كلية البحـرين الجامعية

UNIVERSITY
COLLEGE
OF BAHRAIN

UNIVERSITY COLLEGE OF BAHRAIN

SCIENTIFIC
RESEARCH COUNCIL

RESEARCH
REPORT
AY2024-25

CONTENTS

Message from the Secretary General of Scientific Research Council (SRC)

It is my great privilege to share this message on behalf of the Scientific Research Council (SRC) of University College of Bahrain (UCB). At UCB, we are deeply committed to promoting high-quality and ethically grounded research, in alignment with the Kingdom of Bahrain's Vision 2030 and the National Research Strategy. Our research agenda is fully integrated with UCB's stragic objectives, ensuring that our scholarly activities contribute meaningfully to social, business, economic, technological, and sustainability challenges facing the Kingdom of Bahrain and the wider region.

The academic year 2024-25 marked a milestone for UCB's research journey. We proudly hosted the 2nd UCB International Conference on Business and Innovation Technology (UCB-ICBIT 2025) in May 2025. The conference received an overwhelming response, with 233 scientific papers submitted, and 111 papers accepted from 36 countries. Notably, UCB faculty members, students, and alumni participated actively as presenters, an achievement that reflects our mission to nurture research culture across all academic levels.

Equally important was the success of the 2nd UCB Research Day in April 2025, which showcased undergraduate student poster presentations, a research dialogue on artificial intelligence, and the Three-Minute Thesis (3MT) competition for MBA students. These initiatives demonstrated UCB's commitment to building a vibrant and inclusive research ecosystem that bridges theory with practice.

The UCB Research Report 2024-25 provides an overview of our faculty's scholarly contributions, including journal articles, book chapters, books, conference papers, and awards. The report also highlights research activities throughout academic year 24-25, reflecting both academic excellence and social impact. In collaboration with the Community Engagement Committee, SRC also organized capacity-building workshops on "questionnaire design and development" for faculty, students and external stakeholders, further strengthening research mentorship and skills development.

I am particularly pleased to report a remarkable growth in research output. In AY 2024-25, UCB faculty produced 97 major research publications, a significant increase from 43 publications in AY 2023-24. These 97 research outputs comprise of 21 journal articles, 28 book chapters, 5 books, and 43 conference papers during the year. This upward improvement is a testament to the dedication and perseverance of our faculty and students.

As we enter AY 2025-26, the SRC reaffirms its commitment to advancing UCB's research culture, enhancing collaboration, and ensuring that our contributions resonate with Bahrain's national priorities and the global academic community. Together, we aspire to strengthen UCB's position as a beacon of innovative and impactful research, fostering the Kingdom's knowledge-based economy.

Dr. Muhammad Rizky Prima Sakti
Associate Professor
Secretary General of Scientific Research Council
University College of Bahrain

1. COMPOSITION OF THE SRC COMMITTEES – AY2024-25

| SRC Members	Designation	Department
1) Dr. Muhammad Rizky Prima Sakti	Secretary General of SRC	Business Administration
2) Prof. Nandita Sengupta	SRC Members	Information Technology
3) Dr. George El-Rahbani	SRC Members	Business Administration
4) Dr. Muhammed Aseda	SRC Members	Communication & Multimedia

2. MINUTES OF MEETINGS

(Will be provided upon request)

3. ACHIEVEMENTS AND KEY ACTION TAKEN

3.1. Statistics of Research Publications

The details of major research publications are shown in the table and figures below.
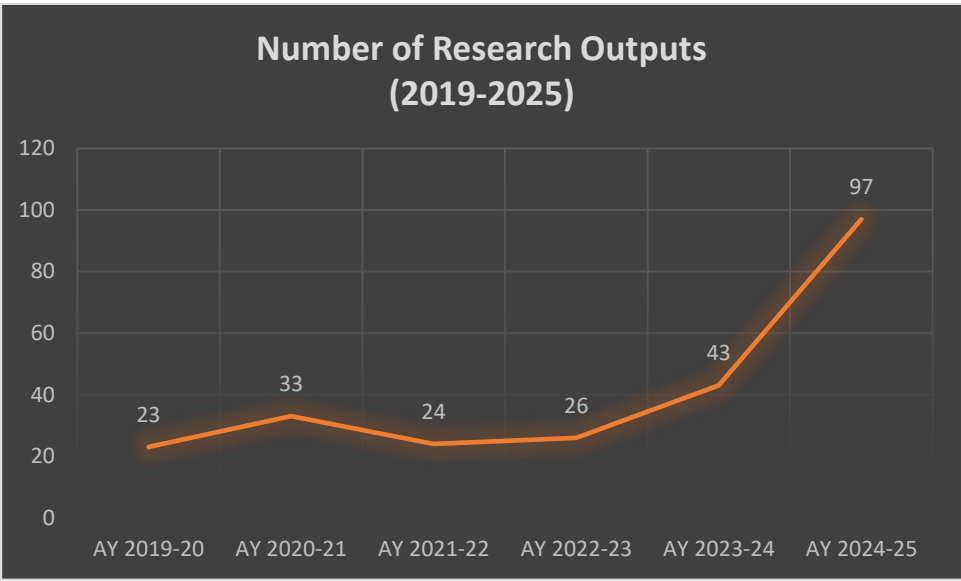
Figure 1

Number of Research Outputs for the last six years

Table 1.

