



UCB RESEARCH REPORT

AY 2022 - 2023

Scientific Research Council (SRC)

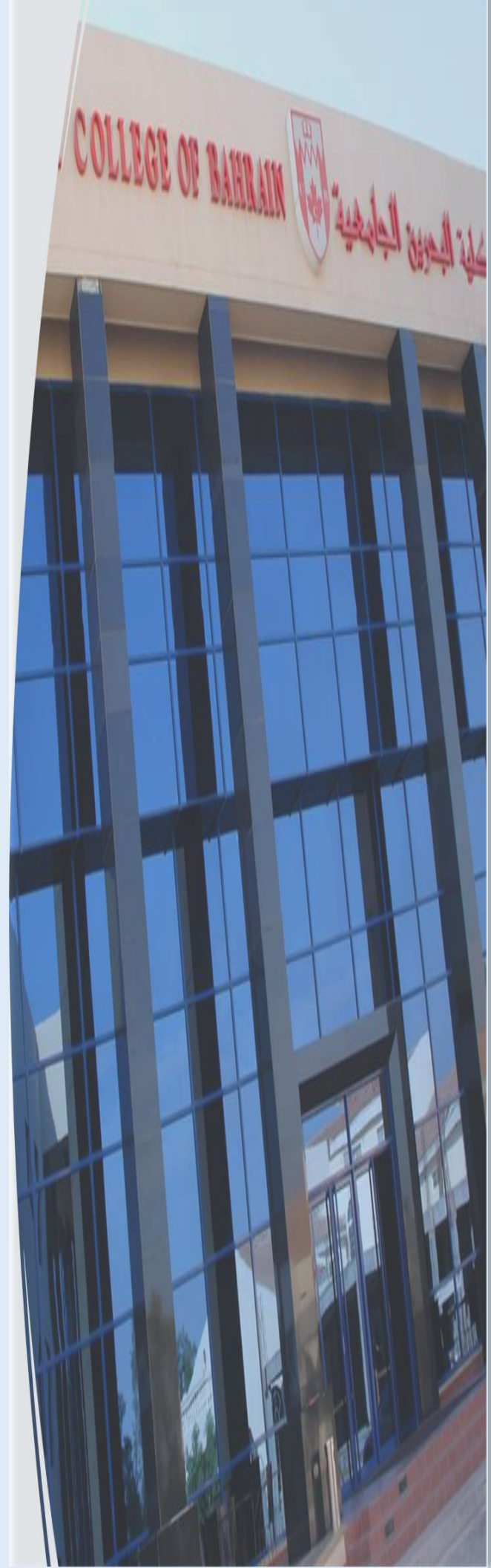


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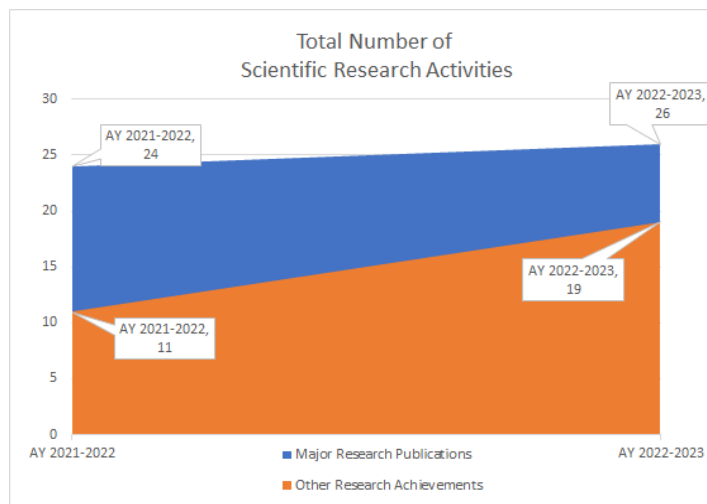
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Message - Secretary General of Scientific Research Council (SRC)

The Scientific Research Council (SRC) at University College of Bahrain places great emphasis on research, scholarship, and innovation with a view to achieve greater alignment with Bahrain’s Vision 2030. The SRC has made various initiatives of scientific research and spreading the culture of research among faculty, students, and staff, that consequently contribute to community, society, and economic development. In coordination with academic department and other committees, such initiatives supporting excellence in research and innovation, and endeavors to increase international publication in high-ranked indexed journals.

