

كلية البحرين الجامعية



UNIVERSITY
COLLEGE
OF BAHRAIN

UNIVERSITY COLLEGE OF BAHRAIN

SCIENTIFIC RESEARCH COUNCIL

RESEARCH
REPORT
AY2025-26

UNIVERSITY COLLEGE OF BAHRAIN



كلية البحرين الجامعية

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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 the University College of Bahrain (UCB). At UCB, we remain committed to promoting high-quality, ethical, relevant, and impactful research, aligned with the Kingdom of Bahrain's Vision 2030 and national research priorities. Our research agenda is closely integrated with UCB's strategic objectives, ensuring that our scholarly activities contribute meaningfully to addressing social, business, economic, technological, and sustainability challenges in the Kingdom of Bahrain and the wider region.

The Academic Year 2025–26 marked another important chapter in UCB's continuing research journey. Throughout the year, the Scientific Research Council worked closely with faculty members, students, and other stakeholders to improve research capacity, encourage interdisciplinary collaboration, enhance scholarly engagement, and expand opportunities for research dissemination and knowledge exchange.

A key focus during AY2025–26 was the continued development of a vibrant and inclusive research ecosystem at UCB. Through research events, academic conferences, workshops, student research activities, scholarly dialogues, and capacity-building initiatives, we continued to provide platforms where faculty members and students could exchange ideas, develop their research competencies, and connect academic inquiry with contemporary challenges and professional practice.

The UCB Research Report AY2025–26 provides an overview of the University's scholarly contributions and research achievements during the academic year. It highlights faculty publications, conference participation, research activities, student engagement, awards and recognition, capacity-building initiatives, and other accomplishments that demonstrate UCB's growing commitment to research excellence and impact.

I am particularly pleased to highlight the continued contribution of our faculty members to UCB's scholarly output. In AY2025–26, UCB faculty produced 64 major research publications, comprising 10 journal articles, 30 book chapters, 2 books, and 22 conference papers. These scholarly contributions reflect the dedication and perseverance of our faculty members and demonstrate the continued strengthening of UCB's research culture.

Beyond publication output, the SRC remains committed to enhancing the quality, relevance, visibility, and impact of research. Particular emphasis has been placed on responsible and ethical research practices, interdisciplinary scholarship, student participation, international collaboration,

and research that responds to national and regional priorities. As emerging technologies, particularly artificial intelligence, continue to transform higher education and research, UCB also recognizes the importance of embracing innovation while safeguarding academic integrity and responsible scholarship.

The achievements presented in this report are the result of collective effort. I extend my sincere appreciation to our faculty members, students, researchers, collaborators, and institutional leadership for their valuable contributions and continued support. I also express my appreciation to the members of the Scientific Research Council for their commitment to strengthening UCB's research environment and improving UCB's research agenda.

As we look ahead, the SRC will continue to build upon these achievements by fostering meaningful collaboration, supporting impactful scholarship, strengthening student engagement in research, and expanding UCB's research presence nationally, regionally, and internationally. Together, we aspire to further strengthen UCB as a university recognized for innovative, relevant, and impactful research, contributing to Bahrain's knowledge-based economy and the advancement of society.



Dr. Muhammad Rizky Prima Sakti

Associate Professor

Secretary General of Scientific Research Council

University College of Bahrain

1. COMPOSITION OF THE SRC COMMITTEES – AY2025-26

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. Reem Hamdan	SRC Members	Business Administration
4) Dr. Merhan Mohsan Mohammed	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.

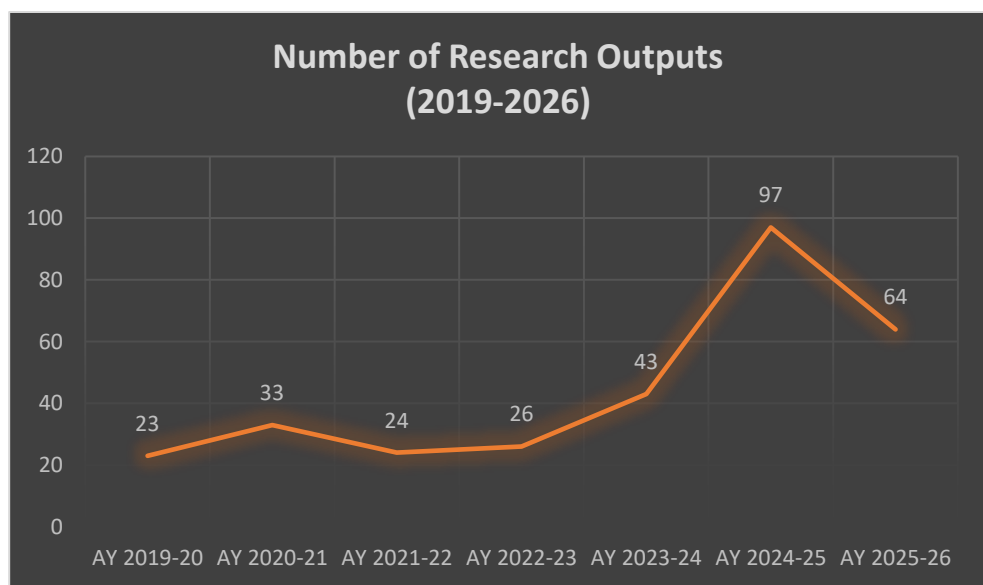


Figure 1
Number of Research Outputs for the last seven years

Table 1.
Research Outputs by Academic Departments in AY25-26

Types	Department of Business Administration	Department of Information Technology	Department of Communication & Multimedia	General Studies Unit	Inter-departmental	Total
Journal Articles	6	0	4	0	0	10
Book Chapters	13	5	4	2	6	30
Books	2	0	0	0	0	2
Conference Papers	11	4	6	1	0	22
Total Research Outputs	32	9	14	3	6	64