Research Outputs by Academic Departments in AY2024-25

No	Department	Journal Articles	Book Chapters	Book	Conference Papers	Total
1	Business Administration	9	25	2	11	**47**
2	Information Technology	5	2	0	13	**20**
3	Communication & Multimedia	5	0	2	13	**20**
4	General Studies Unit	2	1	1	6	**10**
	Total research outputs	**21**	**28**	**5**	**43**	**97**
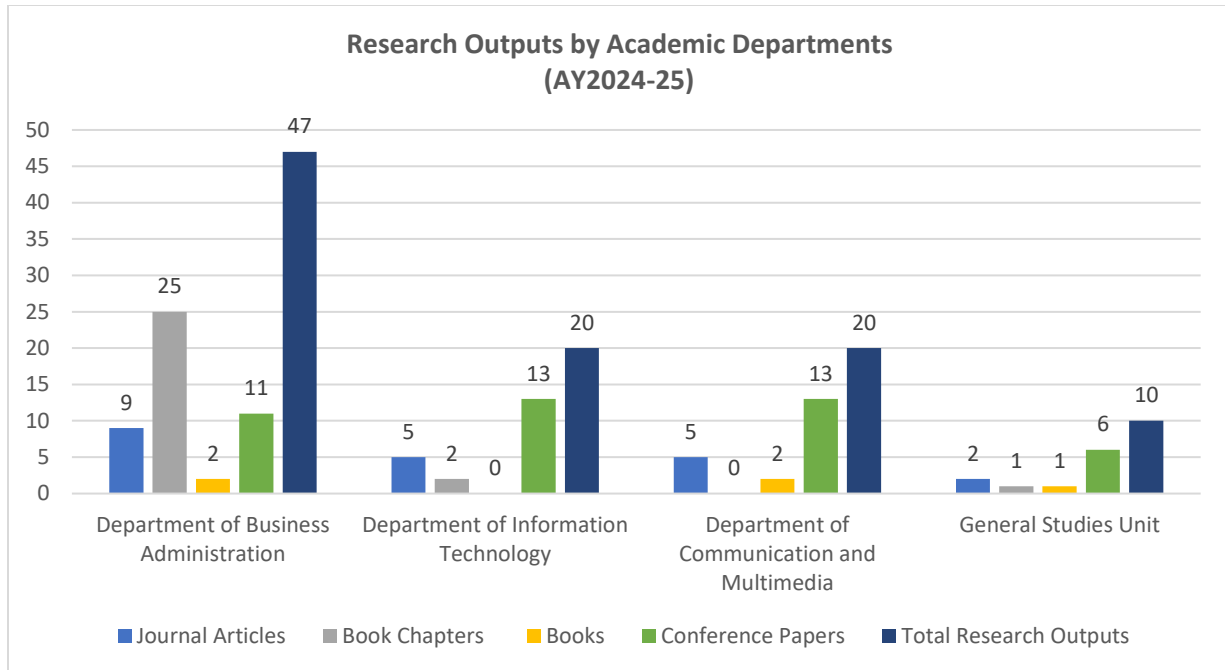
Figure 2.
Research Outputs by Academic Departments in AY2024-25
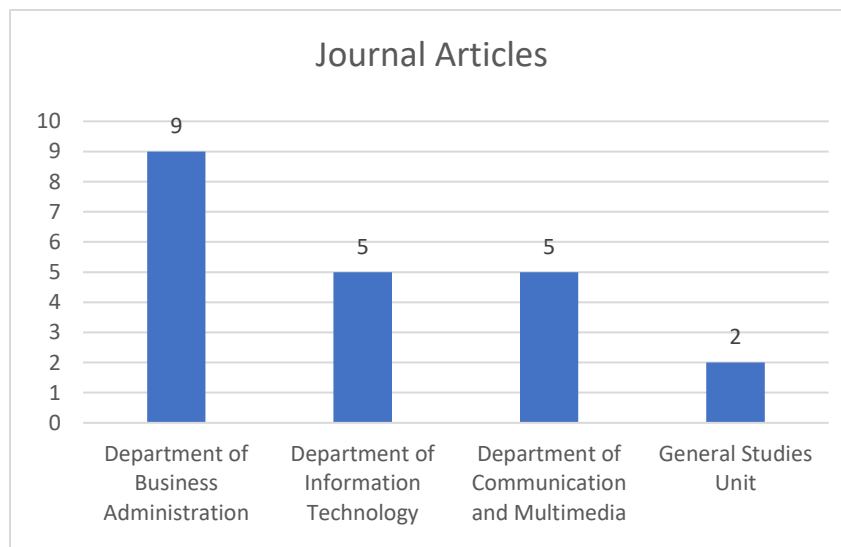
Figure 3.
Published journal articles in AY24-25

Figure 4.
Published book chapters in AY24-25

Figure 5.
Published books in AY24-25

Figure 6.
Conference papers in AY24-25

3.2. Research Outputs in AY24-25

3.2.1. Journal Articles in AY24-25

Department of Business Administration

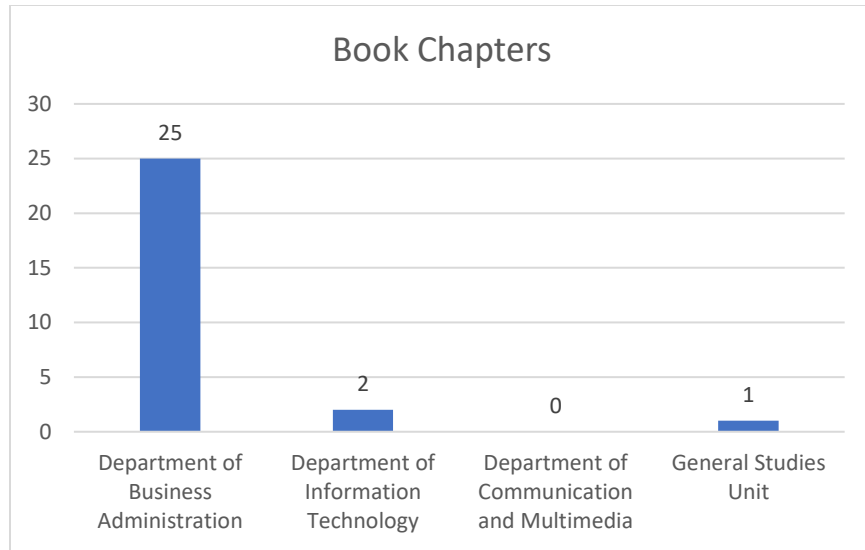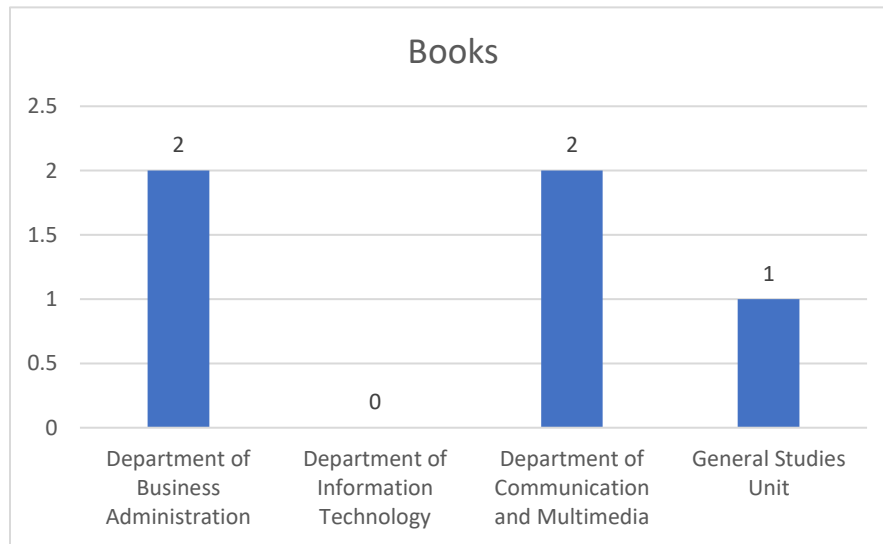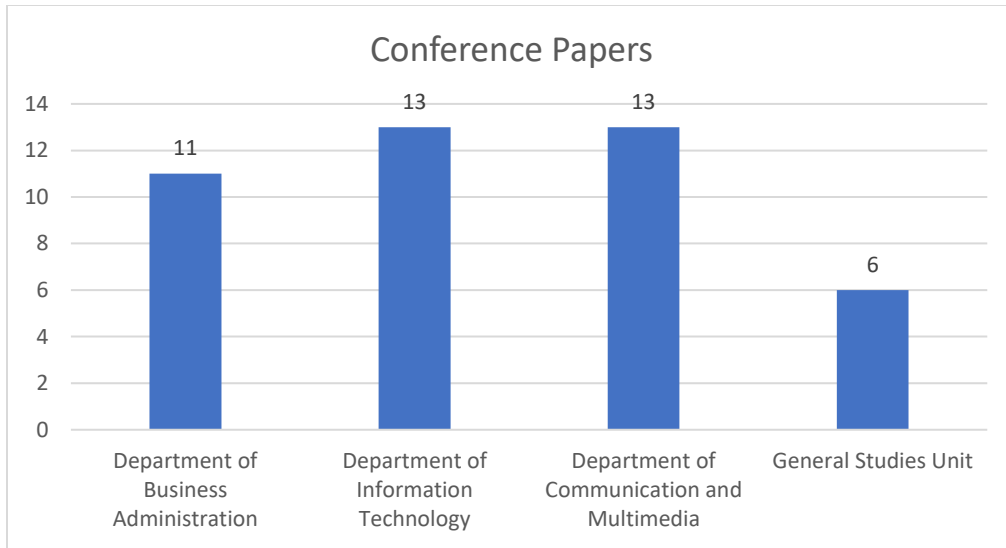| No	Title of the Paper	Journal Tittle	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	The Role of Ulama in Shaping Attitude, Subjective Norms, Digitalisation and Trust Towards Cash Waqf Behavior	Intellectual Discourse	Muhammad Rizky Prima Sakti	Gustina, Lukman, S., **Muhammad Rizky Prima Sakti**., & Alfarisi, M. F	33(2).	2025	Scopus Q3
2	Borrow First, Think Later: Drivers of Digital Borrowing and The Hidden Cost on Financial Well-being	International Journal of Consumer Studies	Muhammad Rizky Prima Sakti	Rahmatina A Kasri, **Muhammad Rizky Prima Sakti**, Kenny Devita, Azizon, Rayhan Rachman, Muhammad Siddiq	In Press	2025	Scopus Q1
3	Intention to Action: Unravelling the Psychological and Behavioral Drivers of Households' Food Waste in Malaysia	Eurasian Business Review	Muhammad Rizky Prima Sakti	Ah Suat Lee; Nurul Afidah Mohamad Yusof; Saw Chin Khor; Yen Hong Ng; Suet Ling Ching; Lin Sea Lau; **Muhammad Rizky Prima Sakti**	In Press	2025	Scopus Q1
4	Implementation of Green Accounting and Sustainability Performance Critical Reflections, Challenges and Opportunities	Jurnal Ilmiah Akuntansi Peradaban	Muhammad Rizky Prima Sakti	Safri Haliding, Rosyada Haerunnisa, Kamaruddin Arsyad, **Muhammad Rizky Prima Sakti,** Sahabuddin Nanda	Vol. 10, (2), 184-198	2024	DOAJ
5	Islamic Financing for Renewable Energy In Indonesia: Unlocking Potential Demand from GCC Investors	Journal of Islamic Monetary Economics and Finance	Muhammad Rizky Prima Sakti	Rahmatina A Kasri, Ronald Rulindo, **Muhammad Rizky Prima Sakti,** Muhammad Rifqi, Adela Miranti Yuniar	Vol. 10 (2), 301-328	2024	Scopus Q2
6	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 (2), 332-356	2024	Scopus Q1
7	Incorporation of artificial intelligence, Big Data, and	Journal of Decision System	Reem Hamdan	Hamdan, A., Alareeni, B.,	Vol 33 (2),	2024	Scopus Q1

