
- ◆ Dr. Gharib Ismaeel Gharib Al Matroshi - Deputy Asst. Vice Chancellor for Academic Affairs Co-Chairperson, Organizing Committee
- ◆ Mr. Bashir Salim Ali Al Mazroui - Director, Administrative and Financial Affairs Member, Organizing Committee
- ◆ Ms. Amel Radouch Head, Business Studies - UTAS Musandam, Oman Convenor and Member, Organizing Committee
- ◆ Ms. Maryam Al Nofali - Head of the Continuing Education and Community Services Convenor and Member, Organizing Committee
- ◆ Dr. Joefrelin C. Ines - Lecturer, Convenor and Member, Organizing Committee
- ◆ Mr. Reynald A. Funtinilla - Lecturer, Convenor and Member



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Reported by

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



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Report 10



Reported by
Editorial Team Member,
CEBA, UTAS, Al-Mussanah

Al-Mannarat, Volume-1, January 2025



Report 12

Opening of the First Bawsala Forum for Entrepreneurship For People With Disabilities

Under the patronage of Mrs.Naila Bint Hamad Al Busaidi, Chairwoman of the Omani Committee for Deaf Sports and in the presence of HE Dr.Saeed bin Hamad Al Rubaie ,President of the University of Technology and Applied Sciences , the activities of the Bawsala Forum for Entrepreneurship For People With Disabilities was launched on November 14, 2023, Tuesday. The University auditorium witnessed the opening ceremony of the forum which began with the Royal Salute, followed by the opening speech delivered by Dr.Nasser Al-Bimani,Vice Chancellor of UTAS-AI Musanah . Then, A summary of the Bawsala Award for Entrepreneurs was delivered by Dr.Aziza Al -Qamshoui , Head of College of Economic and Business Administration. Subsequently, a video presentation was broadcast to introduce the Bawsala initiative (Infographic video). This was followed by a visual presentation to introduce the activities of Bawsala Initiative, after which the experiences of people with disabilities with entrepreneurship were presented : the CEO of SignBook Company, Sultan Al-Amri, the CEO of Al-Basaer Company for Technical Projects, Ali Al-Amri, and the innovator Sheikha Al-Jassasiya. The opening ended with the event sponsor honoring the entrepreneurs, sponsors and participants, then the event sponsor opened the exhibition of products for entrepreneurs of people with disabilities accompanying the forum's activities. Then the panel discussion was conducted titled " The role of small and medium authorities in supporting Entrepreneurship With Disabilities" presented by Dr.Ahmed Al Hoti , media personality and economic analyst. Then, a presentation on" The Role of Institutions in Supporting Entrepreneurs with disabilities " which was presented by Ms.Badriya Al Jadidi , Director of the Small and Medium Enterprises Development Authority specialized in entrepreneurship.



Reported by

*Ms Sheikha Abdullah Khusaif Alfajri,
CEBA, UTAS, Al-Musannah*



Report 13

Colloquium on Fintech Ecosystem and its Transformative Role in GCC and FinTech Hackathon

The recent "Colloquium on Fintech Ecosystem and its Transformative Role in GCC and FinTech Hackathon" convened a myriad of experts, industry leaders, and innovators to explore the dynamic landscape of financial technology and its significant impact on the GCC region. This exceptional event, held at Auditorium on 7th December 2023, marked a convergence of minds and ideas, fostering insightful discussions and showcasing innovation at its forefront.

The event commenced with keynote addresses by prominent personalities in the field, including Ms. Isra Al Lawati, Financial Innovation Specialist at the Central Bank of Oman, and Mr. Abdullah Al Anburi, EVP & Head of FinTech at Sohar International. Their panoramic insights offered an overview of the evolving Fintech scene in the GCC and set the tone for discussions that followed.

A highlight of the program was a spirited panel discussion moderated by Dr. Aziza Abdallah Humaid Alqamashoui, Head of the Department featuring luminaries such as Ms. Isra Al Lawati, Mr. Abdullah Al Anburi, Mr. Mustahil Ahmed Al Mamari from the National Bank of Oman, and Mr. Abdulaziz Nasser Al Rawahi, CEO of Ompay. The dialogue explored various facets of the Fintech ecosystem, ranging from regulatory challenges to the transformative potential of emerging technologies, providing a comprehensive understanding of this multifaceted industry. The event also featured inspiring narratives from industry leaders Mr. Majid Al Amri, CEO of Thawani, and Mr. Abdulaziz Nasser Al Rawahi, CEO of Ompay, sharing their transformative journeys, which illuminated the real-world impact of Fintech solutions.

The heartbeat of the program resonated in the FinTech Hackathon, where students from various higher educational institutions across Oman showcased their innovation and passion, presenting inventive solutions and prototypes. Additionally, an exhibition spotlighted innovative FinTech applications, bridging the gap between theory and practical implementation.

Overall, this event was a testament to collaboration, innovation, and the relentless pursuit of excellence in Oman's Fintech landscape. The depth of insights shared and the collaborative spirit witnessed promises a positive trajectory for the future of financial technology in Sultanate of Oman.



Report 13



Reported by

Dr.Radha Priya, CEBA, UTAS, Al-Musannah





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Report 14

Symposium on "Blockchain Revolutionizing Trade Credit for SMEs: Fostering Economic Growth"

The College of Economics and Business Administration, University of Technology and Applied Sciences - Al Mussanah in association with Faculty of Business Studies, Arab Open University organized Symposium on "Blockchain Revolutionizing Trade Credit for SMEs: Fostering Economic Growth" on 18th October, 2023. It is a part of TRC supported Research Project BFP/RGP/ICT/22/055, Funded by Ministry of Higher Education, Research and Innovation, (MOHERI), Sultanate of Oman. The purpose of this symposium is to explore the transformative potential of blockchain technology in boosting small businesses and startups. Around 40 external participants from various banks namely Sohar International, Bank Muscat, Ahli Bank and various SMEs from logistics and small business attended the symposium. The faculty from UTAS- Al Mussanah, various Branches of UTAS namely from IBRA, Shinas and Nizwa also attended the symposium. The B. Tech Students from CEBA, UTAS- Al Mussanah also attended the symposium. The Guest of Honor Mr. Ahmed Al Yamani, VP Technology, Frontier Technology LLC, Al Khuwair, presided the Key note address, who explained about the concepts and fundamentals of Blockchain Technology. He also explained the how the blockchain technology helps the SMEs to get Trade credits. Ms Nooriya AL Balushi, Technical Innovation Specialist, Central Bank of Oman, is our Special Guest who also shared her thought on Financial Technology (Fintech) in Banking and Blockchain Opportunities. She highlighted the prospects of Digital assets and Open money market which provides as a key to coherent blockchain startups.

Dr. Kabali P. Subramanian, Program Coordinator, Head of the faculty, Faculty of Business studies, Arab Open University and Principal Investigator of TRC Research Project explicated the overview of the TRC project and the key objectives of the Project which serves as the purpose of this symposium. The crux of the symposium was the Panel Discussion was with the objective to provide an insight on how the blockchain serves as a gamechanger in trade credit landscape, Digital currency, SmartContracts and few real-world case studies discussed. The outcome of the focus group discussion emphasized the importance of collaboration between governments, financial institutions, SMEs, and technology providers. Education and awareness programs were also considered vital to help SMEs understand and embrace blockchain.



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Reported by

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



Report 15

Entrepreneurship Business Idea Exhibition

The University of Technology and Applied Sciences Al Musannah hosted an Entrepreneurship Business Idea Exhibition from May 20th to May 23rd, 2024. This event showcased the innovative projects of 230 students enrolled in the Entrepreneurship, Creativity, and Innovation course. Held on campus in CC 106 Multipurpose Hall, the exhibition provided a platform for these aspiring entrepreneurs to present their business ideas, reflecting their creativity and practical application of course concepts. Discover innovative ideas, network with budding entrepreneurs, and get inspired by the entrepreneurial spirit. This event was evaluated by collaboration with the Entrepreneurship and innovation department and Technology Transfer Office. All budding entrepreneurship students were presented their innovative ideas during the exhibition. Over the three days, nine course lecturers and 15 Business Studies staff members facilitated the event. The evaluation process was overseen by four expert evaluators from the Entrepreneurship Shell of the European Union, ensuring that each project was assessed on its viability, innovation, and market potential. This exhibition not only highlighted the students' entrepreneurial skills but also served as a vital step in their academic and professional growth, connecting theoretical knowledge with real-world application.



Report 15



Ms. Fatema Hamed Said Almaqbali, CEBA, UTAS, Al-Musannah



Report 16

Winners of Intercollegiate Meet INNOVATIA 2023

Business Studies Department students competed in the Intercollegiate Meet – INNOVATIA 2023 organized by UTAS Ibra on 2 May 2023 where various higher educational institutions participated. Students represented UTAS Al Musannah in 4 categories and emerged first place for two categories (Business and Finance) and second place for one category (Marketing) under the guidance of faculty member Ms. Jeannette Ong Ee-Lyn.

First Place (Business)

Manal Abdulwahab Al Balushi
Mariya Said Salim Al Jaradi
Asma Ahmed Khamis Al Balushi

First Place (Finance)

Yumna Hamood Mubarak Hamood Al Flaiti
Entisar Hamood Ali Said Al Siyabi
Hayam Saleh Rashid Sulaiman Al Abri

Second Place (Marketing)

Taif Khalifa Said Nasser Al Abri
Bayan Nasser Mohammed Al Abri
Nawal Nasrat Kareem Bakhsh Al Balushi

The students were congratulated by the Dean Dr. Ahmed Ali Ahmed Al Shahri, Assistant Dean Academic Affairs Dr. Nihad Abdallah Mohammed Al Zadjali and Head of Section Business Studies Department Mr. Islam Saleh Al Balushi.



Reported by

Ms. Jeannette Ong Ee-Lyn.,
CEBA, UTAS, Al-Musannah



Report 17

OSHRM 6th Annual Conference on "The New Era of Work"

Five students from the Business Department of UTAS-AI Musannah attended the OSHRM 6th Annual Conference on "The New Era of Work" from 7 to 9 February 2023. The students participated in interactive sessions, workshops, and networking events, and heard from expert speakers on topics like remote work, automation, and talent management.

The students were impressed by the keynote speeches and appreciated the opportunity to learn from industry leaders and engage with peers from other universities and companies. They expressed gratitude for the opportunity to attend the conference and to prepare themselves for the changing landscape of work.



Reported by

Ms Bushra Al Saadi, CEBA, UTAS, Al-Musannah



Report 18

2nd International Student Interaction Meet (ISI2023)

Two students from the Business Studies Department, Manal Abdulwahab Al Balushi and Nawal Nasrat Al Balushi represented UTAS Al Musannah 2023 as Student Panel Speakers-Discussant in the 2nd International Student Interaction Meet on the 22 May 2023. The event was organized by UTAS Shinas which witnessed participation of universities from various countries. It provided a platform for students to share and exchange ideas on the theme: Enhancing Student Engagement: What Do Students Want?

Nawal Nasrat Al Balushi spoke on cross cultural understanding, and she addressed issues related to facilities and initiatives that will improve and enhance learning engagement that transcends global boundaries.

Manal Abdulwahab Al Balushi shared on the co-curricular activities and student support services which impacted academic performance, wellbeing, and readiness for the industry and community. She also focused on support needed for the 21st century skills of students.



Reported by

Staff Reporter, CEBA, UTAS, Al-Musannah

Winners of 13th National Business Meet

Students from the Business Studies Department represented the UTAS – Al Musannah in the 13th National Business Meet organized by the Middle East College, Muscat on 16 May 2023. Students competed in 6 categories and won first place in the Marketing Poster Competition and Accounting Finance Caselet and second place for Entrepreneurship and Innovation Competition and Business Case Study Competition.

Students were under the guidance of faculty mentor Ms. Jeannette Ong Ee-Lyn.

The Dean, Dr. Ahmed Ali Ahmed Al Shahri and Head of Business Studies Department Dr. Aziza Abdallah Humaid Alqamashoui congratulated the students on their excellent achievements.

♦ Marketing Poster Competition

- ♦ Taif Khalifa Said Nasser Al Abri
- ♦ Manal Abdul Wahab Al Balushi
- ♦ Nawal Nasrat Kareem Bakhsh Al Balushi

♦ Accounting and Finance Caselet

- ♦ Fedha Yahya Saif Obaid Al Khatri
- ♦ Fardoos Yahya Saif Obaid Al Khatri
- ♦ Fatema Mohammed Salmeen Al Maawali

♦ Entrepreneurship and Innovation Competition

- ♦ Khalid Saud Hamdoon Al Musallami
- ♦ Maather Ahmed Salim Al Souli
- ♦ Naziya Ameen Ghulam Al Balushi

♦ Business Case Study Competition

- ♦ Mariya Said Salim Al Jaradi
- ♦ Taha Mohammed Talib Al Zadjali
- ♦ Horiya Hamed Said Al Tamimi





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Reported by

Ms. Jeannette Ong Ee-Lyn., CEBA, UTAS, Al-Musannah

Innovation Strategy and Management Workshop

On May 28, 2014 the CEBA-Muscat organized the Innovation Strategy and Management Workshop. The workshop featured a guest speaker, Mr. Fahad Al Rasbi, Innovation Developer and Specialist from Sultan Qaboos University. The workshop sought to provide students with knowledge of the most recent field trend "Innovation" to learn the process of bringing about new ideas, methods, products, services or solutions that have a significant positive impact and value. It involves transforming creative concepts into tangible outcomes that improve efficiency and effectiveness or address unmet needs. The workshop organized by Dr. Abeer Al Kharusi, Accounting lecturer at UTAS-Muscat and attended by 127 students.

The workshop highlights the following topics:

- ◆ The concept of innovation
- ◆ Innovation Martix
- ◆ The key elements of innovation management
- ◆ Stages of innovation: inspiration, ideation, implementation and iteration
- ◆ Innovation in Entrepreneurship
- ◆ Fintech/Financial Technology
- ◆ Financial Innovation/ How to create new financial or investment products/services or process. These changes can include updated technology, risk management, risk transfer, credit and equity generation, as well as many other innovations.
- ◆ Block chain
- ◆ Digital Transformation

By participating in this workshop, the students gained valuable knowledge about the concept of innovation and the main elements and stages in order to create innovation in various fields. The innovations that matter most offer the world's best solutions to important problems and to manage the risk of disruption of a business. It is the ability to approach challenges, problems, and opportunities with creative and forward-looking mindset.



Reported by

Dr. Abeer Al Kharusi, CEBA, UTAS, Muscat



Report 21

Smart Accounting Workshop

On March 17, 2024, the Accounting Section at UTAS-Muscat hosted a workshop titled "Smart Accounting". The workshop is organized by Dr. Abeer Al Kharusi, Accounting Lecturer at CEBA-Muscat and attended by 144 students from Accounting section. It aimed to provide accounting students with knowledge of the most recent accounting trends as well as the profession's changing landscape. Ms. Nawras Al Dhafri, Certified Accounting Trainer, presented an engaging presentation that highlighted the following critical areas:

- ◆ **Smart Accounting Technologies:** The workshop has explored the integration of emerging technologies like artificial intelligence, technological leapfrogging, and digital economics into accounting practices.
- ◆ **The impact of automation on the accounting profession:** The workshop discussed the influence of automation on the accounting profession, including the new skills needed for future accounting.
- ◆ **Future of Accounting Education:** The session addressed the need to adapt the accounting curriculum to prepare students for the future of work.
- ◆ **Career Opportunities:** It also discussed the new career paths emerging within the accounting profession due to technological advancements.

The students had the opportunity to learn about the practical impact of Artificial Intelligence on accounting in a variety of areas, including primary entries, financial statements, and other financial reports, as well as auditing. The interactive seminar featured real-world examples and open conversations. By participating in this workshop, the students gained valuable knowledge about the future direction of accounting and the skills they will need to succeed in the profession.





Report 21



Reported by

Dr. Abeer Al Kharusi, CEBA, UTAS, Muscat



Report 22

International Tourist Guide Day

On the occasion of International Tourist Guide Day on February 21, the Business department organized a celebration in cooperation with the General Administration of Heritage and Tourism in A'Dakhiliya Governorate. The celebration is hosted by the South campus (Jibreen Hall) on Wednesday 21/02/2024 at 10 AM. The Celebration started with Quran Recitation by Mr. Abdulmajeed bin Musabah Methqal AL Busaidi, followed by a welcome address delivered by Dr. Mohammed Ali Hamed Obaid, Head of Tourism and Hospitality Management Unit, UTAS Nizwa. He welcomed the guests and attendees, and presented the importance of tour guides in tourism industry in Oman.

Mr. Marhoon Bin Masoud Al Mahrooqi, A tour guide at the Ministry of Heritage and tourism, presented the importance of tour guides in Oman, the skills required , the responsibilities, and procedures required to get a license from the Ministry. Later, all questions, inquiries and discussions with the attendees were addressed and discussed. A video was presented about the role of tour guides in Oman. The celebration end with Omani Halwa and Qahwa by 11:45 AM.



Report 22



Reported by

Dr. Mohammed Ali Ahmed Obaid, CEBA, UTAS, Nizwa



Report 23

Entrepreneurs Exhibition: Habtat UTAS

The CEBA-UTAS Nizwa has organized the Entrepreneurs Exhibition: Habtat UTAS on 3r April 2024. Dr. Muhammad Ali and Ms. Fatima Al-Ghafri welcomed the AVC of UTAS-Nizwa, Dr. Mohammed bin Rashid Al Maamari. Dr. Mohammed Al Maamari launched the exhibition by 9:00 am. The AVC and his team visited all exhibitors and discussed with them the different issues related to their products. The event "Habtat UTAS" leveraged Instagram as its main promotional tool to effectively engage and inform potential attendees. By utilizing this popular social media platform, the event organizers could showcase vibrant visuals and timely updates that highlighted the unique aspects of the exhibition. Instagram stories and posts were used to provide sneak peeks of the exhibitors and their products, creating a buzz and anticipation among the followers. Furthermore, the organizers employed interactive features such as polls, Q&A sessions, and behind-the-scenes content to foster a sense of involvement and community among the audience. This strategy not only increased the visibility of the event but also facilitated direct engagement with the attendees, encouraging them to share the event within their networks and expand its reach. As a result, Instagram proved to be an invaluable tool in attracting a substantial number of participants and ensuring the success of the "Habtat UTAS" exhibition





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Reported by

Dr. Mohammed Ali Ahmed Obaid, CEBA, UTAS, Nizwa



Career Guidance Day

On December 7, 2023, the College of Economics and Business Administration's Student Development Team at the University of Technology and Applied Sciences - Salalah organized an enriching Career Guidance Day. It was a convergence of practical insights and career wisdom, aimed at equipping students with the essential tools to navigate the competitive job market.

The day's agenda was packed with valuable sessions led by esteemed professionals and alumni, each bringing a wealth of knowledge and real-world experience to our students. Mr. Hatem Suwailam, a revered lecturer in Human Resource Management, imparted key strategies in CV writing. His session illuminated techniques for crafting a CV that stands out in today's job market, a vital skill for our aspiring professionals.

Adding to this reservoir of knowledge was Mr. Ricardo Biason, a Marketing Lecturer, who delved into the complexities of job description writing. His talk, titled "The XYZ of Job Description Writing," was not just informative but also engaging. Furthermore, he shared a robust technique for STAR behavioral interviews, providing our students with a toolkit to excel in challenging interview scenarios. "Wouldn't it be great if you can write what you want to be in life?" Mr. Biason asked, encouraging students to envision and articulate their career aspirations.

In an interactive segment of the day, Ahmed Al Dahab, Assistant HR Manager, and Salem Al Shahri, Training Center Manager from Asyad SFZ, both distinguished alumni of our university, conducted mock interviews. This session, marked by its practical approach, allowed students to experience real interview settings. Their years of experience in the field brought a level of authenticity and learning that was unparalleled.

The awarding of Certificates of Recognition to Ahmed and Salem by Dr. Khalid Salim Bakhit Al Shanfari, Dr. Neil Raymond Saletrero, and Dr. Amit Sharma not only honored their valuable contribution to the event but also celebrated their journey as alumni who have significantly contributed to their respective fields.

Career Guidance Day was more than just an event; it was a testament to the commitment of the Student Development Team and their continuous endeavor to bridge academia and industry. The insights shared by our speakers have undoubtedly left a lasting impact on our students, equipping them with the confidence and skills to embark on their career paths.

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Reported by

Dr. Rathna Chellappa, CEBA, UTAS, Salalah



Report 25

Scholastics 2023

December 20, 2023 - The College of Economics and Business Administration at the University of Technology and Applied Sciences in Salalah marked a memorable day with its grand event, 'Scholastics 2023'. The event, a blend of academic excellence and insightful exchanges, unfolded a range of activities that showcased the talents and achievements of students and alumni.

The event kicked off with the recitation of the Holy Quran and a welcoming speech by a student, setting a tone of reverence and community spirit. The felicitation of the best students from the College of Economics and Business Administration was a highlight, showcasing their academic achievements. The 'Meet the Alumni' session provided a platform for alumni to share their professional journeys and experiences, offering current students a glimpse into the potential paths their careers could take. This was complemented by a quiz competition, where students demonstrated their knowledge and quick thinking, and a marketing student presented a research paper which added an academic depth to the event.

The Extempore Talk Competition was a showcase of spontaneous oratory skills, with students impressively articulating their thoughts on random topics. The presentations on Undergraduate Research Grant projects and the best senior projects highlighted the practical application of academic learning and the innovative spirit among the students. These segments not only emphasized the students' academic prowess but also underscored the importance of real-world applications of their studies.

