

كلية البحرين الجامعية



UNIVERSITY
COLLEGE
OF BAHRAIN

UCB RESEARCH REPORT AY 2023-24

Scientific Research Council (SRC)

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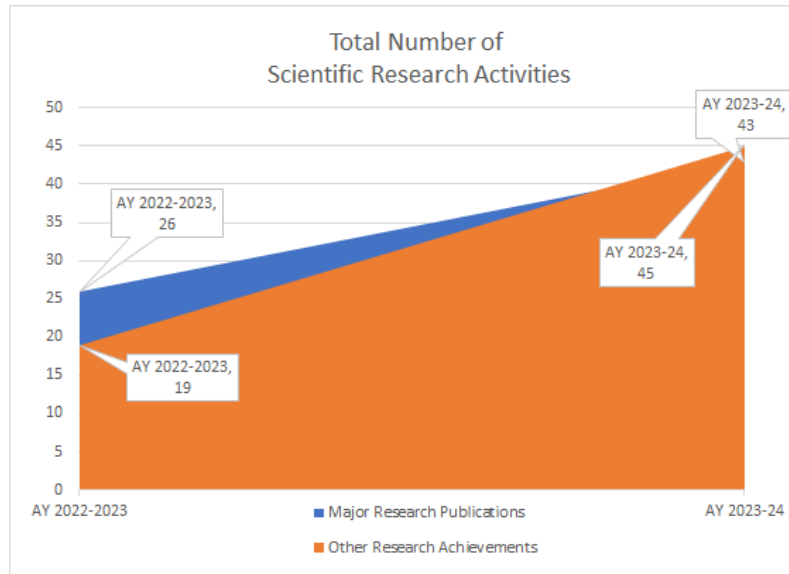
Message - Secretary General of Scientific Research Council (SRC)

The Scientific Research Council (SRC) at University College of Bahrain aims to promote high quality- and high ethical research in university with a focus on vital development issues to achieve a greater alignment with Bahrain's Vision 2030. The research agenda is aligned with the Bahrain's National Research Strategy in parallel with UCB's academic degrees and disciplines. I am particularly proud to point out that our UCB's researchers are undertaking novel research and publishing in high-ranking indexed journals. Their research is addressing the issues of social, business, economic, technology, and sustainability impacts to build the Kingdom's knowledge-based economy.

The AY23-24 was a milestone as a university was successfully organized 1st UCB International Conference on Business and Innovation Technology (UCB ICBIT2024) in May 2024. A total of 320 scientific papers were submitted from 31 countries, highlighting its truly international nature. UCB takes pride in having its alumni and MBA students as presenters at the conference. Aside from that, we also successfully organized the 1st UCB Research Day in November 2023, that showcase a poster presentation of MBA students, sustainability dialogue, and 3 minutes thesis competition (3MT).

The UCB research report is an annual report that comprises of scientific research in the form of journal articles, book chapters, patents, edited books, and conference papers published (or presented) by our faculty members during the academic year 2023-24. The report also includes research awards, articles published in magazines/newspapers, and keynote speeches at international conferences. 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".

The University has a total of 43 major research publications in the form of journal articles, book chapters, and conference papers in AY 23-24, as compared to 26 major research publications in AY22-23. Besides, a total of 45 other research achievements (research awards, articles published in media, and keynote speeches) are achieved in AY23-24, as compared to 19 other research achievements in AY22-23. 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 – AY2023-24

SRC Members	Designation	Department
1) Dr Muhammad Rizky Prima Sakti	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	Total
Journal Articles	6	0	7	0	13
Patents	0	0	0	2	2
Book Chapters	4	0	2	1	7
Edited Books	3	0	0	0	3
Authored Books	1	0	0	1	2
Conference Papers	5	7	3	1	16
Total	19	7	12	5	43

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

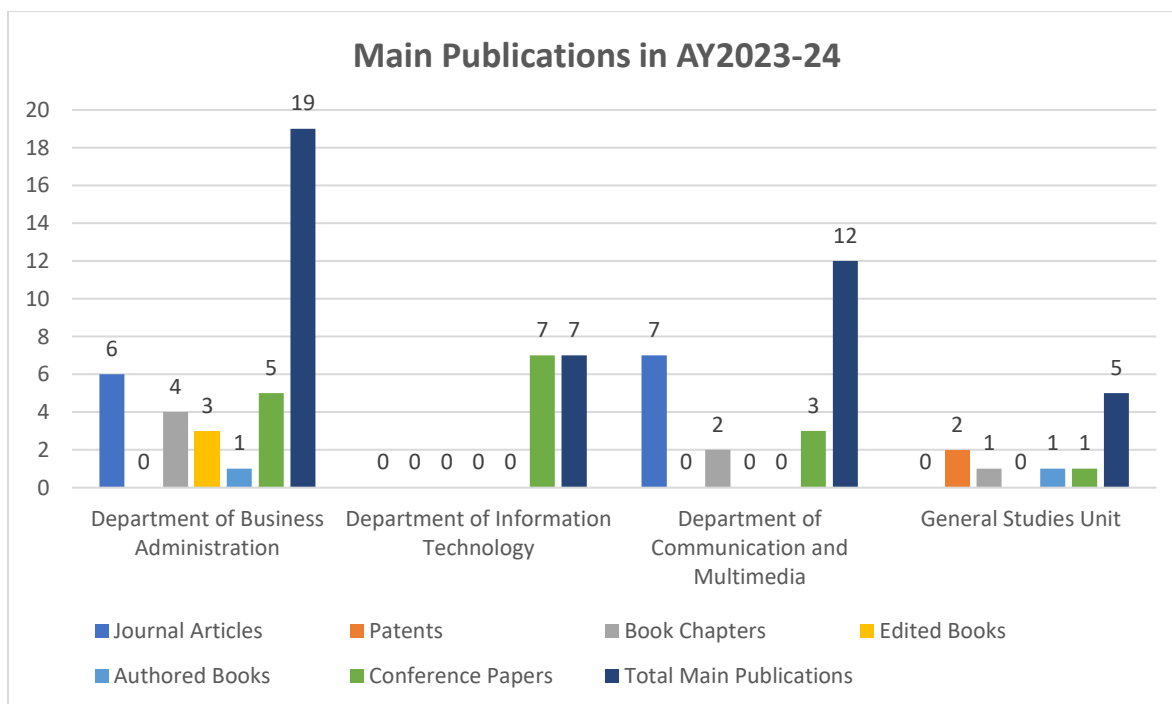


Figure 1.