No	Title of the Paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
	Internet of Things (IoT): an insight into the technological implementations in business success			**Hamdan, Reem**., Dahlan, M.A.	195-198		
8	Knowledge Sharing among the Nursing and Midwifery Community in the Era of Digitalization in the Kingdom of Bahrain.	Journal of Digital Media and Artificial Intelligence	Malak Aoun, Rana Sawaya.	**Malak Aoun, Rana Sawaya.**	Vol.2 (1) 35-44	2025	DOAJ
9	Examining the Relationship Between Sports Participation and Student Motivation: Testing the Mediation of Resilience among University Students in Bahrain	Revista de Psicología del Deporte (Journal of Sport Psychology)	Malak Aoun	Mohamed Alkashami, Nadeem Khalid, **Malak Aoun,** Ebtisam Labib, Reem Jasim	Vol. 3 (1) 210-219	2025	Scopus Q4

Department of Information Technology

No	Title of the Paper	Journal Tittle	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Level zero: Emotional Intelligence in Artificial Intelligence- Exploring the Impact of Positive and Negative emotions on Machine Learning	Journal of Digital Media and Artificial Intelligence	Mahmood S. M. Alalawi, Nandita Sengupta,	**Mahmood S. M. Alalawi, Nandita Sengupta,** Bassam Alhamad	Vol. 2 (1) 45-50	2025	DOAJ
2	Contextual Internet of Things Intrusion Detection: A Sliding Window Convolutional Neural Network€"Gated Recurrent Unit Model Enhanced by Graph Neural Networks	Cureus Journal of Computer Science	Nandita Sengupta	Ramya Chinnasamy, Malliga Subramanian, **Nandita Sengupta,** Ramkumar MP	-	2025	DOAJ
3	Empowering Intrusion Detection Systems: A Synergistic Hybrid Approach with Optimization and Deep Learning	The International Arab Journal of Information Technology	Nandita Sengupta,	Ramya Chinnasamy, Malliga Subramanian, **Nandita Sengupta**	22 (1), 60-76	2025	Scopus Q3

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
	Techniques for Network Security						
4	Academic Accreditation in Arab Universities: An Analytical Study of the Strategic Impact on Education Quality and Graduate Outcomes	SSRN Journal	Yusuf Janahi	Muhammad Obeidat, **Yusuf Janahi**	-	2025	DOAJ
5	Predictive Analytics and AI in Education: A Systematic Literature Review on Identifying and Supporting At-Risk Students	SSRN Journal	Yusuf Janahi	**Yusuf Janahi,** Muhammad Obeidat	-	2025	DOAJ

Department of Communication and Multimedia

No	Title of the paper	Journal Tittle	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Generative AI and Media Content Creation: Investigating the Factors Shaping User Acceptance in the Arab Gulf States	Journalism and media	Khaled Zaki	Mahmoud Sayed Mohamed Ali, **Khaled Zaki AbuElkhair Wasel**. And Amr Mohamed Mahmoud Abdelhamid	Vol. 5 (4) 1624-1645	2024	Scopus Q1
2	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	Vol 8 (3), 815-821	2024	Scopus Q2
3	The effectiveness of social responsibility for public relations in marketing health services	Journal of Infrastructure, Policy and Development	Merhan Mohsen	Nassereldin Abdel Qadir Osman, Fatmah abdulbaqi albakheet, **MerhanMohsen Mohammed,** Tarek Ismail Mohamed	Vol. 8 (8), 1-17	2024	Scopus Q2
4	Role of social media & Communication Skills in Health Promotion	Remittances Review	Shema Bukhari	Naz, A., **Shema Bukhari,** Mahmood N., Khan	Vol. 9 (3), 89-102	2024	Scopus Q3

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
				Muhammad., Fazal, E			
5	Analysis of State of Copyright in Pakistan.	Remittances Review	Shema Bukhari	Naz, A., **Shema Bukhari.,** Mahmood N., Khan Muhammad., Fazal, E.	Vol. 9 (3), 886-898	2024	Scopus Q3