The UCB research report is an annual report that comprises of scientific research in the form of journal articles, book chapters, and conference papers published by our faculty members during the academic year 2022-2023. The report also includes research awards, articles published in magazines/newspapers, and keynote speeches at international conferences. The event UCB Research Dialogue has been introduced to disseminate faculty’s research work and encourage research activities by faculty members. The SRC in cooperation MBA programme and Community Engagement Committee also organize a workshop on “guide to write a thesis/business project for MBA students”, workshop on “thesis/business project supervision for supervisors”, research ethics workshop, SPSS workshop, and literature review workshop.

The University has a total of 26 major research publications in the form of journal articles, book chapters, and conference papers in AY 22-23, as compared to 24 major research publications in AY21-22. Besides, a total of 19 other research achievements (research awards, articles published in media, and keynote speeches) are achieved in AY22-23, as compared to 11 other research achievements in AY21-22. Figure below shows total number of scientific research publications for the past two academic years.



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, sustainability, entrepreneurship, economics, accounting, finance, banking and financial markets, and Islamic banking and finance.
- Information Technology
Includes and not limited to management information system (MIS), software, computer network, big data, data mining, artificial intelligence, cloud computing, internet of things (IoT), data analytics, and machine learning.
- Communication and Multimedia
Includes and not limited to public relations, mass communication, journalism, digital communication, digital marketing, 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's studies.

Secretary General of Scientific Research Council



Dr. Muhammad Rizky Prima Sakti

1. COMPOSITION OF THE SRC COMMITTEES – AY2022-2023

SRC Members	Designation	Department
1) Dr Muhammad Rizky Prima Sakti	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 Malak Aoun	SRC Members	Business Administration

2. MINUTES OF MEETINGS

(Will be provided upon request)

3. ACHIEVEMENTS AND KEY ACTION TAKEN

3.1. Statistics of Research Publications

- Major Research Publications

Title	Department of Business Administration	Department of Information Technology	Department of Communication and Multimedia	General Studies Unit	Quality Assurance	Total
Journal Articles	4	2	2	0	1	9
Book Chapters	1	0	0	0	0	1
Conference Papers	10	4	2	0	0	16
Total	15	6	4	0	1	26

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

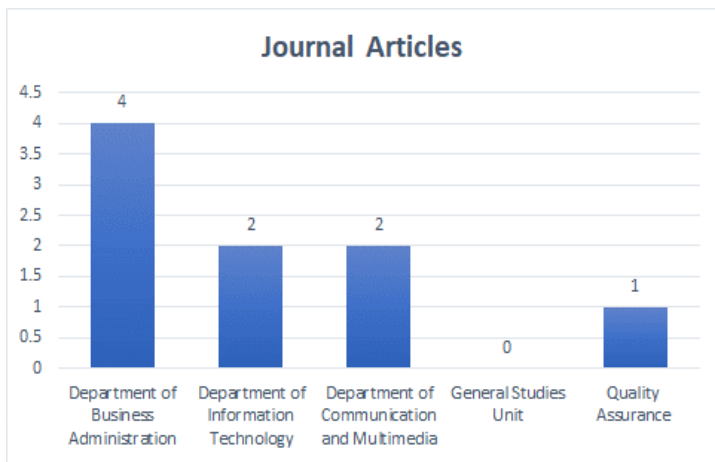


Figure 1.

Published journal articles in AY 22-23

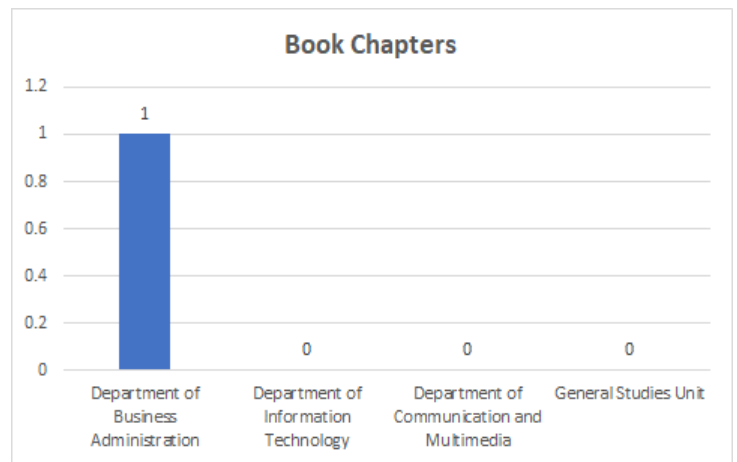


Figure 2.

