Prince Sultan University

2nd Undergraduate Research Forum
URF 2016
February 15-16, 2016

Program and Book of Abstracts

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Scientific Sponsor

King Abdulaziz City for Science and Technology

مدينة الملك عبدالعزيز
للعلوم والتقنية KACST

Women's Program

Day 1 - February15, 2016
Registration and Opening

Welcome Desk/Registration: 8.30 - 9.00
Outside Large Auditorium

Opening Session: 9.00 - 10.00 (Large Auditorium)

9.00 - 9.05   Quran Recitation

9.05 - 9.10   Welcome by Dr. Dina El-Dakhs
                     URF Chair

9.10 - 9.20   Opening Words
                     Dr. Rimah Al-Yahya,
                     Vice-Rector for Women's Campus
                     Dr. Eman Kamal,
                     Vice-Dean, Graduate Studies & Research

9.20 - 9.50   Keynote Speech
                     Dr. Amany Alshawi
                     Chair, Women Role-Enhancement Program
                     King Abdulaziz City for Science and
                     Technology

9.50 - 10.00   Questions/Answers

Keynote Speaker's Bio

Dr. Amany AlShawi, One of the leaders who established the National Center for Cybersecurity Technology (C4C), King Abdulaziz City for Science and Technology (KACST) in late 2014. In 2015 she was appointed director of the Women Role-Enhancement Program in KACST. Prior to that, she held the position of women research division manager in the Electronics, Communication and Photonics Center (ECP) in KACST. She Holds a PhD in Information Technology from George Mason University and MS in Computer Information Systems from University of Miami. Prior to joining KACST, Dr. Amany had multiple positions in Prince Sultan University - College for women among them: assistant professor in the Computer and Information Sciences Department, Co-op training program coordinator, and Research Center Director. Her research interests include information security, educational technology, and cloud computing.

First author is listed in program. Co-authors and supervisors are listed in the abstracts section.

Women's Program
Day 1
February 15, 2016
Session (W1)   10:20-12:00

Session W1.1 English Language Studies (Building 2-Room 215)

10.20-10.40   Saudi Female Students: Factors Affecting their Academic Performance Abroad
Renad Ibrahim Aljadid-Prince Sultan University

10.40-11.00   Ethnolinguistic Digital Profiles – Our Stories
Noha Maakafi-Prince Sultan University

11.00-11.20   The Struggle of Liberation and Equality in African American Poetry; with
Reference to Phillis Wheatley, Langston Hughes and Naomi Long Madgett
Yara Hamad Al-Mureabh-Prince Sultan University

11.20-11.40   The Discursive Dynamics of Verbal Abuse against Women in Bothayna Alessa's
Kbrt w Nseet an Ansa, and Badryia Al-bishr's Hind w Alaskr
Lama Bader Alsaigh-King Saud University

11.40-12.00   Identity Implications of Arabic-English Code Switching of Saudi Females in
Saudi Arabia
Norah Bin Khathllan-King Saud University

Session W1.2 Interior Design and Architecture (Large Auditorium)

10.20-10.40   Kindergarten Design Focusing on Creating Healthy and Comfortable
Environment
Siham El-Saadi -Prince Sultan University

10.40-11.00   Embedded Esthetical Concept of Nibbled Apple's Logo
Lina Nizar Alissa -Prince Sultan University

11.00-11.20   Three-Dimensional Light Replacing Functions in Retail Shops
Afnan Mahmud Attyia -Prince Sultan University

11.20-11.40   Behind the Scenes: Architecture in Films
Asmaa Awad -Effat University

11.40-12.00   Investigating the Environmental Performance of Madrast Umm Al-sultan Shaban
Aisha Saleh Alshehri -Effat University

Session W1.3 Business Administration (Small Auditorium)

10.20-10.40 الأمية في العالم العربي

الجوهرة الزكرى - جامعة الأمير سلطان

10.40-11.00 TV Celebrities And Social Media Celebrities who Influences More on Customer Behavior?

Rawan Nasser Alkheliwi -Al-Yamamah University

11.00-11.20 INSTAGRAM Impact on Local Homemade Food Business

Douha Ameen Joudah -Al-Yamamah University

11.20-11.40 Impact of Capital Structure on the Financial Performance of Petrochemical Firms in Saudi Arabia

Dalya Bahanshal -Al Yamamah University

11.40-12.00 Why do Citizens in Gulf Countries Purchase Luxurious Products?

Noura Almohaizi - Prince Sultan University

Session W1.4 Computer and Information Sciences (Building 2-Room 315)

10.20-10.40 Location Based Content Delivery Using iBeacon Technology

Jawahir Khalid Al-Yahya - King Saud University

10.40-11.00 Technology Obsolescence

Dina Mukhtar - Prince Sultan University

11.00-11.20 Study of Saudi Citizen Satisfaction Level of E-government Service "Absher"

Maram Alkendi - Prince Sultan University

11.20-11.40 Cyber-Attacks and Information System Vulnerability in Saudi Governmental Organizations

Hilalah Alturkistani - Prince Sultan University

11.40-12.00 Social Media in Education

Sara Aljabr - Prince Sultan University

Session (W2)   1:00-2:00

Session W2.1 Law (Building 2-Room 215)

1.00 - 1.20   Role of Law Schools in Facilitating Legal Aid
Ghaida Abdullah S. Meaigel - Prince Sultan Universiry

1.20 - 1.40   Does Legally Defending A Psychopath Make You One Too?
Wid Massoud - Dar AlHekma

Session W2.2Interior Design and Architecture (Large Auditorium)

1.00-1.20   Desert Resort
Mashael Ali Alayed - Prince Sultan University

1.20-1.40   Toward Healthier Sport and Rehabilitation Center
Nesreen Hassan - Prince Sultan University

1.40 - 2.00   History and Development of Mashrabiya & Roshan
Lama Bin Saddik - Prince Sultan University

Session W2.3 Business Administration (Small Auditorium)

1.00-1.20   Investigating the Preference for a Private Gym in Prince Sultan University
Eman Al-Musharaf - Prince Sultan University

1.20-1.40   دراسة عن اثر تحويلات العمالة الاجنبية على الاستثمار في المملكة
روان سليمان علي السديس- جامعة الملك سعود

Session W2.4 Computer and Information Sciences (Building 2-Room 315)

1.00-1.20   The Use of Social Networking Sites in Academic Research
Wejdan Al-Rashidan - Prince Sultan University

1.20-1.40   E-Government Adoption in KSA
Nora Al-Meaither - Prince Sultan University

1.40-2.00   The Importance of Virtualization
Nejoud Al-Hagbani - Prince Sultan University

Day 1
February15, 2016
Poster Session(W)   2:00-3:00

1. Early Predicting Cancer Disease Using Data Mining Techniques
   Rasmaa Najy AlDousary -Prince Sattam University
2. The Masculine Generic Pronoun Battle
   Raghad Abdulrahman Rijraji - Prince Sultan University
3. Increasing Efficiency in Offices Design
   Nourah Al-AShaikh - Prince Sultan University
4. المكونات الكيميائية في الخلاصات المختلفة Boswellia carterii
   Rana Mohamed Abdullah AlAmry - King Saud University
5. Creating a Prototype for a Road Rest Stop in Saudi Arabia
   Shaden Al-Fraih - Prince Sultan University
6. Library Book Collection
   Afnan Al-Haddab - Prince Sultan University
7. The Arts of the Arabic Language
   Ashwaq Sultan Saad AlQahtani - King Saud University
8. Traffic Monitoring Using Image Processing
   Noura Badr Al-Assmy - Prince Sattam Bin Abdulazziz University
9. Management of Missing Things and People in Hajj
   Afnan Mohamed Salem Al-Kahtani - Prince Sattam Bin Abdulazziz University
10. Recruitment Process in Saudi Bell Group
    Almaha Mohammad Al-Bulaihe - Prince Sultan University
11. Green Building Techniques
    Hagar Adel Alshamy - Prince Sultan University
12. Information Revelation and Privacy in Online Social Networks
    Reem Mohammed Al-Robaiea - Prince Sultan University
13. The Effect of e-Business on the Supply Chains in Saudi Arabia
    Yamama Izz - Prince Sultan University
14. PSU Volunteering WebPage
    Sereen Hejazi - Prince Sultan University

Day 2 - February16, 2016

Registration

Welcome Desk/Registration: 8.30 - 9.00
Outside Large Auditorium

Panel Discussion: 9.00 - 10.00 (Large Auditorium)

9.00 - 9.10   Welcome & Remarks
                     Dr. Dina El-Dakhs, URF Chair

9.10 - 10.00   Panel Discussion
                     Moderator: Dr. Romana Aziz
                     Chair, URF Scientific Committee

                     Panelists
                     Dr. Shada Alsalamah
                     College of Computer & Information Sciences
                     King Saud University

                     Dr. Kamini Dhruva
                     College of Business Administration
                     Al-Yamamah University

                     Dr. Julianna Liptak-Varadi
                     College of Engineering
                     Prince Sultan University

Day 2
February16, 2016
Session (W3)   10:20-12:00

Session W3.1 EnglishLanguage Studies (Building 2-Room 215)