Breakdown of main publications across UCB's Departments in AY2023-24

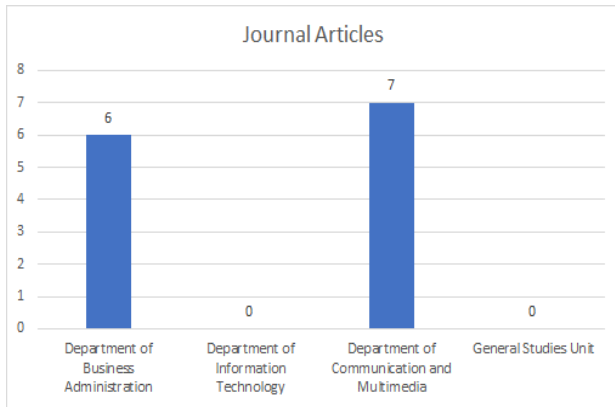


Figure 2.
Published journal articles in AY 23-24

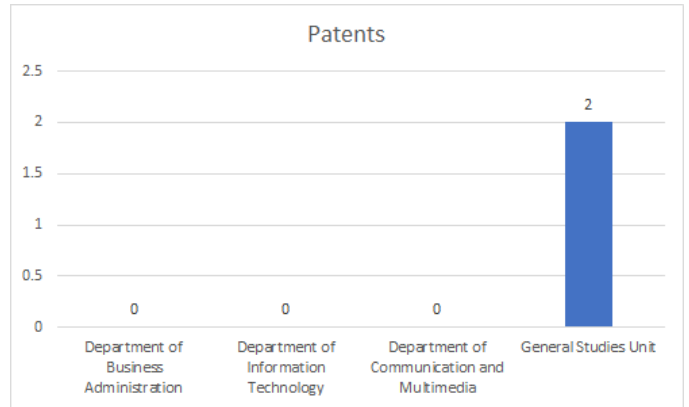


Figure 3.
Patents in AY 23-24

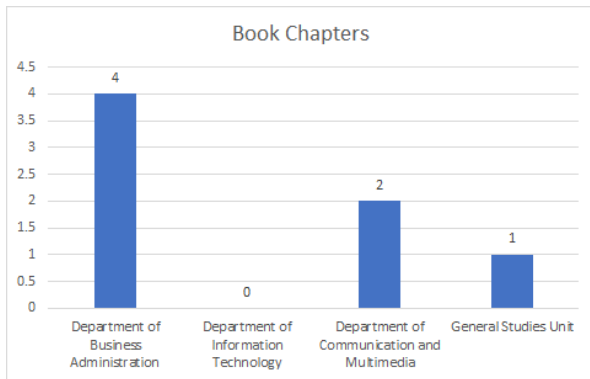


Figure 4.
Published Book Chapters in AY 23-24

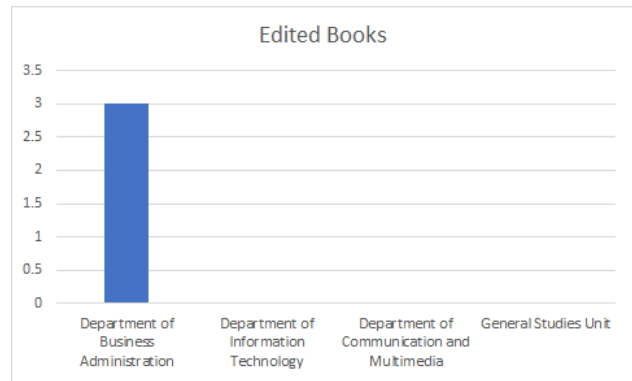


Figure 5.
Edited Books in AY 23-24

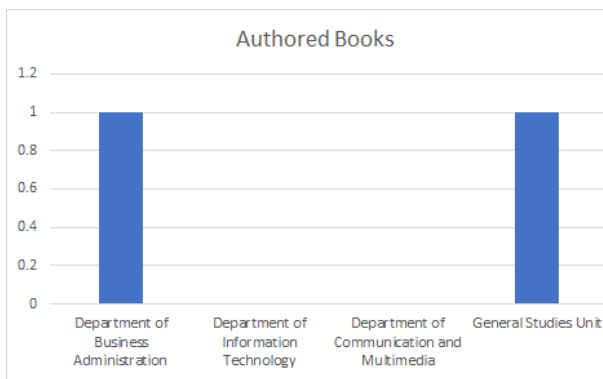


Figure 6.
Authored Books in AY 23-24

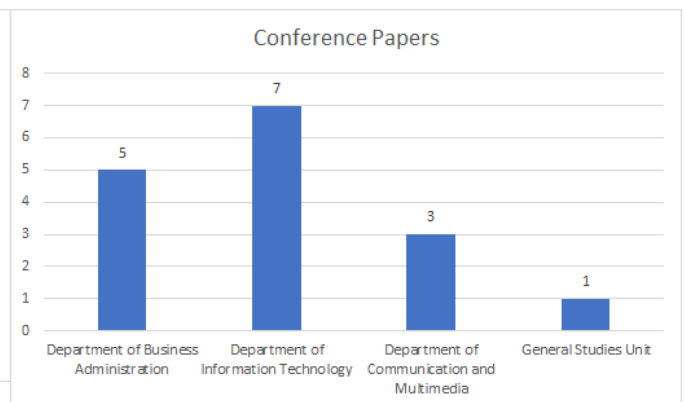


Figure 7.
Conference Papers in AY 23-24

- Others Research Achievements

Title	Department of Business Administration	Department of Information Technology	Department of Communication and Multimedia	General Studies Unit	Total
Research Award	3	0	2	1	6
Articles in Magazines/Newspapers	25	0	0	0	25
Keynote Speeches	12	0	1	1	14
Total	40	0	3	2	45