General Studies Unit

No	Title of the paper	Journal Tittle	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Exploring the Influence of Religion on Consumer Behavior: A Comprehensive Review	Business Development via AI and Digitalization	Shemily P John	Shakshi Dewan, **Shemily P John**	-	2024	Scopus
2	The significance of death as a lover, in Emily Dickinson's poems; A quantitative study.	World Journal Research and Review	Shemily P John	**Shemily.P.John**, Dr Sreya Mohan, Dr Chippy	-	2024	DOAJ

3.2.2. Book Chapters in AY 24-25

Department of Business Administration

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Index
1	Recycled Waste Plastic for Asphalt Manufacturing to Degrade Ecological Footprints in ASEAN: A Policy Analysis from the Islamic Economics and Finance Approach	Sustainable Advanced Manufacturing and Logistics in ASEAN	Muhammad Rizky Prima Sakti	Khairunnisa Musari, **Muhammad Rizky Prima Sakti**	2025	IGI Global	Scopus
2	Driving Sustainable Circularity through Reverse Logistics in Halal Sectors to Degrade Ecological Footprints: Evidence in ASEAN-5	Circular Economy Supply Chains: Optimizing via Data Science	Muhammad Rizky Prima Sakti	Khairunnisa Musari, **Muhammad Rizky Prima Sakti**	2025	IGI Global	Scopus
3	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	Muhammad Rizky Prima Sakti	Abdullah Hamza Al-Hadrami, **Muhammad Rizky Prima Sakti,** Faisal Mohamed AlKhalifa	2024	Springer Nature Switzerland	Scopus
4	The Effect of Using social media on Financial Literacy: A Focus on the Kingdom of Bahrain	Artificial Intelligence-Augmented Digital Twins: Transforming Industrial Operations for Innovation and Sustainability	Muhammad Rizky Prima Sakti	Yaqoob Alshameri, Zakeya Sanad, **Muhammad Rizky Prima Sakti**	2024	Springer Nature Switzerland	Scopus
5	Healthcare sector in Saudi Arabia: initiatives and challenges	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Malak Aoun	Laila Al-Saggaf, Abdullah Hamza Al-Hadrami, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus
6	The Contribution of ISO Standards to the Sustainable Development Goals: A Comparative Study Between 2022 SDG	Sustainable Innovations in Management in the Digital Transformation Era	Malak Aoun Muhammad Rizky Prima Sakti	**Malak Aoun, Muhammad Rizky Prima Sakti**	2024	Taylor & Francis	Scopus

	Index Scores and ISO Survey					
7	The Impact of Digitalization on Employee Turnover in Bahrain's Banking Sector	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya, Malak Aoun	Zeid Khalill Tadros, **Rana Sawaya, Malak Aoun**	2024	Springer Nature Switzerland	Scopus
8	Human Resources and Work-Life Balance in Bahrain's Financial Service Industry: A Conceptual Study	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Malak Aoun	Aysha Al Fadhel, Manish Verma, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus
9	Digital disruption in Bahrain's Banking Landscape: Conceptual Study	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya, Malak Aoun	Zeid Khalill Tadros, **Rana Sawaya, Malak Aoun**	2024	Springer Nature Switzerland	Scopus
10	E-government and Government Agility: A Conceptual Framework for Optimization and Crisis Management	Achieving Sustainable Business through AI, Technology Education and Computer Science:	George El-Rahbani	Abdulla AlGhatam, Manish Verma, **George El-Rahbani**	2024	Springer Nature Switzerland	Scopus
11	Importance of Technology in Government Service Delivery: A Thematic Analysis	Achieving Sustainable Business through AI, Technology Education and Computer Science:	George El-Rahbani	Abdulla AlGhatam, Manish Verma, **George El-Rahbani**	2024	Springer Nature Switzerland	Scopus
12	Crisis Management in Saudi Arabian Healthcare: A Comprehensive Review and Global Perspective	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Malak Aoun	Laila Al-Saggaf, Abdullah Hamza Al-Hadrami, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus
13	Work-life balanc in Bahrain's Financial Landscape: A Conceptual Study	Achieving Sustainable Business through AI, Technology	Malak Aoun	Aysha Al Fadhel, Manish Verma, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus

		Education and Computer Science:					
14	External Factors Affecting Incentives in the Heavy Machinery Trading Sector in the Kingdom of bahrain: Conceptual Paper	Achieving Sustainable Business through AI, Technology Education and Computer Science:	George El-Rahbani	Fatema Baihoosh, Nishad Nawaz, **George El-Rahbani**	2024	Springer Nature Switzerland	Scopus
15	Shaping Effective Employee Incentives in Bahrain's Heavy Machinery Trading Sector: A Conceptual Study	Achieving Sustainable Business through AI, Technology Education and Computer Science:	George El-Rahbani	Fatema Baihoosh, Nishad Nawaz, **George El-Rahbani**	2024	Springer Nature Switzerland	Scopus
16	Impact of Employee Incentives on Productivity in the Private-Owned Heavy Machinery Trading Sector in the Kingdom of Bahrain	Achieving Sustainable Business through AI, Technology Education and Computer Science:	George El-Rahbani	Fatema Baihoosh, Nishad Nawaz, **George El-Rahbani**	2024	Springer Nature Switzerland	Scopus
17	Digital Transformation of Human Resources: Implications, Practices, and Challenges	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Malak Aoun	Mariam AlShaibani, Sherien Badawi, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus
18	Digitalization in Human Resources Management in Bahrain: Employee Perspective	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Malak Aoun	Mariam AlShaibani, Sherien Badawi, **Malak Aoun**	2024	Springer Nature Switzerland	Scopus
19	Theoretical Insights into the Impacts of Government Outsourcing on Service Quality, Employees, and Cost Savings	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Reem Hamdan	Abdulla Ali, Manish Verma, **Reem Hamdan**	2024	Springer Nature Switzerland	Scopus
20	Impact of Outsourcing on Government Service Quality	Achieving Sustainable Business through AI,	Reem Hamdan	Abdulla Ali, Manish Verma,	2024	Springer Nature Switzerland	Scopus

		Technology Education and Computer Science:		**Reem Hamdan**			
21	Impact of Outsourcing on Government Entities	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Reem Hamdan	Abdulla Ali, Manish Verma, **Reem Hamdan**	2024	Springer Nature Switzerland	Scopus
22	Optimizing Organizational Performance: Employee Motivation and Performance Theories	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya	Jawaher AlKhalifa, Nishad Nawaz, **Rana Sawaya**	2024	Springer Nature Switzerland	Scopus
23	Motivational Factors and Employee Performance: A Comprehensive Analysis	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya	Jawaher AlKhalifa, Nishad Nawaz, **Rana Sawaya**	2024	Springer Nature Switzerland	Scopus
24	Exploring Theories of Employee Performance	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya	Asma AlSalman, Nishad Nawaz, **Rana Sawaya**	2024	Springer Nature Switzerland	Scopus
25	ISO 9001 and Employee Peformance: A Conceptual Framework	Achieving Sustainable Business through AI, Technology Education and Computer Science:	Rana Sawaya	Asma AlSalman, Nishad Nawaz, **Rana Sawaya**	2024	Springer Nature Switzerland	Scopus

