



UNIVERSITY COLLEGE OF BAHRAIN  
Scientific Research Council (SRC)

UCB RESEARCH REPORT  
ACADEMIC YEAR 2021 - 2022

## TABLE OF CONTENTS

No	TITTLE	PAGE
1	Message from the Secretary General – SRC	3
2	Composition of the Committees	5
3	Minutes of Meetings	6
4	Achievements & Key Action Taken	7
	4.1. Statistics of Research Publication AY 21-22	7
	4.2. Major Research Publications	10
	4.2.1. Journal Articles for AY 21-22	10
	4.2.2. Book Chapters for AY 21-22	14
	4.2.3. Conference Proceedings for AY 21-22	16
	4.3. Other Research Achievements	18
	4.3.1. Best Paper Award	18
	4.3.2. Articles Published in Media (Newspapers/Magazine)	18
	4.3.3. Keynote Speeches	18
	4.4. UCB Research Dialogue	<b>20</b>
<b>5</b>	Improvement Plan	<b>21</b>

# 1. MESSAGE FROM THE SECRETARY GENERAL – SCIENTIFIC RESEARCH COUNCIL (SRC)

This report is a UCB's research report that comprises of scientific research in the forms of journal articles, book chapters, and conference proceedings published by our faculty members during academic year 21-22. The University College of Bahrain aims to build national and international research reputation by encouraging faculty members to conduct more scientific research activities that is aligned with Bahrain's National Strategy.

The report also includes research awards, articles published in magazines/newspapers, and keynote speeches by our faculty members. The new event UCB Research Dialogue has been introduced in this AY to disseminate faculty's research work and encourage research activities by faculty members. A total of three UCB research dialogue has successfully held in AY 21-22. The SRC in cooperation MBA programme also organize a workshop on "guide to write a thesis/business project for MBA students" and a workshop on "thesis/business project supervision for supervisors".

The University has a total of 24 major research publications in the forms of journal articles, book chapters, and conference proceedings for AY 21-22. Besides, a total of 11 other research achievements (best paper award, articles published in media, and keynote speeches) are obtained in prevailing academic year. It is worth to mention that all of those research publications by our faculty members are associated with the University College of Bahrain.

The focus areas of research at UCB are:

- Business and Management  
Includes and not limited to business administration, management studies, marketing, human resource management, operations management, entrepreneurship, economics, accounting, finance, banking and financial markets, and Islamic banking and finance.
- Information Technology

Includes and not limited to management information system, software, computer network, big data, data mining, artificial intelligence, cloud computing, data analytics, and machine learning.

- Communication and Multimedia

Includes and not limited to public relations, mass communication, journalism, digital communication, corporate communication, graphic/animation, and media/multimedia.

- General Studies

Includes and not limited to humanities, cultural studies, political sciences, history, sociology, business ethics, women studies, and Bahrain studies.

**Secretary General of Scientific Research Council**

**AY2021-2022**



Dr. Muhammad Rizky Prima Sakti

## 2. COMPOSITION OF THE SRC COMMITTEES – AY21-22

SRC Members	Designation	Department
1) Dr Muhammad Rizky	Chairperson (Secretary General of SRC)	Business Administration
2) Dr Nandita Sengupta	SRC Members	Information Technology
3) Dr Shema Bukhari	SRC Members	Communication & Multimedia
4) Dr Adel Sarea	SRC Members	Business Administration
5) Director of HR, Finance and Administration	SRC Members	
6) Student representative (to be chosen by the Committee)	SRC Members	

### **3. MINUTES OF MEETINGS**

(Will be provided upon request)