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

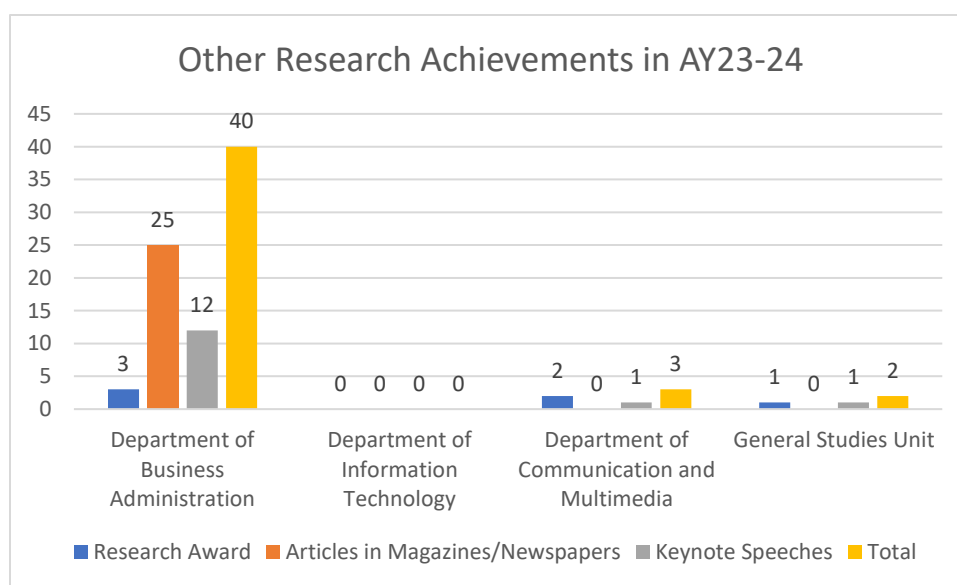


Figure 8.
Others research achievements in AY 23-24

3.2. Major Research Publications in AY23-24

3.2.1. Journal Articles in AY23-24

- **Department of Business Administration**

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Islamic financing for renewable energy in Indonesia: unlocking potential demand from GCC investors	Journal of Islamic Monetary Economics and Finance	Muhammad Rizky Prima Sakti	RA Kasri, R Rulindo, MRP Sakti, M Rifqi, AM Yuniar	Vol. 10 (2), 301-328	2024	Scopus Q3
2	Recent SDGs and ESG Implementation by Qatar	Journal of Environmental Assessment Policy and Management	Muhammad Rizky Prima Sakti	Hassanudin Mohd Thas Thaker, Muhammad Rizky Prima Sakti, Abdul Qoyum, Mohamed Asmy Mohd Thas Thaker, Mosharrof Hosen	Vol. 25 (3)	2023	Scopus Q1
3	Religiosity as a Stress Buffer: An Investigation of Muslim Women's Work-Life Conflict and Job Stress among Minangkabau Women	Journal of Islamic Economic and Business Research	Muhammad Rizky Prima Sakti	Purbo Jadmiko, Elfitra Azliyanti, Muhammad Rizky Prima Sakti	Vol. 3, (2), 181-197	2023	DOAJ
4	Do CPO price and capital lead to stock price? The mediating role of profitability	Jurnal Kajian Manajemen Bisnis	Muhammad Rizky Prima Sakti	F Ashari, F Sartika, MRP Sakti	Vol. 12 (1), 23-37	2023	DOAJ
5	Institutional ownership and women representation on boards in three different institutional settings	Business Strategy and Development	Reem Hamdan	Hamdan, R.K., Hamdan, A.M., Barone, E., Sarea, A., Shoaib, H.	Vol. 7, Issue 2	2024	Scopus Q1
6	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	Hamdan, A., Alareeni, B., Hamdan, R., Dahlan, M.A.	Vol.33, Issue 2	2024	Scopus Q1

• **Department of Information Technology**

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

• **Department of Communication and Multimedia**

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Analysis of state of copyright in Pakistan	Remittances Review	Shema Bukhari	Naz, A., Bukhari, S., Mahmood N., Khan Muhammad., Fazal, E.	Vol. 9, no 2, pp 4886-4898.	2024	Scopus Q3
2	Role of Social Media & Communication Skills in Health Promotion	Remittances Review	Shema Bukhari	Naz, A., Bukhari, S., Mahmood N., Khan Muhammad	Vol: 9, No: 3, pp. 89-102	2024	Scopus Q3
3	Social media and Climate Change in the Arab Context: Exploring Engagement Through Hashtags	Journal of Arab & Muslim Media Research	Khaled Zaki	Amr Mohamed Mahmoud Ali Khaled Zaki	<i>in-press paper</i>	2024	Scopus Q2
4	Factors affecting acceptance of generative artificial intelligence application among users in the Arab Gulf States	Journalism & Mass Communication Quarterly	Khaled Zaki	Mahmoud Ali Khaled Zaki Amr Mohamed	<i>in-press paper</i>	2024	Scopus: Q1
5	The role of artificial intelligence and public relations in reputation management: A structural equation modelling-based (SEM) study	International Journal of Data and Network Science	Merhan Mohsen	Riadh Jeljelia, Faycal Farhib, Samira Setoutahc, Faten Ben Laghad, Mehran Mohsene and Mohamed Mallekf	International Journal of Data and Network Science 8 (2024) 1815–1828	2024	Scopus Q2
6	The effectiveness of	Journal of Infrastructure,	Merhan Mohsen	Nassereldin Abdel Qadir	<i>in-press paper</i>	2024	Scopus Q2

	social responsibility for public relations in marketing health services	Policy and Development		Osman, Fatmah abdulbaqi albakheet, MerhanMohsen Mohammed, Tarek Ismail Mohamed			
7	Evaluating the Pedagogical Usability of Learning Management Systems in Art and Design Educational Settings	The International Journal of Design Education	Yasmina Zaki	Sama'a Al Hashimi, Abuelainin Hussain, Yasmina Zaki, Mazen Ghurbal	Vol 18, Issue 1	2023	Scopus Q2

- **General Studies Unit**

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

3.2.2. Patents in AY23-24

- **Department of Business Administration**

No	Title of Patent	Field / Subject	UCB Member	Authors	Year	Name of the Granter	Type of Patent Registration (Local/Regional/ Global)
	Nil						

- **Department of Information Technology**

No	Title of Patent	Field / Subject	UCB Member	Authors	Year	Name of the Granter	Type of Patent Registration (Local/Regional/ Global)
	Nil						

- **Department of Communication Multimedia**

No	Title of Patent	Field / Subject	UCB Member	Authors	Year	Name of the Granter	Type of Patent Registration (Local/Regional/ Global)
	Nil						