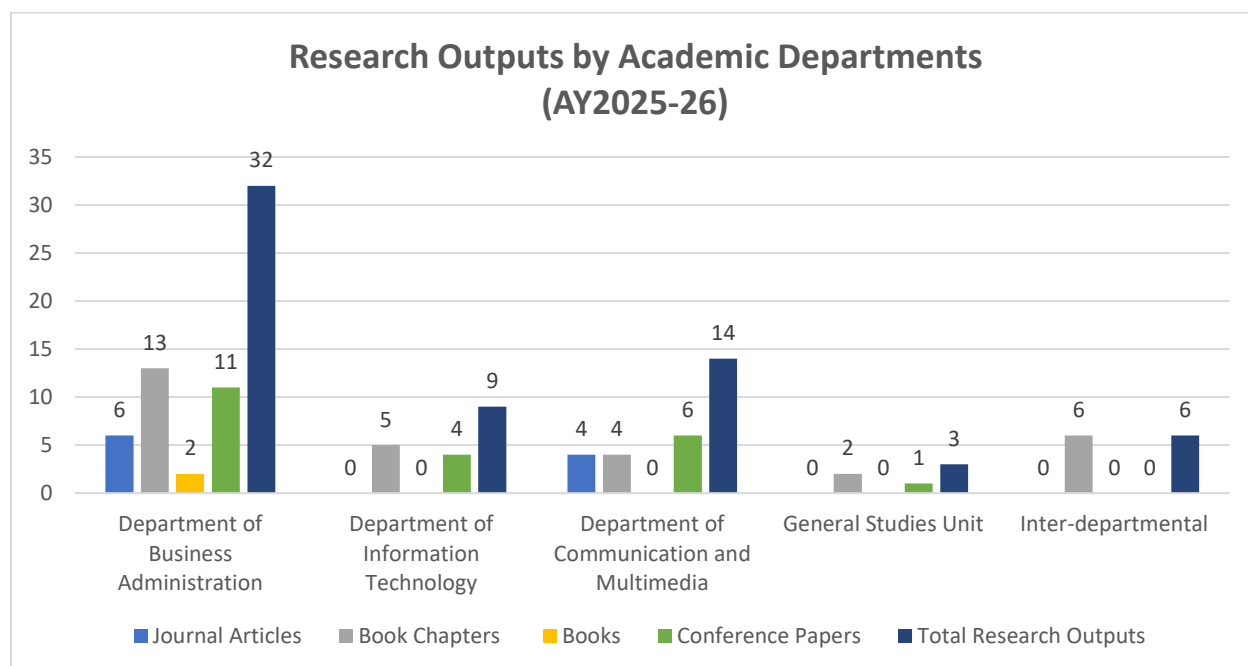


Figure 2.
Research Outputs by Academic Departments in AY2025-26

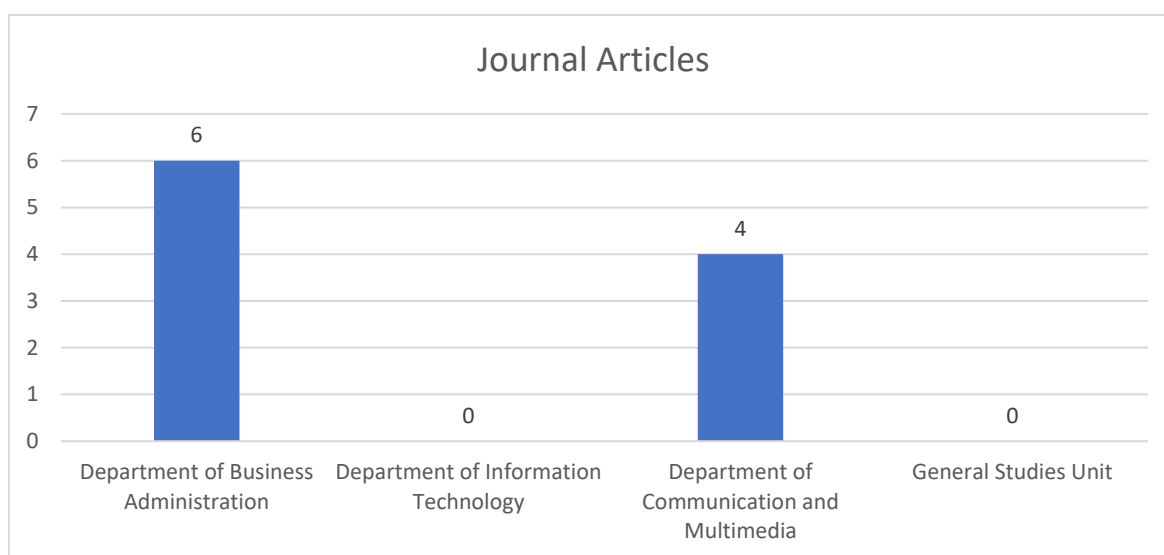


Figure 3.
Published journal articles in AY25-26

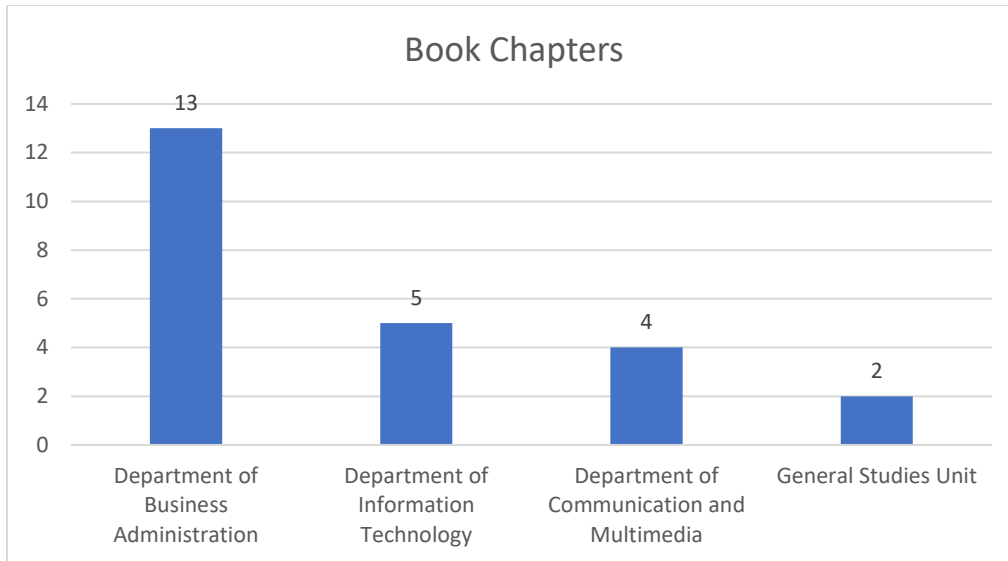


Figure 4.
Published book chapters in AY25-26

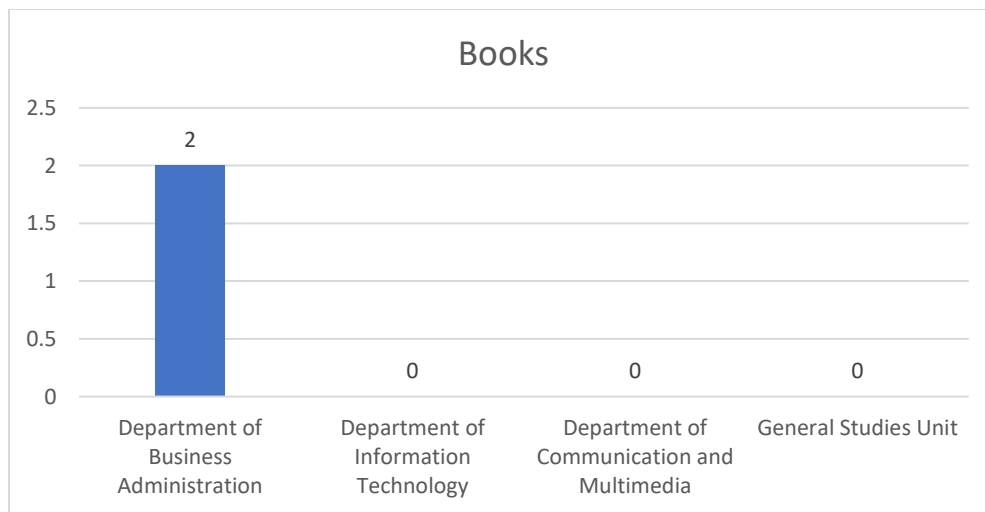


Figure 5.
Published books in AY25-26

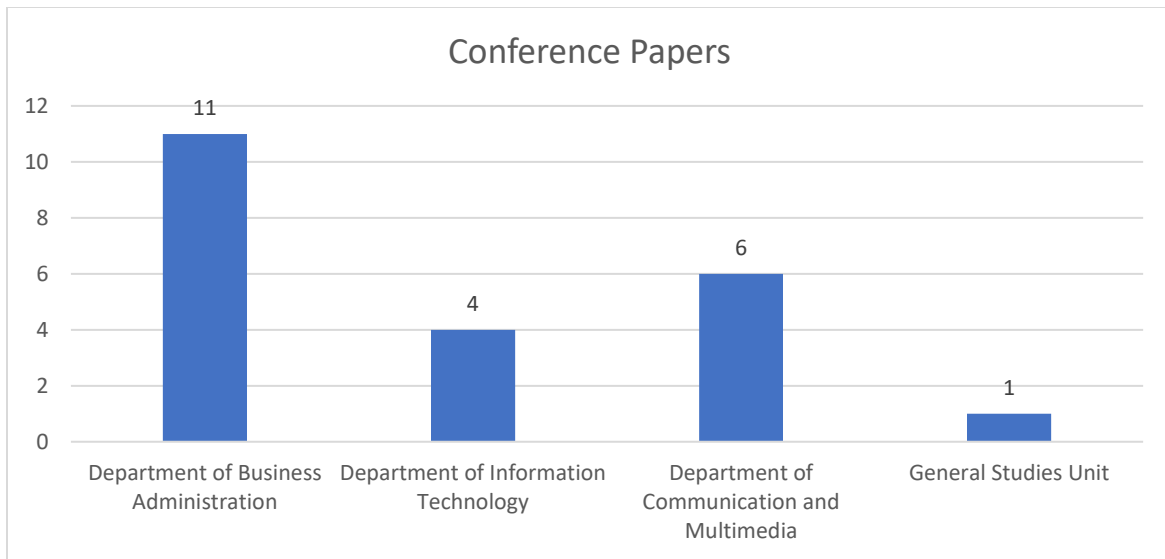


Figure 6.
Conference papers on AY25-26

3.2. Research Outputs in AY25-26

3.2.1. Journal Articles in AY25-26

Department of Business Administration

No	Title of the Paper	Journal Tittle	UCB Faculty	Authors	Vol, Issue, Page	Year	Indexed
1	Predicting Malaysian household food waste behaviour through an integrated framework of theory of planned behaviour (TPB) and theory of interpersonal behaviour (TIB)	Discover Food	Muhammad Rizky Prima Sakti	Ah-Suat Lee, Nurul Afidah Mohamad Yusof, Saw-Chin Khor, Muhammad Rizky Prima Sakti	6(82), pp 5-26	2026	Scopus Q1
2	Comparative Analysis of Liquidity Ratios in the Renewable Energy Subsector	Relasi: Jurnal Ekonomi	Muhammad Rizky Prima Sakti	Achmad Fawaid, Siti Nur Azizatul Luthfiyah, Slamet Wijiono, Muhammad Rizky Prima Sakti , Mohd Shahid Mohd Noh	In Press	2026	DOAJ
3	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
4	Revisiting the CSR-Performance Nexus: insights from multiple theoretical lenses applied in the UAE	Competitiveness Review	Reem Khamis	Reem Khamis , Allam Hamdan, Reem ElKhoury	Vol. 10, (2), 184-198	2026	Scopus Q1
5	Artificial Intelligence as a strategic driver of environmental sustainability: Unpacking the mediating role of green governance in GCC industrial firms	Sustainability	Reem Khamis	Rua BinSiddig, Amina Toumi, Reem Khamis , Baha Awwad	Vol. 10 (2), 301-328	2026	Scopus Q1
6	Financial risks indicators on the performance and stability of banks: evidence from Jordanian Banks (2018–2024)	Sustainability	Reem Khamis	Sana Atari, Rua BinSiddig, Reem Khamis , Baha Awwad	Vol. 7 (2), 332-356	2026	Scopus Q1