Department of Information Technology

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Challenges and Opportunities of Generative Artificial Intelligence in Higher Education in the Kingdom of Bahrain	Studies in Systems, Decision and Control,	Yusuf Janahi, Muhammad Rizky Prima Sakti	**Yusuf Janahi, Muhammad Rizky Prima Sakti**	2025	Springer Nature	Scopus
2	Blockchain for Transparent Food Supply Chains	Smart Technologies for Sustainable Development Goals	Nandita Sengupta	C.R. Jothy, J.E. Judith, **Nandita Sengupta**	2025	Taylor & Francis	Scopus

Department of Communication and Multimedia

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

General Studies Unit

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	AI-Driven Pedagogies and Learning Environments in Modern Education: A PRISMA-Based Systematic Review	Navigating Barriers to AI Implementation in the Classroom	Shemily John	S. Baranidharan, **Shemily P. John ,** and Chippy Mohan	2025	IGI Global	Scopus

3.2.3. Published Books in AY24-25

Department of Business Administration

No	Title of the Book	UCB Member	Authors	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**.	Emerald	2024	Scopus (Q2)
2	Sustainable Data Management: Navigating Big Data, Communication Technology, and Business Digital Leadership	Reem Hamdan	**Reem Khamis Hamdan**, Allam Hamdan, Bahaaeddin Alareeni, Rim El Khoury	Springer	2024	Scopus (Q4)

Department of Information Technology

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

Department of Communication Multimedia

No	Title of the Book	UCB Member	Authors	Publisher	Year	Indexed
1	Artificial Intelligence revolutionizes content creation and digital marketing	Merhan Mohsen	**Merhan Mohsen** & Reda Fouly	United UDP UAE	2025	
2	PR Campaigns in the Digital Age	Merhan Mohsen	**Merhan Mohsen** & Reda Fouly	United UDP UAE	2025	

General Studies Unit

No	Title of the Book	UCB Member	Authors	Publisher	Year	Indexed
1	A Framework for Disater Management	Shemily John	**Shemily .P.John,** Ajay Jose, Chippy Mohan	DL Publications, India	2025	

3.2.4. Conference Papers in AY24-25

Department of Business Administration

No	Title of the Paper	UCB Member	Authors	Conference Tittle	Organizer	Country	Year
1	Economic Diversification and Sustainability Development in Oil-Rich Countries: A Panel Data Study	Muhammad Rizky Prima Sakti	**Muhammad Rizky Prima Sakti**	E3S Web of Conference - International EcoHarmony Summit (IES) 2024	Universitas Lancang Kuning	Indonesia	2024
2	Factors affecting behavioral intention to adopt blockchain technology among bankers in Islamic financial services industry: Bahrain's evidence	Muhammad Rizky Prima Sakti	**Muhammad Rizky Prima Sakti,** Mohamed Mahees Raheem	The 10th International Conference on Business and Finance (ICBF2024)	Effat University	KSA	2024
3	The nexus between food sustainability and ESG performance in the KSA: SEM-PLS approach	Muhammad Rizky Prima Sakti	**Muhammad Rizky Prima Sakti,** Abdul Aziz Rubayan	4th International Conference on Muslim World Economy and Business	Universitas Islam International Indonesia	Indonesia	2025
4	Examining Awareness and Perceptions on Circular Econ-omy in the Oil & Gas Sector: Evidence from Kingdom of Saudi Arabia	Muhammad Rizky Prima Sakti Rana Sawaya	Meshal Al-Otaibi**, Muhammad Rizky Prima Sakti, Rana Sawaya**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
5	What drives private hospitals to adopt blockchain based telemedicine? case study in the eastern province of Saudi Arabia	Muhammad Rizky Prima Sakti	Kholood Saffar**, Muhammad Rizky Prima Sakti**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
6	Content marketing strategies of YouTube influencers in the Kingdom of	Reem Hamdan Rana Sawaya	Sara Hasan Ebrahim Seyadi, **Reem Khamis &**	Equal Opportunity Conference	Ahlia University	Bahrain	2024

	Bahrain, a qualitative analytical study		**Rana Sawaya**				
7	Social Responsibility of Small Restaurants in Holland	George El-Rahbani	**El Rahbani, G.**, Fontys, M.C.	Gulf University Conference	Gulf University	Bahrain	2024
8	Shaping Effective Employee Incentives in Bahrain's Heavy Machinery Trading Sector: A Conceptual Study.	George El-Rahbani	Baihoosh, F. A., Nawaz, N., & **El-Rahbani, G.**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
9	Impact of Employee Incentives on Productivity in the Privately-Owned Heavy Machinery Trading Sector in the Kingdom of Bahrain.	George El-Rahbani	Baihoosh, F. A., Nawaz, N., & **El-Rahbani, G.**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
10	E-Government and Government Agility: A Conceptual Framework for Optimization and Crisis Management.	George El-Rahbani	AlGhatam, A. A. A., Verma, M., & **El-Rahbani, G.**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
11	Growth and Innovation: Integrating AI in Sports Entrepreneurship	Valentine Smart	**Valentine Smart**, Syed Muhammad, and Allam Hamdan	8th Equal Opportunities Conference "Responsible Innovation and Society 5.0" (EO2025)	Ahlia University	Bahrain	2025

Department of Information Technology

No	Title of the Paper	UCB Member	Authors	Conference Tittle	Organizer	Country	Year
1	A Deep Learning Framework for Classifying and Mitigating Bias in News Reporting	Nandita Sengupta	Abhijit Mitra, Rivujit Das, Jayanta Paul, Rajdeep Majumder, Arghyadeep Saha, **Nandita Sengupta** and Jaya Sil	FTC2024 conference (FTC 2024 - Future Technologies Conference 2024 - Technology Conference - SAI Conferences)	The Science and Information (SAI) Organization	London	2024
2	Designing Intrusion Detection System based on Machine Learning Technique	Nandita Sengupta	**Nandita Sengupta**	UCB International Conference of Business and Innovative Technology	University College of Bahrain	Bahrain	2024
3	Artificial Intelligence's Adoption in Higher Education Institutions to Maintain Sustainability	Nandita Sengupta Riad Saba	Zahra AlMukharreq, **Nandita Sengupta, Riad Saba**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
4	Assessing the productivity of professional working remotely considering cyber security: a case study on INSOMEA computer solutions	Nandita Sengupta Muhammad Rizky Prima Sakti	Zainab Jaafar AlHayki, **Nandita Sengupta** and **Muhammad Rizky Prima Sakti**	Sustainable Innovations in Management in the Digital Transformation Era (SIM DTE)	University of Technology Bahrain (UTB)	Bahrain	2024
5	Assessing Critical Success Factors of Business Continuity During Pandemic: Case Study from Bahrain's Financial Sectors	Nandita Sengupta Muhammad Rizky Prima Sakti	Hameed Ali, **Nandita Sengupta** and **Muhammad Rizky Prima Sakti**	<u>UCB International Conference of Business and Innovative Technology</u>	University College of Bahrain	Bahrain	2024
6	Detection of Breast Cancer at Early Stage by Deep Learning Techniques	Nandita Sengupta Mahmood Alalawi	**Nandita Sengupta**, Adnan Faisal Hashem, **Mahmood**	2nd UCB International Conference "Sustainable Business Futures:	University College of Bahrain	Bahrain	2025