The event was graced by distinguished guests, including Dr. Ahmed Ali Al Shahri, the Assistant Vice-Chancellor, who showed a keen interest in student activities and projects, and Mr. Ammar Salim AL-Shanfri, the Director of Administrative and Financial Affairs. Dr. Ghanim Bakhit Shamas, Head of the College of Economics and Business Administration, warmly welcomed these esteemed guests and led the proceedings. The event concluded with a prize distribution ceremony and a vote of thanks, wrapping up a day that celebrated learning, shared experiences, and the unwavering commitment of UTAS-Salalah to academic and professional excellence. "Scholastics 2023" was more than an event; it was a testament to the vibrant academic community at the university, leaving a lasting impression on all attendees.



Report 25



Reported by Dr. Rathna Chellappa, CEBA, UTAS, Salalah



Report 26

Accounting Students General Assembly

On February 21, 2024, the Accounting Section 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 organized a General Assembly for accounting students. The assembly commenced with a welcome address by the Head of CEBA – Dr. Ghanim Shamas. It was followed by a presentation from Dr. Neil Raymond Saletrero on the Accounting Programs' new courses that are aligned with the industry requirements, and he also discussed the salient points in the New College By-Laws. Mr. Maadh Mwarshjali made a presentation about the different career opportunities of accounting graduates and the career path that these graduates may opt to take after graduation.

Mr. Pavan Kumar made a presentation on the professional certifications in Accounting specifically from the Association of Chartered Certified Accountants (ACCA). He emphasized on the relevance and benefits of the ACCA certification to the accounting graduates. Furthermore, Mr. Salim Ba Omar, an Advanced Diploma Accounting student and currently the president of Accounting Club discussed the Vision, Mission and Objectives of the Club and its proposed activities which includes the Peer Tutorial. This is an initiative of the Accounting Club where selected students from the Accounting Bachelors level will assist the students from the Diploma level and tutor them on those topics that they need assistance from. This will be an on-going initiative of the club to help students overcome academic challenges. After the presentations, an Open Forum was held to allow the students to ask questions regarding their specialization and clarify any doubts about the new college by-laws. The general assembly was well attended by many of the students from the Accounting Specialization. All accounting

faculty members also attended the assembly. The general assembly was part of the continuing efforts of the department to bring awareness to the students regarding their respective specializations and provide a platform where they can foster collaborations and build networks from among their peers.





Dr. Rathna Chellappa, CEBA, UTAS, Salalah



Navigating New Horizons-CEBA Marketing Assembly

On February 21, 2024, the Marketing Section 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 organized a General Assembly for marketing students. This event was packed with knowledge and inspiration for those aspiring to make their mark in the marketing world. The assembly was inaugurated by Ms. Asma Abdullah Saeed AL-Dini, a dedicated marketing student, who gracefully took on the role of master of ceremonies. Her opening remarks set a vibrant tone for a day packed with enriching presentations and engaging discussions.

Dr. Ghanim Shamas, the head of the department at CEBA, was the first to take the stage. He underscored the role of the marketing section, illuminating its significance in the economic landscape. Following his insightful address, Dr. Khalid Salim Bakhit Al Shanfari, the head of the section, led the students through an exploration of the vast career opportunities in marketing. His guidance was instrumental in helping students assess if their skills and interests—such as creativity, analytical prowess, teamwork, and detail orientation—align with this dynamic field. Additionally, he showcased the diverse marketing programs offered, including Digital Marketing & Branding and Sales & Retailing, While also spotlighting the department's exceptional marketing team.

Dr. Peeyush Dwivedi then shifted the assembly's focus to administrative and academic support systems, discussing the College Information Management System (CIMS), general rules, GPA simulator, course withdrawal, postponement, and student clearance processes in detail. Mr. Ishaq Shariff highlighted the critical topic of probation awareness, shedding light on the nuances and implications of being under probation. Mr. Ricardo Biason discussed digital awareness and the marketing tools that are essential for success in the field, offering practical insights and resources.

Ms. Larissa Santos enriched the assembly with discussions on student activity programs, advocating for the activation of the marketing club, the implementation of a suggestion box, peer tutoring, competitions, and workshops and training. These initiatives aim to foster a vibrant community of learners and practitioners within the marketing field.

Dr. Mari Anand Navaneetha Krishnan rounded off the sessions by linking Oman Vision 2040 to marketing research. He articulated the major benefits of market research and elaborated on the skills necessary to become a proficient market researcher, concluding a day that was brimming with invaluable insights and future-oriented discussions.

Report 27

The event was also graced by the presence of esteemed faculty members Dr. Viju Mathew, Mr. Faisal Quadri, Ms. Buthaina Said Mohammed Bahambura and Mrs. Amal Musallam Mohammed Alamri, whose participation added valuable insights and depth to the discussions. This General Assembly not only illuminated the path for marketing majors but also reinforced the commitment of CEBA to nurturing the next generation of marketing professionals.



Reported by

*Dr. Rathna Chellappa,
CEBA, UTAS, Salalah*



Report 28

Business Club Leadership Training

On May 7, 2024, the Student Development Team (SDT) of the College of Economics and Business Administration (CEBA) and the Business Club at the University of Technology and Applied Sciences (UTAS) in Salalah organized a leadership workshop for the new Business Club officers. The workshop began with Dr. Abdul Nazar N., who emphasized the essential characteristics of effective leaders. He highlighted the significance of the number nine in leadership, symbolizing the ability to perceive across three dimensions.

Following Dr. Nazar, Mr. Ricardo Biason shared his insights on leadership, drawing from his experience in multinational corporations. He likened leadership to soccer, where the ultimate goal is to work together for a common purpose. He emphasized that leaders should strive to meet or exceed organizational objectives as one team and unite people rather than divide them. Mr. Biason also discussed the eight essential qualities of successful leaders, as outlined by Rebecca Knight in her Harvard Business Review article. The final speaker, Dr. Neil Saletrero, emphasized the importance of connecting with people, regardless of their backgrounds or perspectives. He explained that by embracing diverse forms of communication and relationships, leaders can cultivate and enhance their leadership skills.



Reported by

*Dr. Rathna Chellappa,
CEBA, UTAS, Salalah*

Guest Lecture: 'Essential role of Logistics programs in Oman's Economy

Mr. Adeel in his lecture pointed out that with its ambitious Vision 2040 and emphasis on diversifying the economy beyond oil and gas, the Sultanate has prioritized investments in infrastructure, technology, and human capital to bolster its logistics capabilities. Investment in infrastructure, including ports, airports, roads, and rail networks, has been instrumental in enhancing Oman's logistics capabilities. The lecturer emphasized the need for continued investment to modernize infrastructure and improve connectivity both domestically and internationally.

A skilled workforce is essential for the effective management of logistics operations. The lecturer emphasized the importance of investing in education and training programs to develop a talent pool equipped with the necessary skills and knowledge in logistics and supply chain management. The integration of technology, such as digital platforms, IoT, AI, and blockchain, can optimize logistics processes, enhance visibility, and improve efficiency. The lecturer highlighted the potential of technology-driven solutions in transforming Oman's logistics landscape and driving innovation.



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Report 30

The 2nd International Students Quiz Bee Competition

The Department of Business Administration organized the final round of the 2nd International Students' Quiz Bee Competition on 22 April 2024, held at the Conference Room, Main Building, UTAS- Shinas Campus. Dr. Moza Ali Al Shihi, the Deputy to the Assistant Vice Chancellor of Academic Affairs, extended her best wishes to the participating teams and organizers in her welcome address. Ms. Nithya Samabamoorthy, Head of Marketing, commended all the participating teams from around the world, especially those from India, Oman, the Philippines, and the United Arab Emirates.

Mr. Saad Abdul Jaleel Mohammed Al-Marshadi, the President of the Student Council, outlined the objectives of the event and motivated all the participants. Mr. Subhash Kodyil Raman, a member of the organizing team, provided guidelines and instructions for the final round, including details of the prize money for the winners and runners-up.

Mr. Narsaiah Lakkavatri, the convener of the organizing team and the quiz moderator, welcomed the teams and announced that cameras would be on throughout the quiz session. He also ensured the judges were ready to record scores and commenced the final round at 10:45 AM.

Dr. Cirilo Mirano, another member of the organizing team, was responsible for displaying quiz questions on the live screen while the moderator read them. Teams displayed their answer options on the screen, which were evaluated and recorded by judges. Scores were announced at the end of each level, with leading teams highlighted.



In the final level, Success Point College/Arden University Team from the UAE emerged as the top team with 45 points/winner, followed by UTAS-Ibra with 44 points/1st runner-up, AIMCA Team-India with 41 points/2nd runner-up, and UTAS-Ibri & UTAS-AI Musannah Teams with 35 points each.

Dr. Sibi John summarized the entire competition proceedings and applauded the teams' performances.

The event concluded smoothly and successfully, with Ms. Nithya extending a vote of thanks to all participants, the organizing and managing teams, judges, Heads of Units (HoUs), Accounting, Ms. Iman Rabia Al Rubai, HRM, Dr. Suneel Kumar, HoD-DBA Ms. Khadija Al Issaei, Dr. Moza Ali Al Shihi, the Deputy to the Assistant Vice Chancellor of Academic Affairs, and the Vice Chancellor of UTAS-Shinas for their continuous support and motivation throughout the event. Said event was hosted by Dr. Minu Thomas, DBA faculty member.

Report 30



Reported by

Ms. Juvy Vergara Amodo, CEBA, UTAS, Shinas



Report 31

Business Idea Exhibits Competition

The Business Idea Exhibits Competition was organized on April 30, 2024, from 9:00 to 3:00 PM in the foyer of the second-floor main building. In all 35 students participated in the event and there were several visitors too. The Business ideas of students enrolled in Entrepreneurship and Innovation course in Semester 2-2023/2024, showcased their business idea with the help of Posters and prototype.

'Where innovation meets ambition-Unveiling tomorrow's leaders today' was the theme of the Business Idea Exhibits competition. This event showcased the presentation of ideas of budding entrepreneurs. The intention of this event was to assess the students' ability to turn their innovative concept into a tangible representation. The Primary Objectives of the event was



to enable students to translate a business concept into a prototype, Demonstrate the feasibility and functionality of students' business idea and Enhance students' prototyping skills in various contexts.

This event was judged by Tariq Mohammed Said Al Mamari and Ms. Sumaya AL-Roshdi. This event was organized under the aegis of Student Support and Service committee along with the participation of students and their mentors.

List of winners of Business Exhibits Competition

Rank	ID Number	Student Name
1	62S21158	Abdallah Humaid Al-Isaee
	62S21147	Ibrahim Obaid Al-Housni
	62S21138	Abdulrahman Saleh Al-Shehhi
	62S21153	Mohammed Ali Al-Jabri
	62J21104	Abdulmalik Said Al-Balushi
2	62J21180	Fahad Ibrahim Albalushi
	62J21145	Faisal Saleh Albalushi
	66S2144	Yousuf Abdallah Almazrouai
	62J21151	Salim Said Alshibli
3	61S21106	Amna Ahmed Matar Al-Ajmi
	61S2145	Faris Asad Said Al-Farsi
	61S2138	Nasr Saif Hamdan Al-Busaidi
	61S2191	Ahmed Mohammed Abdullah Al-Hashemi
	62S21110	Khalid Abdul Rahim Mohammed Al-Balushi
	62S21137	Aqsa Abdullah Mohammed Al-Ajmi

Reported by

Dr. Minu Thomas, CEBA, UTAS, Shinas

A campaign to plant 50 thousand mangrove trees in Khor Shinas (Environmental Day in collaboration with OQ)

The Department of Business Administration at the University of Technology and Applied Sciences, Shinas, participated in an event titled "Campaign to Plant 50 Thousand Mangrove Trees in Khor Shinas." The event, organized by the Environment Authority, Oman, in collaboration with OQ Sohar, took place on 12/12/2023 with the aim of promoting environmental stewardship. A total of 23 students from the Business, IT, and Engineering departments, along with 7 lecturers from the Department of Business Administration at UTAS-Shinas, participated in the event. The event was facilitated by Dr. Vimal Kumar Agarwal of the Community Engagement and Alumni Committee, UTAS-Shinas.



Reported by

Ms. Juvy Vergara Amodo,
CEBA, UTAS, Shinas



Report 33

Career Readiness Program

In response to the rapidly evolving job market, Career Boot Camp under the theme "Navigating Career Horizons: A Journey Towards Lifelong Learning" was conducted from April 15 – 17 and 22, 2024 from 10:00 – 3:00 PM in the D – Block and Approximately 30 to 60 students participated in the various events organised during this period.

This intensive program is designed to equip participants with essential skills, fostering their professional and personal growth to excel in their chosen career paths. The Primary Objectives of conducting this event are Skill Enhancement, Career Exploration, Job Market Readiness, Personal Development and Lifelong Learning.

Students had the opportunity to listen, participate and discuss with Mr. Ibrahim Al Ajmi, Founder and Chairman of Al Kawther Bakery & Stores; Mr. Basit Sultan Tanoli- ELC faculty from UTAS Shinas; Mr. Bader Al Moqbali Recruitment specialist from Sohar Aluminium; Dr. Sanjeev Dixit- CHRO of Jindal Shadeed; Trainer Ms. Badriya Abdullah Yousuf Al Balushi, HR operations from Sohar Aluminium and Mr. Rakesh Thakur -HR Specialist from Jindal Shadeed. This event was hosted by Student Support and Services Committee.

Department of Business Administration

Career Readiness Program

April 22, 2024

Theme: "Navigating Career Horizons: A journey towards lifelong learning."

SCAN FOR MORE INFORMATION

QR Code

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أفاق واسعة
Broad Horizons

جامعة الشيناس
University of Technology and Applied Sciences

- 1 | Lecture on enhancing Competencies of Business Administration Students
April 15, 2024 12:00 PM - 2:00PM
- 2 | Workshop on Career Readiness for Business Administration Students
April 16, 2024 12:00 PM - 2:00PM
- 3 | Resume Writing and Handling Personal Interview for Business Administration Students
April 17, 2024 12:00 PM - 2:00PM
- 4 | Mock Interviews for Accounting and Human Resource Specialization Students of Department of Business Administration
April 22, 2024 10:00 PM - 3:00PM

Reported by

Dr. Minu Thomas, CEBA, UTAS, Shinas



Report 34

Communication Skills in the Workplace

Introduction

On 26th a workshop focused on "Communication Skills in the Workplace" was conducted by Ms. Fatma Al-Ajmi for three continuous days. The workshop aimed to provide participants from various organizations with the necessary skills to enhance their communication, fostering a more collaborative and productive work environment. The event attracted an enthusiastic group of [25] attendees, representing diverse sectors.

Objectives of the Workshop

1. To identify the key components of effective communication in a professional setting.
2. To develop active listening skills among participants.
3. To enhance verbal and non-verbal communication techniques.
4. To address common barriers to effective communication in the workplace.
5. To provide participants with tools and strategies to improve their interpersonal communication.

Workshop Outline

The workshop was structured as follows:

1. Introduction to Communication

- o Understanding the significance of communication in the workplace.
- o Overview of different communication styles.

2. Active Listening

- o Techniques to improve listening skills.
- o Exercises to practice active listening and feedback.

3. Verbal and Non-Verbal Communication

- o Importance of tone, clarity, and conciseness in verbal communication.
- o The impact of body language, facial expressions, and gestures.

4. Barriers to Effective Communication

- o Exploring common obstacles, including cultural differences and personal biases.
- o Group discussions on overcoming these barriers.

5. Practical Exercises and Role-Playing

- o Interactive sessions where participants practiced communication scenarios.
- o Role-playing to simulate challenging conversations.

6. Feedback and Reflection

- o Discussion on key takeaways and feedback from participants.
- o Reflections on how to apply learned skills in their respective workplaces.

Key Takeaways

Participants left the workshop with several valuable insights and resources, including:

- **Enhanced Awareness of Communication Styles:** Understanding that different situations require different communication approaches.
- **Improved Listening Capacity:** Techniques learned helped participants engage actively with colleagues, which is vital for meaningful exchanges.
- **Knowledge of Non-Verbal Signals:** Recognizing the impact of body language in reinforcing or contradicting spoken words.
- **Practical Tools:** Strategies to initiate difficult conversations, provide constructive feedback, and foster a more inclusive dialogue within teams.



Report 34

Participant Feedback

The response from participants was overwhelmingly positive. Many expressed that Ms. Al-Ajmi's engaging facilitation style made the content accessible and practical. Comments included:

- "I now feel more confident in addressing misunderstandings with my team."
- "The role-playing exercise was particularly enlightening, and it helped me see things from different perspectives."
- "This workshop has motivated me to create a more open communication culture in my organization."

Conclusion

The workshop led by Ms. Fatma Al-Ajmi successfully equipped participants with essential communication skills that can significantly enhance their workplace interactions. The diverse representation from various organizations fostered a rich exchange of ideas and experiences, contributing to a dynamic learning environment. Ms. Al-Ajmi's expertise and interactive approach made the session both enjoyable and impactful.

Going forward, it is recommended that organizations consider follow-up sessions to reinforce these skills and track their application in the workplace. Further workshops could also address specific topics such as conflict resolution and team communication strategies.



Reported by

Ms. Fatma AL-Ajmi, CEBA, UTAS, Shinas

Report 35

Creating Quality Exams: Strategies for Designing Effective Exam Papers

The activity has been conducted and organized by Staff Support Services Committee under the Staff Professional Development program. The event has successively covered the areas of Quality of Exams, Steps of Developing Exams, Exam Blueprint, Types of Exam's items, Guidelines for Writing Exam's items, Guidelines for Getting Exam Ready, Checking Exam Paper, Analysis of Assessment. The activity helped the UTAS- Shinas to gain new insights in the assessment methodology as a part of their curriculum enhancement. The feedback has been collected from staff and based on it average rating has been scored as 4.30 out of 5 for the event. As a part of Staff Professional Development, the committee also has organized many other events such as Microsoft Training on Exams, Teaching Demonstration: A Knowledge Sharing Session, and Artificial Intelligence: A Tool for Enhancing Teaching Skills with Academic Integrity.



Reported by

Dr. Mohamed Zaheeruddin, UTAS, Shinas



Report 36

International Business Plan Competition- Unleashing Creativity and Innovation

The IBPC-2024, organized by the Department of Business Administration on April 24, 2024, showcased the talent and creativity of aspiring entrepreneurs. The event aimed to provide a platform for young innovators to present their business ideas and receive support in turning these ideas into reality. Students from universities in India, UAE, and Oman participated with enthusiasm. The competition spanned two months, featuring multiple rounds. It began with preliminary proposal submissions, followed by a semi-final round where nine business ideas were shortlisted. Ultimately, four exceptional business plans advanced to the final round, where they were presented to an audience of around 50 people and a panel of expert judges. The participants focused on key aspects of business operations, such as market reach, target audience, social objectives, and technology usage, while showcasing their creativity and innovation.

Dr. Suneel Kumar, the event coordinator and Head of the Department of Business Administration, meticulously planned and executed the event, ensuring a smooth flow at each stage, from drafting the event proposal to setting evaluation criteria and inviting participants from different regions.

Reported by

Ms. Juvy Vergara Amodo,
CEBA, UTAS, Shinas





Staff Achievements



Report 37

Best Paper Award International Finance and Accounting Conference

At the International Finance and Accounting Conference (IFAC 2023) held at IIM Jammu on 8th and 9th September 2023, Dr. Rashmi Mishra and Ms. Jawaher Albalushi presented a paper titled "A Comprehensive Study on Financial Literacy and Its Impact on Spending Patterns in Working Professionals" got the best paper award. Their research explored how financial literacy influences the financial behaviors of working professionals, particularly their spending and saving decisions. The study highlighted the correlation between higher financial knowledge and more prudent financial management. The findings provided insights into the need for improved financial education to enhance responsible spending patterns in the workforce.



Reported by

Dr. Rashmi Mishra & Ms. Jawaher Albalushi, Lecturers, CEBA, UTAS – Musannah



Report 38

Best Paper Award

Online International Symposium on Business and Technological Innovation for Sustainable Future (BTISF)

On **March 9, 2023**, at the prestigious **Online International Symposium on Business and Technological Innovation for Sustainable Future (BTISF)**, Mr. **Kumaresan Chandrasekaran** was honored with the **Best Paper Award** for his outstanding contribution to the field of business and technological innovation. The symposium, renowned for its focus on sustainability and innovation, brought together leading academics, researchers, and professionals to discuss the latest trends and research in business and technology for a sustainable future.



Reported by

Mr. Kumaresan chandrasekaran, Lecturer, CEBA, UTAS – Musannah



Report 39

International Online Faculty Development Program (FDP) on "Recent Trends and Vistas in Artificial Intelligence"

The Department of Computer Science and Computer Applications at Mangayarkarasi College of Arts and Science for Women, Madurai, organized an International Online Faculty Development Program (FDP) on "Recent Trends and Vistas in Artificial Intelligence" from June 24 to 28, 2024. The program aimed to enhance the knowledge of faculty members and students regarding the latest trends in AI.

The session on June 26, 2024, began with a warm welcome address by Dr. Uma Baskar, Principal of Mangayarkarasi College of Arts and Science for Women, Madurai. Dr. M. Punitha, Head of the Department of Computer Science and Computer Applications, followed with additional remarks, setting the stage for the session.

Mr. Kumaresan Chandrasekaran, a distinguished lecturer at the University of Technology and Applied Sciences, Musannah, delivered an engaging presentation from 6:00 PM to 7:30 PM. He discussed the latest advancements in Artificial Intelligence, focusing on recommender systems and their applications across various industries. His insights were highly appreciated by the participants, which included faculty members and students from various arts and science colleges across Tamil Nadu.

