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والعلوم التطبيقية
University of Technology
and Applied Sciences

CEBA INSIGHTS

Vol. 4

NEWSLETTER

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Dr. Premkumar Arul
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WELCOME MESSAGES



It is with great pleasure that I extend my warmest greetings to the readers of CEBA Insights as we welcome the Fall 2026 semester at UTAS–Nizwa.

At UTAS–Nizwa, we continually strive for excellence across all fronts of the institution. Our stakeholders can witness this commitment through the various infrastructure and development projects undertaken to enhance the overall experience of our students, academic and administrative community, and valued guests. These tangible improvements not only strengthen our campus environment but also contribute to the morale, motivation, and sense of pride within our university community.

It is equally encouraging to see CEBA–Nizwa advancing alongside the wider university through the dedication, leadership, and initiatives of its Head of Department and faculty members. The accomplishments and activities featured in this edition of CEBA Insights provide a glimpse into the College's continued commitment to academic excellence, community engagement, innovation, and institutional development.

The progress achieved by CEBA reflects the collective efforts of its faculty, staff, and students, and demonstrates the important contribution the College continues to make to the development of UTAS–Nizwa.

I commend CEBA for its continued efforts and achievements and wish the College every success in the coming semester.

All the best to CEBA–Nizwa, and a warm welcome to the entire UTAS–Nizwa community as we embark on Spring 2026.

– Mohammed Al Mamari, **Assistant Vice Chancellor**



It gives me great pleasure to congratulate the CEBA Insights editorial team on the publication of this latest volume and to commend their commitment to documenting and celebrating the achievements of the College. The newsletter serves as an important platform for highlighting the dedication, creativity, and collaborative spirit that continue to define CEBA–Nizwa.

I would also like to extend my sincere appreciation to the CEBA Heads and faculty members for their outstanding efforts and accomplishments throughout the Spring 2026 semester. Their commitment to teaching, research, community engagement, innovation, and institutional development reflects the high standards of excellence that UTAS–Nizwa continues to pursue.

The achievements featured in this edition are a testament to the collective efforts of the College community. I encourage CEBA to continue building on these successes and pursuing new opportunities for growth and impact.

Congratulations to everyone involved, and my very best wishes for continued success.

– Dr. Faiza Al Dhahli, **Deputy Assistant Vice Chancellor for Academic Affairs**



In support of the United Nations Sustainable Development Goals and the sustainability targets of UTAS, CEBA proudly hosted the first Sustainable Consumption and Production Convention in Nizwa, in collaboration with the Consumer Protection Authority. The convention brought together experts and stakeholders from multiple sectors, creating a valuable platform for dialogue, collaboration, and knowledge exchange on sustainable practices.

Our commitment to meaningful community engagement has also been strengthened through partnerships with various institutions for community extension, charitable programs, knowledge transfer, and sharing initiatives. These collaborations reflect our belief that higher education institutions have an important role to play in creating positive and lasting impact beyond the classroom.

These achievements would not have been possible without the collective dedication and commitment of the CEBA faculty, staff, students, and the wider UTAS–Nizwa community.

We invite you to explore this latest volume of CEBA Insights and discover the many accomplishments and initiatives that continue to shape our College.

– Dr. Mohammed Ali Ahmed Obaid, **Head of Department**

Blending Digital Acumen, Modern Pedagogies and Research Excellence through Focused Professional Development Initiatives



The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences (UTAS) – Nizwa, successfully organized several professional development and staff engagement activities during Spring Semester 2026 to enhance teaching, research integration, digital competencies, academic advising practices, and innovative pedagogical approaches.

Among the key activities conducted in collaboration is with Bennett University, UTAS–Nizwa organized the international webinar titled “Future of Education and Work in the AI and Quantum Computing Era,” delivered by Dr. Joseph Ponnoly, Cybersecurity Researcher and Management Consultant, USA. The webinar highlighted the growing impact of artificial intelligence, cybersecurity, and quantum computing on education, industry, and future workforce requirements, while emphasizing the need for continuous upskilling and future-ready competencies.

A webinar titled “Research–Teaching Nexus (RTN): From Framework to Implementation,” by Dr Uma Maheshwari and Dr Saif Al Bimani focused on strengthening the integration of research into teaching and learning practices. The session emphasized strategies for embedding research-informed approaches into classroom instruction to enrich student learning experiences.

Faculty members also participated in the professional development session “MOOC: From Lecturer to Global Instructor,” facilitated by Mr Nitin Goel aimed at enhancing digital teaching competencies, online instructional practices, and faculty engagement in global online learning platforms. The session encouraged educators to expand their academic reach through Massive Open Online Courses (MOOCs) and technology-enabled teaching methodologies.

The department also conducted a professional development session titled “Applied Phenomenology and Ethnomethodology for Business Research,” by Mr Radhakrishnan Subramaniam which introduced faculty members to advanced qualitative research methodologies and their practical application in business and management research. The session promoted scholarly discussion on interpretive research approaches and encouraged research-driven teaching practices.

