



## Annual Report for Non Academic Departments

**Department: The Research Center**

**Academic Year: 2023-2024**

This Annual Report for the research center is intended to help the college assess how successfully the strategic plan has been implemented and to give each department a platform to share about its achievements, progress, accomplishments, and any further help that they may need.

### **A. Overview of the research center**

#### **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
<b>Computing and Informatics</b>	<ul style="list-style-type: none"> <li>• Data mining</li> <li>• Web services</li> <li>• Augmented reality</li> <li>• Internet of things</li> <li>• Web services</li> </ul>
<b>Economics and Business Studies</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Marketing</li> <li>• Accounting</li> <li>• Consumer Behavior</li> </ul>

	<ul style="list-style-type: none"> <li>Financial Management</li> </ul>
<b>English Language</b>	<ul style="list-style-type: none"> <li>Pedagogies</li> <li>Teaching and learning methodologies.</li> <li>Criticism</li> <li>Literature</li> </ul>
<b>Psychology</b>	<ul style="list-style-type: none"> <li>Applied psychology.</li> <li>Personal development studies</li> <li>Criminal Justice</li> <li>Sociological Aspects</li> </ul>

### **B. Staff Profile**

#	Name	Qualification	Job Title / Role
1	Dr Saleem Basha - Chair	PhD	Chair
2	Ms Javarria Adna	Master	Representative from English Language Department
3	Dr. S. Varalakshmi	PhD	Representative from Economics & business studies Department
4	Dr. Irene	PhD	Representative from Computing and Informatics Department
5	Dr Ajitha Eswarmangalam	PhD	Representative from Humanities Department
6	Dr Muhammad Haris	PhD	Representative from General Foundation Department

### C. Achievements during the Academic Year 2023-2024

#### 1. List of Journal Publications

Sl. No	Department	First Author	Additional Authors	Title	Journal Name	Vol	Issue	Page No	Year
1	General Foundation Department	Ms Ruwaida Al-Abdullah	Dr Irene Taguinod, Ms Gazala Yusufi	Enhancing Teaching And Learning Through The Use Of Moodle Lms	International Journal Of Educational Adinistration: Theory And Practice	30	4	3225-3231	2024
2	Computing & Informatics	Mr Amarender Reddy		Initial Coefficient Bounds For A Class Functions Involving Q-Sal~ Agean~ Differential Operator	International Journal Of Mathematics And Computer Research	12	1	9-16	2024
3	Eco & Bus	Dr Uvesh Husain		Corporate Governance and Capital Structure Decision: Insights from Oman, Cogent Business & Management (OABM)	Journal of Statistics and Management Systems, Taylor & Francis	11	1	2297463.	2024
4	Eco & Bus	Dr Edna Saavedra Galvez	Dr Shamseen Raza, Dr Christina F. Cruz	Exploring the Banking Sector of Oman: The Impact of Brand Credibility on Customer Loyalty	International Journal of Economics, Commerce and Management	12	6	134	2024
5	Eco & Bus	Dr Zaheer Ahmed Khan		Situational Factors, Sources of Strain, And Ethical Considerations of Self-Employed Individuals in Conflict	Revista De Gest~ao Social E Ambiental	18	2	e05228-e05228	2024

				Affected Regions of Pakistan					
6	Computing & Informatics	Dr Mohammad Nasar		Sentiment classification based on machine learning approaches in flipkart product reviews	Artificial Intelligence and Information Technologies	1	1	400-406	2024
7	Computing & Informatics	Dr Mohammad Nasar		Web accessibility challenges in Delhi NCR region university websites: An in-depth analysis using machine learning	Artificial Intelligence and Information Technologies	1	1	393-399	2024
8	Humanities	Dr Ajitha Eswaramangalam	Dr Jameela Khatoon, Ms Nelia, Mr Shadhan	The relationship of hope and resilience on occupational stress among information technology professionals.	Indian Journal of Positive Psychology	15	2	118-126	2024

## 2. List of Conference Publications

Sl. No	Department	Author	Additional Authors	Title	Conference Title	Year	Country
1	General Foundation Department	Ms Ruwaida Al-Abdullah		Enhancing Teaching and Learning Through the Use of Moodle LMS	28th International Conference & Exhibition The Future of Language Education: Adapting to a Changing Landscape	2024	UAE
2	General Foundation Department	Ms Runitha Lourdes		The Essence of Benchmarking in Assessments	2nd International Conference on Computer, Cybernetics and Education (ICCCE-2024)	2024	Indonesia

3	General Foundation Department	Ms Runitha Lourdes		Exploring Alternative Assessments Methods Promoting Critical Thinking	28th International Conference & Exhibition The Future of Language Education: Adapting to a Changing Landscape	2024	UAE
4	General Foundation Department	Ms Yevette Mathew		MALL as a Gamification Approach	28th International Conference & Exhibition. The Future of Language Education: Adapting to a Challenging Landscape	2024	UAE
5	General Foundation Department	Ms Yevette Mathew		Innovative Strategies for Blended learning	28th International Conference & Exhibition The Future of Language Education: Adapting to a Changing Landscape	2024	Indonesia
6	Computing & Informatics	Ms Gazala Yusufi	Dr Irene Taguinod	An Insight on ChatGPT and its Effects on Academic Integrity	International Conference on Management, Education & Innovation (ICMEI-2024) Theme: Research based education for 21st century learners	2024	Phillipines
7	General Foundation Department	Ms Tahani Al Nadabi		Enhancing College Learning with Kahoot!	28th International Conference & Exhibition The Future of Language Education: Adapting to a Changing Landscape	2024	Indonesia
8	English	Ms Maryam Ghaffari		Promoting Academic Excellence: Teaching, Innovation, Research and Integrity	Developing Academics' Skills in Utilising Generative Artificial Intelligence to Enhance Future Skills among Students, 11th International ELT Symposium, UTAS, Shinas	2024	Oman