10.20-10.40   Understanding and Improving In-Service Teacher Training at PSU:
Noha Yahya Maakafi - Prince Sultan University
10.40-11.00   A Case of Forensic Linguistics
Nesreen M. M. Meknas - Prince Sultan University
11.00-11.20   The Use of Machine Translation and Human Translation from the Students' Perspective
Malak AlMajed - Prince Sultan University
11.20 - 11.40 Women in the Eyes of Abbas Al-Akkad
Shadden Alfadhil - King Saud University
11.40 - 12.00 Beauty of Black Women
Alaa Marwan Khasarah - Prince Sultan University

Session W3.2 Interior Design and Architecture (Large Auditorium)

10.20-10.40   Incoprating Biophilia in Designs Centers
Yassmine Mustafa Duraidi - Prince Sultan University
10.40-11.00   Earthquake Engineering
Maram Khalid Almaimani - Prince Sultan University
11.00-11.20   Qasr Al Hukm District Development: Qasr Al Hukm Downtown Metro Station
Mayada Wael Al Far - Prince Sultan University
11.20-11.40   Heritage Interior Architecture of Jeddah
Eithar Abdulfattah Ben Gassem - Prince Sultan University
11.40-12.00   The History of Architecture of Najd
Makkiah Al Katrangi - Prince Sultan University

Session W3.3 General Sciences (Small Auditorium)

10.20-10.40   Synthesis and Biological Evaluation of New 2-amino-3-cyano- 4H-pyran
Derivatives
Amal Ahmed Al-Amer - King Saud University
10.40-11.00   دراسة تأثير جسيمات الفضة النانوية حيوية المنشأ على التئام الجروح في الفئران
سارة ناصر التميمى ـ جامعة الأمير سطام بن عبد العزيز
11.00-11.20   مشروع الملك عبد العزيز للنقل العام في مدينة الرياض
ابتسام عبدالله محمد مطَّهر ـ جامعة الملك سعود
11.20-11.40   دور نساء قريش في الدعوة الإسلامية في عهد الرسول -صلى الله علية وسلم
سمر سعود الجبيرى ـ جامعة الملك سعود
11.40-12.00   التعليم في اليابان واثره على تحصيل الطلاب من وجهة نظر المبتعثات السعوديات
أضواء محمد الحربي- جامعة الملك سعود

Session W3.4 Computer and Information Sciences (Building 2-Room 315)

10.20-10.40	Tablets Operating System Comparison between Windows and iOS *Waad Alkhiary - Prince Sultan University*
10.40-11.00	حاوية المواد منتهية الصلاحية *Mashael Abdulalim Abdulkareem AlZaid - Princess Nourah bint Abdulrahman University*
11.00-11.20	Security of Medical Devices *Kholah albabtain - King Saud University*
11.20-11.40	IOS vs Android Operating Systems *Sara Al-Shimemeri - Prince Sultan University*
11.40-12.00	You Think You Can Chase my Information! *Hadeel AlFaisal - King Saud University*

Session (W4)   1:00-2:20

Session W4.1 Interior Design and Architecture (Building 2-Room 215)

1.00-1.20	The Heritage Architecture of Southern Region of Saudi Arabia *Abeer Abdulaziz AlAbdullatif - Prince Sultan University*
1.20-1.40	الأسس التصميمية للفراغات المعمارية لذوي الاحتياجات الخاصة في المباني العامة. دراسة تطبيقية: احتياجات ذوي الإعاقة البصرية في مباني الفنادق *دانا الخلفة ـ جامعة الأمير سلطان*

Session W4.2 General Sciences (Building 2-Room 315)

1.00-1.20	دور الأم في اكتشاف وتنمية قدرات ومواهب طفلها خلال السنوات الست الأولى من حياته *جامعة الإمام محمد بن سعود الإسلامية ـ رشا بنت عبدالرحمن بن عبدالعزيز العلي*
1.20-1.40	Red Laser Characterization for Smart Solid State Lighting *Bayan Anas Al Nahhas - Effat University*
1.40-2.00	The Spectrum of Dermatological Disorders and Associated Socio-Economic Factors among Primary School Children in Wadi Ad Dawasir Region, Saudi Arabia *Noarah Abdullah Seleh Hemdan - Prince Sattam Bin Abdulazziz University*
2.00-2.20	بحث عن الإجتماعيات في شعر عبد الله بن خميس *جامعة الإمام محمد بن سعود الإسلامية ـ أسماء عبد المنعم حسن صالح*

Day 2
February16, 2016
Poster Session(W)   2:00-3:00

1. TG (Timetable Generator)
   Minnat-Allah Imad Hassan - Prince Sultan University
2. Sustainable Walls and Columns
   Felwa Saleh Aldugish - Prince Sultan University
3. A Mix of Architecture and Power
   Sara M. Ahmed - Prince Sultan University
4. Riyadh Neighborhoods Urbanism
   Mona Mazen Hassounah - Prince Sultan University
5. مشروع منصة درايتي التعليمية
   جامعة الأميرة نورة بنت عبد الرحمن ـ مشاعل عبد العليم عبد الكريم الزيد
6. Parallel Acceleration of Ant Colony Optimization for Mobile Robot Path Planning
   Rahaf Haj Aissa - Prince Sultan University
7. Greedy Algorithm for Solving the Multi-Objective Software Module Clustering Problem
   Reem Kalid Abu-Dayya - Prince Sultan University
8. Barriers to E-Business Adoption in Saudi Arabia
   Nejoud Aldeweesh - Prince Sultan University
9. تطبيق جوال لقانون المواريث
   آمنة أحمد علي ـ جامعة الأمير سلطان
10. توضيح أثر النمو الإقتصادي على التنمية البشرية في المملكة العربية السعودية
    جامعة الملك سعود ـ غدير ابراهيم العبداللطيف
11. The Impact of Oil Price Fluctuations on Governmental Consumption Spending in Saudi Arabia
    Rawan Mohammed Alruwaili - King Saud University
12. Importance of Aerospace on Education and Sustainable Level
    Momina Mahmood - Prince Sultan University
13. Neighborhood Spot a Commercial Neighborhood Center
    Fatima Abdullah Alkaff - Prince Sultan University
14. Active Learning Environment
    Marin Sherin - Prince Sultan University
15. The Architecture of Housing in Asir Region
    Zaina Arafat - Prince Sultan University
16. Visible Light Communication
    Raghad Saud Alsulami - Effat University

Men's Program

Day 1 - February15, 2016
Registration and Opening

Welcome Desk/Registration: 8.30 - 9.00
Outside Prince Sultan Hall

Opening Session: 9.00 - 10.00 (Prince Sultan Hall)

9.00 - 9.05   Quran Recitation

9.05 - 9.10   Welcome by Dr. Irfan Manarvi
        URF Co-Chair of Logistics/Marketing Committees

9.10 - 9.15   Opening Words
          Dr. Musaed Bin Muqbil,
    Dean, Graduate Studies & Research

9.15 - 9.45   Keynote Speech
          Dr. Ahmed Mohammed Alabdulkader
          Secretary General for the National Plan for
          Science, Technology, and Innovation,
          King Abdulaziz City for Science and
          Technology

9.45 - 10.00   Questions/Answers

Keynote Speaker's Bio

Dr. Ahmed Mohammed Alabdulkader is a member of the scientific staff at King Abdulaziz City for Science and Technology (KACST) of Saudi Arabia since 1987. Dr. Alabdulkader is currently serving as the secretary general for the National Plan for Science, Technology, and Innovation (MAARIFAH) at KACST. He received his M.Sc. and Ph.D. degrees in resource economics from Oklahoma State University – college of agriculture and natural resources - USA in year 1996 . During his professional career, Dr Alabdulkader has represented KACST officially in diverse occasions at national, regional and international levels among which a member of Saudi Arabia official delegation at the United Nation Convention for Climate Change and Kyoto Protocol (UNFCC & KP). The scientific record of Dr. Alabdulkader has shown that he has more than 50 scientific production including research projects (10), journal and conference papers (35), patents (3), and books (4) in his scientific discipline and professional career including economic modeling, economic efficiency, economics of climate change, and others. Also, he services as a consultant and an advisory board member for some international organizations and scientific international associations.