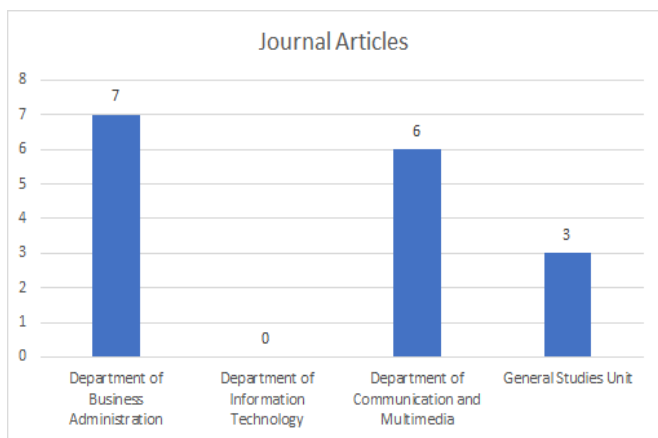
## 4. ACHIEVEMENTS AND KEY ACTION TAKEN

### 4.1. Statistics Of Research Publications

- Major Research Publications

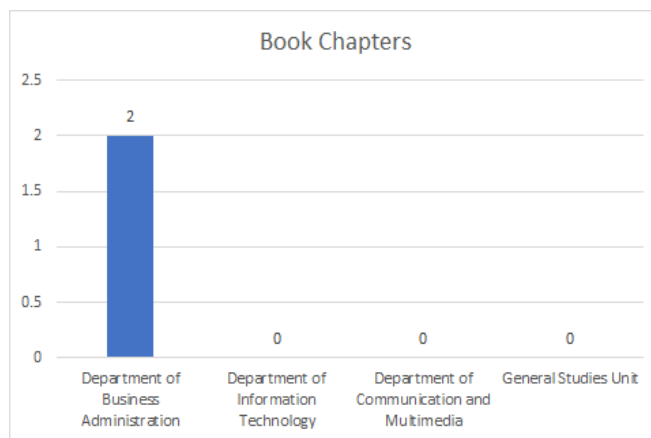
Title	Department of Business Administration	Department of Information Technology	Department of Communication and Multimedia	General Studies Unit	Total
Journal Articles	7	0	6	3	16
Book Chapters	2	0	0	0	2
Conference Proceedings	1	1	4	0	6
<b>Total</b>	<b>10</b>	<b>1</b>	<b>10</b>	<b>3</b>	<b>24</b>

The details of major research publications are shown in the figures below.



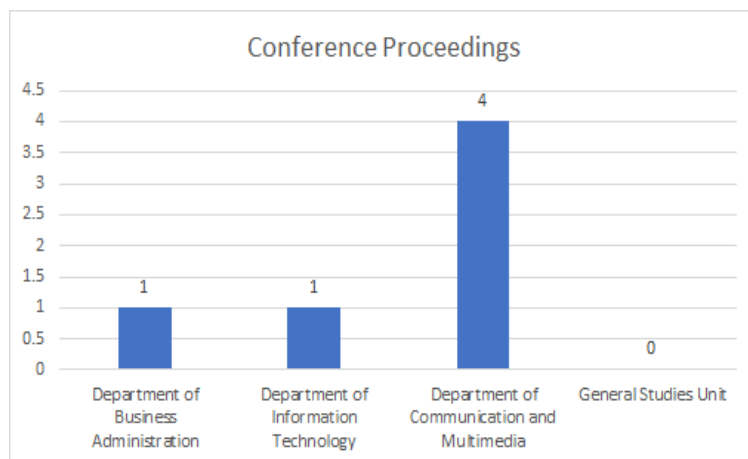
**Figure 1.**

Published journal articles for AY 21-22



**Figure 2.**

Published book chapters for AY 21-22



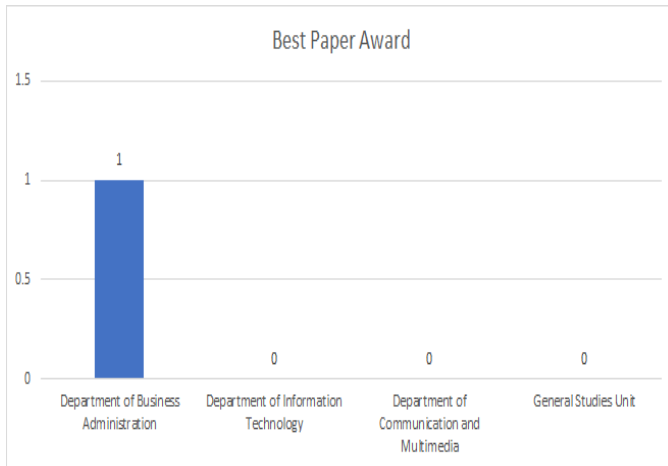
**Figure 3.**  
Published conference proceedings for AY 21-22