- **General Studies Unit**

No	Title of Patent	Field / Subject	UCB Member	Authors	Year	Name of the Granter	Type of Patent Registration (Local/Regional/ Global)
1	Device for management of hotel room allocation	Recording, Telecommunication or Data Processing Equipment	Shemily John	Chippy Mohan, Ajitha Krishnaprasad, David Winster Praveenraj Devaneyan, Shemily John	2024	GOV.UK	Global
2	School information management device	Data Processing Equipment As Well As Peripheral Apparatus And Devices	Shemily John	Chippy Mohan David , Praveenraj, Shemily John	2024	GOV.UK	Global

3.2.3. Book Chapters in AY 23-24

- **Department of Business Administration**

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Do Green Human Resource Practices Affect Firm's Performance: The Case of the Telecommunication Companies in Bahrain	Artificial Intelligence-Augmented Digital Twins: Transforming Industrial Operations for Innovation and Sustainability	1. Muhammad Rizky Prima Sakti 2. Faisal AlKhalifa (<i>student</i>)	Abdullah Hamza Al-Hadrami, Muhammad Rizky Prima Sakti, Faisal Mohamed AlKhalifa	2024	Springer	Scopus
2	The Effect of Using social media on Financial Literacy: A Focus on the Kingdom of Bahrain	Artificial Intelligence and Economic Sustainability in the Era of Industrial Revolution 5.0	1. Yaqoob Alshamery, (<i>student</i>) 2. Muhammad Rizky Prima Sakti	Yaqoob Alshamery, Zakeya Sanad, Muhammad Rizky	2024	Springer	Scopus
3	The Contribution of ISO Standards to the Sustainable Development Goals: A Comparative Study Between 2022 SDG Index Scores and ISO Survey	Sustainable Innovations in Management in the Digital Transformation Era	3. Malak Aoun, 4. Muhammad Rizky Prima Sakti	Malak Aoun, Muhammad Rizky Prima Sakti	2024	Routledge	Scopus
4	The impact of presenteeism on employee productivity: A literature review	CSR, Sustainability, Ethics & Governance	1. Reem Hamdan 2. Sara Seyadi (<i>student</i>), 3. Rana Sawaya	Reem Hamdan Sara Seyadi, and Rana Sawaya	2024	Springer	Scopus

- **Department of Information Technology**

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

- **Department of Communication and Multimedia**

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Fashion Brands in the Metaverse: Redefining Digital Marketing and Branding Landscapes	Business Development via AI and Digitalization.	1. Yasmina Zaki; 2. Jeremy Thomas	Yasmina Zaki. Meng-Shan Wu, Allam Hamdan, Jeremy Thomas	2024	Springer	Scopus
2	Exploring the Integration of the Metaverse for Marketing and Branding in Organizational Framework	Business Development via AI and Digitalization	Yasmina Zaki;	Yasmina Zaki, Meng-Shan Wu, Allam Hamdan	2024	Springer	Scopus

- **General Studies Unit**

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Exploring the Influence of Religion on Consumer Behavior: A Comprehensive Review	Business Development via AI and Digitlization	Shemily John	Shakshi Dewan, K. P. Jaheer Mukthar & Shemily P. John	2024	Springer	Scopus

3.2.4. Edited Books

- **Department of Business Administration**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
1	Digital Technology and Changing Roles in Managerial and Financial Accounting: Theoretical Knowledge and Practical Application	Reem Hamdan	Hamdan, A., Alareeni, B. and Khamis, R.	Studies in Managerial and Financial Accounting	Emerald	2024	Scopus (Q2)
2	Information and Communication Technology in Technical and Vocational Education and Training for Sustainable and Equal Opportunity	Reem Hamdan	Reem Khamis Hamdan, Allam Hamdan, Bahaaeddin Alareeni, Rim El Khoury	Technical and Vocational Education and Training: Issues, Concerns and Prospects	Springer	2024	Scopus (Q4)
3	AI in Business: Opportunities and Limitations	Reem Hamdan	Reem Khamis, Amina Buallay	Studies in Systems, Decision and Control	Springer	2024	Scopus (Q2)

- **Department of Information Technology**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
	Nil						

- **Department of Communication Multimedia**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
	Nil						

- **General Studies Unit**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
	Nil						

3.2.5. Authored Books

- **Department of Business Administration**

No	Title of the Book	UCB Member	Authors	Edited Book Title	Publisher	Year	Indexed
1	A Guide to Business Sustainability and Innovation A compilation of articles	George Rahbani	George Rahbani	Technical and Vocational Education and Training: Issues, Concerns and Prospects	Self-published	2024	-

- **Department of Information Technology**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
	NA						

- **Department of Communication Multimedia**

No	Title of the Book	UCB Member	Authors	Edited Book Title	Publisher	Year	Indexed
	NA						

- **General Studies Unit**

No	Title of the Book	UCB Member	Editors	Edited Book Title	Publisher	Year	Indexed
1	Frameworks for Disaster Management	Shemily John	Shemily.P.John Chippy Mohan Ajay Jose Ajitha Krishnaprasad	2024	DL Publications	2024	-

3.2.6. Conference Papers in AY 23-24

- **Department of Business Administration**

No	Title of the Paper	UCB Member	Authors	Name & Venue of the Conference	Year	Indexed
1	The recent issues and challenges of operational risk management in the banking industry: a systematic literature review	1. Muhammad Rizky Prima Sakti 2. Ebtisam Abdul Karim (<i>student</i>)	Muhammad Rizky Prima Sakti, Ebtisam Abdul Karim	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
1	Sustainability Practices and Competitiveness in Healthcare Services: A Case from the Kingdom of Saudi Arabia	3. Malak Aoun, 4. George El - Rahbani	Malak Aoun, George El - Rahbani, Abdullah AlGhamdi	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
2	The Impact of Environmental, Social and Governance (ESG) Integration on the Employee's Performance in the Banking Sector in Bahrain	1. Latifa Salah (<i>student</i>), 2. Rana Sawaya, 3. Malak Aoun	Latifa Salah, Rana Sawaya, Malak Aoun	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
3	The Role of Educators in Integrating Technology into Education: A Conceptual Proposition	Malak Aoun	Prashant Thapa , Jaheer Mukhtar K.P., Malak Aoun	The 7th Equal Opportunities Conference "Digital Innovation and Business Sustainability. Bahrain	2024	Scopus
4	Knowledge Sharing for Sustainable Healthcare Industry: A Pilot Study among the Nursing and Midwifery Community in the Kingdom of Bahrain	1. Malak Aoun, 2. Rana Sawaya	Malak Aoun, Rana Sawaya	RISE 2023 USJ- Lebanon	2023	
5	Institutional ownership and women representation on boards in three different institutional settings	Reem Hamdan	Hamdan, R.K., Hamdan, A.M., Barone, E., Sarea, A., Shoaib, H.	The international conference on sustainability, environment and social transition in economics and finance. UK	2023	Scopus

