



**Mazoon College
Research Center
Annual Report: AY 2022-2023**

Introduction

All faculties and students at Mazoon College have access to the Mazoon College Research Centre. Here, they can present their research findings in the diverse areas of Computing, Informatics, Business Administration, Economics, Psychology, and English Language & Literature. A focus is placed on developing the academic and professional strengths of students and faculties early in the research process. Research activities are encouraged, motivated, and enabled through this program.

Vision

To achieve excellence through research for all Mazoon College faculty members and students.

Mission

Bring world-class knowledge in research to all Mazoon College faculty members and students to adhere to the policies and procedures of Mazoon College pertaining to research and to contribute substantially to the College, its faculties and students, and the wider community through facilitating extensive and productive research activities

Objectives

- To provide guidance for research activities conducted by students and faculty members.
- To provide support in terms of funding to faculties and students both internally and externally.
- To enhance the research culture among students and faculty members.
- To provide assistance on how to publish research articles in reputed journals.

General Research Direction

The following are the research directions Mazoon College aspires to be highlighted and utilized by its researchers.

- Identifying the technical readiness for the college to be equipped for the fourth industrial revolution
- Studying the needs and requirement to move the college towards productive and leading college
- Evaluating and revising the current offered program to meet with the artificial intelligence and the fourth industrial revolution
- Analyzing the labor market needs and ways to incorporate them in the current programs offered at the college
- Encouraging research collaborations with other higher education agencies, industries and labor market sectors

Research Priorities

The Research Management Plan specifies the priority areas for research aligned to the college's teaching strengths in Computing and Informatics Science, English Language Studies, and economics & Business Studies.

Department	Research Priority Topics
Computing and Informatics	<ul style="list-style-type: none">• Data mining• Web services• Augmented reality• Internet of things• Web services
Economics and Business Studies	<ul style="list-style-type: none">• Entrepreneurship• Marketing• Accounting• Consumer Behavior• Financial Management
English Language	<ul style="list-style-type: none">• Applied psychology• Personal development studies• Criminal Justice• Sociological Aspects
Psychology	<ul style="list-style-type: none">• Pedagogies• Teaching and learning methodologies• Criticism

Staff profile

	Ph.D ¹	Master's	Graduates (under-graduate degree)
Full Time	1		
Part Time			

Research Committee

Staff member	Research Committee
1. Dr.Zaheer (Economics and Business Studies Department)	Chair of the committee
2. Dr.Sheeba (Humanities Department)	Member of the committee
3. Dr.Saleem (Computing Department)	
4. Ms.Juveriya (English Department)	
5. Mr.Haris (GFD)	

¹ Or equivalent for each qualification type.

Achievements of department/ center

Actions	Outcome	Timeline	Achieved	Remarks
1. Conduct staff training needs analysis	Assessment of Needs	AY 2021-2022		
2. Identify and support staff register in professional bodies	(51% from total number of staff Registration of staff in bodies	AY 2021-2022	100 %	<i>Funded by the college</i>
3. Conduct training for staff and students to use statistical software packages based on study programs requirements	20 staff trained on statistical data analysis	AY 2021-2022	100%	
4. Provide training on how to incorporate research-teaching nexus	2 Training workshops	AY 2021-2022	100%	
5. Encourage external collaborative research partnership	One research paper per department	AY 2021-2022	Partially met	<i>Collaboration is still an ongoing endeavor to enhance collaborated research</i>
6. Acknowledge good researchers through awards and other incentives	Acknowledgement/appreciation certificates	AY 2021-2022	100%	
7. Provide research training for final year students	4 Training Sessions	AY 2021-2022	100 %	
8. Identify and plan collaborative research with local HEIs	MoUs and identification of research areas	AY 2021-2022	Not met	<i>Unmet due to Covid circumstances. Set as priority for AY2022-23 operational plan</i>
9. Identify and plan collaborative research with International HEIs	Number of staff engaged in active research	AY 2021-2022	Not met	<i>Unmet due to Covid circumstances. Set as priority for AY2022-23 operational plan</i>
10. Monitor implementation of Research Management Policy	Reporting, meetings	AY 2021-2022	100%	

Challenges faced by the department and possible solutions

s.no.	Brief explanation	Suggested Solution
1	<ul style="list-style-type: none"> • Fewer publications in refereed journals. • There have been a few faculty members who have left the college who were active researchers. • An increase in teaching workload • Low interdisciplinary coordination 	<p>Retain active researchers</p> <p>Researchers will be able to produce better results with timely support when it comes to publications if they are provided with timely support.</p>
• 2	<ul style="list-style-type: none"> • Projects funded by the TRC have made slow progress, especially those slated for 2020. A number of changes were made to the roles of principal investigators and co-principal investigators. • Incomplete projects from 20218 and 2019 funding • In the AY 2021-2022, none of the TRC-funded projects were secured • There is a high turnover of staff, particularly in the research department. 	<p>PIs and Co PIs in their new roles must be provided with funding and additional incentives to expedite the pace of the research in their projects</p> <p>There is a need to retain active researchers. Therefore, new hiring must consider research potential of candidates to support research output of the college</p>
• 3	<ul style="list-style-type: none"> • The process of establishing external collaborations in research is challenging because of communication barriers and sharing of funding. 	<p>By providing direct external communication authority on behalf of the college, the Research Center may play an active role in establishing such collaborations.</p> <p>Also, there should be allocation of funds to support external collaborations and joint research locally and internationally.</p>

