

CCBA

NEWSLETTER

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CCBA Participates in the 3rd Gulf Conference

Amid 40 other presenters from 11 countries

Ms. Shahrazad Al Marhoon (lecturer at MIS Department) participated in the Third Gulf Conference titled "Digital Transformation and Contemporary Social Issues: Challenges and Visions Towards the Future," which was held at Dhofar University. The event, organized by the College of Arts and Applied Sciences, specifically by the Department of Social Sciences, took place on September 24-25, 2023. She presented a research paper titled "Social Services in the Ministry of Social Development in the Sultanate of Oman and the Impact of Technology Adoption Factors on the Behavioral Intentions of Beneficiaries." The objective of the research paper was to identify the factors influencing technology adoption that affect the behavioral intentions of beneficiaries in using the social services provided by the Ministry of Social Development in the Sultanate of Oman. The study was based on developing a new model that relied on technology acceptance theories. It included beneficiaries of most of the approximately 200 services offered by the Ministry of Social Development in Oman. The paper concluded with some recommendations that could support those overseeing digital transformation and decision-making based on scientific evidence from the perspective of the users.

The conference issued several recommendations within its four main themes: Digital Transformation and Contemporary Social Issues, Digital Transformation and Sustainable Development Priorities, Digital Transformation and Social Construction, and Scientific Research in the Age of Digital Transformations.

A Word by Acting Dean

Welcome to CCBA!

----- DR. MAWIH EL-ANI

Welcome to the college of commerce and business administration (CCBA)! I am thrilled to invite you to our CCBA community of erudite and professional which are eager to provide students and key stakeholders with a practical curriculum, excellent teaching, impactful research and engaged service.

The CCBA being one of the most vibrant colleges in Dhofar University has world-class infrastructure, distinguished and multicultural faculty who constantly strive to excel in providing the best educational inputs, practical training and inculcate among its students an enterprising nature and entrepreneurial spirit.

Here students are groomed into lifelong learners equipped with knowledge to make an impact in the development of the community and the nation.

Our diploma, bachelor's and master's programs equip and infuse leadership skills in our graduates by providing them opportunities to effectively engage, interact and learn from industry and community leaders.

I encourage you to browse our website or visit our academic councilor in the college to know more about the academic programs and environment which could help you to be part of our fantastic and exciting community!

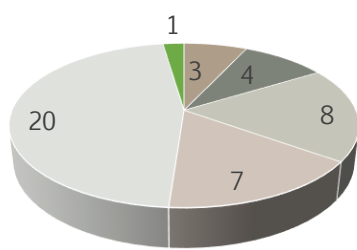


CCBA Gives Workshop in “Adapatability and Working under Pressure”. Organized by Learning Support Center

Organized by the Learning Support Center at Dhofar University, Ms. Shahrazad Al Marhoon delivered a workshop titled "Adaptability and Working Under Pressure" on December 20, 2023. This workshop, part of the LSC's professional development program for peer tutors, addressed the identification of work-related stress causes, finding solutions to these stress issues, and effectively dealing with stress and time planning using effective methods. The session generated positive engagement from the 23 peer tutor attendees, with learning reinforced through practical activities.

Ms. Fatima Barham Ba Omar, an instructor at the Department of Education in the College of Arts and Applied Sciences and Co-coordinator of LSC and SWDU, highlighted the significant service peer tutors at the Learning Support Center provide to the university. This approach exemplifies a positive and proactive attitude towards improving the educational environment at Dhofar University. She emphasized that professional development assists them and enhances the quality of support they can offer their peers, which in turn enriches the overall academic experience at the university.