- Others Research Achievements

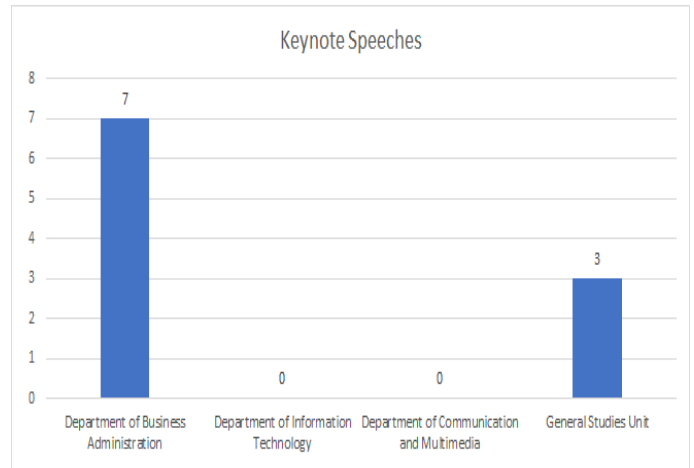
Title	Department of Business Administration	Department of Information Technology	Department of Communication and Multimedia	General Studies Unit	Total
Best Paper Award	1	0	0	0	1
Articles Published in Media	0	0	0	0	0
Keynote Speeches	7	0	0	3	10
<b>Total</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>11</b>



The details of other research achievements can be seen in figures below.



**Figure 4.**  
Best Paper Award for AY 21-22



**Figure 5.**  
Keynote Speeches for AY21-22

## 4.2. MAJOR RESEARCH PUBLICATIONS FOR AY 21-22

### 4.2.1. Journal Articles for AY 21-22

- Department of Business Administration

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Economic policy uncertainty of China and investment opportunities: a tale of ASEAN stock markets	Journal of Economics, Finance and Administrative Science	Dr. Muhammad Rizky Prima Sakti	HMT Thaker, MAMT Thaker, <b>MRP Sakti</b> , I Sifat, AA Pitchay, HI Hussain		2022	SCOPUS Q2
2	Does the Islamic Label Indicate Good Environmental, Social, and Governance (ESG) Performance? Evidence from Sharia-Compliant Firms in Indonesia and Malaysia	Borsa Istanbul Review	Dr. Muhammad Rizky Prima Sakti	Qoyum, A., <b>Sakti M.R.P.</b> , HMT Thaker, RU AlHashfi	22 (2), 306-320	2022	SCOPUS Q2
3	Determination of The Ujrah of Gold Paid Goods at Mandiri Sharia Bank (BSM) Batusangkar	URIS (Jurnal Ilmiah Syariah)	Dr. Muhammad Rizky Prima Sakti	E Elimartati, <b>MRP Sakti</b> , HR Utamy, UA Rifmadani	20 (2), 259-267	2021	DOAJ, CrossRef
4	Factors Influencing Islamic Financial Inclusion in Indonesia: A Structural Equation Modelling Approach	ICR Journal	Dr. Muhammad Rizky Prima Sakti	MM Ali, A Devi, H Bustomi, <b>MRP Sakti</b> , H Furqani	12 (2), 249-274	2021	DOAJ, CrossRef

5	Determinants of Women's Presence on the Boards of Directors in Emerging Markets: Evidence from GCC Listed Companies.	Competitiveness Review	Dr. Reem Hamdan	<b>Hamdan, R.,</b> Hamdan, A., Alareeni, B.	Vol. 17, No. 1, Pp. 37-48	2022	SCOPUS Q2
6	Increasing female participation on boards: Effects on sustainability reporting	International Journal of Finance and Economics	Dr. Reem Hamdan	Buallay, A., <b>Hamdan, R.,</b> Elisabetta, B., and Hamdan, A	Vol. 27, No. 1, Pp. 111-	2022	SCOPUS Q2
7	Presence of women on Boards in industrial firms: Evidence from GCC countries financial markets	International Journal of Management Science & Engineering Management	Dr. Reem Hamdan	Hamdan,R; Nasrallaj, N; El Khoury, R; Hamdan, Alareeni, B	17(1) pp. 37-48	2022	SCOPUS Q2