			Saeed Mustafa Alalawi, Mouaid Mustafa Mustafa	Innovating for a Greener Tomorrow"			
7	The Etiquette Effect: Does courtesy and motivation play a role in Artificial Intelligence responses	Nandita Sengupta Mahmood Alalawi	Rickworth Machado, **Nandita Sengupta**, **Mahmood Saeed Mustafa Alalawi**	2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	University College of Bahrain	Bahrain	2025
8	Brand Loyalty Through Emotion: The Role of Positive Visual Elements in Digital User Experiences	Mahmood Alalawi Nandita Sengupta	Rickworth Machado, **Mahmood Saeed Mustafa Alalawi, Nandita Sengupta**	2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	University College of Bahrain	Bahrain	2025
9	AI Adoption to Enhance Quality Education for Sustainable Education and Lifelong Learning	Nandita Sengupta Riad Saba	Zahraa Almukharreq, **Nandita Sengupta, Riad Saba**	2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	University College of Bahrain	Bahrain	2025
10	Federated Learning for Sustainable Energy Efficiency: A Privacy-Preserving AI Approach	Nandita Sengupta	Ramya Chinnasamy, Subramanian Malliga, **Nandita Sengupta,** Ramkumar MP	2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	University College of Bahrain	Bahrain	2025
11	AI-Assisted Content Creation and Positive Emotions in Educators	Mahmood Alalawi Nandita Sengupta	**Mahmood Saeed Mustafa Alalawi,** Adnan Faisal Hashem, **Nandita Sengupta, Malak Aoun**	2nd UCB International Conference "Sustainable Business Futures: Innovating for a Greener Tomorrow"	University College of Bahrain	Bahrain	2025
12	Enhancing Intrusion Detection in IoT Networks with Modified Chimp Optimization	Nandita Sengupta	Ramya Chinnasamy, Subramanian Malliga, **Nandita Sengupta**	The 2025 International Conference on the Leadership and Management of Projects in the Digital Age (ICLAMP2025)	Springer Lecture Notes	Bahrain	2025

No	Title of the Paper	UCB Member	Authors	Conference Title	Organizer	Country	Year
13	Enhanced Intrusion Detection System for IoMT Devices Using Evolutionary Optimization	Nandita Sengupta	**Nandita Sengupta,** Ramya Chinnasamy, Subramanian Malliga	IEEE ITIKD 2025		Bahrain	2025

Department of Communication and Multimedia

No	Title of the Paper	UCB Member	Authors	Conference Tittle	Organizer	Country	Year
1	Fashion Brands in the Metaverse: Redefining Digital Marketing and Branding Landscapes	Yasmina Zaki	**Yasmina Zaki**, Wu, MS., Hamdan, A., Thomas, J.	The 7th Equal Opportunities Conference "Digital Innovation and Business Sustainability"	Ahlia University	Bahrain	2024
2	Exploring the Integration of the Metaverse for Marketing and Branding in Organizational Framework	Yasmina Zaki	**Yasmina Zaki.,** Wu, MS., Hamdan, A.	The 7th Equal Opportunities Conference "Digital Innovation and Business Sustainability"	Ahlia University	Bahrain	2024
3	A Conceptual Framework for Metaverse Marketing Strategies in the Fashion Industry: Exploring the Role of Brand Experience and Brand Equity.	Yasmina Zaki	**Yasmina Zaki.,** Wu, MS., Hamdan, A., Alsharabi, H.	The International Conference on Business and Technology (ICBTCAMBRIDGE' 2024)	Cambridge University	United Kingdom	2024
4	Content marketing strategies of YouTube influencers in the Kingdom of Bahrain, a qualitative analytical study	Merhan Mohsen Mohammed	**Merhan Mohsen Mohammed**	AL QASIMIA UNIVERSITY INTERNATIONAL CONFERENCE ON Content Creation Between Institutional Media and Social Media	Al Qasimia university	United Arab Emirates	2024
5	New Storytelling Techniques of Bahrain Newspapers	Khaled Zaki Wasel	**Khaled Zaki Wasel**	AL QASIMIA UNIVERSITY INTERNATIONAL CONFERENCE ON Content Creation	Al Qasimia university	United Arab Emirates	2024

				Between Institutional Media and Social Media			
6	Digital Communication Strategies for Sustainability Initiatives in Higher Education: Comparative Analysis of Universities in Bahrain, Oman & UAE	Merhan Mohsen Mohammed	**Merhan Mohsen Mohammed**, Mohammed Mostafa Refaat Moharam , Riadh Jeljeli, Faycal Farhi	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
7	Is it Intelligent Influence or Strategic Disruption? Public Relations and AI in Bahrain	Shema Bukhari Yasmina Zaki, Merhan Mohsen Mohammed Khaled Zaki AbuElkhair Wasel	**Shema Bukhari** ,Muhammad Saifullah Khan , **Yasmina Zaki, Merhan Mohsen Mohammed** and **Khaled Zaki AbuElkhair Wasel**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
8	The Attitudes of Digital Media Experts Towards Reducing the Carbon Footprint of Data Centers and Artificial Intelligence system	Merhan Mohsen Mohammed	Hala Fawzy, **Merhan Mohsen Mohammed,** Shereen Abd Al-Latif, Hadeer Mohamed, Basma Elballat	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
9	The Academics' Perspective on the Use of Metaverse Technology in Media Education: An Exploratory Study	Merhan Mohsen Mohammed	**Merhan Mohsen Mohammed**	Third International Scientific Conference titled: "New Horizon in content Creation and data analytics".	Abu Dhabi University and the UAE's Research Centre for Studies and Scientific Research	United Arab Emirates	2025
10	Is it intelligent influence or strategic disruption? Public relations and AI in Bahrain	Shema Bukhari Yasmina Zaki Khalid Zaki	**Bukhari, S**., Khan, M. S., **Zaki, Y**., Mohammed, M. M., & Wasel, K. Z. A.	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025

| No	Title of the Paper	UCB Member	Authors	Conference Tittle	Organizer	Country	Year
11	Visual storytelling on Gulf digital media platforms: A comparative study of Bahrain and Oman	Khalid Zaki Shema Bukhari	**Wasel, K. Z**. A., Moharam, M. M. R., & **Bukhari, S**	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
12	Understanding the metaverse: Definition, boundaries, and distinctions from virtual reality	Yasmina Zaki Shema Bukhari	**Zaki, Y**., **Bukhari, S**., Sharif, M., & Alsharabi, H	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
13	Awareness of artificial intelligence in higher education and its influence on student academic outcomes: A case study at a private university in Bahrain	Shema Bukhari Mahmood Al-alawi	**Alalawi, M**. S. M., Mohammed, M., **Bukhari, S**., & Hashem, A	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025

General Studies Unit

No	Title of the Paper	UCB Member	Authors	Conference Tittle	Organizer	Country	Year
1	Evaluating the Impact of MGNREGS Employment on Rural Workers' Quality of Life in Kerala"	Shemily John	T.A Febina, **Shemily P John**, Ajims P Mohammed	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
2	Driving Towards a Sustainable Future: Assessing the Impacts of Electric Vehicles on Society,	Shemily John	Ashin saji, **Shemily.P.John**, Jeremy Thomas	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025

