



ALDAR
UNIVERSITY COLLEGE

كلية الدار الجامعية

SCHOOL OF RESEARCH AND GRADUATE STUDIES
RESEARCH STRATEGY

Contents

- Research Strategy
- Resource Allocation
- Institutional Assistance
- ADRJS
- Sustainability Initiatives
- Recent Publications

Research Strategy

In line with its mission, goals and strategic objectives, ADUC considers research as a central element of its educational activities. The College ambition is to establish a solid base for research and scholarly activities continuously enhanced and enriched through professional development programs. It aims to promote research that supports its teaching mission as well as research that addresses the needs of local and regional communities.

Goal and Research Objectives

The Research strategy at ADUC aims to focus on the following :

- Goal 5- Provide an environment and resources to nurture and support research activities
- Objective 5.1: Align ADUC research activities to local industrial needs and demands.
- Objective 5.2: Allocate adequate funds and resources to invest in promising innovative fields.
- Objective 5.3: Recognize faculty and students' research activities to enhance productivity and creativity.

Resource Allocation

Research Funding

- ADUC provides financial support to research projects that will be conducted by its faculty members. Adequate funding is provisioned in the Annual budget thereof, and granted as per the Research Policies of ADUC. As a general principle, amounts allocated to each faculty member should cover total cost of the projected activity. Moreover, sufficient funds will also be allocated to cover cost of participation in conferences, seminars and/or colloquiums of faculty members, both in the UAE and abroad.

Research Infrastructure

- The Library resources contribute to Al Dar University College research activities by providing facilities and support in various forms:
- Scholarly environment to perform research.
- Scholarly resources of 4000+ books, 26 periodicals, and the electronic databases such as EBSCO, ACM Digital Library
- Membership of international organizations such as the American Economic Association and Middle East Monitor.
- Provision of online information services such as Current Awareness Service, Query Based Service and Selective Dissemination of Information.
- Interlibrary Cooperation among the peers or through proper referral.
- Regular orientation of faculty to retrieve information from various sources

.Laboratories:

- The College is equipped with computer labs, software engineering lab, networking and communications lab, electronics lab, multi media lab. The labs are properly equipped to meet the research requirements of the faculty particularly in the School of Information Technology.

. Time Release

- Faculty members assigned to administrative and/or programs related responsibilities are compensated through release time. The standard release time for Department Chairs is of 3 credit hours and of 6 credit hours per semester for Deans.
- Faculty members engaged in major research projects may be granted time release by the College. Depending on the nature and the importance of the research project, time release could be either a full semester release from teaching or a semester at a reduced teaching load.

Institutional Assistance

Workshops:

❖ **“The Importance and Usage of Citations and Referencing in Research-Based Assessments”**

Date: Wednesday 9th March 2016.

❖ **FUNDING AGENCIES in UAE** Date: 10 Sept 2017

❖ **Selection of Conferences, Refereed Publishes, Internal & External Grant Sources** May 1 2016

Orientation on Institutional Manuals Date: June 9th 2016

ADRJS

(ALDAR Research Journal for Sustainability)

ADRJS is the premier scholarly journal of Al Dar University College devoted to the advancement of knowledge and practice in the fields of Engineering, Information Technology, Business, and Mass Communication. As research has become increasingly more global and interdisciplinary, the Journal provides leadership in the promotion of research and scholarship that contribute to sustainability studies on social and economic development nationally and internationally.

Issues:

Vol.3, Issue1; Nov 2018.

[Vol. 3, No. 1; Nov 2018](#)

[Vol. 2, No. 2; May 2017](#)

[Vol. 2, No. 1; Nov 2017](#)

[Vol. 1, No. 2; May 2017](#)

[Vol. 1, No. 1; Nov 2016](#)

Sustainability Initiatives

*Step 1: A **Sustainability Brainstorming Session** must be conducted with **all stakeholders** of Al Dar to understand ‘what’ Sustainability means to all and ‘why’ is Sustainability important and ‘how’ Sustainability may be incorporated in our everyday life as a core value, to get all engaged*

*Step 2: Plan a **poster presentation on Sustainability** by Al Dar **Students** in the lobby*

*Step 3: A **Sustainability Steering Group** must be created at the University level comprising of representative members of **Management, Administration, Research, Faculty and Student** body to drive-down Sustainability initiatives and to drive-up Sustainability ideas from all corners of Al Dar.*