Department of Information Technology

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

Department of Communication and Multimedia

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
1	Exploring the Uses and Gratifications of Metaverse Technology Among Egyptian Yout	Journal of Cultural Analysis and Social Change	Merhan Mohsan, Shema Bukhari	Fawzy, H. E., Moharam, M. M. R., Mohammed, Merhan., Bukhari, S. and Elballat, B. A. E.	Vol. 10 (2)	2025	Scopus Q2
2	Examining the Mediating Role of Virtual Brand Experience Between Metaverse Marketing Strategies and Consumer-Based Brand Equity in the Fashion Industry	Journal of Business and Socio-economic Development	Yasmina Zaki	Zaki, Y. , Wu, M	Vol 6 (3), 233-252	2026	Scopus Q1
3	Content Creation in Newspapers' Television Channels on YouTube: A Comparative Analytical Study	The Egyptian Journal of Public Opinion Research	Khaled Zaki	Wasel, Khaled Zaki.	Vol. 25(2), 121-262	2026	ARCIF (Arab Citation& Impact Factor)
4	Social media and climate journalism in the Arab context: Exploring engagement through COP28 hashtags	Journal of Arab & Muslim Media Research	Khaled Zaki	Amr Mohamed Abdelhamid, Mahmoud Sayed Ali, and Khaled Zaki AbuElkhair Wasel.		2025	Scopus Q2

General Studies Unit

No	Title of the paper	Journal Title	UCB Member	Authors	Vol, Issue, Page	Year	Indexed
	NA						

3.2.2. Book Chapters in AY 25-26

Department of Business Administration

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Index
1	The Recent Issues and Challenges of Operational Risk Management in the Banking Industry: A Systematic Literature Review	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business	Muhammad Rizky Prima Sakti,	Muhammad Rizky Prima Sakti , Ebtisam Abdulkarim	2026	Springer Nature Switzerland	Scopus
2	The Critical Success Factors and Challenges of Women-Run and Owned Businesses in Contemporary Saudi Arabia: A Perspective on Islam and Modernity	Contemporary Islamic Business Strategies and Applications	Muhammad Rizky Prima Sakti	Muhammad Rizky Prima Sakti and Th uraya Saleh Al-Qarni	2026	DeGruyter Brill	Scopus
3	Driving Sustainable Circularity with Reverse Logistics in Halal Sectors to Degrade Ecological Footprints: Evidence in ASEAN-5	Circular Economy Supply Chain	Muhammad Rizky Prima Sakti	Khairunnisa Musari, Muhammad Rizky Prima Sakti	2026	Springer Nature Switzerland	Scopus
4	Examining Awareness and Perceptions on Circular Economy in the Oil and Gas Sector: Evidence from Kingdom of Saudi Arabia	Integrating Artificial Intelligence, Security for Environmental and Business Sustainability: Volume 2	Muhammad Rizky Prima Sakti, Rana Sawaya	Meshal AlOtaibi, Muhammad Rizky Prima Sakti, Rana Sawaya	2026	Springer Nature Switzerland	Scopus
5	What Drives Private Hospitals to Adopt Blockchain-Based Telemedicine? Case Study in the Eastern Province of Saudi Arabia	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business: Volume 1	Muhammad Rizky Prima Sakti	Kholood Saffar, Muhammad Rizky Prima Sakti	2026	Springer Nature Switzerland	Scopus
6	Harnessing AI Tools: The Transformation of Digital Marketing Techniques Through Deep Learning and Machine Learning	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Tittle)	Feras M. F. Shehada	Saed Adnan Mustafa, Feras M. F. Shehada	2026	Springer Nature Switzerland	Scopus

7	Conceptual Framework for Circular Economy in Gas and Oil Services: Integrating Organization Model Shifts and Social Responsibility in Digital Marketing	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	George N. El-Rahbani	Saud AlQannas, George N. El-Rahbani	2026	Springer Nature Switzerland	Scopus
8	Social Responsibility in Small Family Businesses: Overcoming Pandemic Challenges and Sustaining Market Share Through a Balanced Economic, Environmental, and Societal Approach	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	George N. El-Rahbani	George N. El-Rahbani , Jeremy Thomas	2026	Springer Nature Switzerland	Scopus
9	The Role of Corporate Culture in Change Management	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	George N. El-Rahbani	Diana A. AlMuhatrish, George N. El-Rahbani	2026	Springer Nature Switzerland	Scopus
10	Enhancing Multicultural Employee Management Through Artificial Intelligence	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	George N. El-Rahbani	George N. El-Rahbani , Saud AlQannas	2026	Springer Nature Switzerland	Scopus
11	Nepotism in Family Businesses	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	George N. El-Rahbani	Lelas Mohammed, George N. El-Rahbani	2026	Springer Nature Switzerland	Scopus
12	Analyzing the Effect of Activity Based Learning (ABL) in Enhancing Communication and	Integrating Big Data and IoT for Enhanced Decision-	Malak Aoun	Fatema Yusuf Hasan Al Murbati, Malak	2026	Springer Nature Switzerland	Scopus

	Cognitive Skills of Students in the Academic Institutions in the Gulf Region	Making Systems in Business Volume 1 (Book Title)		Aoun, Jeena Ann John			
13	Cybersecurity Awareness and Employee Performance: A Review	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	Reem Hamdan, Rana Sawaya	Zainab Mohamed, Reem Hamdan, Rana Sawaya	2026	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	Brand Loyalty Through Emotion: The Role of Positive Visual Elements in Digital User Experiences Through the Lens of the Broaden-And-Build Theory	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	Mahmood Saeed Mustafa Alalawi, Nandita Sengupta	Rickworth Antoney Machado, Mahmood Saeed Mustafa Alalawi, Nandita Sengupta	2026	Springer Nature Switzerland	Scopus
2	The Etiquette Effect: Does Courtesy and Motivation Play a Role in Artificial Intelligence Responses	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	Mahmood Saeed Mustafa Alalawi, Nandita Sengupta	Rickworth Antoney Machado, Mahmood Saeed Mustafa Alalawi, Nandita Sengupta	2026	Springer Nature Switzerland	Scopus
3	Detection of Breast Cancer at Early Stage by Deep Learning Techniques	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 2 (Book Title)	Mahmood Saeed Mustafa Alalawi, Nandita Sengupta	Nandita Sengupta , Adnan Faisal Hashem, Mahmood Saeed Mustafa Alalawi , Mouaid Mustafa Mustafa	2026	Springer Nature Switzerland	Scopus
4	AI Adoption to Enhance Quality Education for Sustainable Education and Lifelong Learning	Integrating Big Data and IoT for Enhanced Decision-Making	Nandita Sengupta	Zahraa Almukharreq, Nandita Sengupta	2026	Springer Nature Switzerland	Scopus