	Environment and Economy						
3	From Challenges to Opportunities: Enhancing AI khobar ataourism through social media and strategic initiatives.	Shemily John	Ibrahim Ahmed Omar , **Shemily P. John ,**Merhan mohsen mohammed .	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
4	Relationship Between Performance Management and Employee Performance in the Private Sector in Saudi Arabia	Shemily John	Saud AlHajri, **ShemilyJohn,** Jeremy Thomas,	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
5	An Exploratory Research Study of Digital Transformation on Existing Traditional Business Models: A Study Centered in the Kingdom of Bahrain	Shemily John	Faten Ahmed, **Shemily John**, V.Kalyani, Jeremy thomas	UCB International Conference of Business and Innovative Technology (ICBIT2025)	University College of Bahrain	Bahrain	2025
6	EMPOWERING EXCELLENCE: ISLAMIC VALUES IN SOUTH INDIAN WOMEN'S ACADEMIC LEADERSHIP	Shemily John	**Shemily.P.John**, Kalyani, Anitha	confmanage			2024

3.2.5. Research Award in AY24-25

No	Title of the Award	UCB Member	Department	Name of the Granter	Year
1	UCB Research Award	Muhammad Rizky Prima Sakti	BA	UCB	2025
2	UCB Research Award	Malak Aoun	BA	UCB	2025
3	UCB Research Award	Nandita Sengupta	IT	UCB	2025
4	UCB Research Award	Merhan Mohsene	CMM	UCB	2025

4. RESEACH EVENTS AND ACTIVITIES
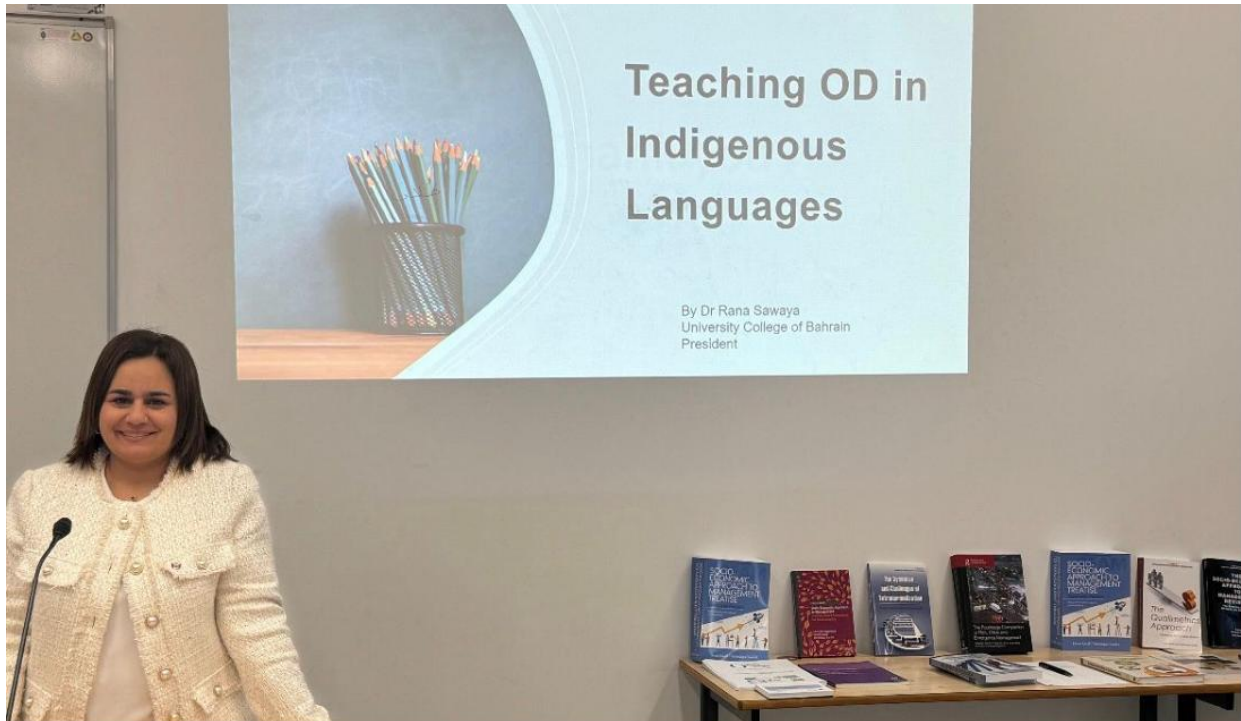
The President of UCB Dr. Rana Sawaya Represents University College of Bahrain at Prestigious ISODC Conference in Lyon

Dr. Rana Sawaya – UCB President has recently represented the University College of Bahrain at the prestigious International Society for Organization Development and Change (ISODC), held at Université Jean Moulin (Lyon III) and organized by ISEOR – Institut de Socio-Économie des Entreprises et des Organisations from October 25-29. The conference, themed *"Navigating Uncertainty in Today's World,"* gathered experts from around the globe to explore nnovative approaches for resilience and growth. UCB remains committed to fostering research and knowledge exchange that equips our community for the challenges of today's dynamic world.

Dr. Rana Sawaya, The President of University College of Bahrain, has received an official copy of a new academic publication authored by Dr. Shemily P. John, Coordinator of the Gender Studies Unit. The book, titled *The Framework for Disaster Management*, was published by DL Publications. Dr. Shemily P. John has previously published two books of poetry as part of her literary collection. We congratulate Dr. Shemily on this remarkable achievement and wish her continued success in her future academic and literary endeavors

A team from The University College of Bahrain (UCB) consisting of Dr. Yusuf Janahi – Vice President for Academic Affairs and Quality, Prof. Nandita Sengupta, Head of Information Technology Department, and the students of UCB proudly participated in the Conference on Scientific Research and Innovation for Undergraduate Students 2025, at the University of Bahrain. The event brought together students, faculty members, and experts from diverse academic fields to celebrate and explore the latest advancements in scientific research and innovation. The conference provided a vibrant platform for UCB students and faculty to engage with presenters, share insights, and exchange ideas on innovative research methodologies and emerging trends. UCB looks forward to continued engagement in similar initiatives, promoting academic excellence and providing its students with valuable experiences that enhance their learning journey and prepare them for future challenges in their professional careers.

UCB Students Honored at Derasat Gabga 2025 for Research Contributions

📅 March 18, 2025   👤 admin   💬 0

The Bahrain Center for Strategic, International, and Energy Studies (Derasat) held its annual "Derasat Gabga 2025" on March 16, 2025. This prestigious event celebrated the accomplishments and contributions of distinguished students who have demonstrated exceptional achievements in their research, making significant impacts in their respective fields. During the ceremony, two outstanding students from the University College of Bahrain, Ebtisam Abdulkarim and Hasan Ali, were honored with an award in recognition of their excellent research contributions. UCB remains committed to recognizing its students' achievements and actively engaging them in educational and research endeavors

University College of Bahrain organized the 2nd UCB Research Day 2025 on Wednesday, April 9, 2025. Under the theme "Science, Research, and AI: Transforming the Future," this event feature panel discussions, poster presentations, and the exciting 3-Minute Thesis (3MT) competition.This event provide a platform for in-depth discussions on pioneering research and the evolving impact of AI on various fields.