CCBA Research Activities in Fall 2023



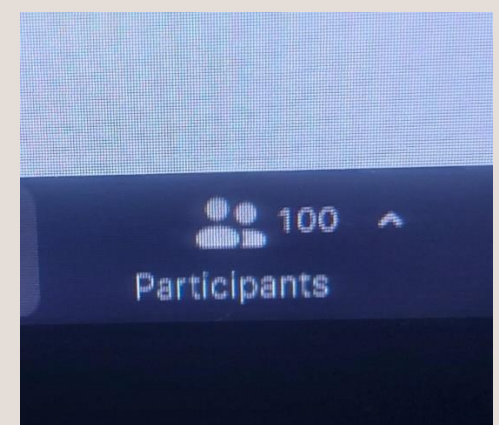
- Scopus indexed publications
- Web of Science with impact journals publications
- Published research in other peer reviewed journals
- Local and international conferences
- Peer reviewership
- Keynote speaker invitations in conferences

CCBA and Brunel London Organize Webinar in Corporate Change Involving 100 participants

On 8 November 2023, the college of commerce and business administration hosted a webinar in collaboration with Brunel University in London. The webinar was delivered by Dr. Hemamali Tennakoon-senior lecturer of strategy and entrepreneurship at Brunel London. She has discussed the steps of effective organizational change, requirements of successful change management, triggers of organizational change, communication process of change and the need for influential leadership in uncertain times.

The webinar was offered among a presence of 100 participants online who were students and members of academic and administrative bodies. The college apologizes for all other participants who wished to join the webinar but could not since the maximum number which the Zoom platform can allow is 100 participants.

The webinar was conducted under the supervision of Dr. Mawih El-Ani (Acting Dean of the college) and Ms. Lujain El-Maghraby (director of entrepreneurship center and lecturer of management).





CCBA and ICO Welcome Eight Visiting Students

From Czech University of Life Sciences

On the 7th of January, the international cooperation office and college of commerce and business administration (CCBA) formally welcomed a group of eight students from the Czech University of Life Sciences. Under the initiative of the international cooperation office, the Czech students are visiting Dhofar University from 2 January to 11 January to further strengthen internationalization ties and cooperation opportunities with universities abroad.

During the meeting, the participants were welcomed by Acting Dean Mawih El-Ani who provided useful information about the college's mission and vision, strategic objectives, internationalization aspirations and the college's latest strides in research, quality teaching and community service in Oman.

The participants also attended a seminar by Ms. Lujain El-Maghraby (Director of Entrepreneurship Center and lecturer of management). The seminar titled: "Alignment, Distinctiveness and Sociocultural Dis-Embeddedness of Artisan Ventures in Omani Touristic Sector" contrasted the different strategic dynamics between luxury and non-luxury artisan ventures in Oman. It also stimulated intellectual debate around identifying the organizational identity boundaries between luxury and non-luxury artisan sectors.

After this productive session by Dr. Mawih, the college wished the students a joyful stay in Dhofar and to see them again in the future.



THE ACTING DEAN
PRESENTED USEFUL
INFORMATION ABOUT
CCBA'S LATEST
STRIDES IN RESEARCH,
QUALITY TEACHING
AND COMMUNITY
SERVICE IN OMAN.

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CCBA Signs 3 MOUs with Labor Market

In the VC Office

On 20 November, college of commerce and business administration has signed MOUs with Philex Pharmaceuticals, Abu Timam Grant Thornton Oman and Belad Bont resort. The cooperation areas included: internships, research funding and inviting guest speakers.

The signing ceremony was held in the Office of Vice Chancellor Prof. Amer Al Rawas amid the presence of the college's acting Dean Dr. Mawih El-Ani, corporate senior executives, and Lujain El-Maghraby (Director of Entrepreneurship Center).

The agreement process was supervised by Dr. Mawih El-Ani (Acting Dean), Dr. Omar Tawfik (Accounting Department Head of Department) and Lujain El-Maghraby (Director of Entrepreneurship Center).