The session concluded with a vote of thanks delivered by Dr. M. Punitha, Head of the Department of Computer Science and Computer Applications, who expressed gratitude to the speaker and participants for making the session a success. The FDP was a valuable experience for all attendees, providing them with a deeper understanding of Artificial Intelligence and its future impact on both academic and professional domains.

Reported by

Mr. Kumaresan chandrasekaran,
Lecturer, CEBA, UTAS – Musannah

Mangayarkarasi College of Arts and Science for Women
Affiliated to Madurai Kamaraj University | Re-accredited with 'B' Grade by NAAC
Approved by UGC Under Section 2(f) Status ISO 9001:2015 Certified Institution Paravai, Madurai-625402

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS ORGANIZES

FIVE DAYS INTERNATIONAL ONLINE FACULTY DEVELOPMENT PROGRAM ON
"Recent Trends and Vistas in Artificial Intelligence"

 Dr. L. Muthuvel DMISJBU, Central Africa NLP in AI	 Dr. P. Karuppanan MNNIT, Allahabad Networks in AI	 Mr. C. Kumaresan UTAS, OMAN Recommender Systems in AI	 Dr. N. Ganesh VIT, Chennai Generative AI	 Mr. R. Kathiravan HCL Tech, Madurai Pair Programming using AI
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Date : 24 - 28 June, 2024
Time : 6 - 7.30 PM
Registration Fee : Rs: 200/-

Registration Link :
<https://forms.gle/iProF3b3B9CW7Zzg8>

Contact Persons
Dr. M Punitha - HOD, 9894636960
Department of Computer Science & Applications
Dr. M Rajathi - Asst. Professor, 996200842

Dr. P. Ashok Kumar Secretary	Dr. A. Saravana Pradeep Kumar Trustee	Er. A. Shakti Praneesh Director
Dr. A. Dhivya Meenu Preetha Co-Chairman	Dr. Uma Baskar Principal	



Report 40

Honors, Awards and Participations

Events from Ms. Sheikha Abdullah Khusaif Al Fajri's diary!!

- ◆ Functioning as **Leader of the Bosla Forum** team from September 2023 until now.
- ◆ Participating with a poem in the 2023-2024 AD celebration at the University of Musannah Branch.
- ◆ Participate in preparing and implementing the introductory day (**Your Specialization is Action**) on September 25, 2023, for specialization students.
- ◆ Representing the university, Al-Musanna branch, in attending the **Arab Forum** at Al-Bustan Palace on October 24-25, 2023, organized by the Environment Agency.
- ◆ A research paper at the Harat Al Awar symposium at the Cultural Club in Muscat.
- ◆ A scientific article in the book Centenary of Nizar Qabbani, Syrian Ministry of Culture.
- ◆ **Best theatrical script award** at the Eastern University Street Theater Festival 2023 AD.
- ◆ A certificate of thanks and appreciation from the University of Technology and Applied Sciences, for participating in organizing the closing ceremony of the annual academic year 2022/2023 AD.
- ◆ A **shield of honor** from the North Al Batinah Governorate Comedy Theater Forum at the University of Technology and Applied Sciences branch in Sohar (2023 AD).
- ◆ A **shield of honor** at the first Bosla Forum (2023) for entrepreneurs of people with disabilities at the University of Technology and Applied Sciences, Mussanah Branch.

Reported by

Ms. Sheikha Abdullah Khusaif Al Fajri, Lecturer, CEBA, UTAS – Musannah

Report 41

Excellence Award

The Department of 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. Iman Al Rubaie**, HoU, Accounting and **Dr. Suneel Kumar**, HoU, HRM. 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 2023—set a high standard within the university community. This award is presented in the Academic Year 2023-24.

Reported by

Ms. Juvy Vergara Amodoi, Lecturer, CEBA, UTAS –Shinas





Students Achievements



Report 41

Al-Musannah Students Won 13th National Business Meet

Students from the Business Studies Department represented the UTAS – Al Musannah in the 13th National Business Meet organized by the Middle East College, Muscat on 16 May 2023. Students competed in 6 categories and won first place in the Marketing Poster Competition and Accounting Finance Caselet and second place for Entrepreneurship and Innovation Competition and Business Case Study Competition. Students were under the guidance of faculty mentor Ms. Jeannette Ong Ee-Lyn.

The Dean, Dr. Ahmed Ali Ahmed Al Shahri and Head of Business Studies Department Dr. Aziza Abdallah Humaid Alqamashoui congratulated the students on their excellent achievements.

Marketing Poster Competition

Taif Khalifa Said Nasser Al Abri
Manal Abdul Wahab Al Balushi
Nawal Nasrat Kareem Bakhsh Al Balushi



Accounting and Finance Caselet

Fedha Yahya Saif Obaid Al Khatri
Fardoos Yahya Saif Obaid Al Khatri
Fatema Mohammed Salmeen Al Maawali

Entrepreneurship and Innovation Competition

Khalid Saud Hamdoon Al Musallami
Maather Ahmed Salim Al Souli
Naziya Ameen Ghulam Al Balushi

Business Case Study Competition

Mariya Said Salim Al Jaradi
Taha Mohammed Talib Al Zadjali
Horiya Hamed Said Al Tamimi



Reported by

Ms. Jeannette Ong Ee-Lyn,
Lecturer, CEBA, UTAS – Al-Musannah



Report 42

Al-Musannah Student Appreciation Award Ceremony

The College of Economics and Business Administration of UTAS Al Musannah held the Student Appreciation Award Ceremony on 1 March 2023 to recognize the accomplishments of the outstanding students who have demonstrated excellence, dedication and hard work in various activities organized by the department. These students have risen to the occasions and displayed remarkable resilience and adaptability. Three companies from Sohar Aluminium, Al Madina Logistics and Al Hayat Resort generously sponsored the gifts and demonstrated their commitments to the education and development of our students.

Dr. Nihad Abdallah Mohammed Al Zadjali (Assistant Dean Academic Affairs) and Dr. Aziza Abdallah Humaid Alqamashoui (Head of Department) presented the awards to the students.



Reported by

Editorial Board Members, Al-Mannarat,
CEBA, UTAS – Al-Musannah



Report 43

Al-Musannah Students Presented Research Paper @ Dhofar University 10th Annual Research Day

Students from UTAS Al Musannah participated in the Dhofar University 10th Annual Research Day on 22 February 2024. The event was to foster research and innovation excellence among Oman's higher education institutions in line with the Oman Vision 2040.

Students Adnan Muhammad Rashid Al-Saidi, Ahmed Saleh Zayed Al-Shukaili, Afrah Abdullah Al Abri and Nawal Nasrat Karim Al Balushi together with research supervisor Dr. Jeannette Ong Ee-Lyn presented their Research Poster under the field of Arts and Social Sciences titled "Exploring the Potential Integration of Innovative Educational Online Games in the School Curriculum". The paper received excellent review comments from the judges and audience.



Reported by

Ms. Jeannette Ong Ee-Lyn, CEBA, UTAS – Al-Musannah



Report 44

Al-Musannah Students Won INNOVATIA 2024 – An Intercollegiate Meet

Students from UTAS Al Musannah competed in the INNOVATIA 2024 an intercollegiate meet which was held in UTAS Ibra on 1 May 2024 which witnessed participation from various universities and colleges across Oman. The students emerged victorious and won first place for InovAI and second place in HR Live Podcast under the guidance of faculty mentor Dr. Jeannette Ong Ee-Lyn.



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Reported by

Ms. Jeannette Ong Ee-Lyn, CEBA, UTAS – Al-Musannah



Report 46

Winners of Various Competitions CEBA Nizwa

S.No	Name of the Supervisor	Name of students	Name of the competition	Rank	The Body that gave the Prize/Award
1	Mrs. Asila Al Hinai Dr. Maria Carmen Vidal	Yaseen Said Ali Hamed Al-Rubkhi/ Al-Muataz Salim Obaid AlShoukri/ Yaseen Abdul Aziz Al Saygh	Intra-University AC-CA Challenge	First Place	UTAS-Muscat with participation of ACCA Middle East
2	Mrs. Asila Al Hinai, Dr. Maria Carmen Vidal	Yaseen Said Ali Hamed Al-Rubkhi/ Al-Muataz Salim Obaid AlShoukri/ Yaseen Abdul Aziz Al Saygh	Accounting Quiz Competition	Third Place	Sultan Qaboos University
3	Mrs. Asila Al Hinai	Yaseen Abdul Aziz Al Saygh	14 th MEC Business Meet (Pep Talk)	First Place	Middle East College
4	Dr. Uma Thirupathy, Dr. Maria Carmen Vidal, Dr. Elbert Bryan Vidal	Azza Abdul Aziz Al Rahbi/ Al Hussain Ali Mubarak Al Aamri/ Douha Mubarak Al Rawahi	14 th MEC Business Meet (Brandathon)	Second Place	Middle East College
5	Mrs. Asila Al Hinai	Salama Khalifa Al Shuraiqi/ Azza Abdul Aziz Al Rahbi/ Arwa Sulaiman Al Rashdi	14 th MEC Business Meet (Accounting and Finance Challenge)	Third Place	Middle East College
6	Mrs. Asila Al Hinai	Buthaina Saleem Al Abri/ Hakema Saif Said Al Durai/ Nawal Khamis Sultan Al Darai	Innovatia 2024 (LivePodcast)	First Place	UTAS- Ibra
7	Mrs. Asila Al Hinai	Khalid Khalifa Hamed Al Waaili/ Muhand Saif Al Hashemi/ Mohammed Ghadeer Muslem Al Ghawi	Innovatia 2024 (LivePodcast)	Third Place	Utas- Ibra
8	Mrs. Asila Al Hinai	Sam Rashid Al Ismaili, Marwan Ahmed Mohammed, Reem Abdullah Al Hinai, Anwar Said Al Barshdi	Nudgeathon 2024	Consolation Prize	College of Banking and Financial Services

Reported by

Editorial Board Members, CEBA, UTAS – Nizwa

Report 47

CEBA Salalah branch students won Third Place in Financial Literacy Quiz

On April 22, 2024, Salim Alawi Al Dhahab and Abdullah Ishaq Albalushi, students pursuing their Bachelor of Accounting at the College of Economics and Business Administration, University of Technology and Applied Sciences (UTAS) – Salalah, clinched third place in the Financial Literacy Quiz Competition. The event was organized by the Department of Finance at the College of Commerce and Business Administration (CCBA) of Dhofar University and attracted participants from various universities across Oman. The students were supervised by Dr. Mohammed Shahfaraz Khan and Dr. Imran Azad. The awarding ceremony was held at Dhofar University Hall.



Reported by

Dr. Rathna Chellappa, CEBA, UTAS – Salalah



Report 48

CEBA Salalah branch students participated in the International Humanities and Social Sciences Student Research Colloquium (IHSSRC) 2024, at BITS Pilani, Dubai Campus

On April 25, 2024, Marketing specialization students of CEBA, UTAS, Salalah Ms. Maryam Said Al-Mashani, Ms. Hoda Said Al- Mashani and Ms. Sara Adel Al-Shanfari participated in a research paper presentation. Dr. Khalid Al-Shanfari, Head of Section, Marketing specialization believes that our students' excellent performance in research colloquium not only scores an outstanding accomplishment for them, it also elevates UTAS Salalah to the forefront of academic distinction, as their participation and success is the sole representation from the entirety of Oman. This milestone is a testament to our unwavering commitment to nurture research- driven excellence within our student community. Dr. Khalid conveyed his heartfelt gratitude to the support and guidance of Dr. Mari Anand Navaneetha Krishnan the Marketing Research Advisor, Marketing Staff and Ms. Larissa Santos representing the Marketing Club.

The details of their paper presentation are as follows:

Authors	Paper Title
Maryam Said Al-Mashani and Asma Mohammed Baqi	A Study on the Effect of COVID-19 on Consumer Behavior and Small Businesses: With Special Reference to Digital Marketing
Hoda Said Al-Mashani	The Impact of Digital Marketing in The Development of Tourism in Dhofar
Sara Adel Al-Shanfari and Khalood Said Jaboob	Impacts of Social-Networking-Sites on Commercial-Advertising in Salalah, Eye-Max-Advertising Company



Reported by

Dr. Rathna Chellappa,
CEBA, UTAS – Salalah



Report 49

CEBA Salalah branch Students won FIRST PLACE in Annual Symposium on Scientific Research and Innovation

A group of CEBA Students participated at "Innovation Competition -1st Annual Symposium on Scientific Research and Innovation at UTAS-Salalah, a National Level Competition held on April 23, 2024, won First Place in the competition. Students are Ms. Rima Faiz Ahmed AlAamri, Ms. Hoda Said Amer Al-Mashani, Ms. Fatima Mubarak Baqi, and Ms. Teejan Nassar Al-Marhoon Ghida Ms. Fahad Ahmed Ghwas.

Reported by

Dr. Rathna Chellappa, CEBA, UTAS – Salalah

Shinas Students Won Accounting and Finance Case Challenge in the 14th Business Meet Competition

UTAS Shinas participated in the Accounting and Finance Case Challenge at the 14th Business Meet (External) organized by Middle East College and won **2nd Prize**. Congratulations to the winning students are Noura Khalaf Salem Al-Kaabi (71S1841), Bashayar Bashir Humaid Al-Kalbani (61S18102) and Khadija Juma Said Al-Washahi (61S1815).

Reported by

Editorial Board Members,
CEBA, UTAS- Shinas





Report 50

Shinas Students Won Fintech Hackathon Competition sponsored by Sohar International at UTAS-AI Musanna

The team, composed of students Shamsa Salim Mattar Al Badi, Asma Abdallah Nasser Al-Risi, Shima Hamdan Said Al Maamari, Almarwah Mahfoodh Khamis Al-Shamsi, and Rima Khamis Rashid Al Shibli, clinched the third prize for their groundbreaking project, "Inclusive Shopping: Low-Cost Assistive Smart Chairs with Voice and Vision Control and Integrated Financial Features for Differently-Abled Individuals." Notably, this achievement not only showcased technical expertise but also underscored the collaborative synergy between the Department of Business Administration and the Department of IT.

We extend our sincere congratulations to the team for their well-deserved recognition. Special appreciation goes to our dedicated mentors, Dr. S. Priya from the Department of Business Administration and Dr. Saleem Raja from the Department of IT, for fostering a culture of collaboration and innovation. This success truly reflects the dynamic partnership between our business and IT departments at UTAS-Shinas. Kudos to all involved!



Reported by

Editorial Board Members, CEBA, UTAS- Shinas

Report 51

Shinas Students Won INNOVATIA 2024 Competition

UTAS Shinas participated in INNOVATIA 2024, organized by UTAS-Ibra, and secured **3rd place** in the Tech Portfolio category. The winning students are Ebtihal Nasser Said Almaamari (61S1497), Rayyan Amur Nasser Alsaïdi (61S1984), and Badriya Mohammed Mubarak Al Houmani (61J2022).



Reported by

Editorial Board Members, CEBA, UTAS- Shinas



Report 52

UTAS Ibri CEBA Student's activities

S.No.	Date/Month	Students' Achievements - Title of the Achievements	Brief Summary of CEBA's Students' Achievements (Include Names of the Students)
1	07.02.2024	Presented research paper in Bahrain entitled "Digital Innovation and Business Sustainability"	To enhance research skill among students, encouraged students to present paper in the international conference.
2	1-May-24	TechPortfolio in Innovatia 2024 at UTAS Ibra	won First runner up prize in TechPortfolio in Innovatia 2024 at UTAS Ibra 71S18106 Marwah Mohammed Ali Al Mazroui 71S1995 Hafisa Ali Muahnna Al Maqrashi 71S1819 Amna Majid Abdullah Al Mamari
3	18-Apr-24	Finance Quiz - Dhofar University	Won First Prize ID& Name:2019584043 Latifa Obeid Al Hinai ID& Name: 2019584087 Dunia Saif Salem Al Omeiri
4	16 April 2024 - Preliminary Round	QuizBee - UTAS Shinas	One of our teams selected for final round (Included in first five teams out of 23 teams. Team 1 ID& Name: 71S18106 Marwah Mohammed Ali Al Mazroui ID& Name:71S1937 Sheikha Mohammed Eid Al Balushi Team 2: ID& Name: 2020584065 Hajir Abdulkhalid Al Balushi D& Name: 2020584047 Al Hanoof Hamed Hamood Al Farsi
5	22 April 2024 - Final round	QuizBee - UTAS Shinas	Our team was in the fourth position. Team ID& Name: 2020584065 Hajir Abdulkhalid Al Balushi ID& Name: 2020584047 Al Hanoof Hamed Hamood Al Farsi
6	15th November 2023	ACCA Competition - Muscat branch.	Out of 18 teams from 7 university branches , Ibri team were the second runner up . Team Emerald WINNER Second Runner up Samah Mubarak Said Al Ghafri 71S1860 Ahmed said Alshuaili 71S1951 Mariya Saif Khalfan Al-Majrafia 71S192116

Reported by

Editorial Board Members, CEBA, UTAS– Ibri



Staff Articles



Article 1

Musandam: Oman's Hidden Gem

Located in the Arabian Peninsula, Musandam is a captivating region that offers a unique blend of natural beauty and cultural heritage. This remote corner of Oman, often referred to as the "Norway of the Gulf," is a paradise for nature enthusiasts and adventure seekers.

One of the most striking features of Musandam is its dramatic fjord-like inlets, which have earned it the nickname "Norway of the Gulf." The towering mountains that frame these inlets create a breathtaking backdrop for outdoor activities such as kayaking, sailing, and hiking. The crystal-clear waters teem with marine life, making Musandam an ideal destination for snorkeling and diving.

Beyond its natural beauty, Musandam boasts a rich cultural heritage. The region's inhabitants, known as Kumzari, have maintained their traditional way of life. Visitors can explore

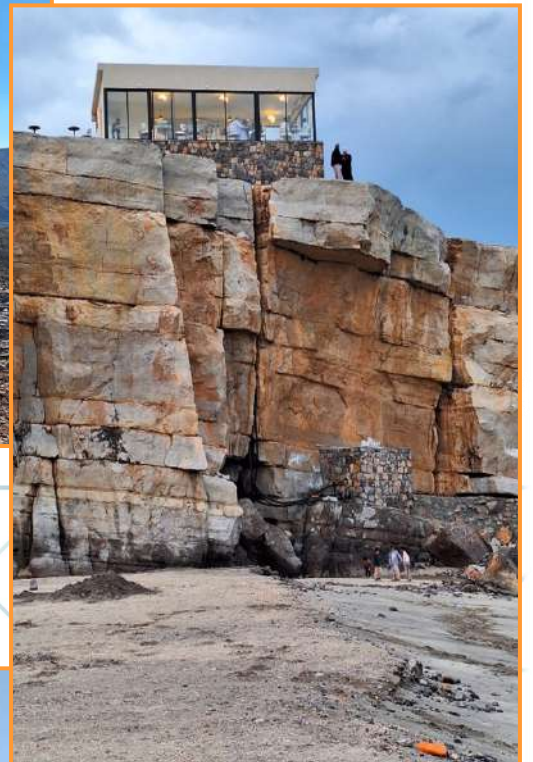
ancient villages, experience local customs, and learn about the region's history and folklore. The Kumzari people are warm and welcoming, offering a glimpse into a world that is far removed from the hustle and bustle of modern life.

For those seeking a more adventurous experience, Musandam offers opportunities for trekking through the rugged mountains. The region is home to several wadis, or canyons, that provide challenging yet rewarding hiking trails. Visitors can also embark on boat trips to explore the surrounding islands, which are teeming with wildlife and offer stunning views of the coastline.

Whether you're a nature lover, a history buff, or simply looking for a peaceful getaway, Musandam has something to offer. This hidden gem in Oman is a destination that will leave you with lasting memories of its breathtaking landscapes, rich culture, and warm hospitality.



Article 1



Written by

Mr.Reynald Funtinilla,
Lecturer, CEBA, UTAS – Musandam
Pictures by Mr.Reynald Funtinilla.





Article 2

Elevate the Innovation Strategies in Higher Education

If we teach today as we taught yesterday we rob our children of tomorrow - John Dewey

The digital era requires educational leaders to address the curriculum in a facile way to educate and enrich young minds. An educational leader innovates and enlightens his strategy as;

Hitting the “Reset” Button

Reset conveys 3 R’s in an education that stands for Rigor, Relevance and Relationships

Rigor the students into relational learning, experiential learning, active and lifelong learning.

Relevance fetches the students into a ‘text-to-self connection’ such as how the novel and the characters are relevant to their life, history repeats concepts that educates them to learn metacognitive skills.

Relationships with the students through facilitating, encoding, and retrieving information and knowledge as a two-way traffic.

Birds of a Feather (same kind or nature)

As an academician can identify students’ areas of need, implement effective education technology for students, and demonstrate impact through a “Near peer” group. The research shows Near peers reported significantly greater peer connectedness than other non-users. It enables students to learn effectively and efficiently.

Flipping the Script (to do something completely different)

A teacher is an architect in the classroom who can practice the importance of course skills by involving students in structured activities in class, the students rehearse aspects of critical thinking with their peers and scale their proficiency. The participants encounter information that involves them higher-order thinking. In addition, the various EdTech apps enhance the teacher and students.

However, these innovative strategies in higher education are being driven by education leaders who are making a positive difference in the lives of students and the legacies of colleges and universities.