Day 1
February15, 2016

Session (M1)   10:20-12:00

Venue for Technical Sessions: Prince Sultan Hall, Old Building, PSU Men's Campus

Session M1Engineering

10.20-10.40   Aerodynamics of Formula One Cars
Abdulrhman Daboul - Prince Sultan University
10.40-11.00   Fluid Mechanics of Blood for Stent Application
Mhd Tahsen Faroun - Prince Sultan University
11.00-11.20   Effect of Fly Ash & GGBFS on Concrete Using Design of Experiment method
Ahmed Yaser Mousa - Prince Sultan University
11.20-11.40   Bus Transportation Optimal Design and Scheduling for Universities. A Case Study for Riyadh.
Khalid Abaalkhail - Prince Sultan University
11.40-12.00   Flexible Budgeting Process: A Survey and Analysis of SABIC
Saad Khaled Almalki - Prince Sultan University

Session (M2)   1:00-2:00

Session M2Engineering

1.00-1.20   Recording of Financial Transactions
Khalid Abaalkhail - Prince Sultan University
1.20-1.40   Ford's Production Model using Integer Linear programing
Mohammed Al Zahrani - Prince Sultan University
1.40-2.00   CFD in Supersonic and Hypersonic Aerospace
Faisal Al-Koblan - Prince Sultan University

Day 1
February15, 2016
Poster Session (M)   2:00-3:00

1. Design and Development of a Pottery Cup for Purifying and Naturally Cooling the Water for Third World People and Picnics
   Abdul-Rahman Al-Najjar - Prince Sultan University
2. Activity Based Costing on PHILLIPS Saudi Lighting Company
   Bader Al.Athel - Prince Sultan University
3. Characteristics of a Project Manager
   Salah Aldin Magdi Abuzaid - Prince Sultan University
4. The Effect of Job Satisfaction on Achieving the Organization Goals
   Rami Mohammed Abolaban - Prince Sultan University
5. Capital Budgeting and Cost Analysis
   Mohammed Al Zahrani - Prince Sultan University
6. Design and Development of an Ice-tube
   Bader Al.Athel - Prince Sultan University
7. Pricing Decision
   Abdulrahman BinTalib - Prince Sultan University
8. Private Equity in Saudi Arabia
   Abdullah Albilal - Prince Sultan University
9. Capital Budgeting Practices in Saudi Arabia
   Muad Almukhlef - Prince Sultan University
10. IPO in Saudi Arabia
    Turki K. Almutlaq - Prince Sultan University

Day 2 - February16, 2016

Registration

Welcome Desk/Registration: 8.30 - 9.00
Outside Prince Sultan Hall

Panel Discussion: 9.00 - 10.00 (Prince Sultan Hall)

9.00 - 9.10   Welcome & Remarks
                      Dr. Irfan Manarvi, URF Co-Chair
                      Logistics/Marketing Committees

9.10 - 10.00   Panel Discussion
                      Moderator: Dr. Morad Rizk
                      Member, URF Logistics Committee

                      Panelists
                      Dr. Yasser Mansour
                      College of Engineering
                      Prince Sultan University

                      Dr. Mohamed Marey
                      College of Engineering
                      Prince Sultan University

February 16, 2016
Session (M3)   10:20-12:00

Session M3 Business and Pharmacology

10.20-10.40	Foreign Investment in Saudi Arabia *Bader Abdullah Al-Sayed - Prince Sultan University*
10.40-11.00	The Alternative Investment Economic Policy: Motivating and Guiding Investments Through Government Authority. *Abdulaziz Albaz - Prince Sultan University*
11.00-11.20	Customer's Intention to Revisit the Hotel *Mohamed Hussein Ali Hatata - Dar Al Uloom*
11.20-11.40	Effect of Terrrebulus Terrestrials on Kidney Disease *Abdullah Saud Alqutaym - Prince Sattam Bin Abdulazziz University*
11.40-12.00	Study of the Hepatoprotective and Nephroprotective Protective Activity of Juniperus Sabina *Mubarak Talal Alanazi - Prince Sattam Bin Abdulazziz University*

Abstracts

Session W1.1 English Language Studies

Saudi Female Students: Factors Affecting Their Academic Performance Abroad

Renad Ibrahim Aljadid
ijrenad@gmail.com
Supervisor: Ms. Aisha Cureton
Prince Sultan University

Abstract:

In the past 10 years, the Saudi government has given women equal opportunities as men to complete their higher studies abroad. However, the society was not totally able to accept this trend due to its culture's rules and traditions. In this research, I will examine this issue closely, but without any kind of cultural or traditional biases and rather from an academic perspective. The main focus will be on the academic performance of Saudi female students who study abroad and hence switching their learning environment from single-gendered to mix-gendered one. There is existing data in the literature review which indicates that women's academic performance decreases in mixed-gendered classes compared to men, so males do academically better than females within the same classroom. This research fills the gap in the literature about the factors affecting Saudi females' education in mix gendered universities. The expected findings of this study are that the factors which influence the girls' academic performance have nothing to do with the way each gender learns. They are rather environmental and psychological factors. The research includes the use of a mixed approach of qualitative and quantitative methods, involving questionnaires and structured interviews as data collection methods. This study is designed to explore the surrounding circumstances of females who are studying abroad in order to know and describe the factors. The study is applied on 40 Saudi female students studying abroad and selected randomly from different countries including (Jordan, Egypt, Syria, Sudan, Qatar, United Arab Emirates, U.S, Malaysia and Turkey). This study is significant to educational leaders who are responsible for the abroad scholarship programs, to female students who are looking forward to pursing higher education outside of Saudi Arabia and also to their parents. Overall, it is important to highlight those factors which of course will differ from one individual to another. However, they are still helpful in order to improve the educational level of Saudi females when they study abroad and to identify to what extent sending them can be beneficial.

Session W1.1 English Language Studies

Ethno-linguistic Digital Profiles – Our Stories

Noha Maakafi
noonyahya@gmail.com
Lulwah Abuobaid, Jieun Kim, Raghad Rijraji and Shahad AlSaud
Supervisor: Dr. Arlene Campbell
Prince Sultan University

Abstract:

This mini qualitative study focused on creating digital stories to learn about how to approach problems of language in society as a sociolinguist does. We put ourselves in the "shoes of the sociolinguist". Furthermore, we showed our capability in analyzing and reflecting on how language is used by ourselves, our family and our community and explored the diversity of language varieties in our everyday lives. We rose to the challenge of presenting our research in digital stories, using text, photographs, audio/video clips, music, etc.... The findings showed how we understand and use computer-based tools to conduct research, to create a portrait of how people in our life use language through different sociolinguistic concepts. Our capability to meet the challenge of this project helped us think "outside the box" of traditional research and raised our confidence level experimenting with digital media and interviewing. Our digital stories required difficult decisions about the format, the focus of our ethnolinguistic profile, a lot of background research, viewing many websites, student samples, testing different multimedia and collecting and analyzing our data. We found out that our ethnolinguistic digital stories created a "ripple effect" and were an inspiration to other students and course instructors who are now motivated to explore this type of digital storytelling/research in their courses.

Session W1.1 English Language Studies

The Struggle of Liberation and Equality in African American Poetry; with Reference to Phillis Wheatley, Langston Hughes and Naomi Long Madgett

Yara Hamad Al-Mureabh
yara__hamad@hotmail.com
Ghaida Al-Bassam and Jieun Kim
Supervisor: Dr. Hadeer Abou El Nagah
Prince Sultan University

Abstract:

This paper focuses on how African Americans struggled for freedom in three different decades. Each of the three is represented by a famous poem at that time. In addition, the paper will give a brief historic background of that time, and what poetic techniques are used. The three main decades are, 1) Slavery (1619- 1865) represented by "Being Brought from Africa to America" by Phillis Wheatley (1761- 1784). 2) Harlem Renaissance (1920- 1929) represented by "I, Too" by Langston Hughes. 3) Civil Rights Movement (1954- 1968) represented by "Down Where I Am" by Langston Hughes (1902- 1967). In these three poems of African American poetry, the use of language, theme, and the form will be explored. Although the three poems discuss the same theme, which is the struggle for freedom and equality; each poet expressed the theme in his unique way. Some of the poets tend to use a simple language and tone shift to express the theme. While the other poets, used a strong language and meditative, serious tone. As readers, reading these poems might make us uncertain that these poems are expressing the same theme. Readers may think that the poet is not relating to the theme. However, by meditating and looking beyond the words as poetry taught us, the intention of the poet and the message that he/she wants to emphasis can be attained. The objective of this paper is to thematically trace the concept of freedom in the three decades mentioned above using literary theory and analysis.

Session W1.1 English Language Studies

The Discursive Dynamics of Verbal Abuse against Women in Bothayna Alessa's *Kbrt w Nseet an Ansa*, and Badryia Al-Bishr's *Hind w Alaskr*

Lama Bader Alsaigh
lama.bs94@gmail.com
Hanaa Mohammad Alshahrani, Lamya Fahad Alfeez and Maha Awadh Alanazi
Supervisor: Dr. Maimoonah Alkhalil
King Saud University

Abstract:

Since verbal abuse is an under-researched topic in Arabian Gulf societies, this research aimed to analyze verbal abuse against women in Saudi and Kuwaiti literature. Abusive language is usually neglected and not considered a form of violence because of its none-physical nature (Mildorf, 2005), which make individuals suffer psychologically for a long time without anyone addressing the issue. This research analyzed abusive discourse against Arabian Gulf women two famous novels written by female novelists: Badriyah Albisher's Hind Wa Alaskar (2006) and Bothayna Alessa's Kabert Wa Nseet An Ansa (2013). Analysis of these novels showed five categories of abusive speech: threats, bad language, naming or labeling, silencing, and dua'a (supplication). The research outlined ways in which the five the categories were employed in the two novels and the frequency of each category. Findings indicated that supplication for ill fate was most commonly used form of abusive speech against women. Threats were often associated with silencing. There was also a wider variety of insults than indicated in Western scholarship.