Faculty members' publications: Academic Year 2021-2022

#	Department	Author Names	Title of the Paper	Name of Journal / Book /Book Chapter	Vol. No.	Issue No.	Page No.	Year	ISSN /ISBN	Index details: Scopus, ISI, Elsevier, etc.
1	C & I	Dr Saleem Basha	Tangles in IOTA to make crypto currency transactions free and secure	International Journal of Cloud Computing	11	1	1 - 13	Feb 2022	2043-9989	Scopus
2	Humanities	Dr. Sheeba Khan	An Empirical Study of Organizational Role Stress and Personality Types on Mental Health of Women Software Professionals”	Psychology and Educational	59	2	143-152	2022		Scopus
3	Economics and Business Studies	Faiza Amir	BOOK REVIEW: How Countries Compete: Strategy, Structure, and Government in the Global Economy Richard H. K. Vietor United State of America Harvard Business School Press, Jan 25, 2007	Global Scientific Journal (GSJ)	9	9	1405 - 1413	2021	2320-9186	https://www.citefactor.org/check Assigned EOI for paper # 10.11216/gsj.2021.09.54270
4	Humanities	Dr. Sheeba Khan	Predictors of Organizational Commitment: An Empirical Evidence from FMCG Sector in Oman	Journal of Social Sciences	10	6		2022		Accepted, Scientific Research Publishing Paer ID: 1765868 https://www.scirp.org/journal/JSS

5	Economics and Business Studies	Ihsan Ashiq	BOOK REVIEW: How Countries Compete: Strategy, Structure, and Government in the Global Economy Richard H. K. Vietor United State of America Harvard Business School Press, Jan 25, 2007	Global Scientific Journal (GSJ)	9	9	1405 - 1413	2021	2320-9186	https://www.citefactor.org/check Assigned EOI for paper # 10.11216/gsj.2021.09.54270
6	Economics and Business Studies	Dr. U. Husain	Book Chapter: Impact of Financial Factors on Social and Financial Sustainability in Banking Sector: A Mediating Role of Financial Literacy	Financial Inclusion in Emerging Markets. Palgrave Macmillan, Singapore	-	-	257-280	2021		https://doi.org/10.1007/978-981-16-2652-4_13
7	Economics and Business Studies	Dr. U. Husain	Digital Marketing as a Game Changer Strategy to Enhance Brand Performance	Int. J. Technology Marketing	15	2/3	107-125	2021		DOI: 10.1504/IJTMKT.2021.118226
8	Economics and Business Studies	Dr. U. Husain	Relevance of Financial Service Advertisements in Investment Decisions and Purchase of Financial Products: Evidence from the Indian Insurance Sector	Indian Journal of Marketing	51	9		2021		http://www.indianjournalofmarketing.com/index.php/ijom/article/view/166163
9	Computing & Informatics	M.A.Muqtadir	A survey on Anomaly Recognition, Challenges and benefits of various ML techniques used towards Data Patterning in Business Excellence	4th International conference on computational intelligence and digital technologies				June 2022		SCOPUS

10	Computing & Informatics	Dr. Saleem Basha, Mohammad Nasar	Resource Allocation in Cloud: History Kerberos based Approach	International Journal of Computer Applications, Foundation of Computer Science, New York, USA	184	12	36-43	May22	0975 – 8887	DOAJ
11	Economics And Business Studies Department / Humanities Department	Zaheer Ahmed Khan, Dr Sheeba Khan, Ms Ayesha Anjum, Ms Faiza Amir	The Mediating Effect of Self-Efficacy on Relationship Between Conscientiousness, Agreeableness and Contextual Performance: An Evidence from Higher Educational Institutions from Oman.	PSYCHOLOGY AND EDUCATION An Interdisciplinary Journal https://www.psychologyandeducation.net/pae/index.php/pae/article/view/3031	57	7	451-455	2021	ISSN: 0033-3077	Scopus
12	Economics And Business Studies Department	Dr. Uvesh Husain	A STUDY OF FOREIGN DIRECT INVESTMENT ON MANUFACTURING INDUSTRIES IN SULTANATE OF OMAN	International Journal of Research - GRANTHAALAYAH	9	3	1 to 9	March 2021	ISSN (Online): 2350-0530	International Pree Reviewed DOI: https://doi.org/10.29121/granthaalayah.v9.i3.2021.3696
13	Economics And Business Studies Department	Dr. Uvesh Husain	Corporate CSR Practices and Corporate Performance: Managerial Implications for Sustainable development	Springer Nature, (Decision 2021)	48	1	153–164	19 March 2021	Online	https://doi.org/10.1007/s40622-021-00274-w
14	Economics And Business	Faiza Amir, Dr. Sushmita Dey,	Research Paper - Pakistan and India Trade: Prospects and Challenges	Global Scientific Journals (GSJ) http://www.globalsci	9	2	840-853	Feb, 2021	ISSN - 2320-9186	Open Access https://www.citefactor.org/c