Another major activity organized under the Professional Development Program (PDP) was the session “Delivering High-Impact Formative Assessments: Utilizing AI as a Teaching Aide.” By Dr Elbert Bryan. The seminar focused on the effective integration of AI tools into formative assessment practices to improve classroom engagement, assessment quality, and continuous student learning.

Faculty members actively participated in discussions on innovative assessment strategies, AI-enhanced teaching practices, and practical classroom applications that support student-centered learning.

Additionally, the Academic Advising Team conducted an interactive orientation session titled “Quiz Your Way to Better Academic Advising,” focusing on enhancing faculty awareness of effective advising practices, academic policies, and student support services through engaging and interactive activities.

These initiatives reflect UTAS–Nizwa’s strong commitment to continuous professional development, research integration, innovation, digital transformation, and academic excellence in alignment with institutional strategic priorities and Oman Vision 2040.

Explore the pages of this latest issue of CEBA Insights to discover comprehensive details of all CEBA Professional Development Programs (PDPs) for Fall 2026.



CEBA- Nizwa Launches ASSET to Strengthen Student Academic Success





Strongly committed to student-centered learning, the College of Economics and Business Administration (CEBA), under the leadership of Dr. Mohammed Ali Ahmed Obaid, proudly launched the Academic Support and Skills Enhancement Team (ASSET)—a strategic initiative dedicated to strengthening student learning and academic performance.

ASSET was created to bridge learning gaps, enhance academic outcomes, and provide consistent support throughout students' academic journeys. Through targeted workshops, mentoring, and tutorial sessions, the initiative focuses on developing essential study and life skills. This effort is made possible through the voluntary dedication of CEBA–Nizwa faculty members who actively engage students in various ASSET interventions. Current contributors include Dr. Pravakaran Vijayan, Dr. Maria Vidal, Dr. Mohammed Abdulmadhar, Dr. Anand Mayee, Dr. Jeanette Ong Lyn, Dr. Haidar Abbas, Mr. Radhakrishnan Subramaniam, Ms. Diana Fernandes, Ms. Naseema Nazeer Ahmed, Dr. Paul Sundar, and Ms. Aminah Abd Razak. Looking ahead, Dr. Hemavathy, Ms. Habiba, Dr. Mudassir Mohammed, Dr. Ataur Rahman Farooqi, Dr. Mohammed Rafiq, Dr. Uma Maheswari, and Dr. Premkumar Arul have also expressed their commitment to delivering future student support interventions.

12 tutorial sessions were provided for at-risk students across 6 courses, and 15 student workshops supporting academic skills were delivered to 362 students during Fall 2025.

Guided by Ms. Aminah Abd Razak and Dr. Maria Vidal, ASSET commenced its mission in Fall 2025 and has already recorded encouraging outcomes. Its inaugural workshops—Improving Study Skills and Examination Preparation Strategies—attracted strong student participation and received highly positive feedback.

Upcoming sessions will address key areas such as presentation skills, time management, academic writing, and stress management, alongside continuous tutorial support for academically demanding courses.

The enthusiastic response from both students and faculty highlights ASSET's growing impact and reaffirms CEBA's vision of nurturing confident, capable, and high-performing learners.

CEBA Faculty Member Wins Best Paper Award at International Tourism Conference in Abu Dhabi



Dr. Jeanette Ong Lyn, A faculty member from the College of Economics and Business Administration (CEBA), Nizwa earned the Best Paper Award at the International Conference on Multidisciplinary Approaches to Tourism and Sustainable Development held in Abu Dhabi, UAE on January 19, 2026. The recognition highlights the growing research excellence of CEBA scholars in advancing sustainable tourism studies aligned with national and regional development priorities.

The winning paper, titled “The Evolution of Green Certification on Sustainable Travel Behaviors: Insights into Tourists’ Consciousness and Industry Support,” examines the determinants of sustainable travel behavior within the context of Oman’s transformation agenda under Oman Vision 2040.

Focusing on tourist sites in Al Dakhiliyah Governorate, the study analyzed 391 survey responses to assess how tourists’ awareness of green certifications, the clarity and accessibility of sustainability information, environmental values, trip purpose, and industry support mechanisms influence responsible travel practices.

The paper she presented reveal that clarity of sustainability information and tourists’ environmental values significantly predict sustainable behavior, while simple awareness of eco-labels alone does not produce meaningful behavioral change. The research also confirms that environmental values exert a stronger influence on leisure travelers compared to business travelers, suggesting that travel purpose moderates sustainability behavior.

By demonstrating that sustainable tourism behavior is shaped not only by individual consciousness but also by contextual and institutional support, the study offers valuable insights for policymakers, destination managers, and tourism stakeholders. The recognition at this prestigious international conference reinforces CEBA’s commitment to producing impactful research that contributes to sustainable tourism development in Oman and beyond.

CEBA Student Research Committee Achieved Full Training Targets for AY 2025–2026

The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences – Nizwa, through its Students Research Committee (SRC), successfully implemented a comprehensive series of academic and research development initiatives during the Academic Year 2025–2026. The committee operated with a clear vision of promoting academic integrity, research excellence, and industry relevance among undergraduate students.