- **Department of Information Technology**

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Nil						

- **Department of Communication and Multimedia**

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Digital platforms as new modes of communication: Case study of online learning experience during COVID-19 in university college of Bahrain.	Journal of Islamic Countries Society of Statistical Sciences (J-ISOSS)	Dr. Shema Bukhari	M. Bukhari, S., Ghaznavi, Q., Tariq	183-198	2021	Google Scholar

2	Decline of Pakistani Film Industry	Journal of Islamic Countries Society of Statistical Sciences (J-ISOSS)	Dr. Shema Bukhari	S. Tariq, M., Muhammad, J. A., Manzoor, S., Khan, A. W., & <b>Bukhari</b>	7(2). 219–233	2021	Google Scholar
3	Seeking Safe Haven'- Plight of World refugees and Media Voicing: Glimpses of American and Pakistani media	Turkish Online journal of Qualitative Inquiry	Dr. Shema Bukhari	Khan, S., Aslam, M J., Hussain, T., <b>Bukhari, S.</b> , Tareen, M K., Tariq, M.	12(9): 3177 – 3190. e-ISSN 1309-6591.	2021	Google Scholar
4	The Role of Nurturing Technopreneurship Education and Building University Students' Entrepreneurial Mindsets and Skill Sets in Fostering Digital Innovation and Augmenting the Tech Start-Up Ecosystem in Bahrain.	International Journal of Learning, Teaching and Educational Research	Ms. Yasmina Zaki	Al Hashimi, S., <b>Zaki, Y.</b> , Al Muwali, A., & Mahdi, N	20(6), 152-173.	2021	SCOPUS
5	The role of support organizations in Bahrain in enhancing nascent tacheometrical growth and innovation; a multiple-case study analysis of innovative Bahraini tech-startups	International Journal of Entrepreneurship	Ms. Yasmina Zaki	Hashimi S A., Gharbi K., Mahdi N., <b>Zaki Y.</b> , Muwali A A. (	26(3), 1-30.	2022	SCOPUS
6	Art and Design Assessment and Feedback Practices in the Online Classroom in Higher Education	The International Journal of Assessment and Evaluation	Ms. Yasmina Zaki	Al Hashimi, Sama'a , Yazan Alamarat, and <b>Yasmina Zaki.</b>	29 (1): 67-87	2022	SCOPUS

- General Studies Unit

No	Title of the paper	Journal Tittle	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	The Cause and Impact of Child Labor on a Child's Short and Long-Term Health	World Journal of Research and Review (WJRR)	Ms. Shemily p. John	Ms. <b>Shemily. P. John</b> , Dr. K.R. Murugan S.	13(4). 07-13	2021	DOAJ
2	Women and their style of Leadership: Concept and Opportunity in the Globalized World	Sambodhi ISSM No. 2249-6661	Ms. Shemily p. John	Ms. <b>Shemily. P. John</b>	Vol-43- No.04	2021	DOAJ
3	Conditions & Problems of Female Domestic Workers In The Kingdom of Bahrain: A Sociological Study	International Journal of Research and Analytical Reviews	Ms. Shemily p. John	Ms. <b>Shemily. P. John</b>		2021	DOAJ

## 4.2.2. Book Chapters for AY 21-22

- Department of Business Administration

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher
1	Enhancing the Creativity of Employees in the Education Sector During COVID-19 Pandemic: The Role of Rewards	Explore Business, Technology Opportunities and Challenges After the Covid-19 Pandemic	Dr. Maryam Hashem	Hashem, M; Galler; AIDhaen, E.	2022	Springer
2	Editorial, Preface	<i>Studies in Computational Intelligence</i> , 2022, 1037, pp. vii–viii	DR. Reem Hamdan	Hamdan, A., Harraf, A., Arora, P., Alareeni, B., Hamdan, R.K.	2022,	Springer