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CCBA and Brunel London Organize Webinar in Leadership Involving 65 Participants

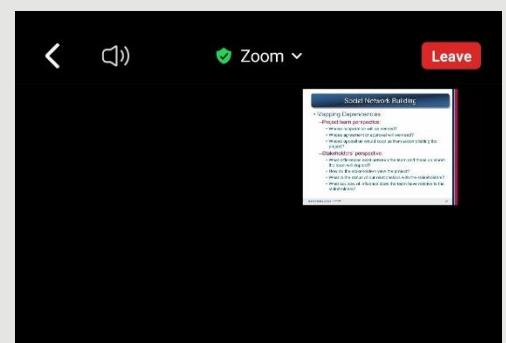
On 16 November 2023, the college of commerce and business administration hosted a webinar in collaboration with Brunel University in London. The webinar was delivered by Dr. Marco Cuevo- lecturer of strategy and entrepreneurship at Brunel London. He has discussed the contemporary trends in successful leadership, for example: social networking building, influence as exchange and the relationship between leadership and decision making from stakeholders and project team perspectives.

The webinar was offered among a presence of 65 participants online who were students and members of academic and administrative bodies.

The webinar was conducted under the supervision of Ms. Lujain El-Maghraby (lecturer of management).

CCBA, CSCEC and Salalah Vocational College Organize Workshop in Effective Communication To Trainees from Governmental and Private Agencies

Within the framework of enhancing continuous cooperation between the College of Commerce and Business Administration (CCBA) and governmental and private agencies, the College collaborated with Salalah Vocational College to organize a training workshop entitled: “Effective Communication Skills”. The workshop was delivered by Ms. Lujain El-Maghraby (Lecturer at CCBA), which was held at the Plaza Hotel and Resort. The attendees came from a wide variety of backgrounds, including: the administrative and academic arms of Salalah Vocational College, the Royal Court, Salalah Mills Company, the University of Technology and Applied Sciences, the General Directorate of Heritage and Tourism, the Port of Salalah, the Civil Aviation Authority, and the Oman College of Health Sciences. Dr. Mawih Al-Ani (Acting Dean of the College) and Dr. Saeed Kashoub (Director of Salalah Vocational College) handed over the certificates to the attendees, wishing the trainees good luck and success.





3rd Bi-Annual Sustainability Week at Department of Management

Amid presence of DVC and 800 visitors

On 14-15 November 2023, “3rd Bi-Annual Sustainability Week was conducted with exhibition and workshop on sustainable development. The event was graced with the presence of esteemed Deputy Vice Chancellor, Dr. Syed Ahsan Jamil and Dean of CCBA, Dr. Mawih Al Ani. Exhibition included Poster Presentation of MNGT 411 students and display of environment friendly products from Handicraft Centre from Department of Mosques and Schools in Dhofar, Department of Agricultural and Livestock Research in Dhofar, Stont Tea, With Regard, and Lubaniyah to name a few.

The guest speakers of the workshop shared candid insights on sustainable practices from various industries - Engineer Radwan Al Ibrahim, Director of Agriculture Development, General Directorate of Agricultural Wealth, Fisheries and Water Resources; Mr. Ali Said Suhail Amush Al Mahri, Al Baleed Resort Salalah by Anantara; Dr. Fatima bint Ahmed Al Rai, With Regard; Mr. Mohammed Abullah Batmerah, Stont Tea; and Ms. Afnan Tabook, Vera Organic Products. The students from Al Saada School for Basic Education (11-12), Manba Al Hekma School and Aldhiya Private International School also demonstrated their sustainable projects related to use of robots and smoke extraction.

Around 800 students visited the exhibition and attended the workshop. This event was successfully organized by Dr. Mariam Anil. This event drives sustainable change through enriching learning experience, which can have greater impact on building sustainable communities and business in Oman.

Charity Food Day & Visit to Omani Bahja Orphanage On World’s Kindness Day

On the World’s Kindness Day-13 November 2023, CCBA Community Engagement Committee (CEC) organized a one-day charity food sale. This initiative was successfully conducted with the voluntary participation of the students. The students expressed their happiness in being part of this initiative and it has a greater role in developing compassion, empathy, and social responsibility among students. CEC visited Omani Bahjah Orphan Society and around 285 Omani Rial was donated to make a difference in the lives of the children. Omani Bahjah Orphans Society expressed their appreciation and gratitude.