Published book chapters in AY 22-23

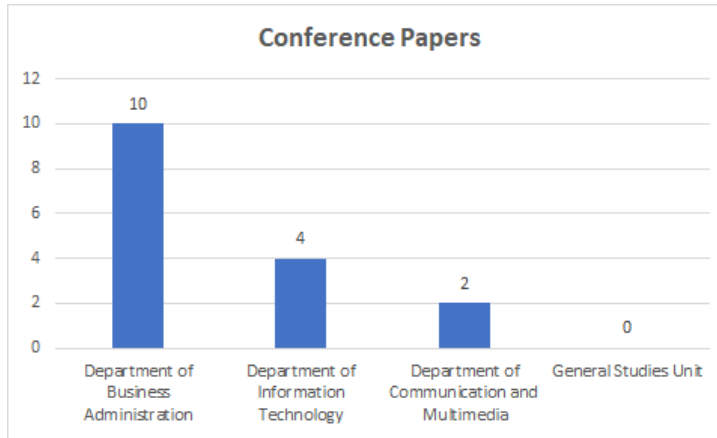


Figure 3.
Published conference papers in AY 22-23

- Others Research Achievements

Title	Department of Business Administration	Department of Information Technology	Department of Communication and Multimedia	General Studies Unit	Total
Research Award	3	1	0	0	4
Articles Published in Media	0	0	0	5	5
Keynote Speeches	8	0	0	2	10
Total	11	1	0	7	19