- Department of Information Technology

No	Title of the Book Chapters	Title of the Book	UCB Member	Authors	Year	Publisher
	Nil					

- Department of Communication and Multimedia

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher
	Nil					

- General Studies Unit

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher
	Nil					

### 4.2.3. Conference Proceedings for AY 21-22

- **Department of Business Administration**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year
1	Enhancing the Creativity of Employees in the Education Sector During COVID-19 Pandemic: The Role of Rewards	Dr. Maryam Hashem	Hashem, M; Galler; AIDhaen, E.	International Conference on Business and Technology	2022

- **Department of Information Technology**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year
1	Deep Learning-Driven Intrusion Detection Systems for Smart Cities-A Systematic Study	Dr. Nandita Sengupta	Ramya Chinnasamy, Subramanian Malliga	6th IET SMART CITIES SYMPOSIUM, 6-8 December 2022 Bahrain	2022

- **Department of Communication and Multimedia**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year
1	Social Media Warriors: A Case Study of Memes on Ukraine Government Twitter Account.	Dr. Shema Bukhari	Bukhari, S.	International Conference on Humanities, Social and Education Sciences (iHSES) at Los Angeles, USA – 21-24 April 2022	2022



2	Freedom of expression and social responsibility on social media: A Case Study of University Students in Pakistan.	Dr. Shema Bukhari	Tariq, M., Khan, S., Gilani, S., Bukhari, S.,	International Conference on Media and Communication "Freedom of Expression and Social Responsibility". The Islamia University of Bahawalpur, Pakistan. December 13-14, 2021	2021
3	Is Second Screening Responsible for Protests? – A Case Study of Ayesha Akram Incident on 14th August 2021 in Pakistan	Dr. Shema Bukhari	Bukhari, S.	5th International Academic Conference - Economics, Business and Contemporary Issues in Social Science. MIRDEC & GLOBECOS at Istanbul – 29 to 30 November 2021	2021
4	Memetic Warfare: Case Study of Memes in Pakistani Social Media during February 2019	Dr. Shema Bukhari	Bukhari, S.	6th International Academic Conference on Humanities and Social Sciences at Paris. 19-21 November 2021	2021

- **General Studies Unit**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year
	Nil				

### 4.3. OTHER RESEARCH ACHIEVEMENTS FOR AY 21-22

#### 4.3.1. Best Paper Award

No	Title of the Award	UCB Member	Department	Authors	Name of the Granter	Year
1	University of Sharjah award for best PhD thesis in the Arab world 2022	Dr. Reem Hamdan	Business Administration	Hamdan, R.K	University of Sharjah	2022

#### 4.3.2. Articles Published in Media (Newspapers/Magazine)

No	Title of Article	UCB Member	Department	Authors	Newspaper/Magazine	Year
	Nil					


#### 4.3.3. Keynote Speeches

No	Title of Speech	Keynote Speaker	Department	Name of the Event & Organizer	Date
1	Risk Management & Islamic Finance	Dr. Muhammad	BA Dept	Universitas Hamka, Indonesia	July 2021
2	Current issues and research in Islamic banking & finance	Dr. Muhammad	BA Dept	Doctorate Programme, Universitas Andalas Indonesia	Aug 2021
3	The best practices and development of Islamic economics and finance in GCC	Dr. Muhammad	BA Dept	ISEFID Indonesia	Sep 2021
4	In the aftermath of covid-19 pandemic the roles of Islamic banking & finance in achieving SDGs	Dr. Muhammad	BA Dept	IAIN Kudus	Sep 2021
5	In the aftermath of covid-19 pandemic the	Dr. Muhammad	BA Dept	STKIP PGRI Indonesia	Sep 2021