Session W1.1 English Language Studies

Identity Implications of Arabic-English Code Switching of Saudi Females in Saudi Arabia

Norah Bin Khathllan
nouraalkhathllan@gmail.com
Supervisor: Dr. Maimoonah Alkhalil
King Saud University

Abstract:

My paper discusses identity implications of Arabic-English code switching of Saudi female university students in Saudi Arabia and to explore the reasons for Saudi female code-switching form Arabic to English in public places in Saudi Arabia, and if this is considered a reflection of loss of their Arab identity. Fifty code-switchers from the departments of English in the College of Arts and the College of Languages and Translation were asked to fill in a questionnaire about their reasons for code-switching in a public place like a university. One of the reasons why this topic is interesting for the researcher is because, no study have been conducted on those who code switch in Saudi Arabia, but there is a study that was conducted on Saudis abroad. Fifty Students from non-English departments who hear code-switchers speak English in public spaces were asked to fill in a questionnaire for their opinions of why code-switchers code-switch around them. An interview was also conducted with Twenty-five of the non-English majors for a more thorough understanding of code-switching from two vantage points. Findings showed that there is no threat or a loss of identity for Saudi female code-switchers.

Session W1.2 Interior Design and Architecture

Kindergarten Design Focusing on Creating Healthy and Comfortable Environment

Siham El-Saadi
sfelsaadi@hotmail.com
Supervisor: Dr. Julianna Liptak-Varadi
Prince Sultan University

Abstract:

Sustainability and green design is one of our goals in contemporary building design. Green buildings reduce carbon dioxide emission and also create a healthy and comfortable environment. It is especially important in case of small children, to spend their lives in environments that won't be harmful for their health. Research connected to this topic should focus on comfort and the special needs of children of this age. It is important to highlight the use of healthy indoor materials, active design strategies and tendencies of Kindergarten design, also. This research focused on designing and evaluating existing Kindergartens that are environmental friendly and healthy, also. Research results were based on literature survey about existing examples connected to the use of green design in Kindergartens. During the process, questionnaire surveys were answered by parents, based on their opinion of their children`s Kindergarten. On-site field survey with indoor air quality measurements of an existing Saudi Kindergarten located in Riyadh was made. Based on these information and results, evaluation and design strategies were produced. These results can be useful for other Saudi Kindergartens, also, to improve indoor environmental quality around children.

Session W1.2 Interior Design and Architecture

Embedded Esthetical Concept of Nibbled Apple's Logo

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Abstract:

Logos are a symbol that companies use as a brand identity, usually has a meaning linked to the company's marketing plan. For instance, some companies have a logo that is clear, and reflects what they are selling. Contrasting to some other companies' logos where the purpose is not that clear and the idea behind the logo is not easily distinguished. Apple Inc., is an American company that produce digital technology services and products such as computers, smart phones, music players, tablets and digital media players, presented with the company's special names such as (e.g. IPhone, MacBook, iPod…). Implicating their services on all of their products such as (e.g. iTunes, iWork, iCloud,…). In this presentation, we will discuss the embedded concept of the Nibbled Apple's Logo. How is Apple's company logo related to technology? What's the hidden message behind Apple's company logo? What does Apple's company logo refer to? There are different interpretations around Apple's company logo, but until now most people didn't feel convinced with any of these interpretations, which we are going to analyze and assess which of them is the most convincing.

Session W1.2 Interior Design and Architecture

Three-Dimensional Light Replacing Functions in Retail Shops

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Abstract:

Since the beginning of world, light was present through sun and moon; afterward people created lanterns and primitive lights. After the invention of the first bulb by Thomas Alva Edison in1878, Light developed in various ways to serve the functions and the aesthetics of our environments. It was used in residential, commercial and industrial fields. light have played a significant role in space either in Interior Architecture or in Architecture, It creates shadow and shade and appear as movable forms that give interesting attraction to space, it affects the colors, textures and materials. Three-dimensional light is now widely used in building light shows all around the world; it is used during events, festivals and recently for special effects. In this presentation, we will discuss the future of three-dimensional light and its technological impact on Interior Architecture, we will analyze how the three-dimensional lighting started to change the concept of the ordinary light usually used for simple visual purposes. Is the three-dimensional light capable to provide the needed services in the retail shops and minimize the cost and the time that we usually need for selling procedure? What is the opinion of interior architects and how can we apply the principles and elements of design using these new technologies. What are the correct steps to follow to present and explain this project to owners and clients? How can we apply these ideas? Are they beneficial in Saudi Arabia?

Women's Campus
Day 1

Session W1.2 Interior Design and Architecture

Behind the Scenes: Architecture in Films

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Abstract:

Architecture plays a very important role in films, which are known to be the most accessible media and the most persuasive form of visual art that affects the society in various aspects. Films and architecture existed in cohesion ever since the early appearance of motion pictures. Films allow architects and designers to explore new design trends, movements, and unrealistic hypothesis especially with the ever rapid development of technology. This highly sophisticated technology used in the production of films, provides a mean to make the impossible possible with a high level of realism. This process erases the boundaries and restrictions of reality and gives the architect the opportunity to wander in the world of imagination freely. This research intends to select and analyze ten films that fall into four different categories of architecture in films; historical, realistic, fantasy, and futuristic. The research will discuss the work of the creators of the architecture in the selected films, the inspiration behind the architecture featured in the films, and the process that it takes to develop it. The main objective of this study is to examine whether architecture is the leading character in the film industry, and how the success of some films relies mainly on its architecture which is represented by real existing buildings, three dimensional illustrations, physical models or even a combination of multiple methods. It also aims to emphasize the films ability to influence the audience in many ways, such as forming emotional connections, creating economical and touristic advantages, as well as easily familiarizing the general public to new ideas.

Session W1.2 Interior Design and Architecture

Investigating the Environmental Performance of Madrast Umm Al-sultan Shaban

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Abstract:

Investigating building performance in terms of thermal, visual and vocal comfort for occupants are very important to judge the quality of the design for any buildings. School buildings are more important since the children spend most of their time inside these schools. Traditional builders and particularly in the Islamic era adopted many design passive strategies and techniques; such as the Courtyard, the Mashrabia, Wind Catcher ...etc. Umm Al-sultan Shaban Madrasa is one of the most famous madrasas in Egypt built during the Islamic era. Her son Sultan Shaban built it but the one who was actually caring the project was the mother; hence, she was the founder of the foundation. This research will analyze the effect of the architectural passive techniques on the building performance in order to study the design quality. Most of The architecture designs in the Islamic buildings have almost the same techniques such as courtyard, Iwans and domes. But there's no practical studies tested the effects of these elements on the environmental performance of Umm Al-Sultan Madrasa that can show the benefit of implemented design feature all Islamic buildings. In this research, I will test the building design by studying the environmental design of the building, and particularly the effect of the thermal mass and how that will affect the human activities and health. This will be done through computer based-study using the most famous comprehensive environmental software "Autodesk Ecotect". The Madrasa will be modeled in Ecotect and the thermal performance of the building will be tested. Key words: Umm Al-sultan Shaban Madrasa, Ecotect, Simulation, Thermal performance, and Thermal comfort.

Session W1.3 Business Administration

الأمية في العالم العربي

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Abstract:

البحث يناقش الأميه في العالم العربي و أنواعها و الواقع الراهن للأميه في البلاد العربيه بالاضافه الى احصائيات تثبت تفشي الأميه. أيضا تطرق البحث الى الأثار السلبيه للأميه على الفرد و المجتمع و في النهايه بعض التوصيات والحلول المقترحه بدايةً الأمية هي ظاهرة اجتماعية سلبية متفشية في معظم أقطار الوطن العربي و مختلف البلدان وبخاصة النامية منها. ويختلف مفهوم الأمية من دولة إلى أخرى ففي البلدان العربية مثلا نقصد بالأمية الإنسان الذي بلغ الثانية عشرة من عمره ولم يتعلم مبادئ القراءة والكتابة والحساب بلغة ما. أنواع الأمية هي الأمية الأبجدية و الأمية الحضارية, تنقسم الأمية الحضارية من حيث المبدأ الي عدد غير قليل من الأقسام والفروع الرئيسية فتندرج تحت لوائها– الأمية الثقافية– الأمية العلمية– الأمية التكنولوجية– الأمية الفنية– الأمية الجمالية– الأمية الصحية– الأمية العقائدية الواقع الراهن للأمية في البلاد العربية: وفق إحصائيات المنظمة العربيه للتربية و الثقافة و العلوم (الأكسو) وكانت قد بلغت النسبة في سنة في 2005 حوالي 35% من إجماليّ سكان المنطقة، وبلغ عدد الأميين 70 مليون نسمة، لتعادل النسبة بذلك ضعف المتوسّط العالمي الأمية تقريباً، كما لا تزال نسبة الأمية عند الإناث ضعفها عند الذكور, بينما في 2014 حوالي 19% من إجماليّ السكان، وبلغ عدد الأميين نحو 96 مليون نسمة وعلى الرُغم من أن نسبة الأمية في الوطن العربي تشهد تناقصاً مستمراً منذ سبعينيات القرن العشرين ، إلا أن أعداد الأميين نفسها لا زالت في ارتفاع. أسباب الأمية: تعتبر مشكلة الأمية من أهم العقبات التي تواجه التنمية الاجتماعية والاقتصادية، وهي أهم مظهر من مظاهر التخلّف الانساني. وتشكل الزيادة السكانية المستمرة عاملاً مهماً من عوامل تفاقم المشكلة في غياب اتخاذ الاجراءات الحاسمة لمحو الأمية في العالم العربي و من الأسباب الظاهرة هي التعليمة و التاريخية و الاجتماعيه و الاقتصاديه و التربويه و اسباب استراتيجيه و اخرى متنوعه.اثار تلك الاسباب قد تكون على الفرد بشكل خاص او على المجتمع بشكل عام. توصيات و حلول : يجب العمل اولاً على الرؤيه المستقبليه و التخطيط و تصميم خريطه تربويه للمناهج و من ثما تدريب المعلمين و دعم من الجهات المساعده و اخيراً التحكم بالاعلام فبالإمكان استعماله بشكل فاعل لدعم هدف محو الأمية. ان النظر الى الإنسان كثروة يجب الحفاظ عليها وتنميتها، وهي أولى الخطوات نحو اهداف التنمية الشاملة المتكاملة للوطن العربي، واذا ما احكمنا الربط بين تسرب هذه الفئات المهمة من الطاقات البشرية وبين وقوع اقسام واسعة من هذه الطاقات في ظلام الأمية، واذا ما قدّرنا حاجة التنمية العربية الى هذه القدرات الغائبة كلها، لأدركنا بوضوح أهمية تضافر الجهود في العالم العربي وفي كل بلد عربي على حِدة في تنمية القدرات البشرية والحفاظ عليها.