*Step 4: A **Sustainability Action Plan** with broad time lines must be laid out incorporating all 3 arms of Al Dar –**Research, Teaching and Administration** including Student Deliverables, to drive results on Sustainability.*

*Step 5: A **Sustainability Calendar** must be planned with year long activities / events (big and small) related to Sustainability for all within Al Dar and outside - **community** outreach planned on Sustainability initiatives.*

Recent Publications

Faculty ID	Title of Published Work	Publisher
E 220	A critical review of corporate governance reforms in Malaysia	Journal of Governance and Regulation
E 116	TOOL FOR DIFFERENT WATERMARKING APPLICATIONS USING LOW AND HIGH DCT FREQUENCIES	International Journal of Applied Engineering Research
E 116	DIGITAL IMAGE WATERMARKING TECHNIQUE FOR BIG SIZE WATERMARKS AND HIGH-RESOLUTION IMAGES USING DISCRETE COSINE TRANSFORM	International Journal of Signal and Imaging Systems Engineering,
E 209	Adoption of social media marketing- An overview of UAE service firms	International Journal of Business Administration and Management Research
E 224	Emirati Preferences among Material and Non-Material Incentives in the Work Place	Emerging Economy Studies
E 224	How To Sustain Private Business Schools In UAE	Al Dar Research Journal for Susutainibility
E-238	Public Relations strategy and its role in managing tourism crises	Journal of Public Relations Research in Middle East
E 228	Multi-Media: The Importance and Reasons of Use in Higher Education	El-Hikma for Media & Communication Studies
E-239	WhatsApp as a means of communication and its impact on the university student - Application to the students of the Aldar University	AL Dar Journal for Sustainability
E 216	Gender Differences in Entrepreneurial Process: A Study in the State of UPIndia	Research Journal of Commerce & Behavioural Science-RJCBS
E 216	SUSTAINABLE TOURISM: MIRROR, MIRROR EVERYWHERE BUT NOT AN IMAGE TO BELIEVE	AL Dar Journal for Sustainability
E-240	LINUX PLATFORM AS A SECURE DESKTOP SOLUTION	International Journal of Computer Applications (IJCA)
E-240	THE EVOLUTION OF THE E-LEARNING PROCESS AND ITS FUTURE	AL Dar Journal for Sustainability
E-240	ANALYSIS OF MANET SECURITY ISSUES: VULNERABILITIES, ATTACKS, AND MEASURES	AL Dar Journal for Sustainability
E 213	Programmers life made easy through smart souce code generator.	International Journal of Engineering and Scientific Research Vol.5 Issue, ISSN: 2347-6532.
E 213	ENHANCING PROGRAMMING LOGIC AND ALGORITHMIC UNDERSTANDABILITY FOR STUDENTS VISUALLY USING RAPTOR	AL Dar Journal for Sustainability
E 207	A Case Study of Job Analysis and its Positive Impact on Behavioral Structured Interview	International Journal of Research in Social Sciences ISSN: 2249-2496, Houston, USA
E 207	A Case Study of Job Analysis and its Positive Impact on Behavioral Structured Interview	5th Global Conference on Business and Social Sciences, 4th-5th May, Kualalumpur, Malaysia
E 207	Building a Case of Diverse Knowledge Transfer in Higher Education between Finland and Dubai to Facilitate Sustainable 21st Century Learning and Better Engagement of Emirati Students	Al Dar Research Journal of Sustainability ISSN: 2415-4377, France
E 207	Self-Actualization A Perception Study	Omni Scriptum Publishers ISBN 978 3330 976 511 , Sarrbrucken, Germany
E 207	Empowerment	Omni Scriptum Publishers ISBN 978 3330 966 413, Dusseldorf, Germany
E 207	A Case Study Of Empowerment: Linking Adult Training To Employment Through Innovative Learning Approaches	3rd Educations MENA Conference. 14th-16th Nov, Dubai, UAE
E 207	Case Study Of A Multinational Corporation: Job Analysis and Its Alignment to Recruitment	Journal of Strategic Business Alliances (IJSBA), Vol.7, No. ¾, ISSN: 1756-6444, Geneva, Switzerland