From left to right: Dr. Muwaya Hussein (assistant professor of economics), Dr. Mariam Anil (assistant professor of management) and Dr. Nadia Sha (assistant professor of finance).



Cohort of trainees of Izz Banks.

Three CCBA Students Successfully Completed Training at Izz Bank Muscat

Musab Kiyoumi, Dalal Hassan and Nuwaira Saeed Salem

Three students from the College of Commerce and Business Administration (CCBA) at Dhofar University (Musab Al-Kiyoumi, Dalal Hassan BaOmar and Nuwaira Saeed Salem Al-Harithiya) had successfully completed a 3-month training program at Alizz Islamic Bank in Muscat under the title of Manahil Al-Izz. The training program provided an excellent opportunity to improve the knowledge and skills of the students in the field of banking, Islamic banking, and banking transactions.

The Student Musab Al-Kayoumi, one of the participants in the program, stated that he gained new skills in banking, while student Dalal Hassan BaOmar stated that she benefited greatly from this unique experience to enhance her skills and knowledge about working in Islamic banks. The student Nawira, she confirmed that she benefited from this program by learning how the bank and its various departments work. This program comes within the framework of enhancing students' skills in the labor market and within the cooperation between the Universities and Alizz Islamic Bank, which provided a real opportunity for students to prepare them for the requirements of the labor market.



College of Commerce and Business Administration

CCBA welcomes new faculty members

In the departments of Management and MIS

In September 2023, the CCBA welcomed 3 new high caliber faculty members to its existing distinguished academic staff. Dr. Abderrahmane Benlahcene has joined the management department. Dr. Benlahcene has received his PhD and Master's degrees from Sintok School of Government in Malaysia with more than 17 publications in reputed journals

In the MIS department, Dr. Husam Yassin has joined the college. Dr. Yassin holds Master's and PhD degrees in information systems from the prestigious Malaya University in Malaysia. Before joining DU, Dr. Husam had excellent multicultural exposure by working as an esteemed academic at OSTiM Teknik Üniversitesi, TOBB ETÜ and MIMOS Berhad.

In the same department, Dr. Abdelaziz Aborajilah has been recently hired. Dr. Aborajilah has received his PhD from the respected University of Kuala Lumpur in Malaysia where he also worked as an assistant professor.



CCBA Hosts Dr. Talal Abu Ghazaleh on “Market Insights into Today’s Accounting Trends”.

Amid presence of industry, students & staff

College of Commerce and Business Administration at Dhofar University hosted Talal Abu Ghazaleh (Chairman of Talal Abu Ghazaleh Global Group) in a talk entitled “Market Insights into Today’s International Accounting Trends” on November 1, 2023. The talk was moderated by Ms. Lujain M. El-Maghraby, Director of Entrepreneurship Center and Lecturer at the College.

In the talk, Dr. Abu Ghazaleh shared his expertise and expectations on the basic insights into accounting trends and best professional practices, encouraging the audience to embrace the latest concepts and explore new areas and market trends.

He also discussed a wide range of current trends in accounting which is a positive turning point towards high-quality education in line with the developments and requirements of the local and regional job market. This include, according to the speaker, the significance of strategy for preparing and updating International Financial Reporting Standards, its impact on enterprise development and profits, and the need for a global approach to accounting, emphasizing the role of Artificial Intelligence and cutting-edge technology in the latest accounting programs, the importance of transparent accounting practices in corporate governance and its implications for investor confidence and direct foreign investment flows.

The talk concluded by an interactive discussion and questions from the audience including executive directors affiliated with Abu Ghazaleh Office, guests, and Dhofar University faculty members and students.