Written by

*Dr. V. Kavitha Rajan,
Lecturer-HRM, CEBA, UTAS -Nizwa*

Lessons from a Hawk



Article 4

Nation Thrive

*The steps you take, the thoughts you form
Will help you overcome every storm
The path is right but the journey long
Your future is bright as each step forward will make you strong
All new beginnings will challenge you
The learnings grow and strengthens you
With every challenge and every test
You're building a future when you give your best
You may stumble, you may fall on the way
With a strong will, you will rise every day
Roots don't grow deep on a single day
A good future is crafted day by day
When the day is long with darkest night
Your knowledge is a compass guiding wrong to right
The wisdom you gain will light your path
Your future will be on a righteous path
When doubts are plenty, hurdles seem near
You have crossed it before, so don't you fear
For the results you craved, that time is here
The future you seek is very near
In your hands, the future lies
Not only you, future generations rise
When you care, when you strive
*That's exactly when a Nation Thrive**

Written by: Dr. Geetaa Thakur, Lecturer-HRM, CEBA, UTAS-Shinas

Can Oman's North Al Batinah Region Fish Its Way to Prosperity?

The North Al Batinah region is ripe for tourism development, thanks to its captivating scenery and historical sites. With ancient forts like Nakhl Fort and Rustaq Fort and scenic coastal spots, the region is a treasure trove for travelers seeking authentic experiences. Recent Ministry of Heritage and Tourism efforts aim to position North Al Batinah as a burgeoning tourism hub. Despite challenges like underdeveloped infrastructure and a need for better destination management, the region's untouched charm offers significant potential for growth.

Tourism in Oman has seen gradual progress, with ambitious goals to attract 5 million visitors and generate \$5 billion in tourism receipts by 2026. North Al Batinah's unique appeal lies in its blend of history, culture, and natural beauty, which can attract those looking for off-the-beaten-path destinations. Enhancing water quality and infrastructure will be crucial for unlocking this potential and providing a top-notch experience for visitors.

Agriculture: Nurturing Tradition and Innovation

Agriculture in North Al Batinah has deep roots, with traditional practices such as terraced irrigation and date palm cultivation playing a crucial role. Despite facing challenges like competition from imports and pest-related

issues, the sector remains vital, employing around 10.8% of the labor force and contributing 2.4% to the GDP.

The region's diverse agro-climatic conditions support a range of crops, including dates, fruits, and vegetables. Innovations like improved irrigation techniques and water harvesting are pivotal for overcoming challenges and enhancing productivity. Traditional practices like falaj irrigation provide a competitive edge, while modern techniques can drive sustainable growth and boost farmer incomes.

The Fishery Sector: A Wealth of Opportunity

Oman's extensive coastline is a boon for its fishery industry, vital to the national economy. North Al Batinah, with its rich marine resources, supports a robust fishery sector. Coastal cities such as Musannah, Saham, Suhar, Liwa, Shinas, and Khabourah are central to this industry. In 2021, the total catch was 72,938 metric tons, valued at approximately 27,904,822 Omani Riyals.

Despite its significance, the fishery sector in North Al Batinah needs to be developed more compared to its potential. The region needs more infrastructure, such as chilling and freezing facilities, which limits growth and employment opportunities. Investing in local processing infrastructure could reduce reliance on imports and stimulate regional development. Sustainable fishing practices are essential for preserving fish



Article 5

stocks and supporting the local economy.

Food Processing: Bridging Gaps and Creating Value

The food processing sector in North Al Batinah is crucial for the local economy and food security. The region's agricultural output supports various processing activities, but challenges like fluctuating produce availability and waste management persist. Enhancing food processing capabilities can reduce waste, stabilize the market, and introduce new products.

Key players in the food processing sector include Heli-camp, Nakhal Tannour Companies, and LuLu Hypermarket. To advance the industry, increased investment in research and development is needed. Technological innovation and better product development can enhance competitiveness and address existing challenges.

Looking Ahead: Strategic Recommendations

Strategic development is crucial to capitalize on the potential of North Al Batinah's tourism and agriculture sectors. Recommendations include:

- ♦ **Developing Fishery Infrastructure:**
Investing in local processing facilities for

chilling and freezing can reduce import dependency and foster regional growth.

- ♦ **Enhancing Food Processing Capabilities:**
Improving food processing to manage waste and align supply with demand can stabilize the market and create new opportunities.
- ♦ **Investing in R&D and Technology:**
Promoting innovation and technology adoption in the food processing sector can boost competitiveness and drive growth.

Embracing a Sustainable Future

The North Al Batinah region has the potential to shine as a leader in sustainable tourism and agriculture. The region can enhance its economic growth and development by leveraging its natural and cultural assets, addressing waste management challenges, and investing in sustainable practices. The combined efforts in tourism and agriculture will contribute significantly to the prosperity and socio-economic advancement of North Al Batinah, ensuring a bright future for its residents and visitors alike.

Written by:

By Mr. Joefrel Ines, HoD, CEBA, UTAS-Shinas

Article 6

Adopting AI in the Classroom: A Revolutionary Age for Education

Oman Universities are embracing AI in classrooms even though it is disrupting all industries globally. The students have access to personalizing the learning process and research tools powered by Artificial Intelligence which was previously believed to be a fantasy or not real. This transition goes beyond being trendy; it's a way to help Omani learners with skills needed for jobs that will involve artificial intelligence.

One of the most important effects on education from artificial intelligence is an individualized learning experience. In real-time, adaptive

learning platforms evaluate student performance in competition with one another by identifying their weaknesses and strengths while updating the syllabus with the students' active learning and based on industry needs. This modern method enhances student participation and enables every learner to move at their own speed to get more out of it. Additionally, with such inventions like virtual mentors or teachers powered by AI or computerized marking systems being invented

at this time they almost help reduce educational professionals' paperwork hence giving them more time to devote themselves to teaching rather than focusing over administrative tasks.

The incorporation of AI into education has its own challenges and difficulties which need to be considered. It will arise the ethical issues like data confidentiality and the possibility of algorithmic prejudices should be treated with

great care. Universities, colleges and schools need to make sure that AI is used in the right way, targeting the learners of education for



improvement rather than replacement. There is a need for fairness between these two methods, balancing between these good sides of artificial intelligence and meeting its associated concerns to produce a better tomorrow for education.

Written by: By Ms. Juvy Vergara Amodo, Lecturer-HRM, CEBA, UTAS-Shinas

Source / Picture courtesy: <https://www.linkedin.com/pulse/where-we-ai-fifth-industrial-revolution-dan-aimarketing-sodergren-ezxt/>



Article 7

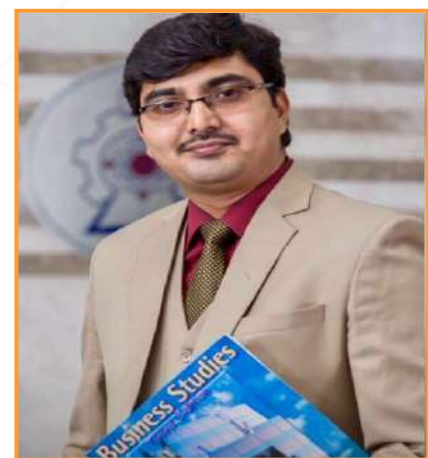
Innovate and Teach- A Need of Today's Higher Education System

- Innovate, Educate, Elevate....

Today's education system has reached the heights of technology interventions. Gone are the years where the teaching is done merely through chalk and duster. These days student has information at their fingertips available on their e-device, for which the teacher was to prepare week-long to conduct one class during olden days. It is essential for a teacher now to innovate and then teach to create self-enthusiasm among students. Innovation is a weapon for educators that makes pedagogy a passion mode that reflects all student's needs with different backgrounds and levels of understanding. Many such innovative tools help the teacher create tailor-made lesson plans and engage the students through their determination. We at University of Technology and Applied Sciences with a mission to build competitive and creative capabilities by providing a stimulating environment and effective engagement to promote excellence in learning, aligned with Oman's vision 2040 of education and learning, create pedagogy strategies with innovation enactment that makes the classroom environment so energetic and enthusiastic for the students that allow them to learn in a real-time

experience. We firmly believe that the more education is perceived, the brighter the future is. Hence, the lecturers here are continuously striving hard to make the learning more interesting for the students. By adopting new teaching methodologies and leveraging technology, we prepare students for the complexities of the modern world. The need for innovation in teaching is not just a trend but a fundamental shift towards creating a more resilient and capable workforce, ready to face the challenges of the 21st century. Encouraging collaboration, creativity, and adaptability helps graduates thrive in an unpredictable job market.

Written by: By Dr. Mohamed Zaheeruddin, Lecturer
-Accounting, CEBA, UTAS-Shinas



Boost Your Productivity in the Study Room with These Top 10 Study Strategies for Effective Exam Preparation

Preparation—For the best results, it's critical to hone your study techniques as the semester goes on and tests become closer. These ten tried-and-true study tips will help you prepare better, remember information better, and ace your tests.

1. Establish a Study Timetable: Divide up your study sessions into small, manageable chunks to prevent last-minute cramming. Make use of digital tools or planners to set up particular times for every subject. This method lessens stress and guarantees that you cover all the subject in a methodical manner.

2. Make Use of Active Learning Techniques: Get involved with your study material by making mind maps, explaining concepts to a peer, or summarizing information in your own words. These techniques enhance retention and help you grasp concepts more thoroughly.

3. Practice with Past Papers: Use past papers or sample questions to acquaint yourself with exam formats and question patterns. This will improve your test-taking techniques and enable you to better manage your time when taking tests.

4. Apply the Pomodoro Technique: By studying in concentrated bursts, you can improve your focus and stave off exhaustion. The Pomodoro Technique, which promotes focus and productivity, calls for working for 25 minutes and then taking a 5-minute break.

5. Arrange Your Study Area: Make sure your workspace is clear of clutter and furnished with all the tools you need. Your study sessions will be more productive and focused if your study area is well-organized.

6. Remain Hydrated and Nourished: To sustain

your energy and focus throughout study sessions, keep water and wholesome snacks close at hand. For the brain to function at its best, proper nutrition and hydration are critical.

7. Join Study Groups: Working with peers in a study group can provide a variety of viewpoints and help make hard subjects easier to understand. To get the most out of these group sessions, just make sure to maintain attention and reduce outside distractions.

8. Make Mnemonics and Memory Aids: To make memorizing important information easier, make acronyms, rhymes, or visual aids. During tests, these memory enhancers help you remember crucial information more easily.

9. Establish Specific, Achievable Goals: To stay motivated and monitor your progress, establish clear, quantifiable goals for each study session. Having specific goals makes it easier to stay on course and track your progress.

10. Examine Often: Make review sessions a regular part of your study schedule rather than cramming at the last minute. On test day, information is easier to remember because to spaced repetition, which also strengthens knowledge and increases long-term retention.

Putting these study tips into practice will greatly improve your overall academic performance and exam preparation. You can study more effectively and confidently if you take an organized and engaged approach to your studies. Cheers to your studies!

Written by: *By Ms. Nithya Sambamoorthy, Lecturer -Marketing, CEBA, UTAS-Shinas*



Article 9

A Mother's Journey of Resilience: From Adversity to Achievement

"Example of Inspiration"

My mother was born into a middle-class family in one of the cities of India, the only daughter among six children, with five brothers. As the third child and the only girl, she was cherished and adored by her parents, brothers, and even her only uncle, who had no daughters of his own. In a household of eight boys, she was treated like a princess.

In those days, it was customary in India for girls to marry in their teenage years. My mother, following the tradition, married my father at the age of 16. He worked as a junior clerk at the state electricity board and was stationed 300 kilometers away from her family. After marriage, she moved with him, and they started their life together. Their happiness grew when they welcomed their first child 17 months later. Over the next ten years, they were blessed with six children—five daughters and one son, with me being the third in line.

However, life took an unexpected turn when, shortly after the birth of their sixth child, their home was burgled while they were away on a trip. The burglars stripped the house bare, leaving behind nothing but empty walls. They lost everything, from furniture and groceries to even the children's school bags. My father, though recently promoted, couldn't afford to replace everything at once. The financial strain was immense.

Determined to support the family, my mother sought work. She knocked on the doors of every school in the city, but without a college education, she faced rejection everywhere. Finally, a kindergarten agreed to take her on. But the meager salary offered little financial security, and she realized that for a better future, she needed to further her education.

So, amidst the responsibilities of raising six children and managing a household, she enrolled in college. Juggling her job and family, she woke up at 4:00 AM to study. Even then, her youngest baby, still an infant, would wake up and disturb her, so she often studied by candlelight to avoid waking the children. Despite all these challenges, she persevered and went on to complete her Master's degree and a B.Ed. (Bachelor of Education)—a qualification necessary for government teaching jobs in India.

At the age of 34, my mother secured a government teaching position in a town 60 kilometers away. Every day, she spent over four hours commuting, on top of working a full school day, while still managing all the household chores—cooking, caring for her children, checking their clothes, studies, and more. Her tireless dedication didn't stop there. During her studies, she also encouraged my father to continue his education. Despite his demanding job, my father enrolled in a university, and eventually, both my parents were working toward their degrees. My father, a workaholic, never contributed to household tasks, but

Written by: By Mr.Soofi Azizuddin Khusro,
Lecturer-Marketing, CEBA, UTAS-Shinas

Green Sustainability in Offices

In the middle of a global climate crises, being more eco-conscious is crucial at workplace. Adopting an eco-friendly space is essential to improve wellbeing and to protect our planet from the man-made impairment. Human beings have an innate need for exposure to nature. Eco-friendly offices provide work setup that is not harmful to the environment. Green-office promotes green living or using earth friendly manufacturing methods. Research shows that *Bio-philic* office designs and natural scenery has restorative power and positive impacts on human productivity and cognitive skills. Bio-*Philic* office setup increase connectivity to the green within the building or work spaces and enriches work environmental quality. Green office starts from waste management and goes through recycling to energy saving and then aesthetic green appearance. Incorporation of ecological aspects bolster humidity levels, reduce dust and indoor pollutants, increase productivity and elevate mood. Studies illustrate that eco-offices can reduce anxiety by 37%, anger and hostility by 44% and fatigue by 38% and bring therapeutic benefits. Research indicates that environmental awareness facilitates eco-friendly office designs and approach. Practice green procurement, incorporating nature light, waste management, try to go paperless, use of recycled products, preferring biodegradable, and walking habits add to adoption of eco-friendly office setup. To be concise, embracing a positive and caring attitude concerning our planet can bring forth an enormous change

Written by: By Ms. Fatima Alshahri,
Lecturer-Accounting, CEBA, UTAS-Salalah





Article 11

The Art of Arabic Calligraphy



"Bismillahirrahmanirraheem" translates to "In the name of Allah, the Most Gracious, the Most Merciful." This phrase is often recited by Muslims before starting any significant task or activity, emphasizing the importance of seeking divine blessings and guidance.

Prepared by Dr. Mohammad Shahfaraz Khan

Arabic Calligraphy is a profound and intricate art form that transcends mere writing; it embodies a rich cultural heritage, spirituality, and aesthetic expression. Originating in the 7th century with the advent of Islam, Arabic calligraphy has flourished across the centuries, evolving into various styles and techniques that reflect the diverse cultures of the Arabic-speaking world.

The roots of Arabic calligraphy can be traced back to the need for a clear and artistic representation of the Quran, the holy book of Islam. As the Islamic empire expanded, so did the practice of calligraphy, which became a respected art form. In contemporary times, Arabic calligraphy has gained international recognition, inspiring artists and designers worldwide. It has also evolved, blending traditional techniques with modern aesthetics, resulting in innovative artworks that challenge and expand the boundaries of the art form. Arabic calligraphy remains a vital component of Islamic culture, celebrated for its historical significance, artistic merit, and spiritual depth. As it continues to adapt and inspire, this ancient art form serves as a bridge between the past and the present, inviting appreciation from audiences across the globe.

This work is created by Dr. Mohammad Shahfaraz Khan, a passionate teacher dedicated to the enchanting world of Arabic calligraphy. His exploration combines writing, drawing, and photo editing, showcasing the intricate beauty of this timeless art form.

Written by: By Dr. Mohammad Shahfaraz Khan,
Assistant Professor, CEBA, UTAS-Salalah



Article 12

Honoring Global Tourism: Understanding the History of September 27 as UN World Tourism Day (WTD)

The United Nations World Tourism Organization (UNWTO) is an international body with intergovernmental status, formed from the transformation of the International Union of Official Travel Organizations (IUOTO).

At the third session, of the UN Tourism General Assembly at Torremolinos, Spain, in September 1979, it was decided to institute World Tourism Day, commencing in the year 1980. Therefore, UN World Tourism Day (WTD) has been celebrated every year on September 27 since 1980. This date was chosen because it marks the anniversary of the adoption of the UNWTO Statutes in 1970, an important step toward establishing the United Nations World Tourism Organization five years later in 1975. The timing of World Tourism Day is particularly appropriate in that it comes at the end of the high season in the northern hemisphere and the beginning of the season in the southern hemisphere. This fact highlights tourism's global reach.

Themes of World Tourism Day Celebrations

- ◆ **World Tourism Day WTD 2024**, under the theme **Tourism and Peace**, wants to highlight the crucial role of this sector in promoting peace and understanding between nations and cultures and in supporting reconciliation processes.
- ◆ **World Tourism Day WTD 2023** theme: **World Tourism Day 2023: Tourism and Green Investments**. For **World Tourism Day 2023**, UN Tourism highlights the need for more and better-targeted **investments for people, for planet and for prosperity**. Now is the time for new and innovative solutions, not just traditional investments that promote and underpin economic growth and productivity.
- ◆ **World Tourism Day WTD 2022** theme: Rethinking Tourism. The World Tourism Day returns to focusing on the future. As the sector's recovery gets underway and building on unprecedented political and public recognition for the sector, UN Tourism will highlight the opportunity to rethink how we do tourism. This means **putting people and planet first** and bringing everyone from governments and businesses to local communities together around a shared vision for a more sustainable, inclusive and resilient sector.
- ◆ **World Tourism Day WTD 2021** theme: **World Tourism Day 2021: Tourism for inclusive growth**. The **COVID-19 pandemic** has had a massive **social and economic impact**. Both developed and developing economies have been hit. And marginalized groups and the most vulnerable have been hit hardest of all. **The restart of tourism will help kickstart recovery and growth**. It is essential that



Article 12

Honoring Global Tourism: Understanding the History of September 27 as UN World Tourism Day (WTD) (Cont..)

the benefits this will bring are enjoyed widely and fairly.

- ♦ **World Tourism Day WTD 2020 theme: World Tourism Day 2020: Tourism and Rural Development**
- ♦ **“Tourism and Rural Development”** celebrates the sector’s unique ability to drive economic development and provide opportunities outside of big cities, including in those communities that would otherwise be left behind. **World Tourism Day 2020** also highlights the important role tourism plays in preserving and promoting culture and heritage all around the world.
- ♦ **World Tourism Day WTD 2019 theme: World Tourism Day 2019: Tourism and Jobs: a better future for all**
- ♦ **Tourism is a major source of employment** because of its labour-intensive nature and the significant multiplier effect on employment in related sectors. It is estimated that **one** job in the core tourism sector creates about **one-and-a-half** additional or indirect jobs in the tourism-related economy. Overall tourism accounts for **one in ten jobs** worldwide.
- ♦ **World Tourism Day WTD 2018 theme: Sustainability & digital transformation in tourism**
- ♦ Harnessing innovation and digital advances provide tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda
- ♦ **World Tourism Day WTD 2017 theme: International Year of Sustainable Tourism for Development 2017**
- ♦ As the United Nations General Assembly affirmed when announcing the adoption of 2017 as the International Year of Sustainable Tourism for Development, tourism can contribute to all the three dimensions of sustainable development – economic, social and environmental – and each of the 17 Sustainable Development Goals. Not only does the sector spearhead growth, but it also improves the quality of people’s lives.
- ♦ **World Tourism Day WTD 2016 theme: Promoting Universal Accessibility**
- ♦ Accessible Tourism for all is about the creation of environments that can cater for the needs of all of us, whether we are traveling or staying at home. May that be due to a disability, even temporary, families with small children, or the ageing population, at some point in our lives, sooner or later, we all benefit of universal accessibility in tourism.
- ♦ **World Tourism Day WTD 2015 theme: 1 Billion Tourists 1 Billion Opportunities**
- ♦ **World Tourism Day WTD 2014 theme: Tourism and Community Development**



Article 12

Honoring Global Tourism: Understanding the History of September 27 as UN World Tourism Day (WTD) (Cont..)

- ◆ **World Tourism Day WTD 2013:** Tourism and Water: Protecting our Common Future
- ◆ **World Tourism Day WTD 2012** theme: Tourism & Sustainable Energy: Powering Sustainable Development
- ◆ **World Tourism Day WTD 2010** – Tourism and Biodiversity
- ◆ **World Tourism Day WTD 2009** –Tourism – Celebrating Diversity
- ◆ **World Tourism Day 2008:** Tourism **Responding to the Challenge of Climate Change**
- ◆ **World Tourism Day 2007** theme: **Tourism Opens Doors for Women**
- ◆ **World Tourism Day 2006** theme: **Tourism Enriches**
- ◆ **World Tourism Day WTD 2005 - Qatar** – Travel and transport: from the imaginary of Jules Verne to the reality of the 21st century
- ◆ **World Tourism Day WTD 2004 - Malaysia** – Sport and tourism: two living forces for mutual understanding, culture and the development of societies
- ◆ **World Tourism Day WTD 2003 - Algeria** – Tourism: a driving force for poverty alleviation, job creation and social harmony
- ◆ **World Tourism Day WTD 2002 - Costa Rica** – Ecotourism, the key to sustainable development
- ◆ **World Tourism Day WTD 2001- Iran (Islamic Republic of)** – Tourism: a tool for peace and dialogue among civilizations
- ◆ **World Tourism Day WTD 2000 - Germany** – Technology and nature: two challenges for tourism at the dawn of the twenty-first century
- ◆ **World Tourism Day WTD 1999 - Chile** – Tourism: preserving world heritage for the new millennium
- ◆ **World Tourism Day WTD 1998 - Mexico** – Public-private sector partnership: the key to tourism development and promotion
- ◆ **World Tourism Day WTD 1997** – Tourism: a leading activity of the twenty-first century for job creation and environmental protection
- ◆ **World Tourism Day WTD 1996** – Tourism: a factor of tolerance and peace
- ◆ **World Tourism Day WTD 1995** – WTO: serving world tourism for twenty years
- ◆ **World Tourism Day WTD 1994** – Quality staff, quality tourism
- ◆ **World Tourism Day WTD 1993** – Tourism development and environmental protection: towards a lasting harmony
- ◆ **World Tourism Day WTD 1992** – Tourism: a factor of growing social and economic solidarity and of encounters between people



Article 12

Honoring Global Tourism: Understanding the History of September 27 as UN World Tourism Day (WTD) (cont..)

