

## وحدة البحث العلمي

وكالة الكلية للدراسات العليا والبحث العلمي والجودة

كلية ادارة الاعمال بحوطة بني تميم- جامعة الأمير سطاتم بن عبدالعزيز

عدد البحوث المنشورة 40 بحثا

عدد الاستشهادات cited by 104

<b>First Part:</b> <b>Published studies, researches or and papers</b>	<b>الجزء الأول :</b> <b>البحوث والدراسات المنشورة وعدد الاستشهادات</b>
--	---

#	Title of research/Papers	Faculty Name/s	year	عدد الاستشهادات Cited by
1-	<b>The effect of information technology on the quality of accounting information</b> Abdelraheem, A., Hussaien, A., Mohammed, M., & Elbokhari, Y. (2021). The effect of information technology on the quality of accounting information. <i>Accounting</i> , 7(1), 191-196. Abubkr Ahmed Elhadi Abdelraheema*, Asaad Mubarak Hussaienb, Mohammed Abaker Ahmed Mohammedc and Yosra Azhari Elamin Elbokharid a College of Science and Humanities Studies, Prince Sattam Bin Abdulaziz University, Al Aflaj, Saudi Arabia b College of Business Administration, Prince Sattam Bin Abdulaziz University, Hotat Bani Tamim, Saudi Arabia c College of Business Administration Taif University, Saudi Arabia d PhD in Accounting- Sudan	Abubkr Ahmed Elhadi Abdelraheema*, Asaad Mubarak Hussaienb, Mohammed Abaker Ahmed Mohammedc and Yosra Azhari Elamin Elbokharid	2021	3
2-	<b>Abdallah, A., &amp; Mohammed, M. (2021). Application of regression methods to investigate the factors influence on student's Grade Point Average. Management Science Letters, 11(2), 637-644.</b> Ahmed Saied Rahama Abdallaha* and Mohammed Omar Musa Mohammeda	Dr. Ahmed Saieed Dr. Mohamed Omar	2021 Scopus	none-----
3-	<b>Linguistic acculturation: Representation of Igbo Cultural Traditions and Folklore in Chinua Achebe's Novels Journal of Northern Europe Academy 13/01/2021- No- Volume 03</b>	Dr. Khaleel Bakheet	2021	none-----
4-	<b>Long Run Association of Oil Prices and Stock Prices: A Case of Indonesia</b> Muramalla, V. S. S. R. (2020). Long Run Association of Oil Prices and Stock Prices: A Case of Indonesia. <i>International Journal of Energy Economics and Policy</i> , 10(5), 593-600. Venkata Sai Srinivasa Rao Muramalla1 *, Hassan Ali Alqahtani2 1 College of Business, Komar University of Science and Technology, Kurdistan, Iraq. 2 Department of Finance, College of Business Administration, Prince Sattam Bin Abdulaziz University, Saudi	Venkata Sai Srinivasa Rao Muramalla1 *, Hassan Ali Alqahtani2	2020	none----

	Arabia.*Email: venkata.muramalla@komar.edu.iq			
<b>5-</b>	<p><b>Entrepreneurial Strategies and Factors Stimulate the Business of Tech Startups</b></p> <p>International Journal of Financial Research Vol. 10, No. 3, Special Issue; 2019 11 Pages Posted: 13 Jan 2020</p> <p>Venkata Sai Srinivasa Rao Muramalla Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Ateeq Mesfer Al-Hazza Prince Salman bin Abdulaziz University -Date Written: May 2019</p>	Venkata Sai Srinivasa Rao Muramalla  Ateeq Mesfer Al-Hazza	2020	<b>5</b>
<b>6-</b>	<p><b>Dynamics of Business Equation in Life Insurance Sector: An Empirical Study</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: May 7, 2020</p>	<u>Venkata Sai Srinivasa</u> <u>Rao Muramalla</u>	2020	<b>none-----</b>
<b>7-</b>	<p><b>Growing Indian Economy: An Impressive Performance of Life Insurance Business</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: May 7, 2020</p>	<u>Venkata Sai Srinivasa</u> <u>Rao Muramalla</u>	2020	<b>none-----</b>
<b>8-</b>	<p><b>Consumer Behavior in Mobile Telecommunication Services: An Empirical Study in Visakhapatnam City</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p>	<u>Venkata Sai Srinivasa</u> <u>Rao Muramalla</u>	2020	<b>none-----</b>