On the other hand, Dr. Mawih Al Ani, Acting Dean of the College stated that this talk was aimed at bridging the gap between academia and industry, which is in line with the College’s endeavor to be distinguished among its counterparts in the region. Dr. Omar Tawfiq, Chair of Accounting Department, noted that this meeting brought together both the educational community and a pioneer of business and accountancy in the region to develop new perspective and high-quality outcomes on the latest issues in the field of accounting, in an effort to realize the College’s aspirations to create a strong foundation for solidifying best practices that make a lasting change for the College and the concerned stakeholders.

“This talk is in line with the College’s endeavor to be distinguished among its counterparts in the region.”

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CCBA Invited by Labor Market Committee at Dhofar Governorate

Amid presence of CCBA’s Dr. Omar Durrah and Dr. Moaz Gharib

THE LABOR MARKET COMMITTEE, UNDER THE LEADERSHIP OF ALI HUBAIS, IN DHOFAR GOVERNORATE STRIVES TO REGULATE COOPERATION BETWEEN EMPLOYERS AND COMPANIES IN THE SULTANATE ON ONE HAND AND EDUCATIONAL ENTITIES ON THE OTHER HAND. IT AIMS TO ENHANCE THE QUALITY OF HUMAN CALIBRE THAT MEETS NEDS OF LOCAL LABOR MARKET AND HENCE CONTRIBUTES TOWARDS BOOSTING EMPLOYMENT RATES IN THE COUNTRY.

THE STRATEGIC PLAN OF THE COMMITTEE IS IN LINE WITH OMAN VISION 2040 SETTING ITS OVERALL FRAMEWORK.

THE COMMITTEE STRATEGY IS MADE UP OF: COMMITTEE’S VISION, MISSION, KEY FOCUS AREAS, INITIATIVES, IMPLEMENTATION PLAN, AND PARTICIPATING MEMBERS. FROM CCBA, THE MEETING WAS ATTENDED BY DR. OMAR DURRAH (HOD OF THE MANAGEMENT DEPARTMENT) AND DR. MOAZ GHARIB (CONVENER OF MASTER’S DEGREES AT CCBA).

THE LABOR MARKET COMMITTEE WILL FOCUS ON SIX KEY ECONOMIC SECTORS EMPHASIZING THREE KEY STRATEGIC OBJECTIVES IN OMAN 2040. THESE ARE: MANUFACTURING INDUSTRIES, AGRICULTURAL AND FISHERY SECTORS,

CCBA Secures 12 out of 19 Blockfunding Opportunities Granted by MOHERI to Dhofar University

The research department at Dhofar University has announced the results of blockfunding call 2023.

The CCBA has secured 12 out of 19 funding opportunities whereby the highest funding amount was 19, 200 OMR granted to the research team of Dr. Syed Ahsan Jamil and Dr. Mohamed Salman Shabbir on their research project titled: “Unlocking the Power of Collaboration: An Exploration of Knowledge Sharing in SMEs”.

The next highest funding amount was 17,700 OMR granted to the research team: Dr. Rabia Imran, Dr. Mohamed Salman and Ms. Lujain El-Maghraby on their research project titled: “Community Based Tourism: A tool of Human Development and Economic Growth”.

The third highest funding opportunity was granted to the research team: Dr. Kamal Allail and Dr. Mohamed Al Omari on their proposal titled: “Integrating Tourism and Culture: Enhancing Value of Performing Arts in Dhofar”.

In total, the university was successful in securing a total funding of 140,058 OMR. 10 funding opportunities were granted as faculty research grants, 7 grants for financing graduate research projects and 5 opportunities for funding undergraduate research projects.