Session W1.3 Business Administration

TV Celebrities and Social Media Celebrities: Who Influences More on Customer Behaviour?

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Abstract:

Since the internet era started it affected this world in many ways, one way is that it created a new type of celebs, who are the internet celebrities or commonly known as the social media celebrities. Now the question is who influences more on customer behavior, is it TV celebrities or social media celebrities?

This research paper compared between TV celebrities' endorsement and social media celebrities' endorsement and the impact on consumer's behavior in three aspects which are customer awareness, customer loyalty and impact of celebrities' behaviors on brand image. Also, this paper discussed three hypotheses which are, high customer awareness reduces the impact of celebrity endorsement, customer loyalty is not affected by the TV and social celebrity's endorsement and TV celebrities cause greater impact than social media celebrities do, in affecting the brand image by their bad behavior.The comparison was done between these two variables on a global scale. And an online survey was conducted on monkey survey on 50 sample from several different countries.

In the end, the results showed a strong support for the thesis statement that social media celebrities influence the most on customer behaviorbased on the responses of the majority of the the questionnaire's respondents. However, this will assist many marketing firms and companies and will facilitate the process of choosing their brand representative whether a TV celebrity or a social media celebrity.

Session W1.3 Business Administration

Instagram Impact on Local Homemade Food Business

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Abstract:

This paper is an exploratory research which helps to give an insight about how house wives who are entrepreneurs are managing their businesses using social media and technology. Instagram is a method this research reveals is a popular method used by these women who operate from their homes and how this has helped them connect to new customers and build and enhance their business, the impact of digital stores and how this is used to attract, retain and maintain customers is also revealed. The survey was conducted on 40 respondents and the results showed most of housewives have succeed in this business and the way they deal with digital store and their customers after using Instagram in their business. The conclusion revealed the growing need and interface of Instagram and similar methods which can be capitalized by women entrepreneurs.

Session W1.3 Business Administration

Impact of Capital Structure on the Financial Performance of Petrochemical Firms in Saudi Arabia

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Abstract:

This paper is exploratory that examines the impact of capital structure on the performance of 14 petrochemical firms listed in the Saudi Stock market during period 2011-2014. Previous researches were carried out mostly on firms operating in developed countries and only few studies were made on firms operating in countries characterized by having emerging or transitioning economies such as Saudi Arabia. In addition, no prior research was made to cover a specific industry, therefore, this study was conducted to fill this gap. Data needed for this research were collected from previous researches, companies' financial statements, questionnaires and an interview conducted with a financial manager in one of the petrochemical firms. Simple linear regression was run to examine the relationship between capital structure and firm's financial performance through the use an excel program developed by a former IT student at Al-Yamamah University. The capital structure that is the independent variable is measured by long-term debt to total asset and firm's performance the independent variable is measured by EPS, PM, ROA, ROE and price-earnings ratio. Based on simple linear regression analysis the researcher concluded that the majority of petrochemical firms have shown a strong negative relationship between LTD and PM and ROA. Some firms have shown strong negative relation between LTD and ROE while others have shown no relationship. Major finding showed no relationship between LTD to total assets and EPS and PE-ratio. In addition, primary data have emphasize that capital structure is a major indicator of firm's profitability.

Session W1.3 Business Administration

Why do Citizens in Gulf Countries Purchase Luxurious Products?

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Abstract:

"Dress to impress" is a famous saying that many people follow. This saying determines humans' psychological attitude towards shopping. Being well-dressed is most people's aim, which can be reached whether by buying low-end products or high-end ones. Despite the fact that low-end products are easily affordable, people prefer buying more expansive products due to their brand name or quality. From Gucci to Chanel passing through Dior, this is how the lovers of prestige brand mall tour goes like. This tour is commonly attempted by Gulf countries' citizens worldwide. Most of rich consumers like to keep up with the latest trends. In view of the fact that a huge number of these citizens purchase luxurious products for many reasons. The aim of this paper is to explore the reasons that drag citizens of Gulf countries toward exaggerated shopping behavior of luxurious products. Hence, this research paper showed that the main reasons are their high income, physiological need and social media influence. On the other hand, many people believe that these are inaccurate reasons. But there are some points that should be taken into consideration. Gulf countries have a prosperous economy, which affects its citizens' income and makes it considerably high. Also, the citizens' needs of confidence and high quality are commonly found in expensive products. Additionally, the impact of popular people on social media also makes them do these kinds of expensive purchases. To conclude, Gulf countries' citizens are considered hungry for luxurious products. However, they should be more cautious about their purchase decisions and where to put their money.

Session W1.4 Computer and Information Science

Location based Content Delivery using iBeacon Technology

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Abstract:

There is an increasing interest in developing technologies that attempt to deliver content to the users based on their locations. Although there are many applications that can be used for this task, there are still obvious limitations that require more improving. For this reason, this paper provides a comparison and discussion for the Location based technologies that can be used for content delivery. As a result of this evaluation, it is shown that the best technology for the presented requirements is the iBeacon Technology. Moreover, a comparison between the applications that use iBeacon is provided in order to identify the best features that can be considered in designing efficient application for location based content delivery.

Session W1.4 Computer and Information Science

Technology Obsolescence

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Abstract:

Technology obsolescence is define as when a technical product, hardware or software is no longer needed or wanted even though it could still be in working order. The software or file format can become obsolete for a number of reasons. For example, software upgrades may not support legacy files; the format take up is low and the industry does not produce compatible software; software, which supports the format, may be bought by a competitor and withdrawn from the market place. Management needs to be aware of the impact of technology obsolescence on all aspects of their business, and factor it into their decision processes. There are many ways to solve this problem which are the software's available today on the market that provides key alerts on stock levels and demand. Moreover, there is the cloud computing which enables companies of all sizes to have access to very powerful resources and solutions without any capital expenditure. This issue is very important therefore, Future research on this area should be focused on the development of a plan for the cost estimation of software obsolescence, tools for the monitoring, managing and predicting software obsolescence issues. This paper reviews the different options on how to deal with technology obsolescence.

Session W1.4 Computer and Information Science

Study of Saudi Citizen Satisfaction Level of E-government Service "Absher"

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Abstract:

Electronic government concept (also known as e-government and e-gov) refers to gradually restructuring the way governments interact with citizens, governmental agencies, businesses, and employees in the country. It is substantial task for the government that will change its operation and governance way. E-government involves computerize the government offices, information and implement the required information technologies that facilitate the citizen's life. By doing so, the relation between government and citizens will not be in one direction from government to citizens; instead it will include the opposite direction from citizens to government too. The aim of this paper is to discuss the benefits and challenges of the e-government in Saudi Arabia and evaluate *Absher* services by measuring the citizens and government satisfaction level. In order to support our research a survey was conducted among 350 Saudi citizen around the Kingdom of Saudi Arabia to better understand their usage and satisfaction of *Absher* services. The majority of participants were male citizen above 30 years old and live in the heart of the kingdom. Most of the participants with a percentage of 95.2% do know about *Absher* services. Viewing personal and dependents information had the highest percentage over the other *Absher* services based on the participants' interests. 61.4% of participants were satisfied with the performance of *Absher* services. Moreover, 87.6% of participants have not faced any errors while using the system. In addition to the survey, our research was also supported with a qualitative analysis by conducting an interview with the Saudi minister of communication and information technology. The interview included questions that measure the satisfaction level of the Saudi government towards the e-government and *Absher* services. Saudi citizen show high level of awareness and satisfaction level of *Absher* services in the Kingdom of Saudi Arabia.