	Date Written: May 7, 2020			
9-	<p><b>Performance of Indian Insurance Industry in the Era of Liberalization</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>There are 2 versions of this paper</p> <p>Date Written: May 7, 2020</p>	<p><u>Venkata Sai Srinivasa Rao Muramalla</u></p>	2020	<b>none-----</b>
10-	<p><b>Rural Market in India and the Role of Information Technology</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: May 7, 2020</p>	<p><u>Venkata Sai Srinivasa Rao Muramalla</u></p>	2020	<b>none----</b>
11-	<p><b>Operational Performance of LIC of India: Post Liberalization Scenario</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: May 7, 2020</p>	<p><u>Venkata Sai Srinivasa Rao Muramalla</u></p>	2020	<b>none----</b>
12-	<p><b>Maneuver of Retail Trading in India</b></p> <p>Posted: 5 Jun 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz</p>	<p><u>Venkata Sai Srinivasa Rao Muramalla</u></p>		<b>none----</b>

	University- Date Written: May 7, 2020			
13-	<b>Muramalla, V. S. S. R. (2019). Evaluating Strategic Marketing in Higher Education through Social Media: A Study with Reference to Saudi Arabia. Available at SSRN 3508212.</b>	Venkata Sai	2019	<b>none-----</b>
14-	<b>Language Barriers of the Sales Force in Personal Selling</b> <i>Journal of Business and Retail Management Research (JBRMR), Vol. 13 Issue 3, 2019</i> 11 Pages Posted: 13 Jan 2020 <u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University	<u>Venkata Sai Srinivasa Rao Muramalla</u>	2019	<b>2</b>
15-	<b>Equitable Workload and the Perceptions of Academic Staff in Universities</b> <u>Accounting, Organizations and Society, Forthcoming</u> The International Journal of Educational Organization and Leadership, Volume 26, Issue 2, 2019 Posted: 16 Jul 2020 Venkata Sai Srinivasa Rao Muramalla Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University- Date Written: May 7, 2020	Venkata Sai	2019	<b>none-----</b>
16-	<b>Quality of Services and the Impact on Students' Satisfaction in Universities</b> International Journal of Innovation, Creativity and Change, Volume 7, Issue 7, 2019 16 Pages Posted: 13 Jan 2020 Venkata Sai Srinivasa Rao Muramalla Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University Hassan Ali Alqahtani Prince Sattam Bin Abdulaziz University- Date Written: December 22, 2019	Venkata Sai Srinivasa Rao Muramalla  Hassan Ali Alqahtanib	2019	<b>none-----</b>
17-	<b>Socioeconomic factors related with breast cancer Among females in river Nile, state 2011-2015.</b> مجلة دراسات في علوم الإنسان Saied, R. A. A., & Sheikheldeen, H. A. (2019). المجتمع, 2(04), 1-11.- College; Prince Sattam Bin Abdulaziz University	Dr. Ahmed Saeed	2019	<b>none-----</b>
18-	<b>Muramalla, V. S. S. R. (2019). Policy Initiatives of FDIs in India. Available at SSRN 3508244.</b>  Policy Initiatives of FDIs in India  6 Pages Posted: 13 Jan 2020  Venkata Sai Srinivasa Rao Muramalla Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz	Dr. Venkata Saie	2019	<b>none-----</b>