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

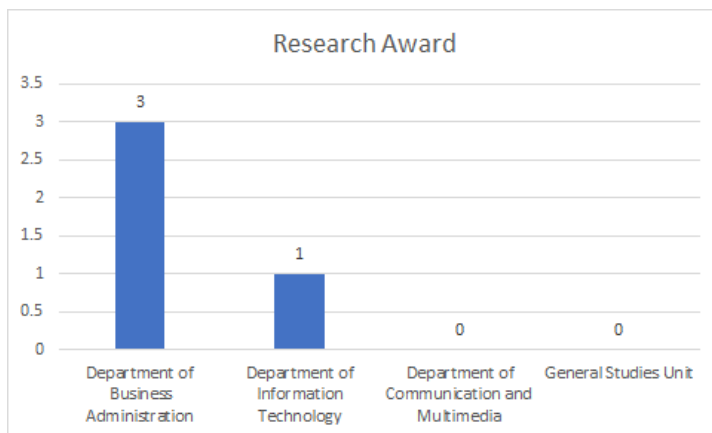


Figure 4.
Research Award in AY 22-23

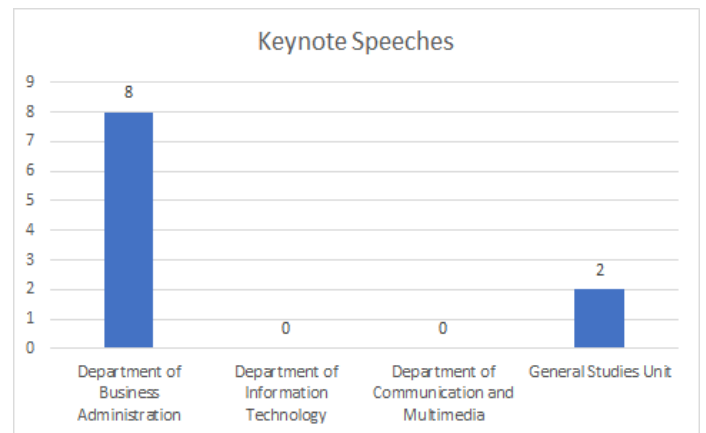


Figure 5.
Keynote Speeches in AY22-23

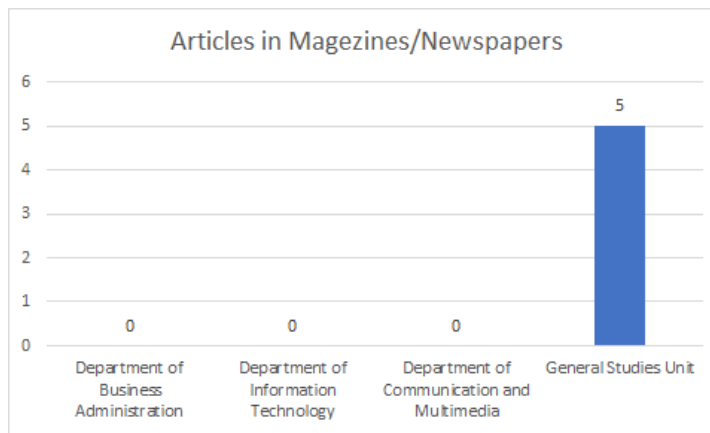


Figure 6.
Articles in Magazine/Newspaper in AY 22-23

3.2. Major Research Publications in AY 22-23

3.2.1. Journal Articles in AY 22-23

- Department of Business Administration

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Testing the Conditional Correlations and Volatility Spillovers between US and ASEAN Islamic Stock Markets: A Multivariate GARCH Analysis	Global Review of Islamic Economics and Business	Muhammad Rizky Prima Sakti	Hidayat, SE, Al-Hadrami, Sakti, MRP	Vol 10, Issue 1	2023	DOAJ, Google Scholar
2	Marketing and entrepreneurship: challenges and opportunities	Journal of Strategic Marketing	Reem Hamdan	AlAreeni. B: Hamdan; A; Hamdan; R; Shoaib, HM..		2022	SCOPUS
3	Incorporation of artificial intelligence, Big Data, and Internet of Things (IoT): an insight into the technological implementations in business success	Journal of Decision Systems	Reem Hamdan	AlAreeni. B: Hamdan; A; Hamdan; R; Dahlan, MA		2022	SCOPUS
4	العوامل الداخلية والخارجية المؤثرة في تواجد المرأة في مجالس إدارة الشركات المساهمة العامة: دراسة تطبيقية مقارنة في الامارات والكويت وعمان	Journal of Public Administration	Reem Hamdan	Hamdan, R; Hamdan; A.	Vol. 62	2022	E-Maarefa

- Department of Information Technology

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Nonparametric method of topic identification using granularity concept and graph-based modeling	Neural Computing and Applications	Nandita Sengupta	Ganguli, I.,Sil, J., Sengupta, N.	Vol 35, Issue 2, Pages 1055-1075	2023	SCOPUS

2	Segmentation on remote sensing imagery for atmospheric air pollution using divergent differential evolution algorithm	Neural Computing and Applications	Meera Ramadas	Ramadas, M; Abraham, A.	Vo. 35, Issue 5; Pages 3977-3990	2023	SCOPUS
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• **Department of Communication and Multimedia**

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Studying the Relationship between Artificial Intelligence and Digital Advertising in Marketing Strategy	Journal of Content, Community and Communication	Manish Verma	Sabharwal, D., Sood, R.S. Verma, M.	Volume 16, Issue 8, Pages 118-126	2022	SCOPUS
2	Evaluating the Pedagogical Usability of Learning Management Systems in Art & Design Educational Settings	International Journal of Design Education	Yasmina Zaki	Al-Hashimi, S; Hussain, A; Zaki, Y; Ghurbal, M	Vol 18, Issue 1	2023	SCOPUS

• **General Studies Unit**

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Nil						
2							
3							

• **Quality Assurance & Accreditation Office (QAAO)**

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Development and Validation of a University Governance Index for the Higher Educational Institutions in Oman	International Journal of Interdisciplinary Organizational Studies	Sandhia Valsala	Sawafi, Banneheka, Hashim , Valsala, S; Noushad	Vol. 18, Issue 2	2023	SCOPUS