Under the leadership of Dr. Sangeetha Natarajan, the SRC facilitated the structured execution of student research projects under GP I and GP II. The committee ensured effective coordination of project group formation, supervisor allocation, proposal evaluation, and continuous monitoring of student progress. Final project assessments were conducted through structured evaluations involving both internal and external examiners, ensuring quality assurance aligned with institutional and accreditation standards.

A key initiative of the SRC was the implementation of a comprehensive Training Needs Analysis (TNA) conducted during Fall 2025 and Spring 2026. A total of 40 CEBA students participated, providing valuable insights into their research skill gaps. The findings highlighted strong demand for training in areas such as research topic selection aligned with national priorities, plagiarism-free academic writing, research proposal development, data analysis techniques, literature review, conceptual framework development, ethical AI use in research, and statistical applications

In response to these findings, the committee designed and delivered a series of targeted training programs strategically aligned with key stages of the research process. A total of ten training sessions were conducted, covering topics such as research orientation, aligning research with Oman Vision 2040, research methodology design, statistical tools, literature review, ethical issues in research, and proposal development. These sessions were facilitated by experienced faculty members and resource persons, ensuring both academic rigor and practical relevance.

The initiatives significantly enhanced students' research competencies, equipping them with critical skills in analytical thinking, academic writing, and methodological application. The structured approach also supported timely project completion and strengthened alignment with national development priorities and global academic standards.

Notably, the Students Research Committee achieved 100% completion of all planned training activities, fully addressing the identified training needs of students. This accomplishment reflected the committee's commitment to evidence-based planning, quality academic support, and continuous improvement in student research development.

Overall, the SRC's initiatives during AY 2025–2026 demonstrated CEBA's strong commitment to fostering a research-driven academic culture, preparing students for both academic excellence and professional practice.

CEBA PDP Conducted Faculty Development Session on AI-Driven Formative Assessment

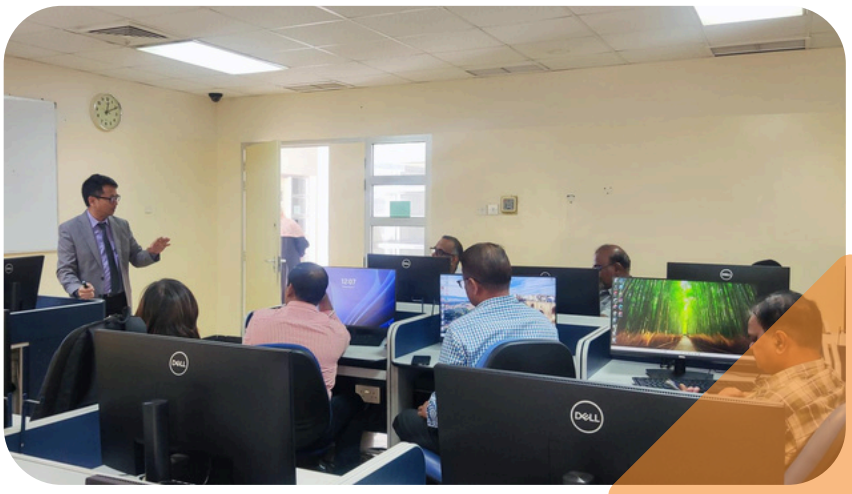


The Professional Development Program (PDP) under the College of Economics and Business Administration (CEBA) successfully conducted a faculty development session titled “Delivering High Impact Formative Assessments: Utilizing AI as a Teaching Aide” on February 17, 2026, from 12:00 p.m. to 1:00 p.m. The session was organized under the guidance of Dr. Mohammed Ali Ahmed Obaid.

The programme commenced with opening remarks by Ms. Rajani James, Lecturer and PDP Coordinator, who underscored the importance of integrating innovative assessment strategies to enhance teaching effectiveness and student engagement. She highlighted the evolving role of formative assessment in modern pedagogy.

The session was facilitated by Dr. Elbert Bryan Vidal, Lecturer in the Marketing and Logistics specialization, who provided valuable insights into the role of formative assessment in supporting continuous student learning. He also demonstrated practical approaches for incorporating artificial intelligence tools into classroom evaluation practices, enabling more dynamic and responsive assessment methods.

Key discussions during the session focused on best practices in formative assessment, common challenges in implementation, and the distinction between formative and summative assessment approaches. Participants actively engaged in the interactive Q&A segment, reflecting strong interest in adopting AI-driven formative techniques in their respective courses.



The session highlighted CEBA’s continued commitment to advancing teaching excellence through innovative, technology-enhanced learning strategies.

CEBA Promoted Student Innovation Through “Ideas That Matter” Competition at UTAS Nizwa

The University of Technology and Applied Sciences (UTAS) – Nizwa, through the College of Economics and Business Administration (CEBA), successfully conducted the “Ideas That Matter: Transform UTAS Nizwa with Your Ideas!” competition, an initiative aimed at fostering innovation and problem-solving among students.