	University - Date Written: December 22, 2019			
<b>19-</b>	<p><b>Entrepreneurial Strategies and Factors Stimulate the Business of Tech Startups</b></p> <p><i>International Journal of Financial Research Vol. 10, No. 3, Special Issue; 2019</i></p> <p>11 Pages Posted: 13 Jan 2020</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p><u>Ateeq Mesfer Al-Hazza</u> Prince Salman bin Abdulaziz University - Date Written: May 2019</p>	<p><u>Venkata Sai Srinivasa Rao Muramalla</u></p> <p><u>Ateeq Mesfer Al-Hazza</u></p>	2019	<b>5</b>
<b>20-</b>	<p><b>Income inequality and agglomeration economies: a case of a developing economy</b></p> <p>Iqbal, A., Hassaan, M., &amp; Mahmood, H. (2018). Income inequality and agglomeration economies: a case of a developing economy. <i>International Journal of Economics and Business Research</i>, 15(2), 257-271.</p> <p>A Iqbal, M Hassaan... - International Journal of ..., 2018 - inderscienceonline.com</p>	A Iqbal, M Hassaan	2018	<b>2</b>
<b>21-</b>	<p><b>Ali, A. A. (2018). Strategic planning–organizational performance relationship: Perspectives of previous studies and literature review. <i>International Journal of Healthcare Management</i>, 11(1), 8-24.</b></p>	<b>Dr. Albadri Ali</b>	2018 Scopus	<b>27</b>
<b>22-</b>	<p><b>Ali, A. A. (2017). Employees' Participation and Involvement in Strategic Planning Process in Sudanese Wheat Flour Factories. <i>International Journal of Economics &amp; Management Science</i>, 6(6), 2-4.</b></p>	<b>Dr. Albadri Ali</b>	2017	<b>2</b>
<b>23-</b>	<p><b>Evolving Patterns and Empirical Distribution of Normalized Revealed Comparative Advantage: A SAARC Countries Analysis</b></p> <p>Ahmad, N., Qayum, A., &amp; Iqbal, A. (2017). Evolving patterns and empirical distribution of normalized revealed comparative advantage: A SAARC countries analysis. <i>Journal of applied economics and business research</i>, 7(1),59-82.</p> <p>Nawaz Ahmad1 The University of Lahore, Pakistan Asima Qayum National College of Business Administration and Economics, Pakistan Asim Iqbal Hotat Bani Tamim Prince Sattam Bin Abdul Aziz University, Pakistan</p>	Nawaz Ahmad1 Asim Iqbal	2017	<b>9</b>
<b>24-</b>	<p><b>Ali, A. A. (2016). Harnessing alignment concept, its level, elements and factors. <i>Journal of Economic &amp; Management Perspectives</i>, 10(4), 500-511.</b></p>	<b>Dr. Albadri Ali</b>	2016	<b>4</b>
<b>25-</b>	<p><b>Indo –Saudi Economic and Trade Relations: A comparative study for inclusive growth International Conference,</b></p> <p>Mohammad Tariq Intezar* Assistant Professor, College of Business Administration, Hotat Bani Tamim, Prince Sattam Bin Abdulaziz University, Saudi Arabia. Email: t.mohamad@psau.edu.sa Mob: +966 509984364.</p> <p>Tarek Tawfik El Khateeb**2016 * ** Assistant Professor, Department of Agricultural Economics, Kafrelsheikh University,Egypt. Assistant Professor, College of Business Administration, Alkharj, Prince Sattam Bin Abdulaziz University, Saudi Arabia. Email:tkhateeb@yahoo.com Mob: +966 534783925.</p>	Mohammad Tariq Intezar* Tarek Tawfik El Khateeb	2016	<b>none----</b>
<b>26-</b>	<p><b>Intezar, M. T., Alotaibi, K. A., &amp; Abdallah, A. S. R. (2016). Patients' satisfactions from public hospitals</b></p>	Mohamed Tariq	2016	<b>2</b>

	<b>services in Alkharj and Hotat Bani Tamim: A comparative study. <i>Asian Social Science</i>, 12(5), 167-178.</b>	Intezar, Khalied Alotaibi Ahmed Saied		
<b>27-</b>	<b>CRM in Saudi Telecommunication Sector</b> IJMSS Vol.04 Issue-07, (July, 2016) Venkata Sai Srinivasa Rao Muramalla Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University	Dr. Venkata Sai	2016	<b>none-----</b>
<b>28-</b>	<b>Opportunities and Challenges of Dates Industry in Saudi Arabia: A Study of AlKharj Region</b> <b>Opportunities and Challenges of Dates Industry in Saudi Arabia: A Study of AlKharj Region</b> <b>Author(s):</b> Mohammad Tariq Intezar, Ahmed Saied Rahama Abdallah, Venkata Sai Srinivasa Rao <b>Subject(s):</b> National Economy, Business Economy / Management, Agriculture, Labor relations, Economic policy, International relations/trade, Economic development, Marketing / Advertising	Mohammad Tariq Intezar, Ahmed Saied Rahama Abdallah, Venkata Sai Srinivasa Rao	2016	<b>2</b>
<b>29-</b>	<b>Kumar, G. N., Muramalla, V. S. S. R., &amp; Sudheer, K. (2015). Do Foreign Investors Comprehend the Opportunities of Indian Retailing?. <i>International Journal of Research and Development-A Management Review (IJRDMR) Volume-4, (3).</i></b>	Dr. Venkata Saie	2015	<b>none ---</b>
<b>30-</b>	<b><u>Evaluating Strategic Marketing in Higher Education through Social Media: A Study with Reference to Saudi Arabia</u></b> KA Alotaibi, VSSR Muramalla International Business Management 9 (6), 1042-1046	KA Alotaibi, VSSR Muramalla	2015	<b>none-----</b>
<b>31-</b>	<b>Student Assessment Strategies in Saudi Arabia: A Case Study of Pre and Post Classroom Practices</b>  Khalid Abdullah Alotabi College of Education, Salman Bin Abdulaziz University, Al-Kharj Saudi Arabia Literacy Information and Computer Education Journal (LICEJ), Special Issue, Volume 3, Issue 1, 2014 Copyright © 2014, Infonomics Society 1758	Khalid Abdullah Alotabi	2014	<b>12</b>
<b>32-</b>	<b>THE IMPACT OF DECISION MAKERS' ALIGNMENT ON ORGANIZATIONAL PERFORMANCE.</b> Ali, A. A. (2014). international Journal of Academic Research, 6(1).	<b>Dr. Albadri Ali</b>	2014 Scopus	<b>8</b>
<b>33-</b>	<b>Financial Performance of Airlines</b> Muramalla, V. S. S. R., & Altamimi, I. S. M. (2014). Industry. <i>INTERCONTINENTAL JOURNAL OF BANKING, INSURANCE AND FINANCE</i> ISSN, 2350-0875.	Dr. Venkata Saie	2014	<b>none-----</b>
<b>34-</b>	Abdel Gawad, G. M., & Muramalla, V. S. S. R. (2014). Telecommunications Revolution and Its Effects on Economic Development: An Applied Study of Developing Economies Such as Egypt, Saudi Arabia and India. <i>British Journal of Economics and Sustainability Development</i> , 1(1), 1-23.	Dr. Venkata Saie	2014	<b>3</b>
<b>35-</b>	<b>Telecommunications Revolution and Its Effects on Economic Development: An Applied Study of Developing Economies Such as Egypt, Saudi Arabia and India.</b>  <i>British Journal of Economics and Sustainability Development Vol.1, No.1, pp.1-23, March 2014</i> 23 Pages Posted: 13 Jan 2020	<u>Venkata Sai Srinivasa Rao Muramalla</u>  <u>Gaber Mohamed Abdel Gawad</u>	2014	<b>3</b>