• **Department of Information Technology**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year	Indexed
1	Designing Intrusion Detection System based on Machine Learning Technique	Nandita Sengupta	Nandita Sengupta	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
2	Artificial Intelligence's Adoption in Higher Education Institutions to Maintain Sustainability	1. Nandita Sengupta 2. Zahra AlMukharreq (<i>student</i>),	Nandita Sengupta Zahra AlMukharreq	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
3	Assessing Critical Success Factors of Business Continuity During Pandemic: Case Study from Bahrain's Financial Sectors	1. Nandita Sengupta 2. Hameed Ali (<i>student</i>), 3. Muhammad Rizky	Nandita Sengupta Hameed Ali, and Muhammad Rizky	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus
4	DeepGuard: Fortifying Intrusion Detection Systems with LSTM and Walrus Optimization for Smart Cities	Nandita Sengupta	Nandita Sengupta Ramya Chinnasamy Subramanian Malliga	7th IET SMART CITIES SYMPOSIUM 2023, held in Bahrain, 3rd – 5th December 2023 hybrid	2023	Scopus, IET IEEE
5	Devising Network Intrusion Detection System for Smart City With an Ensemble of Optimization and Deep Learning Techniques	Nandita Sengupta	Nandita Sengupta Ramya Chinnasamy, Subramanian Malliga	IEEE ICMERALDA - 2023 held in West Java, Indonesia, 24th – November 2023, virtually	2023	Scopus, IEEE
6	A Deep Learning Framework for Classifying and Mitigating Bias in News Reporting (<i>accepted for publication in the proceedings of FTC2024 conference</i>)	Nandita Sengupta	Abhijit Mitra, Rivujit Das, Jayanta Paul, Rajdeep Majumder, Arghyadeep Saha, and Jaya Sil,	FTC 2024 - Future Technologies Conference 2024 - will be held in London, United Kingdom, 14-15 November 2024.	2024	Web of Science, SCOPUS,
7	Education and AI – Beauty and the Beast	Riad Saba	Riad Saba	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Scopus

- **Department of Communication and Multimedia**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year	Indexed
1	Artificial Intelligence and Public Relations	Shema Bukhari	Shema Bukhari	The International Conference on Business and Technology (ICBTCAMBRIDGE'2024) Cambridge University	2024	Scopus
2	A Conceptual Framework for Metaverse Marketing Strategies in the Fashion Industry: Exploring the role of brand experience and brand equity	Yasmina Zaki	Yasmina Zaki, Meng-Shan Wu, Allam Hamdan, Hala Alsharabi	The International Conference on Business and Technology (ICBTCAMBRIDGE'2024) Cambridge University	2024	Springer
3	Sustainability in the Metaverse: Exploring the Role of Brands and Consumers	Yasmina Zaki	Yasmina Zaki, Mariam Juma	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	2024	Springer

- **General Studies Unit**

No	Title of the Paper	UCB Member	Authors	Name of the Conference	Year	Indexed
1	A Machine Learning Algorithm For Developing A Smart Health System	Shemily John	Shemily P John; P Anju; S. Barath Kumar; P. Vijayaraghavan; Nishesh Nigam; G. Amirthayogam	2024 4th International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)	2024	IEEE. Scopus

3.3. Other Research Achievements in AY23-24

3.3.1. Research Award

No	Title of the Award	UCB Member	Department	Name of the Granter	Year
1	UCB Research Award-1 st place Category: impactful research	Reem Hamdan	BA	UCB	2024
2	UCB Research Award-2 nd place Category: impactful research	Muhammad Rizky Prima Sakti	BA	UCB	2024
3	UCB Research Award-1 st place Category: popular research	George El-Rahbani	BA	UCB	2024
4	UCB Research Award-1 st place Category: Patent	Shemily John	GU	UCB	2024
5	Best paper in the 15 th Annual PhD Symposium as part of the 7 th Equal Opportunities Conference (EO2024)	Yasmina Zaki	CMM	Brunel University of London and Ahlia University	2024
6	Best presentation in the 15 th Annual PhD Symposium as part of the 7 th Equal Opportunities Conference (EO2024)	Yasmina Zaki	CMM	Brunel University of London and Ahlia University	2024

3.3.2. Articles Published in Media (Newspapers/Magazine)

No	Title of Article	UCB Member	Department	Authors	Newspaper/Magazine	Year
1	A paradigm shift in the retail landscape	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
2	How Professors can aid Students	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
3	Future of Jobs In The Era of Artificial Intelligence	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
4	Is There Another Way To Do Business?	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
5	Social Responsibilities in Small Businesses	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024

6	Efficient Strategies To Empower Businesses	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
7	When Misunderstandings Surface in the Workplace	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
8	How Immigration Shapes Management	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
9	Cultural Impact on Work Synchronization	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
10	Learning from Bad Marketing Mistakes	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
11	Risk Management: A Proactive Approach?	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
12	Business Agility Driving Success	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
13	Financial Benefits of Social Responsibility	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2023
16	Revolutionizing Restaurants for a Sustainable Future	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
17	Balancing Business and Social Dynamics	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
18	The Impact of Friendships In Business Projects	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
19	The Hilarious Truth of One-Man Business	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
20	Effective Promotion and Communication Management: Unlocking Business Success	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
21	The Power of Threshold in Marketing: Transforming Needs Into Desires through Word of Mouth	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
22	The Deceptive Practice of Assigning Blame to Professors for Student Mistakes	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
23	The Role of Emotional Intelligence in Business and Humanities Education	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
24	Cybersecurity in Business Operations	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024
25	Embaracing Failure: The Scientific Imperative for Business Innovation	George El Rahbani	BA	Dr. George El Rahbani	Gulf Daily News	2024