	Studies Department			entificjournal.com/journal_volume9_issue2_February_2021_edition_p3.html						heck Assigned EOI for paper # 10.11216/gsj.2021.02.48344
15	Computing & Informatics Department	Mohammad A. Kausar, Mohammad Nasar	SQL Versus NoSQL Databases to Assess Their Appropriateness for Big Data Application	Recent Advances in Computer Science and Communications	14	4	1098-1108	2021	2666-2566	Scopus
16	Computing & Informatics Department	Mohammad Abu Kausar, Arockiasamy Soosaimanickam, Mohammad Nasar	Public Sentiment Analysis on Twitter Data during COVID-19 Outbreak	International Journal of Advanced Computer Science and Applications	12	2	415-422	2021	2156-5570	Scopus, Web of Science
17	Economics And Business Studies Department / Humanities Department	Zaheer Ahmed Khan, Dr Sheeba Khan, Ms Ayesha Anjum, Ms Faiza Amir	The Mediating Effect of Self-Efficacy on Relationship Between Conscientiousness, Agreeableness and Contextual Performance: An Evidence from Higher Educational Institutions from Oman.	PSYCHOLOGY AND EDUCATION An Interdisciplinary Journal https://www.psychologyandeducation.net/pae/index.php/pae/article/view/3031	57	7	451-455	2021	ISSN: 0033-3077	Scopus

List of faculty Conference Presentation: 2021 – 2022

No.	Department	Faculty Name	Type Of Research / Scholarly Activity	Date And Place	Title And Other Details
-----	------------	--------------	---------------------------------------	----------------	-------------------------

1	Economics and Business Studies	Dr. U. Husain	Emerging trends and Technology in Education	Sanpada College of Commerce and Technology (Affiliated to the University of Mumbai), 16th April 2022.	Chief Guest for one day national multiciliary conference “Emerging trends and Technology in Education”
2	Economics and Business Studies	Dr. U. Husain	"FinTech" Financial Technology	Sanpada College of Commerce and Technology (Affiliated to the University of Mumbai), 19th March 2022	Deliver a Lecture on “FinTech” for bachelor students at Sanpada College of Commerce and Technology
3	Economics and Business Studies	Dr. U. Husain	Digital Transformation in Finance, Banking & Corporate Sector - A Journey towards Assimilating Industry 4.0	15th March 2022, Organized by: Department of Commerce, University of Madras, Tashkent Institute of Finance, Uzbekistan, Internal Quality Assurance Cell (IQAC) & School of Commerce	Guest Speaker: Digital Transformation in Finance, Banking & Corporate Sector - A Journey towards Assimilating Industry 4.0, 15th March 2022, Tuesday, Organized by: Department of Commerce, University of Madras, Tashkent Institute of Finance, Uzbekistan, Internal Quality Assurance Cell (IQAC) & School of Commerce
4	Economics and Business Studies	Dr. U. Husain	1. The Globalization of Venture Capital and Private Equity” (24th October 2021) & 2. The Impact of Private Equity on Society” (31st October 2021)	24th October 2021 & 31st October 2021	Deliver an online lecture at Princess Nourah University, kingdom of Saudi Arabia, Department of Economics on topics:
5	Economics and Business Studies	Dr. U. Husain	Nurturing and Transforming Economic and Business Practices with Innovation in Global Market	09-10 October, 2021, B.S. Abdur Rahman Crescent Institute of Science and Technology.	Keynote Speaker in International Virtual Conference on “Nurturing and Transforming Economic and Business Practices with Innovation in Global Market” 09-10 October, 2021, B.S. Abdur Rahman Crescent Institute of Science and Technology. https://crescent.education/commerce.conf/

6	Economics & Business Studies	Faiza Amir	The 1st Business and Entrepreneurship International Conference, Current Business Practices and Future Trends Leading to Organizational Excellence and Sustainable	Arab Academy for Science Technology and Maritime Transport Egypt and Modern College of Business & Sciences Oman. 31st March (Wednesday) 2021 to 1st April (Thursday)	Attended the Conference online through Webinar
---	------------------------------	------------	---	--	--