### 3. List of Students Publications

Sl No	Department	Authors	Title	Journal / Conference Name	Date	Year
1	Computing & Informatics	Sanada Al Mamari, Gazala Yusufi, Irene Taguinod	Integrated System for Atika School	Journal of Big Data & Smart City	-	2023
2	Humanities	Dr. Jameela Khatoon-Supervisor Student: Hanin Reyad Mohammad Al Mahid, Fathima Hashim, Ahmed Humaid Salim Al Badi, Juie Baraua, Alaa Naaman Al Din	Exporing the relationship between soicla media usage and madaptive behavior tendencies among adolscents in Oman. Best paper award	2 international student research colloquium,	23 May, 2024	2024 2024
3	Eco & Bus	Dr. S. Varalakshmi, Student: Shahanam. K. Salim, Sadia Afrin Muna	An Overview of the Concept of Intellectual Properties: A study with special references to Sultanate of Oman.	International Confenrence on Digital Transformation in Commerce and Manageemnt (ICDTCM),	22 & 23 Feb 2024	

### 4. Activities Organized/Contributed/Conducted

Sl. No	Workshops / Seminar / Training Program	Title	Resource Person	Targeted Audience	Date	In Campus / Out Campus
1	Seminar	The Impact and Influence of Research in Higher Education, Teaching, and Learning	Dr Mohamed Yasin, SQU	Staff	28.11.2023	In Campus
2	Workshop	The Artificial intelligence Presentation Tools	Dr Jannathl Ferdouse, Al Zahra College for Women	Staff	1.2.2024	In Campus

3	Workshop	Workshop on Data Visualization	Dr Saleem Basha, Mazoon College.	Staff	4.4.2024	In Campus
4	Seminar	Seminar on RTN insights and outreach	Dr Ajitha, Mazoon College	Staff	14.05.2024	In Campus
5	Seminar	Seminar on Hyperparameter Tuning	Mr. Mohamed Al Bathari, Mazoon College	Staff	14.5.2024	In Campus



## F. Awards and Recognitions

### 1. Awards and Recognitions

Sl. No	Name	Awarded/Recognized for	Recognition
1	Sanada Rashid Salim Al Maamari	Journal Publication	Memento & Certificate
2	Ahmed Humaid Salim Al Badi	Co Authored	Certificate
3	Alaa Naaman Al Din	Co Authored	Certificate
4	Al-Zahraa Al-Hadhrami,	Presented	Certificate
5	Amal Said Al Mahrooqi	Presented	Certificate
6	Ashjan Khalifa Al Shiyadi	Presented	Certificate
7	Asila Yousuf Al Rashdi	Presented	Certificate
8	Dr Ajitha Eswaramangalam	Supervised	Memento & Certificate
9	Dr Irene Taguinod	Co Authored	Memento & Certificate
10	Dr Jameela Khatoon	Supervised	Memento & Certificate
11	Dr. S. Varalakshmi	Supervised	Certificate
12	Fathima Hashim	Best paper Award	Memento & Certificate
13	Fatimah Zahrah	Best paper Award	Memento & Certificate
14	Fida Yaqoob Zahran Al Shuraiqi	Presented	Certificate
15	Hadil Nasser Al Hadi,	Presented	Certificate
16	Hajar Saleh	Presented	Certificate
17	Hanin Reyad Mohammad Al Mahid	Best paper Award	Memento & Certificate
18	Jawahir Mohammed Nasser Al Siyabi	Presented	Certificate
19	Juli Baraua	Co Authored	Certificate
20	Khulood Khalid Al Shihi	Presented	Certificate
21	Kumail Mohamed Al Lawati	Presented	Certificate
22	Maitha Al Hawai,	Presented	Certificate
23	Maryam Mohammed Al Harthy,	Presented	Certificate
24	Ms Gazala Yusufi	Co Authored	Memento & Certificate
25	Naba Abdallah Salim Al Sanidia	Presented	Certificate
26	Rahma Sulaiyam al abri	Presented	Certificate

27	Rahma Sultan al wahibi	Presented	Certificate
28	Raya Jeiffar Saif Al Said,	Presented	Certificate
29	Rutuja Tipinis	Best paper Award	Memento & Certificate
30	Sadia Afrin Muna	Presented	Certificate
31	Sara Jahad El Achkar	Presented	Certificate
32	Shahad Salim Humaid Al Mamary	Presented	Certificate
33	Shahanam. K. Salim	Presented	Certificate
34	Shaima Shawsawar Al Bulushi	Presented	Certificate
35	Sharifa Darwish Salah Al Farsi	Presented	Certificate
36	Suhaib Sulaiman Al Bahri	Presented	Certificate
37	Thuraiya Saud Abdullah Al Sinani	Presented	Certificate
38	Wisal Khamis Al Wahaibi	Presented	Certificate

#### **G. Our Focus for the Upcoming Academic Year 2024-2025**

- a. International Conference
- b. Faculty and Student's Research Grant
- c. Promote more faculty and students research activities.
- d. Generate research funds

#### **Any additional accomplishments, concerns, or requirements you'd want to mention?**

Research Management plan  
International Conference Preparations