3.3.3. Keynote Speeches

No	Title of Speech	Keynote Speaker	Department	Name of the Event & Organizer	Date
1	Islamic finance, digital entrepreneurship, and sustainable business amidst global geopolitical turbulence: insights from the GCC	Muhammad Rizky Prima Sakti	BA	International Conference on Islamic Finance and Banking (ICIFB2023). College of Shariah and Islamic Studies. Qatar University	10-11 Sept 2023
2	Islamic finance's roles in Bahrain's shift toward green economy	Muhammad Rizky Prima Sakti	BA	The Islamic Economics Winter Course 2023. IPB University Indonesia	18 Sept 2023
3	Curriculum, Profile, & Learning Outcomes of Islamic Finance Programme: UCB Experience	Muhammad Rizky Prima Sakti	BA	Curriculum Review for Outcome Based Education, UIN Sunan Kalijga	22 Mar 2024
4	The Role of Digital Economy in enhancing Islamic Finance	Muhammad Rizky Prima Sakti	BA	AlGhazali International Conference Yogyakarta Indonesia	Mar 2024
5	Counselling Students for future careers	George El-Rahbani	BA	GHEDEX	21/04/2024
6	Innovation and Technology Sparkles at the Higher Education Sector	Rana Sawaya	BA	The 4th International Conference on Business and Technology (ICBT'2023) held on November 01 02, 2023 in Istanbul - Turkey	November 01 2023
7	The Future of Student feedback in Higher Education	Rana Sawaya	BA	Explorance Bluenotes Dubai	November 6 2023
8	The Reward and Motivation Systems	Rana Sawaya	BA	Rise Conference 2023	November 27
9	The future forward embracing digital transformation in the education sector for global footprint	Rana Sawaya	BA	Education Leaders conclave & Awards Dubai	February 8, 2024
10	Conference Chair: Opening Remarks and Welcome	Rana Sawaya	BA	UCB International conference of Business and innovation technology (UCB ICBIT2024). Kingdom of Bahrain	May 30, 2024

11	Accreditation and Ranking impact on HEI	Rana Sawaya	BA	AL Bilad Exhibition	June 22 , 2024
12	“Will AI replace Humans” Debate	Reem Hamdan	BA	7 th Equal Opportunity conference, Ahlia University	February, 2024
13	Public Relations and Artificial Intelligence	Shema Bukhari	CMM	7th International Academic Conference on Research in Social Sciences 10 - 12 November 2023 London, United Kingdom	10-12 Nov 2023
14	Embracing digitalization for an Inclusive growth: Innovation and Business Sustainability	Shemily John	GU	International Conference on Harnessing Strategies for exponential and sustainable growth Kristu Jayanti Autonomous College Bangalore	15/March/2024

3.4. RESEACH EVENTS AND ACTIVITIES



We are delighted to share that Ms. Yasmina Zaki, Lecturer at the University College of Bahrain, presented a paper at The International Conference on Business and Technology (ICBTCAMBRIDGE'2024) held at Murray Edwards College, University of Cambridge, UK



We are delighted to share that Associate Professor Dr. Shema Bukhari chaired a session and presented a research paper under the title “AI and PR - Ethical Concerns in Bahrain” at The International Conference on Business and Technology (ICBTCAMBRIDGE'2024) held at Murray Edwards College, University of Cambridge



Dr. Merhan Mohsen Explores the Role of Artificial Intelligence and Public Relations in Reputation Management: A Structural Equation Modeling Study

Dr. Merhan Mohsen Mohammed, Assistant Professor at the Communication and MultiMedia Department published a Co-Authored paper (Scopus Indexed), entitled: "The Role of Artificial Intelligence and Public Relations in Reputation Management: A structural equation modeling-based (SEM) study", in the International Journal of Data and Network Science (SCOPUS, Q2)



Frameworks for Disaster Management

Book Book Book Book

University College of Bahrain congratulates Dr. Shemily P. John on her recent achievement as one of the authors of "Frameworks for Disaster Management" published by DL Publications / Dhruvah Lekhani Publications LLP in March 2024



Dr. George El-Rahbani Represents
University College of Bahrain at **2024 CASE
Middle East Advancement Conference**

Dr. George El-Rahbani, representing University College of Bahrain, recently participated in the 2024 CASE Middle East Advancement Conference at MBZUAI, Abu Dhabi, on February 28 and 29.

Dr. George engaged in discussions on compelling topics and forged valuable connections to further education advancement in the region. The conference provided a platform for professionals to exchange insights and strategies, fostering collaboration and innovation in the field.



A number of students of the University College of Bahrain participated in the 9th Gulf Summit for Human Resource Development, which was held in the Kingdom of Bahrain from 28 to 29 February 2024, with the main focus of “Contemporary Human Resource Curriculum: Talent Polarization and Career Path”. This landmark event brings together a diverse array of experts and specialists in the field of human resource development.

Students engaged in in in in-depth discussions about contemporary HR development curriculum, as well as talent polarization and defining future career paths. Students were able to exchange experiences and opinions with other participants, gaining new insights on how to enhance their personal and professional skills in the modern job market.

كلية البحرين الجامعية



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University College of Bahrain Delegates Engage in 7th Equal Opportunities Conference on Digital Innovation and Business Sustainability

Delegates from the University College of Bahrain participated in the 7th Equal Opportunities Conference titled "Digital Innovation and Business Sustainability," organized by Ahlia University in collaboration with Brunel University London Bahrain.

The conference, held at the Gulf Hotel convention center, was under the patronage of His Excellency Ahmed bin Salman Al-Musallam, Speaker of the Council of Representatives. Dr. Reem, Acting Vice President, shared her insights during the debate on "Will AI replace human beings," while Dr. George, Dr. Malak, and Dr. Shemily presented research papers.

The event brought together academia and industry professionals to explore the intersection of digital innovation and sustainable business practices.



Congratulations for Attaining

Dr. Shemily P John

On her attainment of a 'Patent' for
data processing equipment,
registered under the GOV.UK

University College of Bahrain congratulates Dr. Shemily P. John on the remarkable achievement of attaining a 'Patent' for data processing equipment, registered under the GOV.UK. Wishing her continued success in her journey of excellence.