Women's Campus

Day 1

Session W1.4 Computer and Information Science

Cyber-Attacks and Information System Vulnerability in Saudi Governmental Organizations

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Abstract:

Cyber-security includes all the processes and mechanisms by which digital equipment, information and services are protected from any kind of threats. Organizations cyber-security system measures by ensuring its confidentiality, integrity, and availability of the IT system. Recent years most Saudi government organizations experiencing various cases of security breaches and attacks and it cost's the government SR 2.6 billion a year. Although, Saudi Arabia heavily invests for creating and building the most secure information technology infrastructure, it has significant challenges and gaps. The purpose of this study is to add to the existing body of research that reduce or prevent the cyber-attacks by identifying the main causes and vulnerabilities of Information Security System in Saudi governmental sectors. The current study identifies technological issues that affect the information security in Saudi Arabia at international and national level. This paper aims at exploring and discussing the possibilities of applying qualitative content analysis as an interpretation method in case study research related IT security systems. The qualitative research method includes analyzing case studies of previous incidences that happened in different Saudi government organizations. Interviews also conducted among IT experts that help to answer a research question of the study. The interview questions are non-structured in order to help specific purposes and objectives that discover the research problem. The collection of the data carried out in Saudi Arabia, Riyadh city. The expected results of the data analysis as following: 1) There is a significant political issue related Saudi Arabia and other countries.2) There is insufficient mechanism that poorly protects IT security system in governmental organizations. 3) There is lack of regular updates of IT security systems in organizations. According to these identified causes, the study provides recommendations on how to reduce or prevent forthcoming threads in governmental organizations.

Session W1.4 Computer and Information Science

Social Media in Education

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Abstract:

Nowadays we have too many networking sites that would help students in their education. Student are using social media frequently in the 21 century and this behavior affect the way of searching for the information's. In this paper we are going to discuss about some of these websites and how would it help the students to learn more. We can't deny that we live in a world that people are connecting, collaborating and communicating in different ways throw out these websites. Within the last decade new websites are coming out to ease the way of getting any information that the persons' need. Social media sites are defined by Boyd and Ellison (2008) as ''web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system''. At first the internet was for limited people to share and to read things online but now a day people can participate in these online projects or activities. In addition to that instructors can use these websites too to deliver the information that they need students to be more interested in. We are going to discuss about the main three sources to get the information from. As a social network we are going to have face book as an example; YouTube as a media sharing; and Twitter as a microblog.

Session W2.1 Law

Role of Law Schools in Facilitating Legal Aid

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Abstract:

Legal aid is the simple concept of providing justice to all the citizens of a nation. It is meant especially for the ones who cannot afford to hire lawyers and fight for justice or for them who are not even aware of their legal rights. Legal Aid is a well-known program around the world. The Law Counsel of Australia defines it as "the way to provide a lawyer for people who could not otherwise afford one". The legal profession is expected to play a dynamic role in the administration of justice. It is not surprising; therefore, that legal aid began at many law schools primarily as programs to enable law students to provide free legal services to the poor or to bring important impact litigation, under the supervision of practicing attorneys. In this research I propose to defend the importance of legal aid as it is: (1) a right itself, everyone has the right of a fair trial and access to justice; (2) represent administrative contribution into the justice system; (3) when it comes to law school it serves at its best, it benefits both the person in need of the legal help and the student who gets an empirical experience. In order to apply this I will provide a description of legal aid in legal education with examples from different law schools from around the world, an account of its history and then proposed model to apply it within the law school curriculum in the Kingdom of Saudi Arabia.

Session W2.1 Law

Does Legally Defending a Psychopath Make You One Too?

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Dar AlHekma

Abstract:

The fields of law and psychology are two that often overlap in practice in more ways than is commonly believed. Quite often the focus when it comes to this interrelation is limited to studying criminals' mental capacity. The preponderance of researchers tend to look at what makes criminals (or psychopaths) commit their respective crimes. However, my goal is to look at the matter from a different point of view. This is in order to comprehend the different factors that lead up to a judicial sentencing (or lack of). So what induces a person to put on a suit and stand alongside an infamous murder or rapist and compels him to defend him/her? I plan to respond to this question by implementing a combination of primary and secondary sources. The former will include data collected from interviewing criminal lawyers and survey results from female undergraduate law students interested in criminal law. This will help me deduce why a lawyer might make the decision to defend a criminal. Secondary data will be collected from peer reviewed books and articles related to the subject matter. To answer this question would mean gaining new insight into both aforementioned academic fields. Moreover, it would lead to a better understanding as to why certain lawyers choose certain specialties. Doing so will help guide novice lawyers into specializing within fields currently in demand in their respective societies. Hence, this would benefit the society by filling employment gaps as well as the lawyers themselves seeing as how it would give them an array of job opportunities to choose from.

Session W2.2 Interior Design and Architecture

Desert Resort

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Abstract:

Resorts are places for relaxing and enjoyment, desert resort are specifically placed in the heart of the resort to try new experience. The purpose of my project is to provide a place to escape from work and life to a place that provide relaxation and enjoyment. At the same time the place provide experience of desert life but in luxurious way. The resort will be placed in the heart of the desert (*al-Thumamah* desert), Riyadh. The goals of the project are first to utilize the huge spaces of desert in Saudi Arabia. Also to attract tourists to have experience in the Arabic desert and culture. Second, there is a lack of such a type of resort in Saudi Arabia. Also the families and friends can spend the weekend or vacation their instead of traveling which will increase the city income. The place will provide the most important entertainments activities in the desert which are horse riding, camel riding and motorcycle. The concept of the design is Najd traditional style but in a modern, and comfortable way. The color scheme used in the project are the tones of the sand, white and dark red color. Some of the design solutions that will be applied are first, using materials that takes longer time to heat up. Also provide buffer spaces between the inside and the outside. Increase the shading areas. Use a lot of large windows and narrow hallways to provide a good and cool ventilation. Specially designed double glazing windows will have recesses, overhangs and balconies to reduce heat transfer in all the buildings. Use shades on windows to avoid direct and radiant sunlight. Humidity levels are reduced as much as possible. Ex: avoid closed swimming pool.

Session W2.2 Interior Design and Architecture

Toward Healthier Sport and Rehabilitation Center

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Abstract:

Introduction about sport rehabilitation center project. The aim of the project is to redesign the treatment, prevention of orthopedic and sports-related injuries. There is an increase in the numbers of injured sport professionals. They are obliged to travel abroad seeking treatment and rehabilitation, which make a local sport rehabilitation center an important need. The purpose of the new design is to provide appropriate space and equipment to create newly modern facility with state-of-the-art equipment and technology for comfortable and spacious treatment rooms. Creating Custom-designed massage rooms to improving rehabilitation services provided for all sportsmen patients. The design Concept is based on speed and hope for the fast recovery of patients. The center is divided into physical therapy department, occupational therapy, and speech and language services. Physical therapy assist to orthopedic and neurological conditions such as arthritis, sport and spine injuries, post-operative care, stroke, movement disorders, concussion management and developmental delay Occupational therapy treat orthopedic and neurological conditions such as arthritis, sport injuries, stroke, visual perceptual deficits, developmental delay and motor planning. Speech and language services solve feeding and swallowing difficulties, voice disorders, stuttering and cognitive retraining. www.emersonhospital.org/en/Locations/SportsRehabilitation.aspx

Session W2.2 Interior Design and Architecture

History and Development of Mashrabiya & Roshan

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Prince Sultan University

Abstract:

For centuries the Mashrabiya and Roshan had been recognized as a traditional architectural element and used by a broad spectrum of Muslim and non-Muslim nations, there was always magic to the Mashrabiya and Roshans, those beautiful wooden screens showing artistic work in the exteriors of buildings throughout the Middle East. Mashrabiyas and Roshans were mostly used in houses and palaces although sometimes in public buildings such as hospitals, schools and governmental buildings. The main aim of this research paper is to establish the architectural design of the Mashrabiya and Roshans based on the background, description, design, types and parts, functions, and continuous development of architectural elements, which allows an accurate recording of even the most complex and intricate details and patterns that are typically found in Mashrabiya and Roshans. Additionally, it shows the importance of Mashrabiya and Roshan during old eras serving the culture and traditions. Moreover, how it is designed and built to respond effectively and dynamically to people's physical, environmental, social, physiological, and religious requirements at their time in Saudi Arabia which has a fascinating architectural heritage that can be found in the coastal cities and towns along the shores of the Red Sea. For example, Jeddah characterizes the roshan as the most visual traditional element in Al-Hejaz. Finally, the main result is to set a relation between the cultural values and social norms through the study that it is showing how certain characteristics of the Mashrabiya and Roshans were developed to meet human beings various needs in the interior architectural space.

Session W2.3 Business Administration

Investigating the Preference for a Private Gym in Prince Sultan University

Eman Almusharaf
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Alanoud Alsheikh and Aljohara Alsaud
Supervisor: Dr. Sharifah Syed Ahmad
Prince Sultan University

Abstract:

One the most important thing in our lives is health and it can determine the way we live our lives. Having a healthy lifestyle means balancing and including healthy nutrients in your diet as well as participating in sports or other fitness related activities. Isorropia is a high-class health and wellness boutique, built to give a fresh and innovative way to deal with well-being for female students and faculty in PSU. It has a great energy stream, flexibility, collection, and differing qualities. Its goal is to provide you with the proper environment to achieve your fitness and health goals. As a gym that is focused in serving a broad range of target market, opening a new branch in Prince Sultan University could be risky. Although, it can give us an edge and drastically increase its competitive advantage, students may not necessarily react positively to the idea of a fitness center in the campus. Here comes the management decision question, should we take the risk to open a gym at PSU? Is it worth it? And will it generate profit? Our aim is to find more information about the students' level of health awareness, their interest in getting in shape and having a healthy lifestyle. Furthermore, our method is an exploratory research. Through using a descriptive research, technique to describe the characteristic of target customers. Firstly, by observing naturally target members at HPE classes, how is their performance and athletic level. Secondly, through conducting surveys we will be able to know more about the students and faculty to serve their expectations. From our observation and surveys, students and faculty members are the more aware of their health and active life, willing to have memberships rather pay per class, which shows they are more commitment and enthusiasm. In conclusion, Prince Sultan University has all the potential for opening a successful fitness center for its students and faculty. Isorropia's decision after conducting the research is to go forward and open the gym in the university without conducting any more research.