The competition encouraged students to identify real challenges within the UTAS Nizwa campus, including areas such as student services, campus facilities, learning environments, digital systems, and sustainability. Participants were tasked with proposing research-based solutions and clearly outlining practical implementation strategies.



Students presented their ideas through a concise 3–5-minute showcase, utilizing either poster presentations or PowerPoint formats. Each presentation focused on clearly articulating the problem, the proposed solution, and the implementation approach, demonstrating both analytical thinking and practical applicability.

The event was open to all UTAS Nizwa students, who participated either individually or in teams of up to three members. Entries were evaluated based on research presentation quality, innovation of the idea, and the feasibility of the implementation plan.

Key milestones of the competition included the idea submission deadline on 10 April 2026, followed by the final presentations held on 14 April 2026. The event culminated in a prize distribution ceremony on 28 April 2026, held in conjunction with UTAS Research Day.

The initiative was organized collaboratively by the Research and Consultancy Department of UTAS Nizwa, the Department of Economics and Business Administration (DEBA), and the CEBA Business Club. The competition provided students with an opportunity to enhance their research and presentation skills, gain recognition for innovative ideas, and actively contribute to campus development.

Overall, the “Ideas That Matter” competition reflected CEBA’s continued commitment to nurturing creativity, research-driven thinking, and student engagement in shaping a more innovative and sustainable university environment.

Beyond the Thesis: Turning Postgraduate Research into Real-World Impact

Last March 12, 2026, the College of Economics and Business Administration (CEBA), Nizwa successfully organized a webinar titled “Beyond the Thesis: Turning Postgraduate Research into Real-World Impact” from 11:00 a.m. to 12:00 noon.



The session aimed to enhance postgraduate students’ understanding of how their research could generate meaningful practical and societal impact. It emphasized the importance of moving beyond academic requirements and exploring ways in which theses and dissertations can contribute to solving real-world challenges.

Participants gained valuable insights into translating research outputs into tangible benefits for industries, communities, and society at large. The webinar also highlighted strategies for increasing the relevance and applicability of postgraduate research.

The session featured Dr. Alziza Binti Yacop from University College TATI (UC TATI), Malaysia, as the guest speaker. Drawing from her extensive academic and professional experience, Dr. Yacop shared practical perspectives on transforming research into impactful outcomes beyond academia.

The initiative reflected CEBA-Nizwa’s continued commitment to promoting academic excellence while fostering innovation and real-world relevance among its postgraduate students and faculty.

CEBA Collaborates with International Universities for DT-SIG 2026 Conference

Through the guidance and effort of the CEBA Department Head, Dr. Mohammed Ali Ahmed Obaid, Mr. Ubais Parayil Iqbal, and his team, an international conference titled “Digital Transformation, Sustainability, and Inclusive Growth in Business & Social Sciences (DT-SIG 2026)” was successfully organized in collaboration with Bennett University and De Montfort University.

As communicated by the Head of Department, the conference was positioned as a valuable platform for academic engagement, research dissemination, and international collaboration. Faculty members were encouraged to contribute to the conference through their research work and actively participate in scholarly discussions.



In addition, faculty were requested to motivate and guide their project students to join the Student Research Track. This initiative aimed to provide students with meaningful academic exposure, opportunities to receive constructive feedback, and engagement with an international research community.

The conference was conducted online, with applicable registration fees in place. The event schedule included a Pre-Conference Workshop held on 21 April 2026, followed by the main conference on 22–23 April 2026. The initiative reflected CEBA-Nizwa’s continued commitment to fostering research excellence and global academic collaboration.

Best Manager Skills Competition 2026 Kicks Off at UTAS Nizwa



The much-anticipated Best Manager Skills Competition 2026 officially commenced on April 9, 2026, at the FB Building, South Campus of UTAS Nizwa, marking the beginning of an exciting journey to identify and celebrate the institution's most promising future manager.

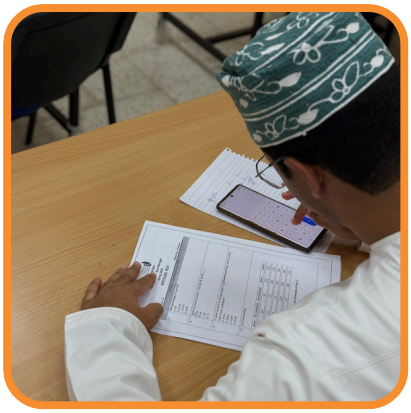
Organized annually by the Human Resource (HR) Specialization under the leadership of Dr. Sangeetha TR, Head of Unit, the competition brings together talented students from various specialization programs within the department. With the dedicated support of faculty members including Ms. Noureena A., Ms. Rajani James, Dr. Sangeetha Natarajan, Mr. Ramesh Krishna, and invited faculty from the Marketing and Accounting specializations, the event continues to grow as a flagship academic competition in CEBA Nizwa.

The opening stage of the competition tested participants through a rigorous aptitude assessment followed by an essay component designed to evaluate their critical thinking, decision-making ability, and overall management acumen. This initial round was carefully assessed by a panel of committed CEBA faculty members, ensuring a fair and thorough evaluation process.