كلية البحرين الجامعية

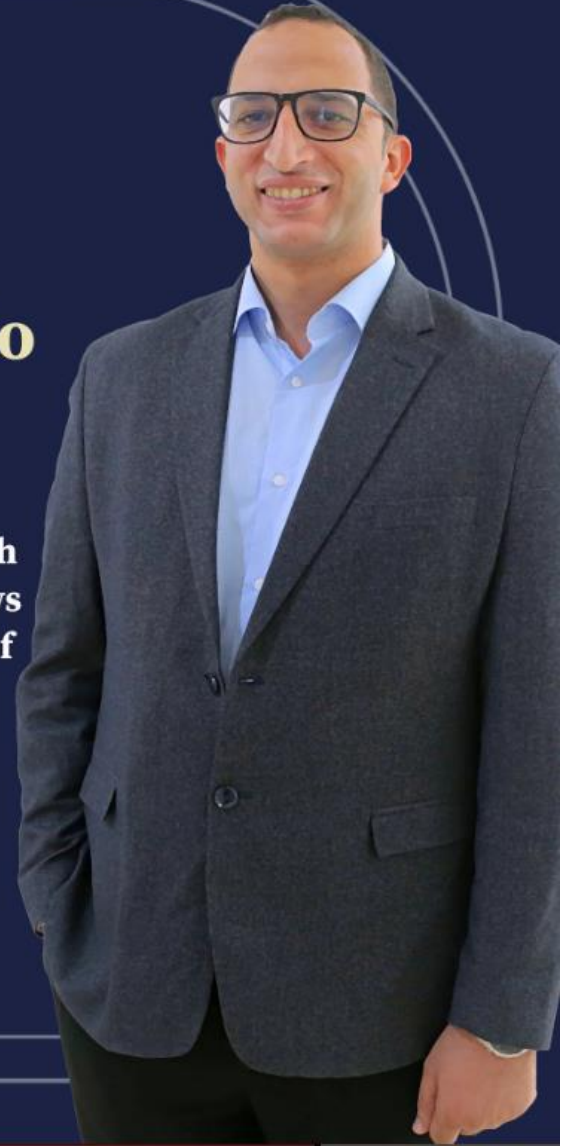


UNIVERSITY
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OF BAHRAIN

Congratulations to

Dr. Khaled Zaki

**On the publication of his research
paper, "Digital Audience and News
Platforms," in the Arab Journal of
Media and Communication
Research (AJMCR)**



University College of Bahrain proudly congratulates Dr. Khaled Zaki on the publication of his research paper, "Digital Audience and News Platforms," in the Arab Journal of Media and Communication Research (AJMCR). Your academic achievement is a testament to excellence! Wishing you continued success.

Dr. Reem Hamdan presented her paper on "Institutional ownership and women representation on boards" at the International Conference on Sustainability in the UK from December 14th to 16th, organized by Southampton University and Paris Business School



**Dr. Reem Hamdan
Assistant Professor**

Dr. Reem Hamdan presented a paper titled "Institutional ownership and women representation on boards of directors in three different institutional settings" in the International conference on sustainability, Environment and Social transition in economics and finance. The conference was held in UK from 14th to 16th of December and was organized by Southampton University and Paris Business School.



The Arab International Cybersecurity Conference and Exhibition 2023

B.Sc. IT faculty members Dr Nandita Sengupta and Dr. Riad Saba alongside the students attended the conference “Exploring Cybersecurity Frontiers at AISC 2023” held at the Exhibition World Bahrain. During the conference both faculty and students engaged in the lecture 'Data Privacy Practices and Principles' aimed at fostering collaborations with industry leaders such as Check Point, Black Wired, and iWorld. B.Sc IT students also seized networking opportunities, enriching their insights into security and computer networks.



University College of Bahrain concludes its first UCB Research Day on 2-3 November 2023. The research day event with this year's overarching theme "business, digitalization, and sustainability: a new convergence" highlights the digital transformation and sustainability practices in business, banking, and higher education institutions.

The UCB Research Day has three sub-events. The first event was an interactive dialogue with three invited speakers: Mr. Ali Mohamed Ghuloom (NBB), Dr. Abdullah Al-Hadrami (HCT, UAE), and Dr. George El-Rahbani (UCB).

Next, the three minutes thesis "3MT" is a competition for postgraduate students to strengthen their research communication skills and reviewed by the panel judges to select

the first and second place winners. Then, the poster competition was dedicated to MBA students who registered for a business research method course and gave their poster presentation in a variety of research fields. Thirteen poster presentations were presented and evaluated by the panel judges.

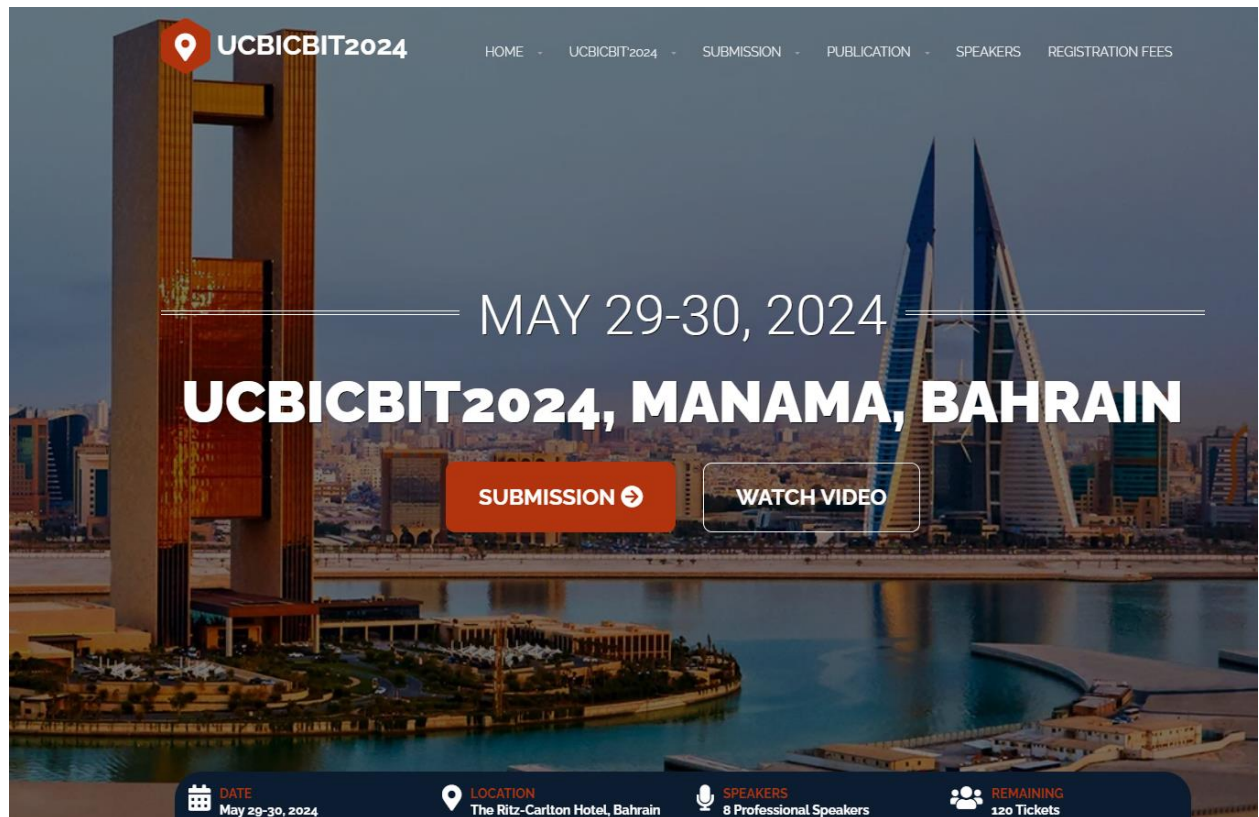
UCB's Founder and Chairman of Board of Trustees, Prof. Shaikh Khalid Al-Khalifa remarks at opening ceremony that UCB places great emphasis on research, scholarship, and innovation with a view to achieve greater alignment with Bahrain's Vision 2030.