- ◆ **World Tourism Day WTD 1991** - Communication, information and education: powerlines of tourism development
- ◆ **World Tourism Day WTD 1990** - Tourism: an unrecognized industry, a service to be released
- ◆ **World Tourism Day WTD 1989** - The free movement of tourists creates one world
- ◆ **World Tourism Day WTD 1988** - Tourism: education for all
- ◆ **World Tourism Day WTD 1987** - Tourism for development
- ◆ **World Tourism Day WTD 1986** - Tourism: a vital force for world peace
- ◆ **World Tourism Day WTD 1985** - Youth Tourism: cultural and historical heritage for peace and friendship
- ◆ **World Tourism Day WTD 1984** - Tourism for international understanding, peace and cooperation
- ◆ **World Tourism Day WTD 1983** - Travel and holidays are a right but also a responsibility for all
- ◆ **World Tourism Day WTD 1982** - Pride in travel: good guests and good hosts
- ◆ **World Tourism Day WTD 1981** - Tourism and the quality of life
- ◆ **World Tourism Day WTD 1980** - Tourism's contribution to the preservation of cultural heritage and to peace and mutual understanding

Since the UN World Tourism Day (WTD) serves as an annual opportunity to suggest and promote the global impact of tourism on economic growth, cultural exchange, and environmental sustainability, therefore, the University of Technology and Applied Sciences (UTAS) Tourism Students are advised to celebrate every September 27 as WTD and highlight the tourism sector's power to foster connections between diverse cultures, support economic development, and contribute to the preservation of natural and cultural heritage in the Sultanate of Oman. Each year, according to the UNWTO, WTD theme to address relevant challenges and opportunities, from sustainable tourism and community empowerment to resilience in the face of global challenges, some co-curricular activities and events should be organized at UTAS. This will motivate and encourage UTAS tourism students while highlighting tourism's contribution to global well-being and progress toward sustainable development goals across UTAS.

Written by: *By Dr. Mohit Kukreti,*
Assistant Professor, CEBA, UTAS-Ibri



Students Articles



Article 13

Accounting Career A Commitment to Excellence

As you advance in your accounting studies, take pride in the integral role you will play as a future accountant. Your expertise will not only contribute to the success of businesses but also to the overall stability and growth of economies. Embracing the values of accuracy, integrity, and transparency will set you apart in your career and empower you to make a meaningful impact in the world of finance. Remember, accounting is more than a specialization; it is a commitment to excellence and ethical stewardship in the business community.

As you embark on this rewarding journey, keep in mind the profound impact you can have on

the financial well-being of individuals and organizations alike. The principles you uphold today will pave the way for a successful and fulfilling career. Embrace your role with enthusiasm and dedication, knowing that you are part of a profession that is essential to the integrity and advancement of the global economy.

Written by

*Roqaiya Said Al Siyabi,
Final-Year-Accounting,
CEBA, UTAS-Nizwa*



Article 14

Community Volunteering

Community volunteering contributes to strengthening social cohesion with the aim of serving the community, improving its conditions, supporting needy groups, and encouraging teamwork and a sense of responsibility to solve the problems and challenges facing the community. It has different volunteer forms such as education, health, environment, caring for needy groups, and organizing community events. At the present time, and in light of the economic and social challenges we face, volunteer work has become very important in our lives and has also become a vital role in providing support to needy groups. Among the reasons that led to the increased importance of community volunteering is a growing awareness among individuals about the importance of giving and contributing to achieving sustainable development and the increase in natural disasters such as floods and fires, as well as global and local economic crises. Health crises and increasing poverty and unemployment. Community volunteering has become necessary in our lives to build more resilient, cooperative and loving societies, bridge gaps and improve the quality of life. By providing tangible support to the community and developing their personal capabilities at the same time.

In universities, community volunteering is an essential part of student personality development and enhances their role in serving the community and developing their personal and professional capabilities. It provides an opportunity to participate in improving society, strengthening ties between students and community members, and understanding their needs by providing volunteer services in various fields such as education, health, environment, and social development. One form of volunteering at the university is working with student associations and encouraging students to participate in environmental conservation campaigns. **Written by** *Arwa Hamed AL Mujaini, Bayan Khamis AL Hinaai and Shahad Mohammed AL Busaidi, Final Year, CEBA, UTAS-Nizwa*

Economic Sustainability

Introduction

Economic sustainability refers to the practice of supporting long-term economic growth without negatively impacting social, environmental, and cultural aspects. In a world facing the challenges of climate change, resource depletion, and social inequality, achieving economic sustainability is critical to ensure that present and future generations can thrive. This article outlines the key components of economic sustainability, its challenges, and strategies to promote it.



Key Components of Economic Sustainability

1. **Efficient Resource Utilization:** At the core of economic sustainability is the efficient use of resources to avoid depletion. This involves maximizing the utility of natural and human resources while minimizing waste. The idea is to create products and services in a manner that does not lead to overconsumption or environmental degradation.
2. **Equity and Inclusiveness:** A sustainable economy ensures that wealth and resources are distributed fairly among all members of society. This includes creating job opportunities, ensuring fair wages, and promoting access to education, healthcare, and financial services. Economic inclusivity fosters social cohesion and reduces poverty and inequality, which are essential for long-term stability.
3. **Circular Economy:** Moving away from the traditional linear model of "take, make, dispose," the circular economy emphasizes reusing, recycling, and repurposing materials. This approach not only reduces the strain on natural resources but also helps businesses become more resilient by minimizing waste and fostering innovation.

Challenges to Economic Sustainability

Despite its importance, achieving economic sustainability faces numerous challenges:

1. **Climate Change:** The impact of global warming and changing weather patterns poses a significant threat to economic stability, particularly in vulnerable regions. Disruptions in agriculture, fisheries, and infrastructure can lead to economic losses and social unrest.
2. **Inequality:** Growing wealth inequality undermines economic sustainability by creating social tensions, reducing consumer demand, and limiting access to resources for large portions of the population.
3. **Short-Termism:** Many corporations and governments prioritize short-term profits or political gains over long-term sustainability. This mindset hampers investments in renewable energy, education,



Article 15

Economic Sustainability (cont..)

and infrastructure that are essential for lasting economic health.

4. **Resource Scarcity:** The rapid consumption of finite resources, such as fossil fuels, minerals, and fresh water, threatens the capacity of future generations to meet their needs. Overexploitation leads to environmental degradation, which in turn reduces economic productivity.



Strategies for Promoting Economic Sustainability

1. **Adopting Green Technologies:** Investing in renewable energy sources, such as solar, wind, and hydroelectric power, can reduce dependency on non-renewable resources. Sustainable agriculture and green transportation systems also contribute to reducing carbon footprints while boosting economic growth.
2. **Regulatory Reforms:** Governments play a critical role in promoting economic sustainability by implementing policies that encourage sustainable business practices. Carbon pricing, subsidies for clean energy, and stricter regulations on pollution and waste are examples of effective measures.
3. **Corporate Responsibility:** Companies can adopt sustainability as part of their business strategy by engaging in corporate social responsibility (CSR) initiatives. This includes reducing carbon emissions, sourcing materials responsibly, and promoting fair labor practices.
4. **Education and Awareness:** Raising public awareness about the importance of sustainable economic practices and fostering a culture of responsibility is crucial. Education systems should emphasize sustainability across disciplines to prepare future generations to tackle these challenges.



Conclusion

Economic sustainability is an essential framework for building a future where growth, social well-being, and environmental health are aligned. By addressing the challenges and implementing sustainable strategies, societies can foster economies that are resilient, inclusive, and capable of supporting the needs of future generations. Governments, businesses, and individuals must collaborate to prioritize long-term sustainability over short-term gains, ensuring the prosperity of both people and the planet.

Written by Said Abdullah Al Wardi, Sami Hamed Al Sineidi, Abdulaziz Humaid Al Farsi and Almuqdam CEBA, UTAS-Nizwa



Article 16

Green Economy

The idea behind the "green economy" is to achieve economic growth in a way that is both ecologically friendly and sustainable. Its objectives are to lessen adverse environmental effects and encourage the economical use of natural resources.

An economic system known as a "green economy" seeks to lessen environmental dangers while enhancing social justice and human well-being. It encourages resource efficiency and is predicated on sustainable technologies.

Fundamentals of the green economy:

- ◆ Sustainability aims to use resources without endangering or depleting the ecosystem.
- ◆ Trash reduction: Uses renewable resources and recycling to cut down on trash.
- ◆ Renewable energy: Promotes switching from fossil fuels to renewable energy sources like wind and solar power.

Advantages of the Sustainable Development:

- ◆ Improving the quality of life: It helps to enhance the environment and public health.
- ◆ Job creation: It may result in the creation of new positions in industries like clean technology and renewable energy.
- ◆ Stimulating innovation: It promotes the creation of fresh technologies that boost productivity and lessen their negative effects on the environment.

The following are some of the difficulties facing the green economy:

- ◆ Initial cost: A high initial cost may be necessary for certain green economy technology and investments.
- ◆ Cultural shift: To facilitate the shift to a green economy, society must adopt new customs and behaviors.
- ◆ Sustainable agriculture, eco-friendly public transit, and solar energy are a few instances of the green economy.

Written by *Rawia Ali Saif Al Fuliti and Saba Saad Riyahan Al Rashdia*

CEBA, UTAS-Nizwa



Article 17

Preserve Environment

As Mother Nature's children, all of us have been blessed with a valuable gift called the environment. Unfortunately, recent years have seen serious threats that have caused huge damage to the environment. Therefore, if we want a sustainable future, we must all save the environment by taking crucial steps.

Global climate change has become one of the most pressing issues of our time. As a result of fossil fuel burning, greenhouse gasses are emitted, raising global temperatures. Another major issue is deforestation. It is well known that trees absorb carbon dioxide and provide oxygen to the atmosphere.

We also face a major challenge in regards to the pollution of some of our most important

resources, such as soil, water, and air. We can reduce pollution and conserve resources by adopting sustainable practices such as reducing waste and investing in green technologies.

Our collective responsibility to save our environment should not be viewed as a choice, but as a necessity. Efforts will require both global cooperation and individual commitment. All of the above-mentioned issues must be addressed in order to protect the environment for future generations

Written by

Intisar Rashid Said Al-Nasseri, Aaisha Said AL Ra-baani and Heba Mohammed AL Hattali

CEBA, UTAS-Nizwa

Article 18

Water

Water is an essential resource for life on earth, and as our planet's population grows, it becomes increasingly important to prioritize water conservation efforts. Let's explore the importance of saving water for the future and discuss strategies and solutions that individuals and communities can adopt to reduce water waste and ensure a sustainable water supply.

Climate change and energy are directly related to water. The pumping and treating of the water that enters our houses requires energy. Wastewater pumping and treatment require a lot of energy. By indirectly conserving energy, water conservation lowers greenhouse gas emissions. Freshwater resources will be impacted by climate change. Droughts and floods are more likely as a result of changing rainfall patterns brought about by global warming, which also increases the amount of dry days, intense rainfall over brief periods of time, and extreme weather events. Human health and food supplies will be impacted by this in turn. Future conflicts are likely to center around water issues due to sharp increases in demand and depletion of freshwater supplies. Many places are experiencing dwindling groundwater supplies, and ineffective water - one big worry is consumption. We have a deficit of water for drinking, agriculture, industry, and sanitation even with enough rainfall.

Conflict between neighbors—people and districts—is even a result of this. There are several strategies to prevent wasting water. By collecting rainwater, we can replenish our aquifers and lakes. Farmers can prevent their fields from flooding too much. We also have a great deal of room to cut back on consumption in our houses. Waste discharge causes pollution of water, which is a major issue since it requires a lot of work and resources to clean up for human usage.

Written by *Shaimaa Said Al Zakwani, Wejdan Talib Al Balushi and Mai Saleh Al Maamari CEBA, UTAS-Nizwa*

Art by Raid Mubarak



Message from Raid Mubarak,

I am an artist and looking to meet people from the same community of art and get knowledge from them to improve myself in the future and be an inspiration for others

Drawing by

Raid Mubarak Said,

CEBA-Dip, Year-2-Tourism Management, UTAS-Salalah



Staff Research



University of Technology and Applied Sciences
College of Economics & Business Administration

Faculty Research Details for Al-Mannarat, Volume-1. Issue- January 2025
(From September 2023 to August 2024)

	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
1	Mohamed Za-heeruddin et.al.	Behavioural Finance in the Context of India's Gold Market	Journal- Migration Letters. Volume: 21, No: S3 (2024), pp. 1082-1097- Scopus indexed https://doi.org/10.59670/ml.v20i9.6888	January 2024	Shinas
2	Mohamed Za-heeruddin et.al.	The Effect of Online Banking on Ethiopia's Commercial Banks' Bottom Lines	Journal- European Economic Letters: Vol. 13 No. 5 (2023) ABDC Indexed https://doi.org/10.52783/eel.v13i5.935	December 2023	Shinas
3	Mohamed Za-heeruddin et.al.	Determinants Of Deposit Mobilization in Private Commercial Banks Inwerabe Town, Ethiopia	Textbook Chapter- Sustainability and Innovation in Business Research and Economic Reforms (ICBMAET-23) Volume 1 Pages 158-183: Publisher WALNUT PUBLICATIONS	February 2024	Shinas
4	Dr.Farhana Sultana Mohammed & Dr.GeetaThakur	Employees Mental Health and its impact of employee's performance	International Journal of social sciences and Management Studies-ISSN-2454-4655, Volume-10, issue -3Peer Reviewed-Refereed Research Journal-Indexing & Impact Factor-5.2, Ex-UGC-SN-5351	April-2024	Shinas
5	Mr. Sami Ullah and Dr.Farhana Sultana Mohammed	An empirical Study on prospects of business process outsourcing as a source of employment and contribution towards economic growth of Sultanate of Oman	International Journal of social sciences and Management Studies-ISSN-2454-4655, Volume-10, issue-3Peer Reviewed-Refereed Research Journal-Indexing & Impact Factor-5.2, Ex-UGC-SN-5351	April-2024	Shinas
6	Dr.Farhana Sultana Mohammed	Integrating innovation and technology in academics for sustainable development at university level education	International Journal of social sciences and Management Studies-ISSN-2454-4655, Volume-10, issue-4Peer Reviewed-Refereed Research Journal-Indexing & Impact Factor-5.2, Ex-UGC-SN-5351	May-2024	Shinas
7	Shanmuga Priya, S., Al Rubaie, I., & Prasad, V. V.	Enhancing Business Intelligence Through AI-Driven Integration of Sustainability Metrics via ESG Factors.	In <i>Risks and Challenges of AI-Driven Finance: Bias, Ethics, and Security</i> (pp. 33). IGI Global. https://doi.org/10.4018/979-8-3693-2185-0.ch004	August 2024	Shinas
8	Sweta Kumari, Dr. Vimal Kumar Agarwal	Blockchain Technology— Adoption, Opportunities, and Challenges for a Sustainable Agricultural Ecosystem	Digital Agricultural Ecosystem: Revolutionary Advancements in Agriculture (Print ISBN:9781394242931 Online ISBN:9781394242962) -- WILEY https://doi.org/10.1002/9781394242962.ch11	April 2024	Shinas



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month / Year	Branch
9	Dr.Alamelu Mangai Raman	Success of cloud computing adoption over an era in human resource management systems: a comprehensive meta-analytic literature review	Management Review Quartely, https://doi.org/10.1007/s11301-023-00401-0	Jan 2024	Al Mussanah
10	Kumaresan Chandrasekaran	Harmony in Chaos: Sympony of Mathematical Models Unveiling Stock Secret Estimates	Book chapter: Education and Social Change	Jan 2024	Al Mussanah
11	Dr. Rajendran Jayashree, Ms. Kavitha Shanmugam Mr.S. Mohamed Saleh	A Study On Promotion Of Sustainable Consumption Of Organic Foodstuff Among The Consumers Through Eco-Friendly Marketing Strategies	International Conference on Digital Transformation in Commerce and Management (ICDTCM),	Feb 2024	Al Mussanah
12	Dr.Alamelu Mangai Raman, Mr. Jaffer Ali Khan	Strategic HRM and Global Recession: Emerging Challenges and Opportunities in the Digital Era	Contributions to Environmental Sciences & Innovative Business Technology. Springer, Cham. https://doi.org/10.1007/978-3-031-48075-1_5	Mar 2024	Al Mussanah
13	Dr. Neetu kwatra , Khalfan M. Al-Rashdi, Mr.Aaatif Al Balushi	"Empowering The Sultanate Of Oman": Assessing The Impact Of Fishery Production, Licensing Policies, And Exports On Economic Growth	International Journal of Food and Agricultural Economics ISSN 2147-8988, E-ISSN: 2149-3766 Vol. 12, No. 1, 2024, pp. 47-58, https://www.foodandagriculturejournal.com/	Jan 2024	Al Mussanah
14	Dr. Shantanu Shekhar, Dr. Simi Simon, Mr. kumaresan chandrasekaran, Mr.Joshy Mathew	A Proposed Conceptual Framework To Investigate The Scope Of Blockchain Technology [Bct] Across The Service Sectors In The Sultanate Of Oman	Research funded by the Ministry of Higher Education, Scientific Research and Innovation and other external institutions(2022-2023)		Al Mussanah
15	Dr. Radha Priya, Dr. Aziza Alqamashoui, Mr. N. Jaffer Ali Khan, Ms. Nuzhat Al Kharusi, Ms. Rawdha Al Balushi, Ms. Shagufta M Farooq	A Pragmatic Assessment of the Transformative Role of FinTechs in Re-shaping the Financial Services Ecosystem in GCC with special reference to Oman	Research funded by the Ministry of Higher Education, Scientific Research and Innovation and other external institutions(2022-2023)		Al Mussanah
16	Abir Saud Humaid Alhabsi Mohammed Fuad Mohammed Alsukaiti	The Impact of Using Management by Objectives on Employees Service Performance: The case of University of Technology and Applied Sciences	Research funded by the Ministry of Higher Education, Scientific Research and Innovation and other external institutions(2023-2024)		Al Mussanah
17	Fatema Hamed Said Almaqbali Islam Saleh Shikh Albalushi Bushra Juma Nasser Alsaadi	Factors Influencing Post Graduate Student's Entrepreneurial Intentions: The Case Study of Oman	Research funded by the Ministry of Higher Education, Scientific Research and Innovation and other external institutions(2023-2024)		Al Mussanah
18	Joshy Mathew Shantanu Shekhar Kumaresan Chandrasekaran Simi Simon	Navigating Oman's Digital Landscape: The Impact of Demographics on SME Marketing	International Journal of Management, Innovation & Entrepreneurial Research ISSN: 2395-7662, Vol 10, No 1, 2024, pp 23-34	April 2024	Al Mussanah



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
19	Dr. Mohammed Kutpudeen & Dr. Muhammad Tahir	Unlocking The Potential Of Innovative Hr Practices For Superior Organizational Performance: A Transformative Case Study Of Smes In Oman	International Journal of Management & Entrepreneurship Research, Volume 6, Issue 2, February 2024	February 2024	Nizwa
20	Kutpudeen M and Tahir M	Innovative human resource practices and employee productivity: Case of SMEs from Oman	International Journal of ADVANCED AND APPLIED SCIENCES, Volume 11, Issue 3 (March 2024), Pages: 175-182	March 2024	Nizwa
21	Ubais Parayil Iqbal and Muhammed Tahir	Examining the demand side factors of green banking adoption—a study exploring the case of Oman	International Journal of Islamic and Middle Eastern Finance and Management(16/1/2014)	January 2024	Nizwa
22	Ubais Parayil Iqqbal	Exploring the experience of rural women entrepreneurs in Kerala	<u>International Journal of Business Innovation and Research</u> Vol. 33, No. 4 2nd April 2024	April 2024	Nizwa
23	Diana Fernandez, Dr. Valsalachandran K (2023)	Paving the Way: Exploring Influential Factors that Shape Career Preferences among Students in Higher Education Institutions - Insights from Selected Arts and Science Colleges in Kerala ,	International Journal of Scientific Research in Engineering and Management (IJSREM), Volume 7, Issue 9, pp 1-16, Sep, 2023	September 2023	Nizwa
24	Diana Fernandez, Aaisha Qasim Shaikhani Al Hinai, Athar Shaikhani Hamed al Hinai, Maather Salim Faham Al-Mufargi, Shuhd Zayid Khamis Al Omairi,	Optimizing Financial Performance: Deciphering the Interplay of Liquidity and Profitability in Bank Muscat, Sultanate of Oman,	International Journal of Scientific Research in Engineering and Management (IJSREM), Volume: 08 Issue: 02, February – 2024,pp 1- 23	February 2024	Nizwa
25	Dr. Valliappan Muthiah Chettiar & Ms. Intisar Mansour Humoud Al Hashami	An Evaluation of FinTech Services offered by Banking Sector in Sultanate of Oman	Reinventing Business Practices, Start-Ups & Sustainability	December 2023	Nizwa
26	Dr. Anand J. Mayee	Sunset on the Small Screen as Millennials Turn their Back on Television	Unnati-The Business Journal, December 2023 Volume: 11 Issue: 2.		Nizwa
27	Tahir, M., Hassan, F.D., & Shagoo, M.R	Role of artificial intelligence in education: A conceptual review	World Journal of Advanced Research and Reviews,	April 2024	Nizwa
28	Tahir, M., & Arul, P.	Work-family conflict and employee's family-work satisfaction moderated by work-life balance practices; a CB Sem analysis	Gulf Journal of Advance Business Research,	November 2023	Nizwa
29	Hassan, F.D., Tahir, M., & Shagoo, M.R.	A study of effects of emotional intelligence on the academic performance of the students of Utas Nizwa	International Journal of Multidisciplinary Research and Growth Evaluation,	November 2023	Nizwa
30	Tahir, M., & Arul, P.	The effects of Authentic Leadership on Employee's Work Engagement Among Banking Sector Employees	Gulf Journal of Advance Business Research	November 2023	Nizwa