Open to all UTAS Nizwa students, the competition not only offers exciting prizes but also provides a valuable platform for skill development, confidence building, and broadening students' professional horizons. Participants also benefited from an orientation program held earlier on March 31, 2026, which prepared them for the challenges ahead.

As the competition progresses, anticipation builds toward the final stage, where the top contenders will compete for the prestigious title of Best Manager 2026. The winner will be officially announced later on April 9, highlighting excellence in leadership, analytical thinking, and managerial competence.

With its strong emphasis on experiential learning and professional growth, the Best Manager Skills Competition continues to inspire students to develop the competencies needed to thrive in today's dynamic business environment.





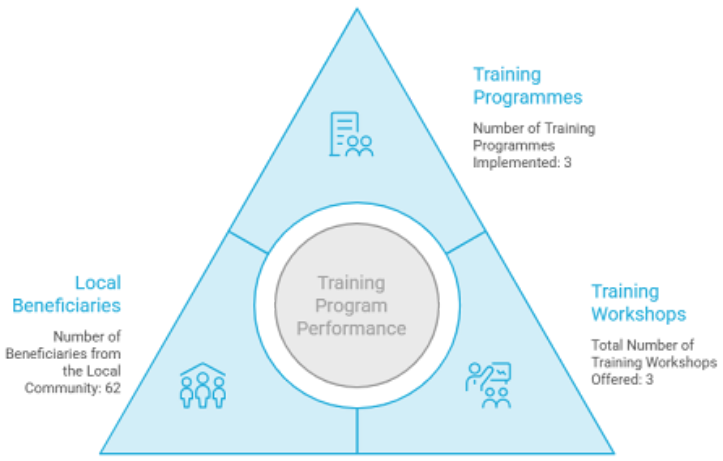



CEBA STAT SHEET

Workshops and Training Programs

Target Audience	Students	Staff	Community
Number of Programs	1	4	2

Training Program Metrics



Programme Implementation Metrics

Partner Entities

3 partner entities involved in programme implementation.

Campaigns

2 awareness, health, or environmental campaigns conducted.

Research and Publication Metrics

Peer-reviewed Papers

76 papers published in peer-reviewed journals

Collaborative Papers

57 collaborative published papers

Scientific Conferences

2 scientific conferences attended

Nizwa Branch Projects

4 research projects funded by Nizwa Branch

Research Council Projects

4 research projects funded by the Research Council

CEBA Conducted CPA Industry Visit to Enhance Students' Understanding of Consumer Protection

The College of Economics and Business Administration (CEBA) – Nizwa successfully organized a CPA Industry Visit on April 8, 2026, from 9:00 a.m. to 11:30 a.m. The activity was led by Dr. Elbert Bryan Vidal and Ms. Amina Abd Razak as part of the course BSMK2103: Communication in Practice.

The visit, conducted in collaboration with the Consumer Protection Authority (CPA), aimed to familiarize students with consumer regulations in preparation for the Responsible Consumption Convention. A total of 59 students participated in the activity, gaining first-hand exposure to real-world regulatory practices.

The program commenced with an introductory session on the role, structure, and responsibilities of the Consumer Protection Authority. This was followed by an in-depth discussion led by Mr. Mustafa Al Suleimani and his team, focusing on key laws and regulations governing consumer rights and protection. The session provided students with practical insights into how consumer protection policies are implemented and enforced.







Key topics discussed during the visit included consumer laws, regulatory frameworks, and mechanisms for safeguarding consumer rights. The engagement allowed students to connect theoretical knowledge with practical applications in the field.

The activity contributed to the development of several graduate attributes, including communication skills, teamwork and leadership, discipline-specific knowledge, creativity and innovation, entrepreneurial skills, and lifelong learning. It also strengthened students' critical thinking and problem-solving abilities through real-world exposure.

The event was successfully conducted without any major challenges. As part of future improvements, it was recommended to institutionalize the collaboration with the Consumer Protection Authority through a formal Memorandum of Understanding (MoU), further enhancing opportunities for student learning and industry engagement.

Overall, the CPA Industry Visit reflected CEBA's continued commitment to experiential learning and strengthening industry-academe linkages to better prepare students for professional practice.

CEBA Students Excel at Innovatia Competition 2026 in Ibra



Students from the College of Economics and Business Administration (CEBA) demonstrated their creativity, teamwork, and problem-solving skills at the Innovatia Competition 2026, held on 20 April 2026 at the UTAS Ibra Branch. The competition provided students with an excellent platform to showcase innovative ideas and apply their academic knowledge to practical challenges across different areas.

CEBA was represented by several student teams, including Finance Nexus, FutureHR, InovAI, and Guerilla Genius, under the guidance of their respective supervisors. The participating students worked collaboratively to develop and present their ideas, demonstrating initiative, analytical thinking, creativity, and confidence..

A notable achievement was secured by the InovAI and Finance Nexus teams, which both earned third place in their respective competition categories. The InovAI team, comprising Noor Al Maskari and Safiya Hamood Al Harrasi, was supervised by Mr. Premkumar Arul. Meanwhile, the Finance Nexus team, comprising Al Khansa Abdullah Mohammed Al-Hinaai, Mariam Abdullah Salim Al-Sulaimani, and Layali Sulaiman Khalfan Al-Harasi, was supervised by Ms. Maria Carmen.