The president of University College of Bahrain, Dr Rana Sawaya, remarks that at UCB we believe that research and teaching go hand-in-hand. Today the education sector has become an oasis for critical thinking, problem solving, continuous upskilling and innovative learning.

Dr. Muhammad Rizky, the Secretary General of Scientific Research Council commented on this event, "Research Day event will develop student's intellectual capabilities through their involvement in research and scholarly activities. The university always giving the best possible opportunity for faculty, students, and staffs to grow, to innovate, and to explore the frontier of knowledge, research, and innovation"

ICBIT CONFERENCE 2024

Link: <https://ucbicbit.com/>



The University College of Bahrain is delighted to present the **International Conference of Business and Innovative Technology (ICBIT) 2024**, a prestigious event that serves as a platform for academics, industry representatives, technology experts, and decision makers from both the private and public sectors. This conference aims to stimulate engaging discussions, foster collaboration, and deepen the understanding of critical issues surrounding innovation and technology in Bahrain, the region, and the world at large.

Scheduled to take place on May 29-30, 2024, at The Ritz-Carlton Hotel in Bahrain, ICBIT 2024 is poised to be a significant gathering of influential minds, driving the advancement of business and technology in the global landscape.

Recognizing the importance of collaboration between academia, industry, and the government sector, **ICBIT 2024** brings together diverse stakeholders to explore the latest advancements, challenges, and opportunities in the realm of innovative technology. By creating a space for open dialogue and knowledge exchange, the conference aims to facilitate a deeper understanding of

the impact of innovation and technology on various sectors, ranging from business and entrepreneurship to governance and policymaking.

ICBIT 2024 offers a unique opportunity for academics to present their cutting-edge research findings, enabling industry professionals to gain valuable insights and apply them to real-world scenarios. Moreover, representatives from technology companies, government bodies, and decision-making entities will have the chance to engage with the academic community, fostering mutually beneficial collaborations that drive innovation and technological progress.

With a focus on Bahrain, the region, and the broader global context, **ICBIT 2024** seeks to address the specific challenges and opportunities faced by these diverse contexts. By bringing together experts and thought leaders from different backgrounds and sectors, the conference aims to facilitate a holistic understanding of the complex interplay between innovation, technology, and societal progress.

The conference program encompasses a wide range of topics, including business innovation and strategy, digital transformation, e-commerce, sustainable practices, education, financial services, social media, startups and entrepreneurship, and the intersection of business and society. Through keynote speeches, panel discussions, paper presentations, and interactive workshops, participants will explore these themes in depth, gaining insights from experts in their respective fields.

ICBIT 2024 also recognizes the importance of networking and collaboration beyond the confines of formal sessions. Participants will have ample opportunities to connect with peers, industry leaders, and decision makers, fostering meaningful relationships and opening doors to future partnerships and collaborations. These connections will serve as catalysts for driving innovation, technology adoption, and economic growth in Bahrain and beyond.

The University College of Bahrain, in collaboration with esteemed partners, is proud to host this influential event, recognizing the pivotal role that innovation and technology play in shaping the future of business and society. The stunning venue of **The Ritz-Carlton Hotel** in Bahrain provides an inspiring backdrop for this gathering of influential academics, industry representatives, technology experts, and decision makers.

We extend a warm invitation to academics, industry professionals, representatives from the technology sector, and decision makers in companies and the government sector to join us at **ICBIT 2024**. Together, let us engage in thought-provoking discussions, deepen our understanding of innovation and technology, and forge partnerships that will drive positive change in Bahrain, the region, and the world.

4. ACCOMPLISHMENT FROM RESEARCH PLAN 23-24

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date	Accomplishment
1	Increase the number/series of UCB Publications	Disseminate faculty/student's research work	Fall, Spring, Summer 23-24	Increase number of publications	July 2024	Completed. A massive increase of UCB research publications with 43 main publications
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	Not Completed.
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	Completed. Two supervision workshops (for faculty and students)
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	Completed. Joint research agreements with the University of Indonesia
5	UCB Research Day	3 minutes thesis competition, poster competition	Fall 23-24	2 days event of research day	November 2023	Completed 1 st UCB research day in Nov 2023
6	UCB ICBIT Conference 2024	Collaborative conference with other regional-global-institutions	Spring/ Summer 23-24	Organized a successful conference	May 2024	Completed 1 st UCB International Conference

5. IMPROVEMENT PLAN – AY24-25

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date
1	Awareness Session – Research Support at UCB for former/new faculty	Research awareness programme (online)	Fall 24-25		
2	Increase the number/series of UCB Publications	UCB Support to faculty in terms of conference/rewards	Fall, Spring, Summer 24-25		
3	Increase the number of research workshops/ short course	Getting Started with Statistical software SCOPUS publication clinics	Fall, Spring, Summer 24-25		
4	Thesis/business project supervision workshop	Supervision workshop for supervisors and MBA students	Spring 24-25		
5	MoU / Agreement with universities/institutions at local, regional- and international-level	Complete joint research with other universities	Fall, Spring, Summer 23-24		