3.2.2. Book Chapters in AY 22-23

- **Department of Business Administration**

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Board Interlocking, Knowledge Sharing and Firm Performance	From Industry 4.0 to Industry 5.0	Reem Hamdan	Hamdan, R.; Hamdan; AlAreeni, B	2023	Springer	SCOPUS

- **Department of Information Technology**

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

- **Department of Communication and Multimedia**

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

- **General Studies Unit**

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

3.2.3. Conference Papers in AY 22-23

- Department of Business Administration

No	Title of the Paper	UCB Member	Authors	Name & Venue of the Conference	Year	Indexed
1	Financing for start-ups and sustainable business in the GCC region: insights from angel investors	Shaikh Khalid Al-Khalida; Muhammad Rizky Prima Sakti	Al-Khalifa, K.; Sakti, MRP	Gulf Research Meeting (GRM) Conference University of Cambridge, UK	2023	
2	Leadership perception of improvisational competencies in Lebanon	Rana Sawaya	Sawaya, R.	23rd International conference and doctoral consortium Lyon, France	2023	
3	Recent SDGs and ESG implementation by Qatar	Muhammad Rizky Prima Sakti	Thaker, H; Sakti, MRP, Qoyum, A.	Conference on ESG Investments in East and Southeast Asia University of Kitakyushu, Japan.	2023	SCOPUS
4	Islamic financing for refugees and immigrant communities: unlocking potential capital from Middle Eastern perspective	Muhammad Rizky Prima Sakti; Rana Sawaya	Sakti, MRP; Sawaya, R.	Conference on Financial Environment for Refugees and Immigrant Communities: Islamic finance in action Al-Maktoum College of Higher Education, Dundee, Scotland UK.	2023	SCOPUS
5	The impact of presenteeism on employee productivity among Kingdom of Bahrain's employees in the banking sector	Reem Hamdan; Rana Sawaya	Hamdan, R; Sawaya, R; Seyadi, S.	6th Equal Opportunities Conference Wyndham Grand Manama, Kingdom of Bahrain	2023	SCOPUS
6	The contribution of ISO standards to the sustainable development goals: a comparative study between the 2021 SDG index scores and ISO survey	Malak Aoun, Muhammad Rizky Prima Sakti	Aoun, M; Sakti, MRP	Sustainable Innovation in Management in the Digital Transformation Era (SIMDTE) International Conference University of Technology Bahrain, Manama, Kingdom of Bahrain	2023	SCOPUS

7	Do Green Human resource practices affect firm's performance: the case of the telecommunication companies in Bahrain	Muhammad Rizky Prima Sakti	Al-Hadrami, A; Sakti, MRP	The International Conference on Global Economic Revolutions (ICGER) Sharjah, UAE	2023	SCOPUS
8	Leadership perception of improvisational competencies in Lebanon	Rana Sawaya	Sawaya, R	Research with impact for society & enterprise (RISE) conference 2022 Beirut, Lebanon	2022	
9	Innovation, digital entrepreneurship & sustainability: insights gained from GCC's experience	Muhammad Rizky Prima Sakti	Ahmed, HA; Sakti, MRP	International Conference on Economics, Business Management, Accounting, and Sustainability (ICoEBAS) Bali, Indonesia	2022	DOAJ
10	Board Interlocking, Knowledge Sharing and Firm Performance	Reem Hamdan	Hamdan, R	International conference on Business and Technology (ICBT)	2022	SCOPUS

- **Department of Information Technology**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year	Indexed
1	Designing of Intrusion Detection System Using an Ensemble of Artificial Neural Network and Honey Badger Optimization Algorithm	Nandita Sengupta	Sengupta N;	2023 International Conference on IT Innovation and Knowledge Discovery, ITIKD 2023	2023	SCOPUS
2	Study of Different Transformer based Networks For Glaucoma Detection	Nandita Sengupta	Sengupta N;	IEEE Region 10 Annual International Conference, Proceedings/TENCON	2022	SCOPUS
3	Deep Learning-Driven Intrusion Detection Systems for Smart Cities- A Systematic Study	Nandita Sengupta	Ramya Chinnasamy, Subramanian Malliga and Nandita Sengupta	6th IET SMART CITIES SYMPOSIUM 2022	2022	SCOPUS
4	Assessing the productivity of	Nandita Sengupta;	Sengupta; N; Sakti, MRP	Sustainable Innovation in Management in the	2023	SCOPUS