		5Systems in Business Volume 1 (Book Title)					
	Mobile and Cloud-Based Applications for Water Governance	Smart Technologies for Sustainable Development Goals	Nandita Sengupta	Nandita Sengupta , Ramya Chinnasamy, Malliga Subramanian, Sakthivel Rajappan, Anushree Jana, and Jose A. Anand	2026	CRC Press	

Department of Communication and Multimedia

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	Is It Intelligent Influence or Strategic Disruption? Public Relations and AI in Bahrain	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	Shema Bukhari, Yasmina Zaki, Merhan Mohsan, Khalid Zaki	Shema Bukhari , Muhammad Saifullah Khan, Yasmina Zaki , Merhan Mohsen Mohammed , Khaled Zaki AbuElkhair Wasel	2026	Springer Nature Switzerland	Scopus
2	Visual Storytelling on Gulf Digital Media Platforms: A Comparative Study of Bahrain and Oman	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	Khali Zaki, Shema Bukhari	Khaled Zaki AbuElkhair Wasel , Mohammed Mostafa Refaat Moharam, Shema Bukhari	2026	Springer Nature Switzerland	Scopus
3	Driving Towards a Sustainable Future: Assessing the Impacts of Electric Vehicles on Society, Environment and Economy	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Title)	Merhan Mohsen	Merhan Mohsen Mohammed , Mohammed Mostafa Refaat Moharam, Riadh Jeljeli, Faycal Farhi	2026	Springer Nature Switzerland	Scopus

4	Understanding the Metaverse: Definition, Boundaries, and Distinctions from Virtual Reality	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Tittle)	Yasmina Zaki, Shema Bukhari,	Yasmina Zaki, Shema Bukhari, Mueen Sharif, Hala Alsharabi	2026	Springer Nature Switzerland	Scopus
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General Studies Unit

No	Title of the Book Chapter	Title of the Book	UCB Member	Authors	Year	Publisher	Indexed
1	An Exploratory Research Study of Digital Transformation on Existing Traditional Business Models: A Study Centered in the Kingdom of Bahrain	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Tittle)	Shemily John	Faten Ahmed, Shemily John , V. Kalyani, Jeremy John Thomas	2026	Springer Nature Switzerland	Scopus
2	Evaluating the Impact of MGNREGS Employment on Rural Workers' Quality of Life in Kerala"	Integrating Big Data and IoT for Enhanced Decision-Making Systems in Business Volume 1 (Book Tittle)	Shemily John	T. A. Febina, Ajims P. Mohammed, Shemily P. John	2026	Springer Nature Switzerland	Scopus

3.2.3. Published Books in AY25-26

Department of Business Administration

No	Title of the Book	UCB Member	Authors	Publisher	Year	Indexed
1	Advanced Decision Support Systems Techniques and Applications in Modern Business Control (Edited Book)	Amina Buallay	Amina Buallay	Springer	2026	Scopus
2	Technological Innovation and Enhancing Decision Processes in Modern Enterprises (Edited Book)	Reem Hamdan	Reem Hamdan	Springer	2026	Scopus

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
	Nil.					

General Studies Unit

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

3.2.4. Conference Papers in AY25-26

Department of Business Administration

No	Title of the Paper	UCB Member	Authors	Conference Title	Organizer	Country	Year
1	The Role of Business Intelligence in Strengthening Advanced Financial Reporting Systems and Organizational Outcomes	Feras M. Shehada	Saed Adnan Mustafa, Feras M. Shehada	International Conference on Sustainable Business and Technology (ICSBT Cairo 2025),	The American University in Cairo (AUC)	Egypt	2025
2	Nanotechnology in Water Sustainability: Challenges and Prospects – Comparative Study of the Middle East and North Africa	Feras M. Shehada	Abeer M. A. R. Youssef, Feras M. Shehada	International Conference on Sustainable Business and Technology (ICSBT Cairo 2025),	The American University in Cairo (AUC)	Egypt	2025
3	Cryptocurrency Market Oversight Strengthened by Financial Surveillance Automation Tools	Feras M. Shehada	Feras M. Shehada Feras M. Shehada	The 3rd International Conference on Cyber Resilience (ICCR-2025)	British University Dubai	UAE	2025
4	Digital Banking Infrastructure Resilience Through Legal Safeguards and Financial Risk Response Mechanisms	Feras M. Shehada	Saed Adnan Mustafa, Feras M. Shehada	The 3rd International Conference on Cyber Resilience (ICCR-2025)	British University Dubai	UAE	2025
5	Financial Fraud Detection based Predictive Analytics in High-Frequency Digital Payment Channels	Feras M. Shehada	Saed Adnan Mustafa, Feras M. Shehada	The 3rd International Conference on Cyber Resilience (ICCR-2025)	British University Dubai	UAE	2025
6	AI-Driven Business Model Innovation: A Systematic Review and Future Research	Valentine Smart	Valentine Smart , Syed Muhammad, Allam Hamdan	9th Equal Opportunities Conference – "Industry 5.0 and Circular Economy" (EO'2026)	Ahlia University	Bahrain	2026

	Agenda for Emerging Economies						
7	Talent Management and Retention of Key Employees in a Competitive Market: Evidence From The Gulf Region	Amina Buallay	Hanin AlOqayli, Amina Buallay	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
8	Optimizing It Governance In The It Services Sector: Framework Selection, Business Performance Impact, And Implementation Challenges	Amina Buallay	Muneera AlOtaibi, Amina Buallay	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
9	The Impact of Strategic Planning on Risk Management An Applied Study on the Riyadh Metro	Malak Aoun	Malak Aoun ,Lamya AlSuwayh	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
10	The Role of Business Intelligence in Strengthening Ad-vanced Financial Reporting Systems and Organizational Outcomes	Feras M F Shehada	Feras M F Shehada ,Saed Adnan Mustafa	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
11	the impact of emotional intelligence on leadership communication effectiveness: the moderating role of	Rana Sawaya	Afnan Otaibi, Rana Sawaya ,Jeena John	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability:	UCB	Bahrain	2026

	organizational culture in the corporate sector			Intelligent Business Strategies for a Resilient Future			
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Department of Information Technology