The achievement reflects the students' dedication and the valuable support provided by their faculty supervisors. Their success at the Innovation Competition 2026 highlights CEBA's continued commitment to fostering innovation, entrepreneurship, collaboration, and experiential learning among its students. It also demonstrates the ability of CEBA students to compete confidently and successfully in platforms beyond the classroom

CEBA Hosted Webinar on Design Thinking and Innovation for MBA Students



The College of Economics and Business Administration (CEBA) conducted a webinar titled “From Empathy to Execution: Leading Innovation through Design Thinking” on April 25, 2026, from 11:45 a.m. to 12:45 p.m. The session was organized for MBA students across all batches as part of the college’s continuing efforts to enrich academic learning through expert-led engagements.

The webinar was delivered by Dr. J. Rachel Priya from the Department of Business Administration, Madras Christian College, India. The session focused on the role of empathy in driving innovation and highlighted how design thinking can be effectively applied to transform ideas into actionable solutions.

Participants engaged with key concepts on innovation leadership and practical approaches to problem-solving, gaining valuable insights into bridging creativity with execution. The session provided MBA students with an opportunity to learn from an experienced academic and broaden their understanding of contemporary management practices.

The webinar was conducted online via Microsoft Teams, ensuring accessibility and active participation from students across all MBA cohorts.

CEBA Entrepreneurship Exhibition Showcases Student Innovation



As part of the co-curricular activities of the College of Economics and Business Administration (CEBA), the Entrepreneurship course team, in collaboration with students, organized the 15th Entrepreneurship Exhibition from 26–27 April 2026 at the UTAS–Nizwa North Campus.

The exhibition was inaugurated by Dr. Mohammed Al Mamari, AVC-UTAS, in the presence of senior UTAS officials, including Dr. Faiza Al Dhali, Dr. Saif Al Bimani, and Dr. Mohammed Ali Ahmed Obaid, along with members of the Entrepreneurship course team, faculty, and administrative staff.

The two-day exhibition provided a platform for 61 student groups to showcase innovative business ideas through Business Model Canvases, prototypes, and demonstration videos. The exhibits were presented across two venues: Adam Hall, which hosted 41 groups, and Innovation Hall, which accommodated 20 groups.



The exhibition aimed to strengthen students' entrepreneurial capabilities while encouraging creativity, innovation, and practical application of business concepts. Through presenting and explaining their ideas, students developed valuable skills in teamwork, leadership, communication, negotiation, marketing, and financial management.

The event received an enthusiastic response from students, faculty, staff, and external visitors, highlighting CEBA's continued commitment to nurturing entrepreneurship and innovation among UTAS–Nizwa students.

Guest Lecture Spotlight: How Organizational Culture Shapes Employee Behavior

On Wednesday, 29 April 2026, Organizational Behavior students (Semester 2026, Sections 1 & 2) attended an engaging guest lecture titled “Organizational Culture and Its Impact on Employee Behavior in the Workplace.” Held from 10:00 a.m. to 12:00 p.m., the session welcomed 33 students and was designed as an interactive learning experience that connected classroom concepts to real workplace practice.

The lecture offered students a clear foundation in organizational culture—its meaning and the ways it can take shape in different environments. Key culture types discussed included team-oriented, supportive, competitive, and innovative cultures. Students explored how culture influences day-to-day workplace outcomes such as employee behavior, communication, teamwork, and motivation.

To bring the topic to life, the speaker shared practical, real-world examples—many drawn from organizations in Oman and the wider GCC region. The discussion also addressed common workplace challenges, including conflict management and strategies for adapting to organizational culture.

In addition, the lecture highlighted emerging trends shaping modern workplaces, such as remote work, diversity, and digital work environments. Students actively contributed by asking thoughtful questions and sharing their perspectives, making the session lively and meaningful.

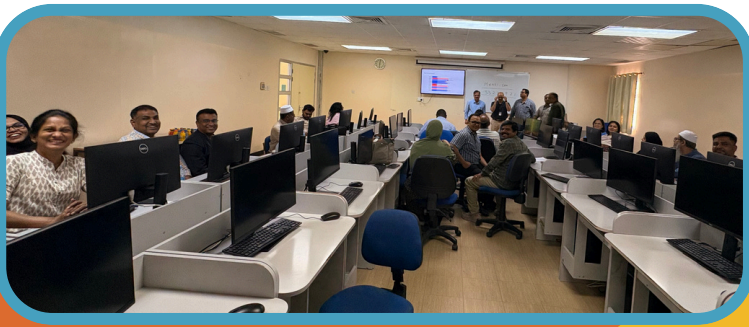
Overall, the guest lecture was informative and highly interactive, strengthening students’ understanding of how organizational culture connects theory to practical workplace applications.