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
31	Al-Haji, S.M., Al-Riyami, M.K., Al-Rawahi, A.A., & Tahir, M.	Organizational culture as a determinant of employee creativity; a competing value framework based assessment	Gulf Journal of Advance Business Research	October 2023	Nizwa
32	Dr.Uma Maheswari Thirupathy, & Dr. S. Kasthuri. (2023).	Total Quality Management.	Scientific International Publishing House. ISBN 978-93-5757-605-5.	2023	Nizwa
33	Dr. Mohamed Rafiq1 Asma Khamis Ali Al-Mahrouqi2 Khadija Ali Issa Al Tob3, Sheikhha Mohammed Saleem Al-Darei4	An Exploratory Study On Awareness And Challenges Of Small And Medium Enterprises With Respect To Value Added Tax Compliance In Sultanate Of Oman.	Journal of Research Administration, The Society of Research Administrators International vol.5 No.2 (2023).ISSN:1539-1590 E-ISSN:2573-7104	2023	Nizwa
34	Renjith Kumar R., Al-Rahbi , Z. M. N., & Al-Daraai, N. S. A	The Impact of Social Media on Academic Performance, Health and Social Interaction of Students in University of Technology and Applied Sciences, Nizwa, Sultanate of Oman	<i>Journal of Education, Society and Behavioural Science</i> , 36(12), 1–13. <i>Journal of Education, Society and Behavioural Science</i> , 36(12), 1–13. https://doi.org/10.9734/jesbs/2023/v36i121284	December 2023	Nizwa
35	Renjith Kumar, R, Zainab Mohammad Nasser Al-Rahbi, Najoud Salim Abdallah Al-Daraai	An Empirical Study of Social Media Effects on University Students in Sultanate of Oman	<i>Saudi Journal of Business Management Studies</i> , 8(12): 318-326, DOI: 10.36348/sjbms.2023.v08i12.004	December 2023	Nizwa
36	Marwa Abdullah Khalfan AL Suleimani, Mohamed Abdul Madhar	A Study on Financial Performance of Automobile Industry in Oman with regard to major salary revision for Omani Government Employees	SSRN (Social Science Research Network)- Elsevier	May 2024	Nizwa
37	Wadha Abdullah Rashed Al Souli Mohamed Abdul Madhar	A Study on Employees' Job Satisfaction in Banking Sector with special reference to Banks of Al-Batinah Region, Sultanate of Oman	SSRN (Social Science Research Network)- Elsevier	May 2024	Nizwa
38	Mohamed Abdul Madhar	Entrepreneurial Opportunities in Real Estate Sector for Higher Educational Institutions' (HEI) Graduates in Sultanate of Oman	SSRN (Social Science Research Network)- Elsevier	December 2023	Nizwa
39	Badour Saed Khamis Al-Farsi Mohamed Abdul Madhar	Impact of Government Tax Policy on the Growth of SMEs in Oman with special reference to the SMEs Located in Al-Dakhliya Region	SSRN (Social Science Research Network)- Elsevier	December 2023	Nizwa
40	Dr. Prabakaran Vijayan	Analysing Day-Of-Week End Effects In The Fmcg Sector: An Garch And Egarch Model Approach	Parikalpana: KIIT Journal of Management, Vol:20, (1)	May 2024	Nizwa
41	Dr. Abdulkadir Shehu	Demystifying leadership: A holistic analysis of its role, including demographic factors in e-commerce in SMEs in Ad Dakhiliyah Governorate, Oman	International Journal of Management & Entrepreneurship Research	February 2024	Nizwa
42	Dr. Husam Basidiq and Seemab Rana	Banking System in Oman	https://doi.org/10.1142/9781800614734_0007 World Scientific	March 2024	Salalah



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
43	Seemab Rana, Fazilathunissa Shafi	Online environmental platforms service and green consumer behav- iour nexus: a multi-mediator study	https://fbj.springeropen.com/ articles/10.1186/s43093-023-00283 -4 Springer	January 2024	Salalah
44	Dr. Omar Durrah, Wafa Rashid Alal- yani, Kamaal Allil, Ayman Al Shehab, Shooq Al Rawas, Dr. Ali Hubais, Souzan Hannawi	The Price of silence, isolation, and cynicism: The impact on occupational frustration	Heliyon	9/2023	Salalah
45	Dr. Ali Mahad Hu- bais , DR. Muhum- mad Khairul Is- lam ,Dr.Tariq Atiya	Exploring the Relationships of Practices of Human Resource Man- agement on Employee Performance in Oman, and the Organizational Justice Moderating Role	WSEAS TRANSACTIONS on ENVIRONMENT and DEVELOP- MENT	5/2024	Salalah
46	Mohammad Shah- faraz Khan, Imran Azad	Effects of Factors on the Market Price of the Shares Using Design of Experiment	Applied Mathematics & Infor- mation Sciences: An International Journal	May/202 3	Salalah
47	Mohammad Shah- faraz Khan, Amit Kumar Pathak	Blockchain: How much disruptive innovative technology it is for con- ventional Transaction Processing System	Conference- Blockchain for Busi- ness: Embracing Digital Disrup- tions	May/202 3	Salalah
48	Mohammad Shah- faraz Khan	Are the impacts of renewable ener- gy use on load capacity factors homogeneous for developed and developing nations? Evidence from the G7 and E7 nations	Environmental Science and Pollu- tion Research	Au- gust/202 3	Salalah
49	Mohammad Shah- faraz Khan, Imran Azad,	Robust Financial Inclusion Frame- work by Examining Literacy As- pects in Oman	Business Perspectives and Re- search/ SAGE Publications	Novem- ber/2023	Salalah
50	Mohammad Shah- faraz Khan	Effect of factors on company's goodwill	Journal of Global Entrepreneurship Research/Springer	Novem- ber/2023	Salalah
51	Mohammad Shah- faraz Khan, Imran Azad, Sanyo Moosaa.	Do we really need financial literacy to access the behavioral dynamics of generation Z? A case of Oman	Heliyon, Volume 10, Issue 13, e32739	July/202 4	Salalah
52	Rathna Chellappa, Sivamani Selvaraju, Neil Raymond Sal- etrero.	Breaking Barriers: Women Entre- preneurship in Dhofar Region, Oman.	International Journal of Creative Research Thoughts: Volume 12, Issue 5, ISSN:2320-2882, Paper ID: IJCRT2405990. (Impact Factor 7.97)	May 19,2024	Salalah
53	Dr. Mary Easter Claire S. Perez- Torres Mr. Felbert P. Rosales Mr. Ricardo S. Bi- ason	The Impact of Global Citizenship Education (GCED) on Consumer Behavior: A Scoping Review on Sustainable Marketing Campaigns for GCED	2nd International Conference on Business and STEM Education (ICBSTEME), Asia Pa- cific Journal of Advanced Educa- tion and Technology P- ISSN 2815 – 245X / E – ISSN 2815 – 2468	March 30, 2024	Salalah
54	Ali Mohsin Salim Ba Awain, Abdul- lah M Al-Ansi, Mohammed Jaboo	Green supply chain management: A comprehensive review of re- search, applications and future di- rections	Management and Production Engi- neering Review	Septem- ber 2023	Salalah



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55	Ali Said Jaboob, Ali Mohsin Ba Awain, Khairul Anuar Mohd Ali	<u>Introduction to Operation and Supply Chain Management for Entrepreneurship</u>	Applying Business Intelligence and Innovation to Entrepreneurship	2024 Jan	Salalah
56	Ali Mohsin Ba Awain, Ali Said Jaboob, Anwar Alsheyadi, Khairul Anuar Mohd Ali	<u>Empowering Women Worldwide: Education, Mentorship, and Skill-Building for Women's Leadership</u>	Empowering and Advancing Women Leaders and Entrepreneurs	2024 Feb	Salalah
57	Abdullah M Al- Ansi, Mohammed Jaboob, Ali Said Jaboob, Ali Mohsin Salim Ba Awain	<u>Emotional Agility and Social Intelligence: Unravelling Entrepreneurs' Behavior in Omani SMEs</u>	Preprints	2024 Feb	Salalah
58	Muzaffar Asad, Mohammed Ali Bait Ali Sulaiman, Ali Mohsin Salim Ba Awain, Malek Alsoud, Zafrul Al- lam, Muhammad Uzair Asif	<u>Green entrepreneurial leadership, and performance of entrepreneurial firms: does green product innovation mediate?</u>	Cogent Business & Management	Aug 2024	Salalah
59	Anwar Alsheyadi, Ali Baawain, Mu- hammad Rehan Shaukat	<u>E-supply chain coordination and performance impacts: An empirical investigation</u>	Production & Manufacturing Research	Aug 2024	Salalah
60	Mohammed Ahmad Alsaggaf, 2Wajdi Alghamdi, 3Dr. Ajay Kumar Shar- ma, 4Sameer Yadav, 5Dr. Nilan- jan Mazumdar, 6Monalisa Patta- nayak	Examining Demographic Factors Impacting Green Marketing Strategies and Consumer Choices	Journal of Informatics Education and Research	Oct 2023	Salalah
61	Navaneetha Krish- nan Rajagopal, Maryam Khalid Ahmed Ba Zambour and Noor Muham- med Alawi Al Kaaf	<u>Exploring Work-Life Balance among Female Staff Members (Teaching and Non-Teaching) in Higher Educational Institutions of Oman: A Study</u>	<i>Economies</i>	AU- GUST/2 024	Salalah
62	Amer Saeed, Hai- dar Abbas	Impact of green performance management on pro-environmental behavior: Mediating roles of environmental knowledge and green life-style	Journal on Innovation and Sustainability-RISUS	August/ 2024	Salalah
63	Mohammed Nazeer Ahmed and Said Ali Akaak	Integrated Role of Human Resource Management in Mitigating the Post-Covid-19 Challenges in Retail.	Business Ethics and Leadership, Academic Research and Publishing UG (i.G.) (Germany), Volume 8, Issue 1, 2024 ISSN (online) – 2520-6311; ISSN (print) – 2520-6761.	April/20 24	Salalah
64	Dr Khalid Salim Al Shanfari , Dr Mari Anand, Ms, Larissa	Harnessing the Effectiveness of Artificial Intelligence in Transforming Service Industry: Opportunities, Challenges and its Impacts on Employment in Oman	Poster Presentation in an International Conference on Research and Innovation in Support of Economic and Digital transformation in Oman: Enabling Vision 2040 – Organized by Sultan Qaboos University, Muscat, Oman	May /20 24	Salalah



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65	Dr. Mohammad Shahfaraz Khan, Dr. Imran Azad, Dr. Sanyo Moosa	Do we really need financial literacy to access the behavioral dynamics of generation Z? A case of Oman	Heliyon (Elsevier) Q1	July 2024	Salalah
66	Mohammad Shahfaraz Khan, Imran Azad, Amit Kumar Pathak & Gopu Jayaraman	Literature review: options and its applications	SN Business & Economics (Springer Link),	Jul-24	Salalah
67	Mohammad Shahfaraz Khan, Imran Azad, Faisal Shahid	Identifying the approach to financial sustainability: Navigating the complexities of earning and spending	Edelweiss Applied Science and Technology (Publisher: Learning Gate)	9/11/2024	Salalah
68	Mohammad Shahfaraz Khan	Unveiling the dynamics of entrepreneurship among disadvantaged communities in developing economies: a cognitive perspective	Cogent Business & Management	26-Jul-24	Salalah
69	Vimala Venugopal Muthuswamy, Suresh Esakki	Navigating Global Innovation Frontiers: Interplay of Intellectual Property Management, Open Innovation, and Constraints on Market Adaptability	International Journal of Criminal Justice Science	2023-09-28	Salalah
70	Kalaiyarasi Vivekananthan, Suresh Esakki, Sankaran Arumugam & Rajkumar Ponnusamy	Ascendancy of Socioeconomic Traits on the Loneliness and Subjective Well-Being of the Empty Nest Elderly	Springer Nature Singapore	09 March 2024	Salalah
71	E. Suresh; Bharathi Ravi; Madhanrajan Udayanan; Geetha Manoharan; Sunitha Purushottam Ash-tikar; Gunaseelan Alex Rajesh	Prospects and determinants towards work from home associated perception of IT employees: With special reference to Chennai	AIP Conference Proceedings, AIP Publishing	5 June 2024	Salalah
72	Esakki Suresh, S. Allah Baksh, Ponnusamy Rajkumar & Arumugam Sankaran	Do Economic Development, Credit, Globalization and Human Capital Reduce Poverty in India? Econometric Evidence from Quantile Regression Approach	Artificial Intelligence (AI) and Customer Social Responsibility (CSR), Springer Nature Switzerland	16 July 2024	Salalah
73	Vimala Venugopal Muthuswamy, Suresh Esakki	Impact of Cybersecurity and AI's Related Factors on Incident Reporting Suspicious Behavior and Employees Stress: Moderating Role of Cybersecurity Training	International Journal of Cyber Criminology	2024-07-12	Salalah
74	Vimala Venugopal Muthuswamy, Suresh Esakki	Driving Forces of Economic Prosperity: Agriculture and Non-Agriculture Dynamics in Food Production Value	Future of Food: Journal on Food, Agriculture and Society	2024-09-04	Salalah



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75	Dr. Habiba Al-Mughairi, Dr. Preeti Bhaskar	Exploring the factors affecting the adoption AI techniques in higher education: insights from teachers' perspectives on ChatGPT	Journal of Research in Innovative Teaching & Learning	01/2024	Ibra
76	Dr. Habiba Al Mughairi, Dr. Ananth Anthonisamy	Mediating effect of trust on perceived benefits, perceived risk and shopping frequency towards online shopping	Journal of Research Administration	11/2023	Ibra
77	Dr. Abdullah Khalfan Al-Azri, Dr. Edukondala Rao Jetti, Dr. Nithya Ramachandran	Socio-Economic Factors: Antecedents and Implications to Sustainable Tourism Development	Boletin de Literatura Oral	11/2023	Ibra
78	Dr. Habiba Al-Mughairi Dr. Preeti Bhaskar	Share or not to share: motivators and inhibitors of travellers' experience on social media: a qualitative approach	International Journal of Tourism Policy	03/2024	Ibra
79	Dr. Preeti Bhaskar	Prospects of augmented reality and virtual reality for online education: a scientometric view	International Journal of Educational Management	09/2023	Ibra
80	Dr. Preeti Bhaskar	Inhibiting and Enabling Factors Influencing Employee's Adoption of E-government: Prioritization Using Analytic Hierarchy Process	Electronic Government: An International Journal.	10/2023	Ibra
81	Dr. Preeti Bhaskar	Inhibiting factors influencing adoption of simulation-based teaching from management teacher's perspective: Prioritization using Analytic Hierarchy Process	International Journal of Learning and Change	09/2023	Ibra
82	Mr. Nawaz Khan	Social intelligence of bank employees (a comparative study between private and public banks) with special reference to trichirappalli district	The International Journal of Interdisciplinary Organizational Studies	12/2023	Ibra
83	Dr. Preeti Bhaskar	Delving into educators' perspectives on ChatGPT in management education: a qualitative exploration	Interactive Technology and Smart Education	03/2024	Ibra
84	Dr. Preeti Bhaskar	The ChatGPT dilemma: unravelling teachers' perspectives on inhibiting and motivating factors for adoption of ChatGPT	Journal of Information, Communication and Ethics in Society	04/2024	Ibra
85	Dr. Preeti Bhaskar	Evaluation of digital library continuous usage: role of digital library overall quality, perceived usefulness and user satisfaction	International Journal of Information Systems and Change Management	04/2024	Ibra
86	Dr. Padma Losani Dayalan	Post- Pandemic Impact of Digital Transformation in Marketing	Strategies for Business Transformation -Accelerators for Sustainable Growth	12/2023	Ibra
87	Dr. Preeti Bhaskar	The Researcher's Sidekick: Unleashing ChatGPT's Potential in Academic Research	Utilizing AI Tools in Academic Research Writing	04/2024	Ibra
88	Dr. Nithya Ramachandran	Impact of Internal Controls on Financial Performance: A Study on Banking Sector in Oman	Organisational development journal	09/2023	Ibra

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89	Joeffrelin C. Ines, Reynald A. Fun-tinilla, Dr. Ahmed Al Shahri, Dr. Gharib Al Matroshi, Ali Al Shehhi, Khalid Al Shehhi	Beyond Reuse, Reinvent: Circular Innovations Reshaping Musandam’s Food Sector	East African Scholars Journal of Economics, Business and Man-agement	March 26, 2024	Mu-sandam
90	Kumaresan Chan-drasekaran	Book Chapter: The Role of Smart Contracts in Dis-tributed Ledger Technology	Published November 11, 2023 Version Volume 1 Book Name: Strategies for Business Transfor-mation- Accelerators for Sustain-able Growth	Nov 2023	Al Mussanah
91	Aziza Al Qamash-oui Ashraf Mishrif	Book Chapter: COVID-19 and Distressed Insurance Companies in Oman	Book Name: Anticipating Future Business Trends: Navigating Ar-tificial Intelligence Innovations, Springer	28 Au-gust 2024	Al Mussanah
92	Shanmuga Pria, VenkataVara Prasad	Does Financial Attitude Impact Trading Activity of Retail Investors During the COVID-19 Pandemic in the Sultan-ate of Oman?	Book Chapter in: Future Out-looks on Corporate Finance and Opportunities for Robust Eco-nomic Planning	2023	Shinas
93	Ms. Nithya Sam-bamoorthy, Mr. Subhash Kodyil Raman, Dr.Raaja Justin, Dr. Kanniga Prashanth	Factors Influencing Academic Staff Loyalty in Higher Educational Insti-tutions in the Sultanate of Oman	National Conference: Artificial Intelligence Driven Business Navigating Innovation and Challenges.	23-Dec	Shinas
94	Ms. Nithya Sam-bamoorthy, Dr.C.B Senthil Kumar,E Kandeepan	Impact of digital Marketing on con-sumer buying Psychology and Prob-lems of consumers in adopting to digital marketing	Journal for Re attach Therapy and development diversitieseISSN:2589-7799	23-Aug	Shinas
95	Ms. Nithya Sam-bamoorthy, Dr.C.B Senthil Kumar,E Kandeepan	Impact of Covid 19 on online shop-ping behavior of consumers towards E commerce product with reference to Chennai city	Eur. Chem. Bull. 2023,12(Special issue 3), 3435 –3441	23-Dec	Shinas
96	Ms. Nithya Sam-bamoorthy, Dr.C.B Senthil Kumar,E Kan-deepan	A study of consumer behavior in regard to digital marketing with special reference to chennai	Journal of Namibian Studies, 35 (2023):1533-1543- ISSN: 2197-5523	23-Sep	Shinas
97	Renjith Krishnan	Automation using Artificial Intelli-gence in Business Landscape	Proceedings of the Second Inter-national Conference on Automa-tion, Computing and Renewable Systems (ICACRS-2023)	23-Dec	Shinas
98	Renjith Krishnan	A Predictive Modelling of Factors Influencing Job Satisfaction Through a CNN-BiGRU Algorithm	Proceedings of the International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS 2023)	23-Oct	Shinas
99	Renjith Krishnan	The Performance Impact of Human Resources Recruitment System for Business Process Management Us-ing K-Means and SVM	Proceedings of the International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS 2023)	23-Oct	Shinas
100	Sunita Panicker, Saoussen Othmani and Veena Tewari	A Comparative Analysis of Entre-preneurship-contributions to Wom-en's Well-being and Sustainability: A Case Study of India and Tunisia	Advances in Research	30/11/2023	Ibri