	professional working remotely considering cyber security: a case study on INSOMEA computer solutions	Muhammad Rizky Prima Sakti		Digital Transformation Era (SIMD'TE) International Conference University of Technology Bahrain, Manama, Kingdom of Bahrain		
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- **Department of Communication and Multimedia**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year	Indexed
1	Identity Construct through social media: Case Study of Pakistan and India	Shema Bukhari	Bukhari, S.	6th International Academic Conference on Research in Social Sciences (IACRSS) Saïd Business School. Oxford University. UK	2023	
2	Social Networking Sites Outreach during Troubled Times	Shema Bukhari	Bukhari, S.	International Conference of Society and Cultural Sustainability (ICSCS) North Cyprus, Turkiye	2023	

- **General Studies Unit**

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

3.3. Other Research Achievements in AY 22-23

3.3.1. Research Award

No	Title of the Award	UCB Member	Department	Name of the Granter	Year
1	Travel Grant Award	Muhammad Rizky Prima Sakti	Business Administration	Al-Maktoum College of Higher Education. Scotland, UK	2023
2	Researcher Award – 1 st	Muhammad Rizky Prima Sakti	Business Administration	University College of Bahrain	2023
3	Researcher Award – 2 nd	Nandita Sengupta,	Information Technology	University College of Bahrain	2023
4	Best Paper Award – 1 st	Rana Sawaya & Reem Hamdan	Business Administration	6th Equal Opportunities Conference. Ahlia University	2023

3.3.2. Articles Published in Media (Newspapers/Magazine)

No	Title of Article	UCB Member	Department	Authors	Newspaper/Magazine	Year
1	Knowing better our generation	Shemily John	General Studies	Shemily John	News paper	2023
2	Lilith	Shemily John	General Studies	Shemily John	News paper	2023
3	We the misers	Shemily John	General Studies	Shemily John	News paper	2023
4	Changing faces of Education	Shemily John	General Studies	Shemily John	News paper	2023
5	The Super humans	Shemily John	General Studies	Shemily John	News paper	2023

3.3.3. Keynote Speeches

No	Title of Speech	Keynote Speaker	Department	Name of the Event & Organizer	Date
1	Skills to increase your Employability	Rana Sawaya	Business Administration	Entrepreneurship Day, University College of Bahrain	Mar 2023
2	Organization Development as Explicit or Implicit Practice	Rana Sawaya	Business Administration	2 nd Rise Conference 2022	Nov 2022

3	Transforming Lives Through Education	Rana Sawaya	Business Administration	WMN13th Biennial Global Conference Bahrain -2022	Jun 2022
4	Skills to increase your Employability	Rana Sawaya	Business Administration	University of Balamand, Lebanon	Jun 2022
5	Research – A part of Academic life	Shemily John	General Studies	Mastering the Art of Research Methodology. International Conference M.E.S College, Kochi	10 th and 11 th August
6.	Gender – Knowing better	Shemily John	General Studies	Sree Ayyappa Women's College, International Conference Dialogue with Young Girls- Through gender perspective	17 th August 2023.
7	Islamic Economics and Current Contemporary Issues	Muhammad Rizky Prima Sakti	Business Administration	International Seminar - Governor Office of West Sumatera's Province. Indonesia	July 2023
8	Islamic Economics and Distribution of Wealth	Muhammad Rizky Prima Sakti	Business Administration	International Seminar – UIN Mahmud Yunus Batusangkar Indonesia	May 2023
9	Innovation, digital entrepreneurship & sustainability in the GCC countries	Muhammad Rizky Prima Sakti	Business Administration	International Economics and Business Conference IECON, Makassar, Indonesia	Mar 2023
10	Digital entrepreneurship and business amidst global geopolitical turbulence: insights from the GCC countries	Muhammad Rizky Prima Sakti	Business Administration	The 10 th Padang International Conference on Education, Economics, Business & Accounting PIICEEBA, Padang Indonesia	Nov 2022