DEBA Academic Advising Team Strengthened Staff Engagement Through Interactive Quiz Activity







The College of Economics and Business Administration (CEBA) – Nizwa, through its Academic Advising Team, successfully conducted a staff engagement activity titled "Quiz Your Way to Better Academic Advising" on April 30, 2026. The session took place from 10:00 a.m. to 11:30 a.m. at CR206 as part of the department's ongoing academic advising initiatives.

The event was organized by the Academic Advising Team, comprising Dr. Anand Mayee, Mr. Shivakumar Balerao, Dr. Lenin Nooney, Mr. Radhakrishnan Subramaniam, and Mr. Muruga Prakash, with active support from Mr. Ramesh Krishna and Ms. Rajani James. The activity witnessed enthusiastic participation from staff members, creating an energetic and collaborative learning environment.

The session utilized the Mentimeter platform to deliver an interactive quiz format, where live scores were displayed after each question.

This approach fostered healthy competition and maintained high levels of engagement throughout the activity. The initiative aimed to enhance awareness of academic advising practices while strengthening teamwork and collaboration among staff.

At the conclusion of the quiz, Dr. Sangeetha Natarajan emerged as the winner and was recognized for her outstanding performance. The activity contributed positively to team bonding and professional engagement within the department.

The event concluded with refreshments, providing participants with an opportunity for informal interaction and reflection. Overall, the initiative reflected DEBA's commitment to fostering a supportive and collaborative academic environment through innovative staff engagement activities.

CEBA Conducted "Tax Talk Oman" Workshop to Strengthen Industry and Community Engagement

The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences – Nizwa, successfully conducted an online industry and community engagement workshop titled "Tax Talk Oman" for employees of Bashaer Gulf Projects & Technical Services LLC on April 30, 2026. The programme was organized as part of the university's continued commitment to strengthening industry and community engagement.



The workshop was delivered by Dr. Mohamed Rafiq, Lecturer in Accounting and Finance, who served as the resource person. The session was attended by a diverse group of over 15 employees representing Finance, Human Resources, and Administration departments.

The workshop covered key aspects of the Omani taxation system, including Value Added Tax (VAT), Corporate Tax, Withholding Tax, Excise Duty, Customs Duty, Municipality Tax, Tourism Tax, and the proposed Individual Income Tax. Participants were provided with practical guidance on current tax regulations, compliance requirements, registration procedures, tax invoicing, and return filing processes.

The programme was coordinated under the Industry and Community Engagement initiative with the guidance and approval of Dr. Mohammed Ali Ahmed Obaid, Head of the Department of Economics and Business Administration (DEBA), UTAS – Nizwa.

The workshop received positive feedback from participants, who highlighted the practical relevance of the content and the clarity of presentation. The initiative reflected UTAS – Nizwa's ongoing efforts to bridge academia and industry by delivering meaningful professional development opportunities to the wider community.

CEBA Nizwa Triumphs at Research Day with Study on AI and Sustainable Tourism





At the Dhofar University 12th Annual Research Day held on 2 April 2026, a team from CEBA Nizwa earned first place for Best Undergraduate Research, highlighting academic excellence and innovation in emerging fields. Dr. Jeannette Ong Ee-Lyn and HR Bachelor student, Ms. Reem Said Abdallah Al Abdali received the award for their research paper titled “Tourists’ Adoption of AI Itinerary Planners: From Human Factor Perspectives,” which stood out among numerous student research entries.

The annual Research Day is a key academic event that showcases outstanding scholarly work across disciplines, bringing together students, faculty members, and researchers to celebrate achievements and promote a culture of inquiry. This year’s competition was particularly competitive, with participants presenting research that addressed current global trends and technological advancements.

The winning study focused on understanding how human factors influence tourists’ willingness to adopt artificial intelligence-based itinerary planning tools. As AI continues to transform the tourism industry, the research provided valuable insights into the behavioral, emotional, and cognitive aspects that affect user acceptance. By examining these human-centered dimensions, the study contributes to a deeper understanding of how technology can be designed and implemented to better serve travelers.

A key strength of the research was its strong foundation in sustainable tourism, an area of expertise for Dr. Ong. Her academic focus helped shape the direction of the study, ensuring that the integration of AI tools in tourism aligns with sustainable practices and responsible travel principles. This perspective added depth and relevance to the research, making it not only technologically significant but also socially and environmentally conscious.

The collaboration between faculty and student researcher was instrumental in achieving this success. Reem Said Abdallah Al Abdali demonstrated strong research skills, critical thinking, and dedication throughout the project, reflecting the quality of student research being developed at CEBA Nizwa. Their achievement serves as an inspiration to other students to engage in meaningful research that addresses real-world challenges.

The recognition at Dhofar University’s Research Day underscores CEBA Nizwa’s commitment to academic excellence and innovation. It also highlights the growing importance of interdisciplinary research that combines technology, human behavior, and sustainability. As AI continues to shape the future of tourism, studies like this play a vital role in guiding its responsible and effective adoption.

Experiential Learning Through Training and Community Engagement



The College of Economics and Business Administration successfully conducted a series of student-led training programs as part of the Managing and Coordinating Training course under the Business Administration specialization. The initiative was organized as part of experiential learning, community engagement, and industry collaboration activities aimed at bridging academic learning with practical workplace application.