University College of Bahrain Organizes its Second International Conference on the Future of Business Sustainability and Innovation, with the Participation of Specialists in Higher Education and Economics

University College of Bahrain organized its second international conference under the theme "The Future of Business Sustainability: Innovation for a Greener Tomorrow." The event was honored by the presence of Her Excellency Dr. Diana Abdulkarim Al-Jahrami, Secretary-General of the Higher Education Council and His Excellency Professor Dr. Sheikh Khalid bin Mohammed Al Khalifa, Chairman of the University's Board of Trustees. They were joined by a distinguished group of experts and specialists in higher education, economics, and sustainable development from various countries.

In his opening speech, His Excellency Professor Dr. Sheikh Khalid bin Mohammed Al Khalifa emphasized the pivotal role of the Higher Education Council in supporting the higher education sector in the Kingdom of Bahrain. He commended the Council's efforts in shaping educational policies and implementing strategic initiatives that enhance innovation and academic excellence while fostering institutional partnerships locally and internationally.

His Excellency added that organizing this conference aligns with the university's commitment as a leading academic institution seeking to embed sustainability principles across higher education pathways. This is achieved by supporting applied scientific research, expanding international collaboration, and nurturing entrepreneurial ideas that serve

sustainable development goals. He affirmed that the conference serves as a stimulating platform for exchanging insights and expertise on leveraging innovation and modern technologies to build a knowledge-based society capable of addressing future challenges

Furthermore, Dr. Rana Sawaya, President of the University, expressed her pride in the conference's remarkable success in terms of attendance and research participation from around the world. She stressed that innovation and technology are the keys to transitioning toward a more sustainable future, noting that these tools are no longer optional but essential for reshaping business and education environments toward a greener and more resilient tomorrow. The conference featured several panel discussions centered on sustainable development and the green economy.

Reaffirming its commitment to supporting the academic community, the university provided full sponsorship to three Ph.D. students from Oman, Pakistan, and Morocco, covering all their participation expenses. This initiative stems from the university's deep belief in the importance of supporting scientific research and empowering advanced-stage researchers.
The conference was held as part of University College of Bahrain vision to strengthen the scientific research ecosystem and elevate the Kingdom of Bahrain's status as a leading academic hub in the region, where platforms for knowledge exchange are provided for research collaboration among academics and professionals worldwide.

Notably, the conference was held in partnership with "Springer", the global publishing house, which will publish the accepted research papers in the prestigious "Scopus" database. This enhances opportunities for knowledge dissemination and academic recognition of the participating research contributions

Professor Nandita Sengupta Presents Research at IEEE ITIKD2025 Conference

Prof. Nandita Sengupta, Head of the Department of Information Technology at University College of Bahrain (UCB), proudly represented UCB at the prestigious IEEE ITIKD2025 International Conference, hosted by Ahlia University on 15th April 2025.

She presented her research paper titled *"Enhanced Intrusion Detection System for IoMT Devices Using Improved Human Evolutionary Optimization Algorithm and Tabular Transformers"*. The paper showcases innovative approaches to strengthening cybersecurity on the Internet of Medical Things (IoMT) through advanced optimization and deep learning techniques.

Dr. Yusuf Janahi, Vice President for Academic Affairs and Quality, represented UCB at the Business and Technology Conference hosted by the University of Edinburgh, where he presented how the Kingdom of Bahrain is harnessing digital innovation to advance environmental sustainability.

Dr. Yusuf Janahi highlighted several national initiatives, including the Bahrain eGovernment Portal, which provides over 400 online services, significantly reducing paper consumption and lowering carbon emissions. He also emphasized the impact of smart electricity meters, contributing to a targeted 6% reduction in energy consumption by 2025, as well as real-time leak detection systems that improve water conservation. Additional efforts such as the expansion of solar panel installations, supporting the country's goal of generating 5% of energy from renewable sources and air quality monitoring systems were showcased as part of Bahrain's integrated approach to sustainability. Dr. Yusuf concluded his presentation with a powerful message:

"Every digital step is a move toward a greener, smarter future."

University College of Bahrain Organizes Interactive Questionnaire Design & Development Workshop

University College of Bahrain organized a specialized workshop titled "Smart and Sharp: Designing Better Questionnaires," presented by Dr. Muhammad Rizky, Associate Professor and Secretary General of the Scientific Research Committee (SRC).

Dr. Rizky provided a thorough overview of the essential principles of effective questionnaire design, addressing how to avoid common pitfalls, selecting appropriate response scales, and the importance of pilot testing in enhancing the reliability and validity of survey instruments. This workshop significantly contributed to strengthening participants' skills in research methodology and survey design, in line with the university's ongoing efforts to foster academic excellence and research development

5. ACCOMPLISHMENT FROM RESEARCH PLAN 24-25

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date	Accomplishment
1	Awareness Session – Research Support at UCB for former/new faculty	Research awareness programme	Fall 24-25	Research awareness programme was successfully organized	Oct 2024	**Completed.**
2	Increase the number/series of UCB Publications	UCB Support to faculty in terms of conference/rewards	Fall, Spring, Summer 24-25	Number of research outputs increased substantially, 97 research publications	July 2025	**Completed.**
3	Increase the number of research workshops/ short course	Getting Started with Statistical software SCOPUS publication clinics	Fall, Spring, Summer 24-25	One workshop "questionnaire design and development" was organized in coordination with community engagement	May 2025	**Partially completed** One workshop "questionnaire design and development" was organized
4	Thesis/business project supervision workshop	Supervision workshop for supervisors and MBA students	Spring 24-25	Thesis supervision workshop was organized by MBA Programme	January 2025	**Completed.**
5	2nd UCB Research Day	3 minutes thesis competition, poster competition	Spring 24-25	Successful events of 2nd UCB Research Day	May 2025	**Completed**
6	2nd UCB ICBIT Conference 2025	Collaborative conference with other regional-global-institutions	Spring/ 24-25	Organizing a successful conference	May 2025	**Completed**
7	MoU / Agreement with universities/institutions at local, regional- and international-level	Complete joint research with other universities	Fall, Spring, Summer 24-25	Joint research with Universitas Indonesia, and Effat University (KSA)	July 2025	**Completed**

6. IMPROVEMENT PLAN – AY25-26

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date
1	Develop UCB Research Strategy 2024-2028	Gather inputs from internal and external stakeholders related to research & innovation	Spring 25-26		
2	Develop and publish UCB Journal in the field of Business, IT, and Multimedia	establish a clear vision, secure ISSN registration, define aims and scope, and align with UCB research strategy.	Jan-Dec 2026		
3	Initiate UCB Research Fellow Programme for external researchers, to publish high-quality research outputs and promote outputs internationally	Design clear objectives aligned with UCB's research strategy, set eligibility criteria, and define fellowship categories	Jan-Dec 2026		
4	Awareness Session – Research support at UCB for former/new faculty	Research awareness programme	Fall 25-26		
5	Increase the number/series of UCB Publications	UCB Support to faculty in terms of conference/rewards	Fall, Spring, Summer 25-26		
6	Increase the number of research workshops/ short course	Getting Started with Statistical software SCOPUS publication clinics	Fall, Spring, Summer 25-26		
7	3rd UCB Research Day	3 minutes thesis competition, poster competition, research dialogue	Spring 25-26		
8	3rd UCB ICBIT Conference 2026	Collaborative conference with other regional-global-institutions	Spring 25-26		

SCIENTIFIC RESEARCH COUNCIL

University College of Bahrain