3.4. RESEACH EVENTS

3.4.1. UCB Research Dialogue

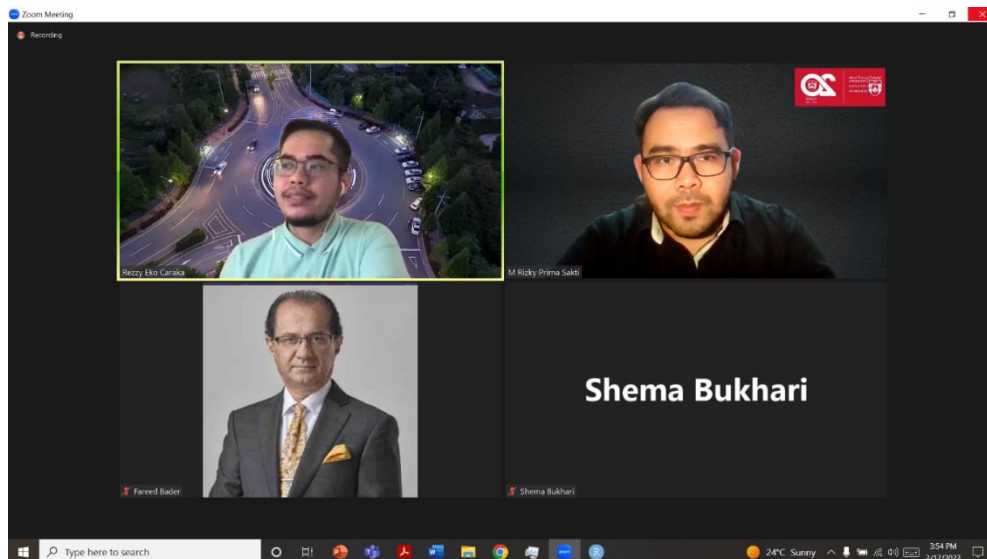
No	UCB Research Dialogue Series	Date	Presenter	Research Tittle
1	4 th series	9 Feb 2023	Dr. Nandita Sengupta	Deep Learning-Driven Intrusion Detection Systems for Smart Cities-A Systematic Study
2	5 th series	16 March 2023	Dr. Reem Hamdan	Board interlocking, knowledge sharing and firm performance



3.4.2. Short-Course (*research related*)

No	Date	Presenter	Short-course title
1	17-18 Feb 2023	Dr. Rezzy Caraka & Dr. Muhammad	Data Analytics in Islamic Finance & Management

The poster features the logo of the University College of Bahrain at the top. The title 'Data Analytics for Islamic Finance & Management' is prominently displayed. Below the title are two circular portraits of the presenters: Dr. Muhammad Rizky (UCB, Assistant Professor of Islamic Finance, Research Council) and Dr. Rezzy Eko Caraka (BRB, UNIST, Associate Researcher - BRBT, Senior Research Fellow - UNIST). The course topics listed are: Theory of practice of Quantitative Methods by using STATA, Overview of Text Mining Analysis, and Practice for text-mining analysis by using R-Software. The dates are 17-18 Feb 2023 (Friday - Saturday) from 14:00 PM to 17:00 PM Bahrain's Local Time (GMT+3) via Microsoft Teams. Registration codes are provided for Students (BD49), Early Bird (BD129, by 13-2-2023), Normal (BD149), and Group (BD399, 3 seats). The registration website is WWW.UCB.EDU.BH and the contact number is +973 1779 0828.



Screenshot of Short-course programme: data analytics in Islamic finance and management

3.4.3. Workshop (*research related*)

No	Date	Presenter	Short-course title
1	18 May 2023	Dr. Muhammad	Getting Started with SPSS: Theory and Practice
2	30 May 2023	Dr. Muhammad	Research Ethics Workshop
3	8 Jun 2023	Dr. Malak	Literature Review Workshop

Getting Started with SPSS: Theory and Practice

Dr. Muhammed Rizky
Assistant Professor of Islamic Finance
Head of Business Administration Department
University College of Bahrain