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101	Veena Tewari, Amitabh Mishra	Impact of Virtual reality and Augmented reality in Education	Journal of Propulsion Technology (Q3)	16/10/2023	Ibri
102	Dr. Amit Kumar Pathak	Influence of Transparency and Disclosures on the Dividend Distribution Decisions in the Firms: Do Profitability and Efficiency of Firms Matter?	International Journal of Financial Studies	5th Dec, 2023	Ibri
103	Dr. Amit Kumar Pathak	A bibliometric review of scientific research on the significance of information technology relating to sustainable development reporting practice	Business Informatics	Dec, 2023	Ibri
104	Muhammad Rehan Shaukat, Abdul Sami	Pandemic Upsurge: Insights from Higher Education Reforms in the Gulf	Challenges and Reforms in Gulf Higher Education Confronting the COVID-19 Pandemic and Assessing Future Implications	22-Dec-23	Ibri
105	Khuram Shahzad, Muhammad Rehan Shaukat, and Syeeda Shafiya	COVID-19 and the New Normal: Re-Imagining the Future of Higher Education	Challenges and Reforms in Gulf Higher Education Confronting the COVID-19 Pandemic and Assessing Future Implications	22-Dec-23	Ibri
106	Dr. Vishal Jain, Dr. Amitabh Mishra, Dr. Mohit Kukreti	<u>Impact of Job-related Stress on Professional and Personal Life During Coronavirus Pandemic</u>	Challenges and Reforms in Gulf Higher Education Confronting the COVID-19 Pandemic and Assessing Future Implications	22-Dec-23	Ibri
107	Dr. Mohit Kukreti, Dr. Amitabh Mishra, Dr. Vishal Jain	An Empirical Analysis of Oman's Public and Private HEIs Student's Behavioural Intention (BI) in Using E-Learning during COVID-19	Challenges and Reforms in Gulf Higher Education Confronting the COVID-19 Pandemic and Assessing Future Implications	22-Dec-23	Ibri
108	Dr. Mohit Kukreti, Dr. Amitabh Mishra, Dr. Vishal Jain, Dr. Veena Tewari	Destination Branding and Mega Events: A Case of FIFA World Cup 2022 and Sultanate of Oman	Managing Festivals for Destination Marketing and Branding	04-Oct-23	Ibri
109	Dr.Mohammed Quadir Mohiuddin	Supply Chain Management in Using DEMATEL Method	REST Journal on Banking, Accounting and Business Vol: 2(3), REST Publisher; ISSN: 2583 4746	30-Oct-23	Ibri
110	Dr.Mohammed Quadir Mohiuddin	The Impact of Leadership Styles on Employee Productivity in the Modern Workplace: A Comparative Analysis	Journal of Informatics Education and Research ISSN: 1526-4726	27-Nov-23	Ibri
111	Dr.Mohammed Quadir Mohiuddin	Text Book - Mastering in Research Methodology	Alpha International Publication-India ISBN: 9789357622790	29-Oct-23	Ibri
112	Dr.Mohammed Quadir Mohiuddin	Text Book - Supply Chain Management and its Application in the Modern World	Scientific International Publishing House - ISBN: 9789357575928	30-Nov-23	Ibri
113	Dr.Mohammed Quadir Mohiuddin	Text Book - Elements of Strategic Management	REST Publishers ISBN:9788196731494	17-11-2023	Ibri
114	Dr.Vishwanath& Dr. Surendar	The Future of Work: Implications of Artificial Intelligence on HR Practices	Tuijin Jishu/Journal of Propulsion Technology,	OCT-23	Ibri



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115	Dr.Mohammed Quadir Mohiuddin	Text Book - Fundamentals of Social Media Marketing	REST Publishers ISBN : 9788196819873	22-12-2023	Ibri
116	Dr.Mohammed Quadir Mohiuddin	Text Book - Entrepreneurship Basics	REST Publishers ISBN : 9788196749378	05-12-2023	Ibri
117	Tingyuan Zhou, Ansarul Haque, Mohammad Mahtab Alam, Muntasir Murshed, Khurshid Khudoykulov & Mohammad Haseeb	Does higher energy efficiency growth homogeneously affect carbon emission growth rate across developing Sub-Saharan African nations? The importance of utilizing clean energy	Environmental Science and Pollution Research, Springer Nature, Scopus Indexed-Q1, Impact Factor: 5.19 https://doi.org/10.1007/s11356-023-30857-2	20-11-2023	Ibri
118	Mr.Mohammed al Sakiti Dr.Ammami ammal Dr.Tamilselvan Mr.Rajesh	The Impact of Creativity, Entrepreneurial Attitude and Self-efficacy on Business Students' Entrepreneurial Intentions: The Moderating Effect of Perceived University Support	International Conference on Management, Accounting, Banking, Economics and Business Research - (ICMABEER-23), Singapore	8- 9 November 2023	Ibri
119	Dr. Bijja Vishwanath	Optimizing organizational performance with finance, IOT, and AI in Management	International Journal of Central Banking	January February 2024	Ibri
120	Dr. Bijja Vishwanath	The Future of Work: Implications of Artificial Intelligence on HR Practices	Tuijin Jishu/Journal of Propulsion Technology,	OCT-23	Ibri
121	Dr. Bijja Vishwanath	Comparative analysis of online and conventional management education for Students and Teachers	Journal of New Zealand Studies	01-11-2023	Ibri
122	Dr. Muhammad Faisal Aziz	Maintaining Heritage Language Through Migration: Investigating Language And Literacy Practices Among Pakistani Families In Oman	Migration Letters	March, 2024	Ibri
123	Dr.M.Tamilselvan	Exploring the ingredients, mixtures, and inclinations of geopolitical risk	International Review of Economic & Finance	Jan-2024	Ibri
124	Dr. Mohit Kukreti	A mediated moderation model of eco-guilt, personal and social norms and religiosity triggering pro-environmental behavior in tourists	Current Psychology	Feb-24	Ibri
125	Dr. Veena Tewari, Dr. Mohit Kukreti, Dr. Amitabh Mishra	Application of Machine Learning for IoT Security: A Step Toward Society 5.0	Bok chapter in a book titled "Artificial Intelligence and Society" published by Chapman and Hall	Jan-2024	Ibri
126	Dr. Mohit Kukreti	<u>Abusive supervisor triggers counter-productive work behaviors in nursing staff: role of psychological contract breach and Islamic work ethics</u>	Leadership & Organization Development Journal	Jan-24	Ibri
127	Sami Ullah, Tooba Ahmad, Mohit Kukreti, Abdul Sami, Muhammad Rehan Shaukat	How organizational readiness for green innovation, green innovation performance and knowledge integration affects sustainability performance of exporting firms	Journal of Asia Business Studies	Feb-24	Ibri



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128	Acharya, D. S. K. .; B N, D. P.; Mohiuddin, D. M. Q. Pasha, S. A. Poojari, D. S.Mishra, D. P.	Innovative Human Resource Management Practices: Cultivating Employee Dedication and Productivity	https://migrationletters.com/index.php/ml/article/view/7141	Jan-24	Ibri
129	Dr. Veena Tewari, Dr. Amitabh Mishra	Artificial Intelligence: The Next Frontier for Marketing in the Tourism Industry	Academy of Marketing Studies Journal	24-Jan	Ibri
130	Dr. Mohit Kukreti, Dr. Amitabh Mishra	<u>A Study of Post-Covid Pandemic Travel Preferences: Oman Focus</u>	Bok chapter in a book titled "Post-COVID Tourism and Hospitality Dynamics" published by Apple Academic Press	09-Jan	Ibri
131	Dr. Bijja Vishwanath	Mergers And Acquisitions: Drivers, Challenges And Performance Outcomes In GCC Nations	International Journal of Central Banking. https://ijocb.org/article-2024/298.html	01-Jan	Ibri
132	Dr. Bijja Vishwanath	TEXT BOOK: Digital Marketing strategies and Consumer Behavior: A Comprehensive Guide	https://www.amazon.in/s?k=digital+marketing+strategies+and+consumer+behavior	05-Mar	Ibri
133	Dr. Bijja Vishwanath	TEXT BOOK:Entrepreneurship Management	https://www.amazon.in/dp/B0CJF1BW2/ref=sr_1_1?key-words=entrepreneurship+management+by+JEC+publication&qid=1695281515&s=books&sr=1-1-catcorr	19th September, 2023	Ibri
134	Dr. Bijja Vishwanath, Dr. Abed Ali Mohammed, Dr. Ansarul-Haque	The Impact Of Pandemic On Academic Achievements Of Students At University of Technology And Applied Science-Oman	Psychology And Education Journal	(2024)	Ibri
135	Dr. Veena	Driving Customer Experience With Transformational Neuro-Leadership: Redefining the Service-Profit-Chain	Neuroleadership development and effective communication in modern business (IGI Global)	01-04-2024	Ibri
136	Dr. Mohit, Dr. Amitabh, Dr. Veena	Electricity demand dichotomy in Rajasthan and Maharashtra: an economic comparative analysis	International Journal of Energy and Water Resources (Springer international publishing)	26-04-2024	Ibri
137	Dr. Veena	Consumer Behaviour Analysis in Retail: Implications for Marketing Strategies	Journal of informatics, education and research	18/4/2014	Ibri
138	Dr. Veena, Dr. Amitabh, Dr. Mastan	Balancing Development and Sustainability: A Multilayered Machine Learning Approach to Modelling Complex Tourism Ecosystems	Achieving sustainable transformation in tourism and hospitality sector (IGI Global)	01-03-2024	Ibri
139	Dr. Veena	Unlocking Innovation: Exploring Gendered Differences in Neural Activity During Creative Tasks	Neuroleadership development and effective communication in modern business (IGI Global)	01-04-2024	Ibri
140	Nasser Alhamar Alkathiri et al.	A scientometric analysis of entrepreneurial and the digital economy scholarship: state of the art and an agenda for future research.	<i>Journal of Innovation and Entrepreneurship</i> , 12(1), 70. https://doi.org/10.1186/s13731-023-00340-w Springer	October 2023	Salalah





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152	Islam Elbayoumi Salem et al.	How Tourism Cultural Events Influence Multicultural Competence, Tourism Destination Image, and Visit Intentions: Evidence From the Pharaohs' Golden Parade	<i>International Journal of Tourism Research</i> , Vol. 26, No. 5, https://doi.org/10.1002/jtr.2740 <i>John Wiley & Sons, Inc</i>	September 2024	Salalah
153	Islam Elbayoumi Salem et al.	Understanding The Impact of Work Environment on Employee Wellbeing and Cynicism: Insights From The Hotel Industry	<i>Tourism and Hospitality Management</i> , Vol, No. 4, 531-542, https://hrcak.srce.hr/file/465475	June 2024	Salalah
154	Islam Elbayoumi Salem; Hassan Aidede; Nasser A Alkathiri	Retaining talented employees during COVID-19 pandemic: The leverage of hotel pandemic response strategies	<i>Tourism and Hospitality Research</i> , Vol24, No. 2. 187-202, https://journals.sagepub.com/doi/abs/10.1177/14673584221141294	April 2024	Salalah
155	Islam Elbayoumi Salem et al.	Understanding customer brand engagement through service environment: a multilevel analysis	<i>The Service Industries Journal</i> , 1-26, https://doi.org/10.1080/02642069.2023.2289019 , Routledge	January 2024	Salalah
156	Islam Elbayoumi Salem et al.	Driving hospitality and tourism to foster sustainable innovation: A systematic review of COVID-19-related studies and practical implications in the digital era	<i>Tourism and Hospitality Research</i> , Vol 24, No 1, 115-133. https://doi.org/10.1177/14673584221126792 , SAGE Publications	October 2023	Salalah
157	Islam Elbayoumi Salem et al.	Talented women for senior positions across multi-regions: challenges, strategies, and future research agenda	<i>Management Review Quarterly</i> , 1-37, https://doi.org/10.1007/s11301-024-00411-6 , Springer International Publishing	December 2023	Salalah
158	Mohd Abass Bhat, Oman Emine Kaya, Abdulkadir Barut, Jordan Nurcan Kilinc-Ata.	Do the credits of the state-owned development and investment bank trigger sustainable economic development? Evidence of İller Bank for Turkey	Social Sciences & Humanities Open (Elsevier)	27th September 2024	Muscat
159	Chandan Kumar Tiwari, Mohd Abass Bhat, Abel Dula Wedajo, Shagufta Tariq Khan,	Unveiling the bright side and dark side of AI-based ChatGPT : a bibliographic and thematic approach	Journal of Decision Systems (Taylor and Francis)	11th October 2024	Muscat
160	Abel Dula Wedajo, Abdullah Abdulaziz Salah, Mohd. Abass Bhat, Robina Iqbal, Shagufta Tariq Khan,	Analyzing the dynamic relationship between ESG scores and firm value in Chinese listed companies: insights from generalized cross-lagged panel model	Discover Sustainability (Springer)	17th October 2024	Muscat
161	Alaa Amin Abdalla, Mohd Abass Bhat, Chandan Kumar Tiwari, Shagufta Tariq Khan, Abel Dula Wedajo	Exploring ChatGPT adoption among business and management students through the lens of diffusion of Innovation Theory	Computers and Education: Artificial Intelligence (Elsevier)	Jun-24	Muscat
162	Mohd. Abass Bhat, Chandan Kumar Tiwari, Preeti Bhaskar, Shagufta Tariq Khan	Examining ChatGPT adoption among educators in higher educational institutions using extended UTAUT model	Journal of Information, Communication and Ethics in Society (Emerald Publishing Limited)	Jul-24	Muscat
163	Ghada Abdelwahed and Mohd Abass Bhat	Beneath the surface: discovering the fascinating factors shaping blue economy investment behaviour and paving the way for sustainable performance: an empirical study of the marine shipping firms in Egypt	Australian Journal of Maritime & Ocean Affairs (Taylor and Francis)	29-Jul	Muscat