No	Title of the Paper	UCB Member	Authors	Conference Title	Organizer	Country	Year
1	The Business Impact of AI Disclosure: An Experimental Study on Trust and User Perception	Nandita Sengupta, Lama Ouayjan, Mahmood Alalawi	Rickworth Machado, Nandita Sengupta, Mahmood Alalawi, and Lama Ouayjan	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
2	Lung Cancer Classification: A Comparative Review of Supervised Learning Machine Learning Algorithms: Support Vector Machine, K-Nearest Neighbors, Logistic Regression, and Decision Tree	Nandita Sengupta, Lama Ouayjan, Mahmood Alalawi	May Mahfoodh AlHarthy, Nandita Sengupta, Lama Ouayjan and Mahmood Alalawi	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
3	The Business Impact of AI Disclosure: An Experimental Study on Trust and User Perception	Nandita Sengupta, Lama Ouayjan, Mahmood Alalawi	Rickworth Machado, Nandita Sengupta, Mahmood Alalawi, Lama Ouayjan	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
4	Lung Cancer Classification: A Comparative Review of	Nandita Sengupta, Lama Ouayjan,	May Al Harthy, Nandita Sengupta, Lama	The 3rd UCB International Conference on Business and	UCB	Bahrain	2026

	Supervised Learning ML Algorithms: Support Vector Machine, K-Nearest Neighbors, Logistic Regression, & Decision Tree	Mahmood Alalawi	Ouayjan, Mahmood Alalawi	Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future			
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Department of Communication and Multimedia

No	Title of the Paper	UCB Member	Authors	Conference Title	Organizer	Country	Year
1	From Metaverse Marketing Strategies to Brand Equity: The Mediating Role of Virtual Brand Experience in Fashion Contexts	Yasmina Zaki	Yasmina Zaki Meng-Shan Wu and Allam Hamdan	9th Equal Opportunities Conference "Industry 5.0 and Circular Economy (EO'2026)	Ahlia University	Bahrain	2026
2	Beyond Digital Ownership: How Branded NFTs Foster Social Brand Experience and Brand Equity in the Fashion Metaverse	Zaki, Y., Bukhari, S., Mohsen, M.,	Zaki, Y., Bukhari, S., Mohsen, M., Joma, M., Alsharabi, H	International Conference of Business and Innovative Technology (UCBICBIT 2026)	UCB	Bahrain	2026
3	AI Influencers and Perceived Brand Authenticity: An Exploratory Case Study	Shema Bukhari, Yasmina Zaki, Merhan Mohammed, Khaled	Shema Bukhari, Yasmina Zaki, Merhan Mohammed, Khaled	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
4	Telling Change: Transmedia Storytelling as A Framework for Civic Imagination and Social Engagement	Shema Bukhari	Shema Bukhari	International Conference on Research in Social Sciences and Humanities	ICRSH		

5	Employing AI Chatbots in Customer Relationship Management: Case Studies of Telecommunications Companies in GCC	Merhan Mohammed ,	Merhan Mohammed, Mohammed Mostafa Refaat Moharam, Faten Ben Lagha, Mohammed Mokhtar Satour, Hala Elalfy Fawzy	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026
6	AI and the Reshaping of the Media Industry: Content Production, Audience Engagement, and Smart Business Models	Khaled Wasel	Khaled Wasel, Amr Abdelhamid,M ahmoud Ali	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	UCB	Bahrain	2026

General Studies Unit

No	Title of the Paper	UCB Member	Authors	Conference Title	Organizer	Country	Year
1	The Impact of Gender on the Theory of Planned Behavior: A Study on Vocational Students	Shemily John	Shemily John, Minu Mohammed ,Jishna T. Hassan,Ajims P. Mohammed	The 3rd UCB International Conference on Business and Innovative Technology: Beyond Sustainability: Intelligent Business Strategies for a Resilient Future	University College of Bahrain	Bahrain	2026

3.2.5. Research Award in AY25-26

No	Title of the Award	UCB Faculty	Department	Name of the Granter	Year
1	UCB Research Award	Muhammad Rizky Prima Sakti	BA	UCB	2026
2	UCB Research Award	Nandita Sengupta	IT	UCB	2026
3	UCB Research Award	Mahmood Al-Alawai	IT	UCB	2026
4	Top Author Contributor by Emerald (MENA Region)	Amina Buallay	BA	Emerald Publishing	2025
5	Top Author Contributor by Emerald (MENA Region)	Muhammad Rizky Prima Sakti	BA	Emerald Publishing	2025
6	Top Author Contributor by Emerald (MENA Region)	Reem Hamdan	BA	Emerald Publishing	2025

4. RESEACH EVENTS AND ACTIVITIES



Dr Rana Sawaya delivered Keynote Speech at the International Conference on Sustainable Business and Technology (ICSBT Cairo 2025)

Dr. Rana Sawaya, President of the University College of Bahrain (UCB), delivered a keynote speech at the International Conference on Sustainable Business and Technology (ICSBT Cairo 2025), hosted in Cairo, Egypt. Her participation highlighted UCB's commitment to academic leadership, international collaboration, and knowledge exchange. Addressing an international audience of academics, researchers, and professionals, Dr. Sawaya shared valuable perspectives on contemporary developments and emerging challenges, further strengthening UCB's international visibility and engagement with the global academic community.



Dr Feras Shehada Presented Research at ICSBT 2025 in Cairo

With the support of the University College of Bahrain (UCB), Dr. Feras Shehada participated in the International Conference on Sustainable Business and Technology (ICSBT 2025) in Cairo, Egypt. During the conference, Dr. Feras presented his research paper entitled “The Role of Business Intelligence in Strengthening Advanced Financial Reporting Systems and Organizational Outcomes.” His participation reflects UCB’s continued commitment to supporting faculty research, international scholarly engagement, and the dissemination of impactful research within the global academic community.