MS Teams
2:00 PM
Thursday 18 May 2023

Research Ethics Workshop

Dr. Muhammed Rizky
Assistant Professor of Islamic Finance
Head of Business Administration Department
University College of Bahrain

MS Teams
1:00 PM
Tuesday 30 May 2023

Literature Review

Dr. Malak Aoun
Assistant Professor
Internship Academic Coordinator
University College of Bahrain

MS Teams
11:00 AM
Thursday 8 Jun 2023

3.4.4. Agreement with other universities (*research related*)

Research agreement with the University of Muhammadiyah Makassar (UNISMUH), Indonesia

No	Date	UCB Researcher	UNISMUH Researcher	Joint Research Project
1	7 th May 2023	Muhammad Rizky; Nandana Girish	Agusdiwana Suarni; Ifayani Haanurat	Sustainability reporting disclosure among shariah & non-shariah compliant firms: a comparative study in Indonesia & Bahrain
2	7 th May 2023	Reem Hamdan	Agusdiwana Suarni; Ifayani Haanurat	Women on boards and corporate responsibility: evidence from Indonesian and Bahraini firms.



UNISMUH's visit to University College of Bahrain, 7th May 2023, for academic collaboration and joint research projects.

3.4.5. Joint Conference

Joint Conference between UCB and other HEIs

No	Date	Name of Conference	Venue	UCB Faculty
1	28-29 November 2022	Research with Impact for Society & the Enterprise (RISE Conference)	Beirut, Lebanon	Dr. Rana Sawaya

Research with Impact for Society & the Enterprise

#RISE2022 Conference

Organization Development as Explicit or Implicit Practice

2nd Annual conference organized by Saint Joseph University in Beirut and NODE-Network of Organizational Development Experts

Sponsored by Academy of Management, Management Consulting Division International Society for Organizational Development and Change Family Business Network-Levant

[Saint Joseph University in Beirut, CIS, Beirut, Lebanon](#)

Conference Chair: Dr. Pierre El Haddad, *Saint Joseph University*

The poster features the RISE logo at the top right, with the text 'RESEARCH WITH IMPACT FOR SOCIETY & THE ENTERPRISE' below it. The dates 'November 28 & 29 2022' are displayed in yellow. The central text 'Call for Papers' is in large white font, accompanied by a yellow megaphone icon. A yellow button at the bottom right says 'Submit here'.



In collaboration with



4. ACCOMPLISHMENT FROM RESEARCH PLAN 22-23

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date	Accomplishment
1	Monthly UCB Research Dialogue	Conduct a regular UCB Research Dialogue	Fall until Summer 22-23	UCB Research Dialogue	June 2023	Partially Completed. 2 series of research dialogue
2	Research clinics for faculty members	<ul style="list-style-type: none"> - Case study approach for postgraduate - Bibliometric literature review 	Fall – Summer 22-23	Two events of research clinics	June 2023	Completed. Research ethics workshop, literature review workshop, SPSS workshop, & data analytics short course
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	Completed. Two supervision workshops (for faculty and students)
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	Completed. Joint research agreements with the University of Muhammadiyah Makassar (UNISMUH), Indonesia
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	Not Completed. To be conducted in AY23-24

5. IMPROVEMENT PLAN – AY23-24

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date
1	Increase the number/series of UCB Research Dialogue	Disseminate faculty/student's research work	Fall, Spring, Summer 23-24	4-series of UCB Research Dialogue	June 2024
2	Increase the number of research workshops/ short course	Getting Started with R software SCOPUS publication clinics	Fall, Spring, Summer 23-24	2 events of research workshops	June 2024
3	Thesis/business project supervision workshop – UCB Thesis Guide 2023	Supervision workshop for supervisors and MBA students	Fall 23-24	Two events of thesis supervision workshop	October 2023
4	MoU / Agreement with universities/institutions at local, regional- and international-level	Complete joint research with other universities	Fall 23-24	Published (or accepted) joint research papers; New research agreements	January 2024
5	UCB Research Day	3 minutes thesis competition, poster competition	Fall 23-24	2 days event of research day	November 2023
6	UCB Conference on business, communication, and IT	Collaborative conference with other regional-global-institutions	Spring 23-24	Organized a successful conference	Feb/Mar 2024