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164	Shagufta Tariq Khan , Mohd Abass Bhat , Badriah Dhefallah Alzahrani ,Thanaa Said Abozeid and Rym Rahouma Hassani	Determinants of Women Empowerment and Its Impact on Community Development in Saudi Arabia	Dirasat: Human and Social Sciences	30-Jul	Muscat
165	Kavita Chavali, Ajith Kumar V. V., Sudha Mavuri, Chandan Kumar Tiwari, Abhinav Pal	Investigation and Modelling of Barriers in Adoption of Blockchain Technology for Accounting and Finance: An ISM Approach	Journal of Global Information Management (IGI Global)	28th July	Muscat
166	Dr. Soofi Asra Mubeen, Dr. Lina George, Dr. Syeda Zubaida Hashmi, Dr. Rajaswaminathan, Philip George	Enhancing Oman'S tourism Landscape: The potential of Virtual Tourism for Economic Growth	International journal of Creative Research Thoughts	01-May	Muscat
167	Dr. Ayesha Begum, Dr. Raja S, Mr. Shubhakar G, Dr. Amol B. Shinde, Dr.Soofi Asra Mubee, Mr.George A.F	Personal, Governmental and Financial Challenges on Resilient Entrepreneurship among Students Adults in Muscat, Sultante of Oman	International Journal of Progressive Research in Engineering Management and Science	01-May	Muscat
168	Dr. Abeer Ali Al Kharusi	The Impact of Fintech Solutions on Firm Performance in the Sultanate of Oman. A Quantitative Analysis of Digital Payment, Digital Lending, and Mobile Banking	Internatinal Journal of Scientific and Research Publications	7th July 2024	Muscat
169	Alamelu Raman, &S Porkodi & Sasikala, R. & Murugesan, Thirunavukkarasan	Empowering Change—The Catalyst of Women Entrepreneurs in Green Entrepreneurship for Sustainable Development in the Sultanate of Oman	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations-Studies in Systems, Decision and Control (series)-Springer	01-Sep	Muscat
170	Chandan Kumar Tiwari, Mohd. Abass Bhat, Shagufta Tariq Khan, Rajaswaminathan Subramaniam, Mohammad Atif Irshad Khan	What drives students toward ChatGPT? An investigation of the factors influencing adoption and usage of ChatGPT	Interactive Technology and Smart EducationPublisher: Emerald Publishing Limited http://doi.one/10.1729/Journal.37212	Sept 2023	Muscat
171	Dr. Thahirunissa Arshath	Influence of Demographic Factors on Car Insurance Demand	Journal of Emerging Technologies and Innovative Research International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN: 2349-5162, Vol.10, Issue 9, page no.b617-b621, September-2023	11-Sep-23	Muscat
172	S. Porkodi, R. Saranya	Empirical study on the role of passion, individual differences, and innovativeness between entrepreneurship education in higher education institutions and entrepreneurial intention: A moderated mediating model	Review of Education (SCOPUS & SCI JOURNAL)	Sep 2023	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
173	Alaa Amin Abdalla, Mohd Abass Bhat, Chandan Kumar Tiwari, Shagufta Tariq Khan, Abel Dula Wedajo	Exploring ChatGPT adoption among business and management students through the lens of diffusion of Innovation Theory	Computers and Education: Artificial Intelligence (Elsevier)	Jun-24	Muscat
174	Mohd. Abass Bhat, Chandan Kumar Tiwari, Preeti Bhaskar, Shagufta Tariq Khan	Examining ChatGPT adoption among educators in higher educational institutions using extended UTAUT model	Journal of Information, Communication and Ethics in Society (Emerald Publishing Limited)	Jul-24	Muscat
175	Ghada Abdelwahed and Mohd Abass Bhat	Beneath the surface: discovering the fascinating factors shaping blue economy investment behaviour and paving the way for sustainable performance: an empirical study of the marine shipping firms in Egypt	Australian Journal of Maritime & Ocean Affairs (Taylor and Francis)	29-Jul	Muscat
176	Shagufta Tariq Khan , Mohd Abass Bhat , Badriah Dhefallah Alzahrani , Thanaa Said Abozeid and Rym Rahouma Hassani	Determinants of Women Empowerment and Its Impact on Community Development in Saudi Arabia	Dirasat: Human and Social Sciences	30-Jul	Muscat
177	Kavita Chavali, Ajith Kumar V. V., Sudha Mavuri, Chandan Kumar Tiwari, Abhinav Pal	Investigation and Modelling of Barriers in Adoption of Blockchain Technology for Accounting and Finance: An ISM Approach	Journal of Global Information Management (IGI Global)	28th July	Muscat
178	Dr. Soofi Asra Mu-been, Dr. Lina George, Dr. Syeda Zubaida Hashmi, Dr. Rajaswaminathan, Philip George	Enhancing Oman'S tourism Landscape: The potential of Virtual Tourism for Economic Growth	International journal of Creative Research Thoughts	01-May	Muscat
179	Dr. Ayesha Begum, Dr. Raja S, Mr. Shubhakar G, Dr. Amol B. Shinde, Dr. Soofi Asra Mu-bee, Mr. George A.F	Personal, Governmental and Financial Challenges on Resilient Entrepreneurship among Students Adults in Muscat, Sultante of Oman	International Journal of Progressive Research in Engineering Management and Science	01-May	Muscat
180	Dr. Abeer Ali Al Kharusi	The Impact of Fintech Solutions on Firm Performance in the Sultanate of Oman. A Quantitative Analysis of Digital Payment, Digital Lending, and Mobile Banking	Internatinal Journal of Scientific and Research Publications	7th July 2024	Muscat
181	Alamelu Raman, &S Porkodi & Sasikala, R. & Murugesan, Thirunavukkarasan	Empowering Change—The Catalyst of Women Entrepreneurs in Green Entrepreneurship for Sustainable Development in the Sultanate of Oman	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations-Studies in Systems, Decision and Control (series)-Springer	01-Sep	Muscat
182	Kawther Musabah Alghafri1, Muadh Khalfan AlSiyabi, Bashaer Mabrook Albusaidi, Hafsa Mahmood Alhadi and Dr. Chandra Sekhara Reddy Kamireddy	The Role of Contingent Workforce on the Vodafone-Oman Company Performance	International Journal of Engineering and Management Research	2-Mar-24	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
183	Dr Nirmala Roy & Ms Tabassum Mastan	The Impact Of High Involvement Work Mechanism On Organizational Performance	IOSR	May. 2024	Muscat
184	Dr.Sooft Asra Mubeen, Dr. Lina George, Dr. Syeda Zubaida Hashmi, Dr. Rajaswaminathan, Philip George,	Enhancing Oman's Tourism Landscape: The Potential of Virtual Tourism for Economic Growth	INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS	May. 2024	Muscat
185	Mohammed Riyaz Khan	The Influence of Human Resource Management Practices on Employees' Economic Well Being in Selected Manufacturing Companies	international Journal of Research Publication and reviews	1-Mar-24	Muscat
186	Mohammed Riyaz Khan	International Remittances: A lifeline for development.	TIJER - International Research Journal	1-Mar-24	Muscat
187	Mouza Mohamed Al Hadrami, Krishna Murthy Meesala, Chandrashekara Reddy Kamireddy, Mohammed Riyaz Khan	Urban cultural tourism as a creative approach for natural heritage values towards sustainable tourism at Misfat Al Abriyeen: A systematic Literature Review	Migration Letters 20(S12):1215-1224 -Scopus	Mar-24	Muscat
188	Kavita Indapurkar, Abhinav Pal, Chandan Kumar Tiwari and Sudha Mavuri	Exploring Financial Well-being's Impact on Retirement Planning: The Mediating Role of Financial Attitude	FIIB Business Review, Sage Publications	26-May-24	Muscat
189	Dr.Donalie Cabral, 2 Dr.Anitha Ravikumar, 3 Dr. Venkata Naga Sundar Rao A, 4 Ms. Teresita L. Cedro, 5 Mr. George Anthony Fernando	Decoding Digital Dilemma: Exploring The Social Media Influence On Emerging Adults' Financial Literacy	International Journal Of Creative Research Thoughts	5-May-24	Muscat
190	Dr.Donalie H. Cabral, Dr.Anitha Ravikumar, 3Ms.Teresita Luzon Cedro,Mr.Gopalan Puthukulam, Girly F. Elauria	The Impact Of Entrepreneurial Education On The Entrepreneurial Intention: A Literature Review	Novyi Mir Research Journal	1-Apr-24	Muscat
191	Biao Yang *, Nachiappan Subramanian, Shaima Al Harthy	Are gender diversity issues a hidden problem in logistics and supply chain management? Building research themes through a systematic literature review	Journal of Purchasing and Supply Management, Elsevier	1-May-24	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
192	Dr. Arshiya Sultana, Ahmed Khalifa Said AL Wahaibi, Nasser Ahmed Nasser Lashko AL Balushi, Rafa Omar Faisal AL Jahdhami, Abdullah Hamed Saud Aljahwari	"Effective Inbound Marketing Strategies to Spread Brand Awareness through Social Media in a Competitive Environment in Oman with reference to Ooredoo (Sultanate of Oman)"	International Journal Of Engineering Research And Development	1-Mar-24	Muscat
193	Dr. Ayesha Begum, Dr. Raja S, Mr. Shubhakar G, Dr. Amol B. Shinde, Dr. Soofi Asra Mubee, Mr. George A.F	Personal, Governmental and Financial Challenges on Resilient Entrepreneurship among Students Adults in Muscat, Sultanate of Oman	International Journal of Progressive Research in Engineering Management and Science	May-24	Muscat
194	Dr. Abeer Ali Al Kharusi	The Impact of Fintech Solutions on Firm Performance in the Sultanate of Oman. A Quantitative Analysis of Digital Payment, Digital Lending, and Mobile Banking	International Journal of Scientific and Research Publications	7th July 2024	Muscat
195	Chandan Kumar Tiwari, Preeti Bhaskar, Abhinav Pal	Prospects of augmented reality and virtual reality for online education : a scientometric View	International Journal of Educational Management. Emerald Publishing	9th August 2023	Muscat
196	Gemachis Debala, Mohd Abass Bhat and Shagufta Tariq Khan	Exploring the Nexus of inventory optimization and operational efficiency: Data-driven insights from public sector organizations in Ethiopia	<u>Cogent Business & Management. Publisher by Taylor and Francis. DOI: 10.1080/23311975.2023.2213966</u>	09 of July 2023	Muscat
197	Mohd Abass Bhat, Shagufta Tariq, and Riyaz Ahmad Rainayee	Examination of stress–turnover relationship through perceived employee's exploitation at workplace	PSU Research Review, https://doi.org/10.1108/PRR-04-2021-0020 : Publisher: Emerald Publishing Limited	27 of July 2023	Muscat
198	Chandan Kumar Tiwari, Mohd. Abass bhat, Shagufta Tariq Khan, Rajaswaminathan Subramaniam, Mohammad Atif Irshad Khan	What drives students toward ChatGPT? An investigation of the factors influencing adoption and usage of ChatGPT	Interactive Technology and Smart Education, https://doi.org/10.1108/ITSE-04-2023-0061 : Publisher: Emerald Publishing Limited	29 of Aug 2023	Muscat
199	Dr. Chandra Reddy, Kawther Musabah Alghafri, Muadh Khalfan AlSiyabi, Bashaer Mabrook Albusaidi, Hafsa Mahmood Alhadi	"Contingent Workforce as a Remedy to Overcome the Employee-Shortage Issues in Vodafone-Oman Company"	International Journal of Engineering and Management Research, Peer Reviewed & Refereed Journal e-ISSN: 2250-0758 p-ISSN: 2394-6962, Volume-13, Issue-5, (October 2023)	1-Oct-23	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
200	Lina George & Harri Krishna Karri	Leveraging Blockchain Technology In Accounting For Transparency, Accuracy And Speed For Record Keeping	Book Chapter -Strategies for Business Transformation - Accelerators for Sustainable Growth	Dec-23	Muscat
201	Dr. Mohamed RiyazhKhan and Dr Abdul Azeez KM,	The Influence of HRM practices on employees' economic well being in selected Manufacturing companies	International Journal of Research Publication and Reviews - www.ijrpr.com	December - 2023	Muscat
202	S. Porkodi,Shahla Said Khamis Al Balushi,Marwa Khalid Mohammed Al Balushi,Khulood Othman Rashid Al Hadi,Zulfa Is'haq Murad Al Balushi	Digital employee experience and organizational performance: a study of the telecommunications sector in Oman.	Business, Management and Economics Engineering, 21(2), 248–268. (SCOPUS & SCI - JOURNAL)	October2023	Muscat
203	S. Porkodi,Shahla Said Khamis Al Balushi,Marwa Khalid Mohammed Al Balushi,Khulood Othman Rashid Al Hadi,Zulfa Is'haq Murad Al Balushi	Assessing the Effects of Influential Factors and Demographic Traits on the Digital Employee Experience in Oman's Telecommunications Industry	International Journal of Social Science And Human Research	August 2023	Muscat
204	Soofi Asra Mubeen and Lina George	Awareness and Willingness to use Camel Milk and Meat among youth in Sultanate of Oman-Muscat	International Journal for Multidisciplinary Research	Nov-Dec 2023	Muscat
205	Lina George, Soofi Asra Mubeen,Teresa Manju Felex, Rahima Humaid Salim Al Shibli & Ayesha Begum	Impact of Gender Dynamics on Self-Efficacy, Family Support, and Entrepreneurial Education among University Students' Choices to Pursue Careers in Entrepreneurship	Journal of Emerging Technologies and Innovative Research	Dec-23	Muscat
206	Dr. Gaurav Aggarwal1, Umar Ali Khan2	Green Finance and Its Impact on Sustainability: The Case of Sultanate of Oman and Middle East Countries	International Journal of Business and Management Invention	Aug-23	Muscat
207	Uzma Jahan	Job search in the age of pandemic: How COVID 19 anxiety influences the job search behaviour of graduate students: An empirical analysis	International Journal of Research in Human Resource Management	Sep-23	Muscat
208	Dr.Donalie Cabral, Siraj K.K., Dr.Anitha Ravikumar, Dr. Venkata Naga Sundar Rao A., Dr. Arshiya Sulatana,	Financial Literacy, Investment Behavior and Decision- Making: A Study Among Pensioners In Sultanate Of Oman	Internation Journal of creative research thoughts	Nov-23	Muscat
209	Sarah Younis Sulaiman Al Qasimi, Shaima Abdullah Hamed Al Busaidi , Reem Rashid Musallam AL Haimli , Hiba Khalfan Mohammed Al Luwaihi , Dr. Venkata Durga Rao	Effect of awareness of tax, tax penalties and simplification of tax law on tax compliance among SMEs in Oman (An Empirical study)	International journal of Advances in Engineering and Management (IJAEM)	Nov-23	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
210	Dr. Gaurav Aggarwal, Afrah Ahmed Albartamani, Bayan Nasser Al-farsi, Ehdassaid Almaskari, Nasra Majid Alkhanjari	Prospects and Challenges of Artificial Intelligence in Financial Services in Oman	Quest Journal of Research in Business and Management	Nov-23	Muscat
211	Teresa Manju Felex, Nasra Alzadjali, Rawan Al Hadi, Mira al zadjali, Safiya Al Rahbi	Effects of Ethics on the quality of Financial Reporting Statements- A study with reference to service sector Muscat, Oman	International Journal of Social Science and Management Studies	Dec-23	Muscat
212	S. Porkodi, Yousuf Mohammed AlBalushi, R. Saranya, and Vaidehi Pandurengan.	The Role of Higher Education Institutions in Promoting Innovativeness and Passion towards Entrepreneurship among Students -- A Meta-Analytic Review	Journal of University Teaching and Learning Practice, 20(5), 12. (SCOPUS & SCI -JOURNAL)	Aug-23	Muscat
213	Dr. Thahirunissa Arshath, Aisha Al Balushi, Al Yaarub Al Maskari, Huda Khan	Determining the Degree of Financial Risk Acceptance of Employees in Muscat Using Grable-Lytton Scale	IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P-ISSN 2349-5138, Volume.10, Issue 4, Page No pp.321-324, December 2023	Dec-23	Muscat
214	Mra. Mariya Al Jabri, Maha Aljahwari and Dr. Maria	financial technology and currency transformation	Book Chapter -Strategies for Business Transformation - Accelerators for Sustainable Growth	Dec-23	Muscat
215	AlZahraa Khalaf Khamis Al-Subhi, Basma Saif Said Al-Habsi, Rania Khalifa Al-Shukaili, Ruia Adil Al-Kiyumi, Dr. Amol Shinde	The significance of Ethical Accounting Standards Towards the Quality of Accounting Practices for Aspiring Accounting Professionals in Muscat, Oman	International Journal of Recent Advances in Multidisciplinary Topics, Volume 4, Issue 12, December 2023, https://www.ijramt.com ISSN (Online): 2582-7839, Page No. 16-19	Dec-23	Muscat
216	Hari, S. S., Porkodi, S., Saranya, R., & Vijayakumar, N.	Intelligent model to improve the efficacy of healthcare content marketing by auto-tagging and exploring the veracity of content using opinion mining	International Journal of Electronic Marketing and Retailing, 15 (2), 240-260.(SCOPUS)	Mar-24	Muscat
217	S Porkodi, Alamelu Mangai Raman	Success of cloud computing adoption over an era in human resource management systems: a comprehensive meta-analytic literature review	Management Review Quarterly, 1-35.(SCOPUS_Springer Publication)	Jan 24	Muscat
218	S Porkodi, Bassam Khalil Hamdan Tabash	A Comprehensive Meta-Analysis of Blended Learning Adoption and Technological Acceptance in Higher Education	International Journal of Modern Education and Computer Science (IJMECS) IJMECS Vol. 16, No. 1 (SCOPUS-MECS Press)	8-Feb-24	Muscat



	Author Name(s)	Title of the Paper	Name of the Journal/ Publisher	Month/ Year	Branch
219	S Porkodi	The effectiveness of agile leadership in practice: A comprehensive meta-analysis of empirical studies on organizational outcomes.	Journal of Entrepreneurship, Management and Innovation 20 (2), 117-138. (SCOPUS &SCI)	1-Apr-24	Muscat
220	S Porkodi, Anees Ahmad, Bassam Khalil Hamdan Tabash	Employee Experience Management And Its Critical Impact On The Sustainable Development Of An Enterprise-A Systematic Literature Survey With Meta-Analysis	Journal Of Sustainability Science And Management Volume 19 Number 4, 203-237. (Scopus & Sci)	15-Apr-24	Muscat
221	Mohd Abass Bhat, Shagufta Tariq Khan, Yousuf Mohamed Zahran Al Balushi, Abel Dula Wedajo, Mohamad Haseeb	The digital frontier of Islamic tax compliance: unveiling the influence of ICT as a moderator	Journal of Islamic Accounting and Business Research, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JIABR-07-2023-0220 (Emerald Publishing Limited)	9-Apr-24	Muscat



CEBA Alumni Messages



Message 1

Al-Said Al-Bulushi

I would like to take this opportunity to share my experience as an accounting graduate from the university and the journey that led to my current position at a bank. My years of study at the university were filled with learning and development. The university stood out by combining strong theoretical knowledge with practical training, which provided me with a solid foundation in accounting, both in its theoretical concepts and real-world applications. The diverse courses, such as financial accounting, managerial accounting, and auditing, played a significant role in expanding my understanding of the field. Additionally, the university offered opportunities for internships, which helped refine my skills and better prepare me for the job market.

After graduation, the job search process was challenging, but through perseverance and hard work, I secured a position as Senior Officer in the Compliance department in Sohar International bank. In this role, I handle the preparation and analysis of financial reports, cost monitoring, and ensuring compliance with both local and international financial standards. Every day, I find myself applying what I learned at the university, especially in terms of practical application of accounting principles. I encourage every student at the university to make the most of the opportunities available, whether academic or practical. Every experience, no matter how small, contributes to building your professional future. I wish you all the best in your academic and professional journeys, and don't hesitate to face challenges with confidence and determination.

I wish Al Mannarat - 2025, student magazine of College of Economics and Business Administration, University of Technology and Applied Sciences a great success

Best regards,

Al-Said Al-Bulushi

Sr. Officer - Fraud Monitoring and Reviewing

Sohar International S.A.O.G





Message 2

Badriya Nasser Khamis Al Hadhrami

When I reflect on my university journey, I find that I experienced some of the most unforgettable moments. The university was not just a place for study; it was a second home where I spent years gaining knowledge and honing my skills. Every corner of the university holds a beautiful memory, whether it was in the lecture halls filled with rich and valuable discussions or during breaks that fostered a spirit of camaraderie and friendship among us as students.

One of the most distinguishing features of my university was its commitment to providing outstanding services for students. For instance, the university library was filled with references and books that supported us in preparing our research and academic projects. The university's labs were also well-equipped, offering us an exceptional hands-on experience and preparing us to face the challenges of the job market. Additionally, I can never forget the support of my professors, who were always generous with their advice and guidance throughout my studies.

I also cherish the student activities that helped me develop leadership and teamwork skills. I was part of various student teams, organizing events and workshops that provided me with valuable practical experience. Today, I proudly work as a Procurement Officer at Petroleum Development Oman. There is no doubt that what I learned at university, both academically and personally, played a significant role in preparing me for this position. I am deeply grateful for every moment I spent at the university and to everyone who contributed to my success.

I wish Al Mannarat – 2025, student magazine of College of Economics and Business Administration, University of Technology and Applied Sciences to scale heights

With Warm Regards

Ms. Badriya Nasser Khamis Al Hadhrami
Procurement Officer
Petroleum Development of Oman (PDO)





Message 3

Mohammed Sulaiman Al Nasser

Hello Guys. I am Mohammed Sulaiman Al-Nasser, holder of a Bachelor's degree in Accounting from the University of Technology and Applied Sciences in Nizwa. I was the head of the Business Administration Club and gained a lot of experiences and expertise in it, which made me strive and care about my studies in order to obtain an excellent grade and thus be prepared for the labor market. After graduating from university, I got trained in many places and acquired the necessary experiences and skills required for every employee in the labor market.

I was requested by Bank Dhofar to fill a position in accounting and I graciously accepted. I am currently an employee at BankDhofar. My advice to everyone is to focus on studying and try to excel in order to get excellent grades, as well as to participate in university activities to develop your personal skills, which will help you prepare for the job market and its requirements.

I wish Al Mannarat – 2025, student magazine of College of Economics and Business Administration, University of Technology and Applied Sciences (UTAS) to provide comprehensive information of the Business Departments across various branches of UTAS to all its stakeholders.

Regards

Mr. Mohammed Sulaiman Al Nasser
Accountant, Bank Dhofar
Oman





Message 4

Azzan Al Jadzali

As an alumnus of the University of Technology and Applied Sciences (Nizwa), I look back with gratitude on the valuable experiences that shaped my journey, both professionally and personally. My Bachelor's degree in International Business Administration (Accounting) provided me with very professional knowledge in accounting, analysis, and a strong understanding of business, which has been crucial in my current role as a Relationship Manager at Bank Muscat. During my time at the university, I had the privilege of leading several key initiatives. As chairman of the Business Society, I worked to create platforms for students to engage with industry experts and expand their understanding beyond the classroom. As chairman of the Student Council, I launched the initiative "Don't Be an Extra Number," aimed at encouraging students to actively participate and make the most of their university experience. Additionally, leading the volunteer team under the initiative "With the Students" was a rewarding opportunity to contribute to the student community, fostering a sense of support and collaboration.

These experiences helped me develop essential professional skills such as communication, creativity, and leadership, which continue to benefit me in my career. Currently, I am pursuing a Master of Science in "Business Analytics" at The Chinese University of Hong Kong (CUHK) in Hong Kong. I am excited to bring this new knowledge back to contribute further to my professional growth and the community. I am also working toward the ACCA qualification, building upon the accounting expertise that I developed during my time at the university. To my juniors, I encourage you to seize every opportunity during your time at university. These years are pivotal for building your future, both academically and in developing the skills that will set you apart in the workplace. I wish you all the best in your endeavors and hope to see you succeed as leaders of tomorrow.

I wish Al Mannarat – 2025, student magazine of College of Economics and Business Administration, University of Technology and Applied Sciences a grand success

Regards

Azzan Al Jadzali
Relationship Manager
Bank Muscat, Oman





Message 5

Bader Salim Al Farsi

Studying ACCA's - Certificate Accounting Technician Program at the college was a pivotal chapter in my professional journey. The rigorous curriculum, combined with the guidance of experienced faculty, provided me with the knowledge and skills that have been instrumental in my career. The hands-on approach and real-world application of accounting principles helped me develop a strong foundation in the field.

To the current students, I encourage you to fully engage with your studies and seek out every opportunity to expand your learning. The dedication you invest today will open doors to a rewarding and successful future. Wishing you all the best as you continue on your path!

I wish Al Mannarat - 2025, student magazine of College of Economics and Business Administration, University of Technology and Applied Sciences to publish countless issues in days to come!

Regards

Bader Salim Al Farsi
Senior Supply Chain Lead
CC Energy Development
Oman





Overview of CEBA Master Programs



Master of Business Administration (MBA) in Leadership and Innovation

- ◆ **Program Name:**
MBA in Leadership and Innovation
- ◆ **Duration:**
Part Time 3 semesters, Full Time 5 semesters
- ◆ **Core Course Hours:**
27 (21 CH courses and thesis/project of 6 CH), Elective-Credit Hours 3, Total Credit Hours 30

The MBA in Leadership and Innovation has been designed to provide students with a variety of skills, including critical and integrative analytical skills, innovative thinking in decision-making, and essential organizational and communication skills. These skills enable them to prosper and innovate in any leadership role in various sectors: public, private, and their own businesses.

The MBA Leadership and Innovation program was designed with a comprehensive approach based on the university- related bylaws and regulations to meet the evolving demands of the industry and the dynamic requirements of Oman's Vision 2040. The program's curriculum was developed based on the strategic plan, vision, and mission of the University of Technology and Applied Sciences (UTAS), which focuses on providing quality education and training for students to become future leaders and innovators. The program aligns with UTAS's mission to develop students' knowledge, skills, and competencies in various disciplines and prepares them to contribute effectively to the country's social and economic development. Moreover, the MBA program incorporates the Oman Qualifications Framework (OQF) to ensure the program's quality and standardization and to align with Oman's Vision 2040. By integrating the OQF, the program ensures its graduates possess the competencies necessary for leadership and innovation in the local and global markets. Overall, the MBA Leadership and Innovation program has been carefully crafted to meet the UTAS Strategic plan, Vision and Mission, Oman Vision 2040 and OQF and the industry's evolving demands, making it an asset for students seeking to become leaders and innovators in the field.

Program Entry requirements

- ◆ A bachelor's degree with a 2.5 GPA (or its equivalent) in Business and Management field. Other fields can be considered with bridging courses.
- ◆ Applicants with less than 2.5 GPA can be considered if they have relevant work experience for a minimum of 2 years.
- ◆ Updated resume/CV.
- ◆ Two recommendation letters from professional or academic contacts may be required as part of the



Master of Business Administration (MBA) in Leadership and Innovation (Cont.)

application process.

- ◆ A personal statement or essay outlining career goals and why the applicant is a good fit for the program (optional).
- ◆ English language proficiency, demonstrated through IELTS of 6 or equivalent. The student is exempted from this condition (language requirement) if his/her study at the university level was in the English language.
- ◆ An interview with the program faculty or admissions staff may be required as part of the application process.
- ◆ Applicants who work in Oman must bring a letter of approval from their employers.
- ◆ Students from other backgrounds can join after finishing some of the bridging courses in Finance, Management and Statistics.

Career Opportunities

Graduates of this MBA in leadership and innovation program are expected to pursue a wide range of career opportunities in various industries. Some of the common career paths for graduates of such program include:

- ◆ Leadership roles: Graduates can pursue leadership roles in various organizations such as CEO, COO, Director, or Manager.
- ◆ Innovation management: Graduates can work as innovation managers or innovation consultants, responsible for developing and implementing new strategies and initiatives.
- ◆ Project management: Graduates can pursue a career in project management, responsible for managing projects and ensuring their successful completion.
- ◆ Business development: Graduates can work in business development, responsible for identifying new business opportunities and developing strategies to capitalize on them.
- ◆ Consulting: Graduates can work as management consultants, providing expert advice to businesses on a range of issues, including leadership, innovation, and strategic planning.
- ◆ Entrepreneurship: Graduates can start their own businesses, using their knowledge and skills to develop innovative business models and sustainable practices.



Masters in Customs & Taxation

- ♦ **Program Name:**
M.Sc Customs & Taxation
- ♦ **Duration:**
Minimum: 3 semesters and Maximum: 6 semesters
- ♦ **Core Course Hours:**
24 Credit Hours [including Core Courses & Thesis], Elective- Credit Hours 6,
Total Credit Hours 30

The Master of Customs and Taxation Management program is designed to equip students with the knowledge, skills, and expertise necessary to navigate the complexities of customs and taxation regulations in today's global business environment. Through a combination of theoretical knowledge, practical application, and hands-on experience, students will develop a deep understanding of customs procedures, tax laws, and international trade policies

Program Entry requirements

- ♦ Applicants must Obtaining a first university degree (Bachelor's) or its equivalent from a recognized university or institution, certified by the relevant authorities, with a cumulative GPA of no less than (2.5) according to the system of credit hours or its equivalent.
- ♦ A student with a cumulative GPA of less than 2.5 will be accepted provided he/she has at least (2) two years of practical experience in the relevant field of knowledge.
- ♦ Obtaining a score of no less than (6) in the IELTS Academic test (or its equivalent in the TOEFL test) for programs taught in the English language. The student is exempted from the language requirement if his/her studies at the undergraduate level is in English.
- ♦ The employer's approval, if the applicant is an employee, is required to join the study.
- ♦ A student is allowed after two years if the student wishes to reapply to a program from which they were previously expelled.
- ♦ Any other requirements are specified in the acceptance announcement.

Career Opportunities

- ♦ Customs broker
- ♦ Trade compliance specialist/Manager
- ♦ Tax consultant, Supply chain manager
- ♦ International trade analyst, Government regulator
- ♦ Import/export manager , Customs and taxation manager
- ♦ Tax specialist
- ♦ International trade consultant
- ♦ Customs and taxation analyst





College of Economics and Business Administration
University of Technology and Applied Sciences
Sultanate of Oman

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