Under the academic supervision of the course lecturer Ms Rajani James, students collaborated with various organizations including the Wali Office, Al Baawareq Investment, and the Ministry of Commerce, Industry and Investment Promotion to conduct training programs for employees and staff members. The programs focused on important workplace development areas such as Stress Management, Communication Skills, Time Management, Strategy Making, and Team Building.



As part of the initiative, students conducted structured Training Needs Analysis (TNA), developed customized training materials based on organizational requirements, delivered professionally supervised training sessions, and evaluated participant feedback to assess training effectiveness. The activities provided students with valuable practical exposure in training coordination, communication, leadership, teamwork, and professional engagement.

The initiative reflects the College's ongoing commitment to strengthening industry–academia collaboration, promoting Corporate Social Responsibility (CSR) activities, and enhancing experiential learning opportunities for students. These initiatives significantly contributed to strengthening community partnerships while preparing students with industry-relevant competencies and practical professional experience.

CEBA PDP Conducted Session on MOOC Development for Faculty

The College of Economics and Business Administration (CEBA), University of Technology and Applied Sciences – Nizwa, conducted a faculty development session titled “MOOC – Massive Open Online Courses: From Lecturer to Global Instructor” on May 7, 2026, at FB 202. The session was delivered as part of CEBA’s Professional Development Program (PDP) to support faculty in adapting to the evolving landscape of digital education.

The session addressed the growing importance of Massive Open Online Courses (MOOCs) in higher education, particularly in enhancing flexible and accessible learning. Faculty participants were provided with practical insights into the design and development of MOOCs and their role in improving teaching and learning practices at UTAS.

Key topics discussed included the fundamentals of MOOCs, principles of effective MOOC design, simple tools for course development, and an overview of major MOOC platforms and their objectives. The session also highlighted the benefits of MOOCs for faculty members, particularly in expanding their reach as educators and enhancing student engagement.

The workshop was facilitated by Dr. Nitin Goel, a Lecturer at UTAS Nizwa with over 25 years of teaching experience. Drawing from his expertise in Accounting, Finance, and General Management, he shared practical approaches to developing online modules and lectures as part of his academic and community service initiatives.

UTAS-Nizwa Hosts Landmark Convention on Responsible Consumption and Sustainable Production



The Responsible Consumption and Production Convention, held at Nizwa Hall of the University of Technology and Applied Sciences (UTAS) – South Campus, marked a significant milestone in advancing the United Nations Sustainable Development Goals (SDGs) through collaboration between the Consumer Protection Authority (CPA) – Ad Dhakiliyah Branch and the College of Economics and Business Administration (CEBA), UTAS-Nizwa. Held on 5th May 2026, at the Nizwa Hall, South Campus, UTAS, Nizwa, the event mustered almost 300 guests coming from schools, government offices and CEBA's faculty and staff.



The convention was the result of more than five months of dedicated planning and coordination between Dr. Mohammed Ali Ahmed Obaid, Head of Department of CEBA, UTAS-Nizwa, and Mr. Mustafa Al Suleimani, Head of the Market Control and Regulations Department of CPA – Ad Dhakiliyah. Their shared vision aimed to strengthen awareness of responsible consumption and sustainable production practices among students and the wider community.



The program featured insightful keynote discussions from Mr. Salim bin Abdulrahman Al Ismaili of the General Directorate of Education, who highlighted the importance of Green Schools Initiatives in fostering environmental responsibility among young

learners, and Ms. Fatma bint Mohammed Marhoon Al Masroui from Ad Dhakiliyah Municipality, who emphasized sustainable community practices and environmental stewardship.

The success of the event was further supported by the Steering Committee composed of Dr. Elbert Bryan Vidal, Ms. Aminah Abd Razak, Ms. Habiba Al Salti, Ms. Turkiya Al Busaidi, Dr. Premkumar Arul, and Mr. Sibi Abraham, who ensured the smooth and effective implementation of the entire program.

One of the major highlights of the convention was the Responsible Consumption and Production Exhibit, which showcased student-led communication initiatives promoting the SDG agenda. The exhibit featured a wide range of awareness campaigns and educational topics, including the 3Rs: Recycle, Reuse, and Repurpose; Safe Toys; Plastic-Free Future; Understanding Tire Labels; Deceptive Advertising and Promotions; Food Loss and Food Waste; Think Before You Buy; Basic Consumer Rights; Cosmetics and Personal Products; Energy Efficiency in Everyday Life; and GCC Product Labeling Guidelines.

The event achieved remarkable participation, attracting more than 100 primary school students, numerous heads of departments from various government entities in Nizwa, as well as UTAS faculty members and students. The overwhelming success of the convention has encouraged both the CPA and UTAS to continue organizing similar initiatives in the future to further promote sustainability and the SDG agenda across the Sultanate.



SCHOLARCON

National Student Research Conference
CEBA, UTAS-Nizwa

December 9, 2026

Nizwa Hall, UTAS, South Campus

Industry Partners

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