Emerald Workshop on Research and Publication for UCB Faculty

Ms. Mahynour Okda from Emerald Publishing delivered an insightful workshop for UCB faculty members focusing on research and academic publishing. The workshop provided practical guidance on preparing research for publication in high-ranking and reputable journals, identifying suitable journals for research manuscripts, and understanding key considerations in the journal selection process. She also highlighted important ethical aspects of academic publishing, providing faculty with valuable insights to strengthen research quality, publication strategies, and responsible scholarly practices at UCB.



UCB Faculty Recognized by Emerald Publishing as Top Author Contributors in the MENA Region

UCB faculty members Dr. Amina Buallay, Dr. Muhammad Rizky Prima Sakti, and Dr. Reem Hamdan received recognition from Emerald Publishing as Top Author Contributors in the MENA Region. This recognition reflects their scholarly contributions and active engagement in research and academic publishing. The achievement also demonstrates UCB's continued commitment to promoting high-quality research, strengthening its regional research visibility, and supporting faculty members in contributing impactful scholarly work to the wider academic community.



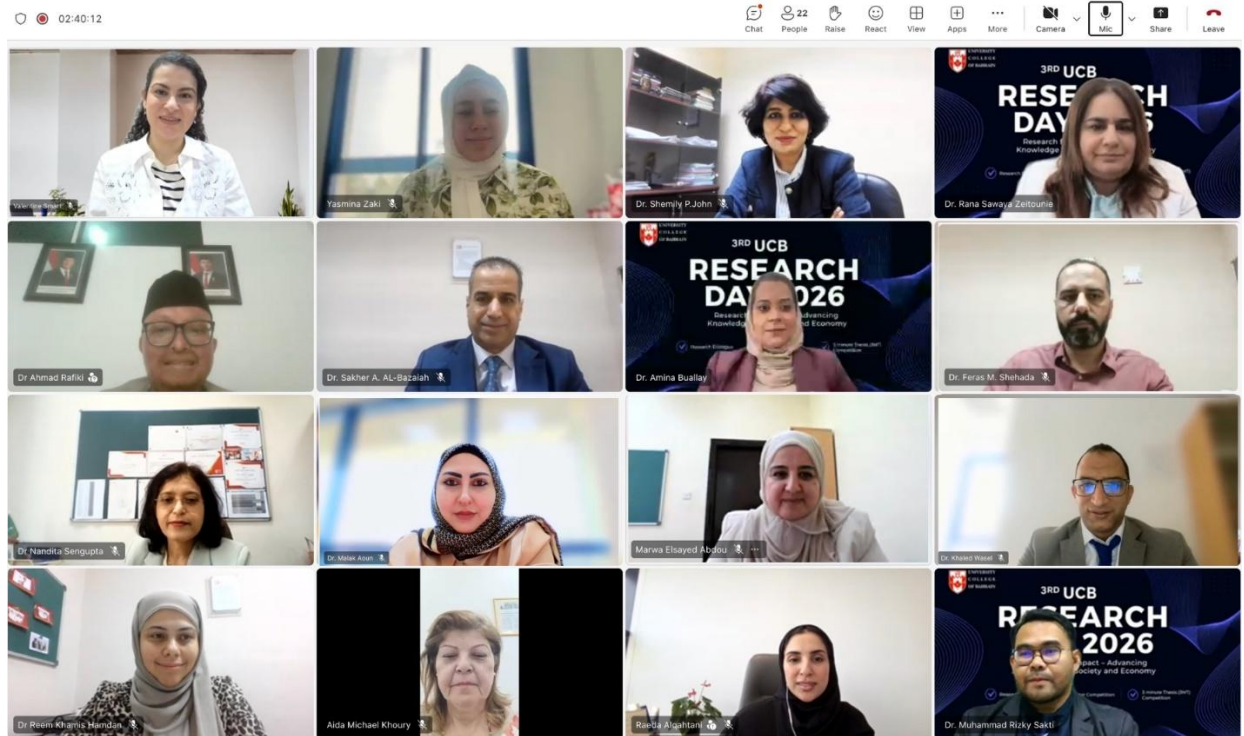
Dr. Merhan Mohammed Conducted AI Mastery and Tools Workshop at UCB

Dr. Merhan Mohammed, Assistant Professor at the University College of Bahrain (UCB), conducted an engaging workshop on “AI Mastery and Tools,” introducing participants to the effective use of artificial intelligence and emerging AI-powered tools. The workshop provided practical insights into utilizing AI for academic, professional, and creative purposes, while demonstrating useful tools and applications to enhance productivity and innovation. The session reflects UCB’s commitment to promoting digital competencies and preparing its community to effectively engage with rapidly evolving technologies.



Dr. Amina Buallay Delivered Keynote Speech at ICABER 2025 in Istanbul

Dr. Amina Buallay, Advisor to the Chairman of the Board of Trustees at UCB, delivered a keynote speech at the International Conference on Applied Business & Economic Research (ICABER 2025), held in Istanbul, Türkiye, on 7–8 November 2025. Her keynote, titled “From Bahrain to the World: The Power of Applied Research for a Sustainable Future,” highlighted Bahrain’s progress in sustainability, innovation, education, and applied research, further strengthening UCB’s international academic and research presence.



UCB Hosted the 3rd Research Day 2026

University College of Bahrain proudly hosted another successful and impactful Research Day on May 7, 2026, bringing together academics, researchers, and students in a dynamic celebration of knowledge, innovation, and research excellence. The event was officially opened by Dr. Rana Sawaya, President of UCB, followed by welcoming remarks from Dr. Sakher Al-Bazaiah, Head of the Business Administration Department, emphasizing the importance of impactful research, innovation, and academic collaboration. One of the highlights of the event was the inspiring international panel discussion featuring distinguished speakers Dr. Amina Buallay and Dr. Ahmad Rafiki, moderated by Dr. Muhammad Rizky, which shared valuable insights on impactful, interdisciplinary, and globally relevant research that contributes to society and the economy. The event also showcased outstanding student talent through the highly engaging 3-Minute Thesis (3MT) Competition in both English and Arabic tracks, as well as the innovative Poster Presentation Competition, reflecting UCB's strong commitment to research culture, critical thinking, and academic creativity.