Session W2.3 Business Administration

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دراسة عن اثر تحويلات العمالة الأجنبية على الاستثمار في المملكة

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Abstract:

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تهدف الدراسة الى بيان أثر تحويلات العمالة الأجنبية على الاستثمار في المملكة العربية السعودية خلال الفترة (1993-2014م). وتم الاعتماد في تقدير أثر العلاقة بين تحويلات العمالة الأجنبية والاستثمار على الاسلوب الوصفي في عرض المفاهيم الاساسية للمتغيرات، بالإضافة إلى الأسلوب القياسي ممثلاً في طريقة المربعات الصغرى العادية. حيث استعرض لمحة عن تطور العمالة الأجنبية والاستثمار، ومعدلات نموهما على التوالي، ولتقدير العلاقة بينهما تم بعمل نموذج قياسي وذلك باستخدام برنامج (Eviews7). وتم أخذ الاستثمار-مقاسا بتكوين رأس المال الثابت-كمتغير تابع، بجانب ثلاث متغيرات مستقلة تتمثل بتحويلات العمالة الأجنبية وأسعار النفط والتضخم مرتبة على التوالي. وذُيلت الدراسة بنتائج تقدير النموذج القياسي التي توصلت إلى أنّ تحويلات العمالة الأجنبية تؤثر عكسياً على الاستثمار في المملكة العربية السعودية، وبالتالي تم قبول الفرضية التي تنُص على: " تؤدي زيادة معدل التحويلات من العمالة الأجنبية إلى انخفاض معدل الاستثمار في المملكة العربية السعودية". وهذا مؤشر هام للقائمين على صناعة القرار فى قطاع الاستثمار بشكل خاص والمهتمين بالاقتصاد السعودي بشكل عام.

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Session W2.4 Computer and Information Science

The Use of Social Networking Sites in Academic Research

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Supervisor: Dr. Tanzila Saba
Prince Sultan University

Abstract:

Social Networking Sites (SNS) have been popular since the year 2002 and have attracted and fascinated tens of millions of Internet users (Boyd & Ellison, 2007). At the most basic level, social networking sites are open websites or applications which allow users to communicate with each other by posting information, comments, messages, images, etc. The purpose of our research is to study the use of social networking sites in academic research in Saudi Arabia. The research intends to explore both positive and negative sides of social networking in academic research in Saudi Arabia. From secondary analysis, it has been found that many Saudi students use social networking sites research for their study papers. It has undoubtedly affected their academic career because it slows down their normal studies and leads them to many issues which we'll discuss further later. On the other hand, it also has a positive impact among students to explore new insights and thoughts in the society. For this study, we investigated researchers' attitudes and perceptions toward the use of social networks in academic research. Specifically in Saudi Arabia, From Prince Sultan University located in Riyadh, a sample of 8 lecturer researchers and 56 student researchers participated in the survey. The data was collected with the help of a research instrument which was a web-based questionnaire. In total, 64 participants filled out the questionnaire. Moreover, the demographic segmentation constructs a framework to evaluate popular social tools among academic researches. The results of empirical evidence examine the effectiveness of these social tools in academic research writing and general awareness of the advantages of these tools.

Session W2.4 Computer and Information Science

E-Government Adoption in KSA

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Abstract:

KSA is currently having successful achievements in developing the government e-services by adopting new programs that best serve both citizens and government sectors. This paper will present some brief information about e-government services, and explore the adoption and implementation of it, also identify the advantages of such programs. Moreover, the paper will discover and discuss the most used electronic government programs in the Kingdom. This paper will also talk about usability from the users' perspective. It will also include examples of entities that have helped in providing such efficient services to the kingdom such as Yesser.

Session W2.4 Computer and Information Science

The Importance of Virtualization

Nejoud Aldeweesh
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Reem Alrobaiea and Nouf Almazrouei
Supervisor: Ms. Jalila Zohair
Prince Sultan University

Abstract:

The information technology world focus in the virtualization technology has increased noticeably in the past few years. Even though, this particular technology has been around much longer, but companies nowadays are focusing more on this technology to manage their workloads and to make sure that their IT environment is less costly, efficient, scalable and more flexible since the main goal of the virtualization technology is giving the ability to have a computing environment that runs multiple independent systems at the same time. However, the purpose of this research is to identify the types of virtualization with focus on desktop virtualization as nowadays this type of virtualization is one of the top modern ways and methods of working remotely. This is due to the fact that one of its main objectives is to handle the workload by converting traditional computing to more efficient and easy to be used anywhere at any time. In this paper, we discuss the most popular types of virtualization in general and desktop virtualization in particular, how they are used in multiple fields and how technical and nontechnical users can benefit from it. Besides that, it is known that everything has its own risk and challenges, even desktops virtualizations, so this paper will also highlights the risks of virtualization and recommend ways to reduce those security risks.

Poster Sessions (W) 2:00-3:00

Early Predicting Cancer Disease Using Data Mining Techniques

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Prince Sattam Bin Abdulazziz University

Abstract:

Right now all over the world Cancer is one of the leading causes of death. Early detection and prevention of cancer plays a very important role in reducing deaths caused by cancer. Therefore a multi layered method combining classification decision tree techniques and clustering to build a cancer prediction system is proposed here which predicts lung, breast, oral, cervix, stomach and blood cancers. This research uses data mining technology such as classification, clustering and prediction to identify potential cancer patients. Then the data is clustered using weka tool to separate cancer and non-cancer patient data. Finally a prediction system is developed to analyze risk levels which help in prognosis if the person may have cancer now or in future. This research helps in detection of a person's predisposition for cancer before going for clinical and lab tests which is cost and time consuming. 1.1 Purpose of the project: 1- Building an expert doctor can enter the patient's symptoms, then the program after a series of symptoms Assistant system, tell the doctor what type of disease suffered by the patient. 2-The unification of data and audio files and video recordings, in addition to providing solutions for the movement in order to minimize human errors and to reduce the level of the time of diagnosis. 3- Ease of use, and also one of the most important ingredients that help doctors and specialists in decision-making. 1.2 Statement of problem 1- Some diseases are spread in the modern era and attack the body without warning and with all the silence and calm and without any symptoms or pain at the beginning of the injury, and after that fester in the body and it can be difficult to treat or need a long time to cure, And because it lacks the ability to detect the disease early. 2- The lack of awareness of the community in the early detection of diseases, for one reason or another, due to the nature of their daily work or in ignorance of the importance that the person in the work of periodic examinations and comprehensive health condition. 3- In the case when you need a doctor to take a particular decision and the unavailability of another doctor assisted in the decision-making. 4- Confirm the doctor's opinion in the decision that he took him. 5- Standardization of data and audio files and video recordings in addition to providing solutions related to the movement in order to reduce the level of human errors and reduce the time of the diagnosis, get the results and improve the level of medical care for patients. 6-The expansion and the spread of diseases and lack the ability to detect early disease in early reason.

Poster Sessions (W) 2:00-3:00

The Masculine Generic Pronoun Battle

Raghad Abdulrahman Rijraji
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Supervisor: Dr. Mona Salem
Prince Sultan University

Abstract:

This study gives evidence to and reflects on the practice of using masculine generic pronouns in the written Arabic Language when addressing females; precisely within an academic perspective. The samples used in this study are taken from social media, specifically 'Twitter', highlighting the masculine terms. Furthermore, the samples analyzed were directed towards university female students in an academic nature. Examination of prior works conducted is included; showing a strong connection between language practices and feminist theory. Findings of this study shed light on the gender-bias and exclusivity in some practices of the Arabic language in written communication which, if later on analyzed, could tie significantly to social and cultural phenomena that reveal sexist gender norms, roles, speech and perceptions.

Poster Sessions (W) 2:00-3:00

Increasing Efficiency in Offices Design

Nourah Al-ashaikh
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Prince Sultan University

Abstract:

Healthy and functional working environment became an important demand in Saudi Arabia due to the increasing amount of companies and offices work in the country. The project is designing the interior for upcoming offices building in Riyadh for a company that specialized in real-estate. The project's main goal is to raise the company's proceeds through using design strategies that increase employees' efficiency and clients' satisfaction. Design concept of openness and transparency was directed to serve the main goal of the project. According to many researches 7 main considerations will positively affect efficiency in workspaces which are: thermal comfort, access to nature views and daylight (Barkow, 1983), sensory change and variability (Judith H, 2000), noise control, human factors and ergonomics (HOK, 2012), choice (Sally, 2009) and employee engagement (The Gallup Management Journal, 2006). These considerations have been applied to the design in workspaces in order to achieve a high level of comfortable, healthy and efficient working environment. And for the clients' zones, considerations such as proper services and special design elements that emphasize: brand, function and content were applied to reach a high standard of clients' satisfaction (Roam, 2008). Company owner, employees and clients are three main factors in the company that successful design should professionally meet their demands.