	roles of Islamic banking & finance in Indonesian Economy				
6	Digital economy and fintech from Islamic perspective	Dr. Muhammad	BA Dept	UNP Indonesia	Sep 2021
7	Being an expert in Islamic finance	Dr. Muhammad	BA Dept	Pontianak, Indonesia	Oct 2021
8	A sleeping giant stirs the drive of Indonesia become the world prominent leader in Islamic finance	Dr. Muhammad	BA Dept	UIN KHAS Indonesia	Mar 2022
9	Risk management & Islamic finance	Dr. Muhammad	BA Dept	IAEI Sudan	Apr 2022
10	A Good Academic Writing Basic Trips & Principles	Dr. Muhammad	BA Dept	UCB	Apr 2022
11	Know Yourself Better	Dr. Shemily	General Studies Unit	Women's Forum, St. Jude's College, Thoothoor, Tamil Nadu, India	<b>Nov 2021</b>
12	Communication Skills for Excellence in Life	Dr. Shemily	General Studies Unit	Safaliaath Education and Career Call	Jan 2021
13	Challenges of Women in the Present ERA	Dr. Shemily	General Studies Unit	International Webinar on Women in Leadership roles Sree Ayyappa College for Women	Mar 2021


## 4.4. UCB RESEARCH DIALOGUE

No	UCB Research Dialogue Series	Date	Presenter	Research Title
1	1 <sup>st</sup> series	9 <sup>th</sup> Dec 201	Dr. Shema Bukhari	Is second screening responsible for protest? A case study of Ayesha Akram Incident on 14 <sup>th</sup> August 2021 in Pakistan
2	2 <sup>nd</sup> series	3 <sup>rd</sup> Feb 2022	Ms. Yasmina Zaki	Art and design assessment & feedback practices in the online classroom in higher education
3	3 <sup>rd</sup> series	14 <sup>th</sup> Apr 2022	Dr. Maryam Hashem	Enhancing the Creativity of Employees in the Education Sector During COVID-19 Pandemic: The Role of Rewards


  
 For registration  
[www.ucb.edu.bh](http://www.ucb.edu.bh)

**UCB Research Dialogue**  
1<sup>st</sup> Edition


Thursday, December 9th, 2021. 11:00 am



**Dr Shema Bukhari**  
Assistant Professor


She will be presenting her recent published research entitled

Is Second Screening Responsible for Protests? – A Case Study of Ayesha Akram Incident on 14th August 2021 in Pakistan


  
 For registration  
[www.ucb.edu.bh](http://www.ucb.edu.bh)

**UCB Research Dialogue**  
2<sup>nd</sup> Edition


Thursday, February 3rd, 2022. 10:00 am



**Ms. Yasmina Zaki**  
Lecturer


She will be presenting her recent published research entitled

Art and Design Assessment & Feedback Practices in the Online Classroom in Higher Education


  
 For registration  
[www.ucb.edu.bh](http://www.ucb.edu.bh)

**UCB Research Dialogue**  
3<sup>rd</sup> Edition

Thursday, April 14th, 2022. 10:00 am



**Dr. Maryam Hashem**  
Assistant Professor at BA Department

She will be presenting her recent published research entitled

"Enhancing the creativity of employees in the education sector during COVID-19 pandemic: the role of rewards"

## 5. IMPROVEMENT PLAN

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date
1	Monthly UCB Research Dialogue	Conduct a regular monthly UCB Research Dialogue starting from Nov	Fall until Summer 22-23	Eight events of UCB Research Dialogue	June 2023
2	Research clinics for faculty members	<ul style="list-style-type: none"> <li>- Case study approach for postgraduate</li> <li>- Bibliometric literature review</li> </ul>	Fall – Summer 22-23	Two events of research clinics	June 2023
3	Thesis/business project supervision workshop	Supervision workshop for supervisors and students	Fall 22-23 Spring 22-23	Two events of thesis supervision workshop	May 2023
4	Agreement with other universities with regard to the research collaboration	MoU / Agreement with universities at regional- and international-level	Fall 22-23 Spring 22-23	Two agreements	May 2023
5	UCB Conference on business, communication, and IT	Collaborative conference with other regional-global-institutions	Spring 22-23 Fall 23-24	Organized a successful conference	Oct 2023