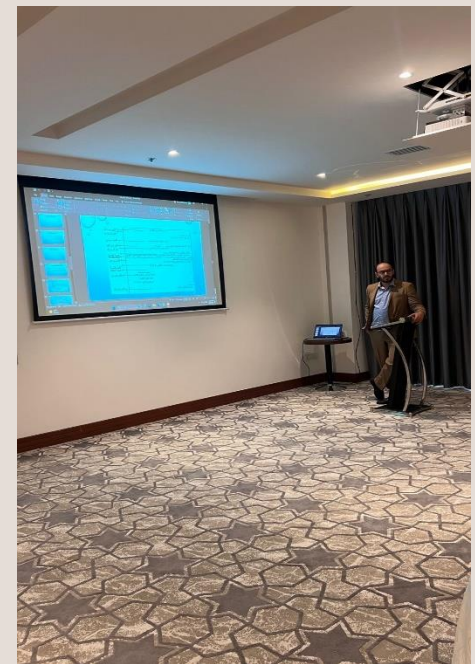




Dr. Abdulbasset Queiri Gives a Workshop to Salalah Vocational College In Administrative Letters

The College of Commerce and Business Administration delivered a workshop session to Salalah Vocational College, entitled “communication and administrative letters” on 8th November 2023, by Dr. Abdelbaset Queiri.

The session aimed to equip trainees with the knowledge of understanding what makes a good administrative letter and how to overcome issues preventing the letter from achieving its purpose among other tactics to improve the effective communication using the administrative letter”.



Dr. Mawih El-Ani Participates in the 2nd International Frankincense Forum At Dhofar University

On September 3, Dr. Mawih El-Ani (the Acting Dean of CCBA) and Prof. Dr. Luay Rashan (Head of Biodiversity Research Center at Dhofar University) participated in the 2nd International Frankincense Forum at Dhofar University.

The esteemed faculty members have delivered a presentation about a research paper titled: “Planting of Frankincense Trees *Boswellia Sacra* in Dhofar: A Feasibility Study”.

The research objective of the paper aimed to explore the economic feasibility and business practicality of cultivating frankincense in Oman.

The results of the paper found out that there is a huge economic potential in cultivating and marketing Omani frankincense products. The practical implications of the paper are important for both academics and policy makers.



CCBA Gives a Workshop in National Strategy for Youth

Organized by the Ministry of Culture, Sports and Youth

The Ministry of Culture, Sports, and Youth organized a program of specialized workshops for the National Youth Strategy in various governorates of the Sultanate of Oman. One of these workshops, held in the Dhofar Governorate at the Sultan Qaboos Youth Cultural and Entertainment Center on September 12, 2023, was presented by Ms. Shahrazad Al Marhoon and Mr. Hossam Baqweer.

The workshop was attended by 122 young men and women from the Dhofar Governorate, aged between 19 and 35, to achieve youth participation in formulating the National Youth Strategy including the vision, mission, strategic objectives, indicators, and proposed programs, projects, and initiatives for the implementation plan.

The workshop program included six topics: Education and Future Skills, Political Participation, Community Participation, Economic Empowerment, Health and Physical Activity, and Environment, Identity, and Active Citizenship. The participants reviewed several ideas and visions about the strategy's areas, in line with Oman Vision 2040.

It is worth mentioning that the specialized workshops for the National Youth Strategy focus on monitoring and analyzing the current and future trends and aspirations of Omani youth, developing programs and initiatives that contribute to the cognitive and skill development of Omani youth, and enhancing the Sultanate of Oman's level in the Youth Development Index, which is a priority within Oman Vision 2040.



Accounting Department Organizes Guest Speaker Session

On International Accounting Day

On the international accounting day, on 10 November, Dr. Omar Tawfik and Dr. Ahmed Samour in the accounting department organized two guest speaker sessions in financial auditing and taxation. The first session was delivered by the senior audit expert, Ms. Haifa Bait Al Zain, from the Royal Court

Affairs. The second guest speaker session was given by Mr. Musallam Mohamed AL Amri, Acting Director of Tax Authority Branch in Dhofar.

The sessions discussed the importance of financial auditing and taxation in the labor market and aimed towards reducing the gap between academia and industry amid strong students' engagement and interaction with the speakers and academic organizers.



End of
Newsletter