	<p><u>Gaber Mohamed Abdel Gawad</u> Prince Salman bin Abdulaziz University</p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: 2014</p>			
<b>36-</b>	<p><b>Brand Management of FMCG Goods: A Comparative Study of Brand Loyalty among the Urban and Rural Consumers</b></p> <p>Volume 2, Issue 2 (April, 2013)- 13 Pages Posted: 13 Jan 2020 Venkata Sai Srinivasa Rao Muramalla</p> <p>Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: April 2013</p>	Dr. Venkata Sai Srinivasa Rao Muramalla	2013	<b>2</b>
<b>37-</b>	<p><b>Foreign Direct Investment (FDI) and Its Effects On Oil, Gas And Refinery Production and Their Exports: An Applied Study</b></p> <p>Journal of Economics and Sustainable Development, 2013 Muramalla, V. S. S. R., &amp; Abdel Gawad, G. M. (2013). Foreign direct investment (FDI) and its effects on oil, gas and refinery production and their exports: An applied study. <i>Journal of Economics and Sustainable Development</i>.</p> <p><u><b>Venkata Sai Srinivasa Rao Muramalla</b></u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p><u><b>Gaber Mohamed Abdel Gawad</b></u> Prince Salman bin Abdulaziz University</p> <p>Date Written: 2013</p>	Venkata Sai Gaber Gawad	2013	<b>10</b>
<b>38-</b>	<p><b>Breakthrough Opportunities and Competitive Advantages of FMCG Markets in India: An Overview</b></p> <p><b>Business Sciences International Research Journal, Volume 1, Issue 2, 2013</b></p> <p>5 Pages Posted: 15 Jan 2020 Venkata Sai Srinivasa Rao Muramalla</p> <p>Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University</p> <p>Date Written: 2013</p>	Venkata Sai	2013	-----
<b>39-</b>	<p><b>Retail store perceptions and consumer purchase decisions</b></p> <p>ZENITH International Journal of Multidisciplinary Research Year : 2013, Volume : 3, Issue : 6 - First page : ( <b>169</b>) Last page : ( <b>174</b>) Online ISSN : 2231-5780.</p>	Dr. Venkata Sai Srinivasa Rao Muramalla	2013	----

	<p><b>Dr. Muramalla Venkata Sai Srinivasa Rao</b></p> <p>Assistant Professor, Salman Bin Abdulaziz University, College of Business Administration, Hotat Bani Tamim, Region, Kingdom of Saudi Arabia - <b>Online published on 20 June, 2013.</b></p>			
40-	<p><b>Brand Management of FMCG Goods: A Comparative Study of Brand Loyalty among the Urban and Rural Consumers</b></p> <p><i>Volume 2, Issue 2 (April, 2013) - 13 Pages Posted: 13 Jan 2020</i></p> <p><u>Venkata Sai Srinivasa Rao Muramalla</u> Komar University of Science and Technology; Maharajah's Post Graduate College; Prince Sattam Bin Abdulaziz University Date Written: April 2013</p>	Dr. Venkata Sai Srinivasa Rao Muramalla	2013	2

رئيس وحدة البحث العملي

الدكتور البدري البلولة على العاقب

1441-1442 هـ (2020-2021م)