UCB Hosted the 3rd International Conference on Business & Innovative Technology (ICBIT 2026)

The 3rd University College of Bahrain International Conference on Business & Innovative Technology (ICBIT 2026) was held virtually on 20 May 2026, in the presence of Her Excellency Dr. Diana Abdulkarim Al Jahrami, Secretary General of the Higher Education Council, Kingdom of Bahrain. The conference brought together distinguished international speakers, including Prof. Sabri Boubaker, Dr. Fiona Lennoxsmith, Ursula El Hage, Dr. Assaad Farah, Dr. Sergey Paramonov, and Dr. Nina Abdul Razzak, providing a global platform for scholarly exchange, innovative research, and dialogue on emerging developments in business, technology, and higher education.

5. ACCOMPLISHMENT FROM RESEARCH PLAN 25-26

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date	Accomplishment
1	Develop UCB Research Strategy	Gather inputs from internal and external stakeholders related to research & innovation	Spring 25-26	UCB Research Strategy has been developed, for further UCC approval	May 2026	Completed
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	Initial journal development undertaken, incl. development of the journal concept, aims and scope	On going	Not Completed
3	Awareness Session – Research support at UCB for former/new faculty	Research awareness programme	Fall 25-26	Research awareness session conducted for faculty	Feb 2026	Completed
4	Increase the number/series of UCB Publications	UCB Support to faculty in terms of conference/rewards	Fall, Spring, Summer 25-26	Faculty research and publication activities supported through conference participation, research incentives/rewards	July 2026	Partially Completed
5	Increase the number of research workshops/ short course	Getting Started with Statistical software SCOPUS publication clinics	Fall, Spring, Summer 25-26	Research capacity-building workshops and publication support activities conducted. i.e. Emerald workshop & AI workshop by Dr Merhan	July 2026	Partially Completed
6	3 rd UCB Research Day	3 minutes thesis competition, poster competition, research dialogue	Spring 25-26	3rd UCB Research Day successfully conducted, featuring the Three-Minute Thesis (3MT) Competition, research presentations/posters, and research dialogue,	May 2026	Completed

7	3 rd UCB ICBIT Conference 2026	Collaborative conference with other regional-global-institutions	Spring 25-26	3rd International Conference on Business & Innovative Technology (ICBIT 2026) successfully conducted on 20 May 2026, with participation of international speakers, researchers, academics, and institutional partners	May 2026	Completed
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6. IMPROVEMENT PLAN – AY26-27

No	Improvement Goals	Proposed Action(s)	Timeline	Evidence of successful implementation	Completion Date
1	Develop Departmental Research Plans and Strengthen Collaborative Research	<ul style="list-style-type: none"> Each academic department to develop a clear annual research plan with specific targets for inter-departmental research, industry-based research, and joint collaborative research with external researchers 	Fall 26-27	Approved departmental research plans; number of inter-departmental	
2	Maintain a Periodic UCB Research Publication Database	<ul style="list-style-type: none"> Develop and regularly update a centralized research database capturing faculty publications, indexing status, links, research collaborations, and other relevant research outputs 	Fall, Spring, Summer 26-27	Updated institutional research database	
3	Establish Research Partnerships with Leading Institutions	<ul style="list-style-type: none"> Establish research partnerships with leading local, regional, and international universities, research institutions, and industry partners to promote joint research, publications, conferences, academic exchange, and other collaborative research activities. 	Fall 26-27	Number of research partnerships/MoUs established and evidence of joint research activities	
4	UCB MBA Thesis/Project Abstract Compendium	<ul style="list-style-type: none"> Collect, review, and compile MBA thesis/project abstracts for last AY25-26 Develop a standardized format and publish the first UCB Thesis/Project Abstract Compendium. 	Fall 26-27	Publication of the first UCB Thesis/Project Abstract Compendium	
5	UCB Journal in the field of Business, IT, and Multimedia	<ul style="list-style-type: none"> Finalize the journal's aims and scope, editorial structure, policies and guidelines; secure ISSN registration 	Spring, Summer 26-27	ISSN obtained, editorial board established, journal platform launched, and inaugural issue published	

6	UCB Research Bulletin	<ul style="list-style-type: none"> • Develop and publish a periodic UCB Research Bulletin highlighting faculty and student publications, research achievements, conferences, workshops, grants, collaborations, and other research activities. 	Fall 26-27	Periodic issues of the UCB Research Bulletin published and disseminated	
7	UCB Internal Research Grant for Authored Book	<ul style="list-style-type: none"> • Provide internal research grants to support UCB faculty members whose authored scholarly books are accepted for publication by reputable international academic publishers • Define a clear eligibility criteria and approval procedures 	Spring 26-27	Number of internal research grants awarded and authored scholarly books accepted and/or published by leading international academic publishers	
8	Increase the number/series of UCB Publications	<ul style="list-style-type: none"> • Improve institutional support for faculty publications through research incentives, conference support, publication guidance, collaborative research, and recognition of high-quality research outputs. 	Fall, Spring, Summer 26-27	Increase in the number of UCB-affiliated publications, particularly publications in Scopus/WoS-indexed and high-quality journals, compared with the previous academic year	
9	Research Workshops	<ul style="list-style-type: none"> • Conduct a series of research capacity-building workshops on research methodology, data analysis, AI research tools, academic writing, research ethics, journal selection, and publication in Scopus/WoS-indexed journals 	Fall, Spring, Summer 26-27	Number of research workshops conducted, faculty/student participation records, workshop materials, attendance records	
10	4 th UCB Research Day 2027	<ul style="list-style-type: none"> • Organize the 4th UCB Research Day featuring faculty and student research presentations, poster presentations, the Three-Minute Thesis (3MT) Competition, research dialogue, and recognition of outstanding research. 	Spring 26-27	Successful completion of the 4th UCB Research Day, evidenced by the event programme, number of participants/presentations, competition results, photographs, and event report.	

11	4 th UCB ICBIT Conference 2027	<ul style="list-style-type: none"> Organize the 4th International Conference on Business & Innovative Technology (ICBIT 2027), engaging international speakers, researchers, and institutional partners 	Spring 26-27	Successful completion of ICBIT 2027, evidenced by international participation, keynote speakers, number of papers presented,	
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