المكونات الكيميائية في الخلاصات المختلفة(Boswellia carterii)

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جامعة الملك سعود

Abstract:

نظراً لقلة الأبحاث عن المادة الصمغية في نبا(Boswellia carterii)،   وفيما يتعلق بالمكونات الكيميائية في الخلاصات المختلفة على وجه الخصوص المركبات الفينولية، وكذلك لاهتمام القدماء به (وهو اللبان العُماني او ما يعرف باللبان المر) واستخدامه في العلاجات الشعبية في الجزيرة العربية والهند ووسط وغرب قارة آسيا جاءت فكرة البحث. وتضمنت الدراسة الحالية استخلاص الزيوت الطيارة من نوع من اللبان العماني، وذلك باستخدام جهاز استخلاص الزيوت الطيارة (طريقة التقطير البخاري) وتحليل الزيوت الطيارة باستخدام جهاز التحليل الكروماتوجرافي الغازي - طيف الكتلة(GC-MS) ، للتعرف على مركباتها. كما تضمن البحث دراسة كيميائية للمركبات التي ممكن أن تتواجد في خلاصات الصمغ وكذا دراسة بيولوجية. فأوضحت نتائج دراسة الزيوت الطيارة المستخلصة من صمغ النبات، وجود عدد من المركبات الكيميائية تم تحديد نوعها بواسطة جهاز الكروماتوجرافي الغازي - طيف الكتلة (GC-MS) المقترن بالمعلومات المكتبية(NIST lipra) ، وكانت النسبة المئوية لوزن الزيت الكلي الناتج عن التقطير البخاري لصمغ نبات (Boswellia) هي (0.646%)، وقد تبين من التحليل الكروماتوجرافي الغازي (GC–MS) للزيت وجود 58 مركب بنسب مئوية تتراوح بين (1.19%-42.00%)، ولقد سجل وجود تركيز عال من التربينات الأحادية الكحولية وسيسكوتيربين ومركبات فينولية، كما سجل وجود كل من فيتامين (A) في الزيت وكانت نسبته (19.4%) كذلك وجود كمية ضئيلة من فيتامين (D3). من ناحية أخرى فقد تم فصل المركب الفلافونويدي naringenine-7-rhumnoglucosyl (Naringin) من خلاصة خلات الإيثيل، بينما تم التعرف على وجود المركب التربيني(Oleanlic acetate) في خلاصة الإيثير البترولي بواسطة المقارنة باستخدام (TLC) مع عينه قياسية. كذلك تمت دراسة تأثير الخلاصات المختلفة لصمغ اللبان العُماني على نوعين من البكتيريا موجبة الجرام وسالب الجرام (streptococcus pneumoniae and pseudomonas aeruginosa) وكان تأثير خلاصة خلات الإيثيل أعلى ما يمكن عند تركيزي 20 ppm و 40 ppm. بينما أظهرت نتائج التجربة أن الخلاصات المختلفة لصمغ نبات اللبان العُماني تمتاز بخصائص مضادة للأكسدة عالية مقاربة لحمض الإسكوربيك كمرجع. وتراوحت النسبة المئوية لقنص الجذور الحرة بين 95-99%.)

Poster Sessions (W) 2:00-3:00

Creating a Prototype for a Road Rest Stop in Saudi Arabia

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Prince Sultan University

Abstract:

This project is a rest stop that serves travelers 24/7. It consists of a restaurant, motel, toilets, outdoor sitting area, gas station, supermarket, café, and masjid. Users mostly stop to: rest rooms 50-80%, rest 7-33%, food 2-5% (Blomquist& Carson, 1998). Users are divided into several categories that include people who travel for: business trips, tourism, deliver goods and products, families to visit. Also, the rest stop considers the small community located next to it as one of the main users. By the end of the project will achieve a prototype of a well-designed rest stop that has independent income "a stream of income received without directly exchanging labor power for it" (Kelso, n.d). In addition, place it close to a village so that it helps the small communities and offer employment. There is a lack of functional and luxurious rest stops in Saudi Arabia, which will be a main consideration in this project. In addition, this design will be a prototype to help with the employment of small communities and have independent income. The concept for this project is inspired by the rout. The road was divided into several components such as, lines, land, signs, lights, etc. The concept was applied by focusing on three main elements: lines, dynamic, and multifunctional. As an example for the color scheme, red was used which is the color of energy and action, and brown which is a color that relates to security, protection, and comfort and material wealth (Empowered by Color, 2015). To sum up, this project is the first of its kind in Saudi Arabia, and it aims to change the traveler's experience and serve as a prototype for many more rest stops to come.

Women's Campus
Day 1

Poster Sessions (W) 2:00-3:00

Library Book Collection

Afnan Alhaddab
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Sarah Aldhalaan, Julie Hilal, Alaa Alzahrani and Lubna Altayeb
Supervisor: Dr. Nor Shahriza Abdul Karim
Prince Sultan University

Abstract:

BPM is The achievement of an organization's objectives through the improvement, management and control of essential business processes. The goal of BPM is to achieve more improvement in the quality, effectiveness and efficiency in the business process. In the long run, BPM helps create competitive advantage by improving organizational agility. BPM lifecycle consists of process identification, discovery, analysis, redesign, implementation, and control and monitoring. The objective of this research is to conduct case study using BPM framework and lifecycle to understand about library book collection process, to analyze the problems, and suggest ways for improvement to the process. Methodologies that we used to conduct our studies are surveys and interviews. The results conducted from this study is that many students are not satisfied with the library services. Our analysis also provides a suggested revised framework of the process with "as is" and "to be" model for library collection process. As a conclusion, we have learned that to have an effective and efficient environment; we need to have a business process management (BPM) that will accomplish a specific organization goals.

Women's Campus
Day 1

Poster Sessions (W) 2:00-3:00

The Arts of the Arabic Language

Ashwaq Sultan Saad AlQahtani
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Khawlah Alssalehi, Maram Alshehri,Rawan Aljaber andShatha Mthaffer
Supervisor: Dr.Muna Alrazgan
King Saud University

Abstract:

Arabic is the language of the Holy Quran; therefore it plays an important role in the Islamic faith. More than two hundred sixty million people throughout the world speak Arabic, and it is the main language of most of the Middle East [1]. Currently, in the Middle East, there is a high focus on other language especially English in work and higher education, which leads to marginalize the Arabic our mother language especially while writing correct spelling. As a result, writing correct Arabic words become difficult for young generations as well as adult. Nowadays, we can see spelling mistake in many places. For example, we notice spelling errors in advertisements, newspaper article or magazine. We also observe that in children handwriting or young people writing in social media. Additionally, official documents sometimes contain spelling mistakes especially for some words consist of letter Hamza (ء). Today young people depend on modern devices to do the spellcheck. However, this software might select the wrong vocabulary. These selected wrong words might lead to misinterpretations or poor spelling in Arabic language, and it is one of the most frequent mistakes among young people. In Arabic language, the problem is apparent as other language such as English. This is because some letters of Arabic have similarity during pronunciation. These letters make it difficult to the writers to select the correct spelling. In addition, the Arabic language has grammar rules that force the change of the spelling while typing. This obstacle of Arabic language is becoming a struggle for Arabic speaking children while communicating through writing. The problem of language must be taken seriously; we sought to develop an Arabic spelling game application. The name of our game is Afaneen Arabic language. Our game will be challenging, yet not difficult. Our game will be based on the Arabic language, to help avoid popular misspelled words and make less typing errors. Our aim is to teach people spelling by games, and will be based on the most popular Arabic spelling rules. We have gathered word's lists based on the recognizable spelling patterns of Arabic language. References: [1] Dr.Hazrat Hasan uzzaman" Arabic Language: Characteristic and Importance". [Online] Available: https://www.thecho.in/files/hazarat-hasanuzzaman.pdf [Accessed: 3-Nov-2015]

Poster Sessions (W) 2:00-3:00

Traffic Monitoring Using Image Processing

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Abstract:

Traffic Monitoring Using Image Processing (Smart Signal) Traffic congestion is one of the most important issues that all countries try to solve in various ways. Some of these ways may be expensive, such as the construction of bridges and tunnels but some can be achieved at a lower cost by intelligent system and this is what this project is about. This project proposes an adaptive method to control and manages traffic signals at intersections instead of the current system, which gives a predetermined time for green, red, and yellow lights, regardless of how crowded each road is. The proposed idea relies on image processing technologies in detecting the number of cars in each street and evaluating the more crowded street. Periodically, four images are taken for the four directions of an intersection. The images are then processed to determine the number of cars at each direction. Based on this information, the green light is given to the most crowded direction .All these results will be stored in the central database for using it in the studying of behavior each street after one year and evaluating the time of peak and traffic in each street in each hour and in each day of the year by scientific and accurate methods to improve the plans and methods of organization the traffic system in general. We claim that the proposed method outperforms the existing system in terms of average waiting time at a very low cost and very short time. In the implementation phase of this project, we intend to prove this experimentally by simulating both systems.

Poster Sessions (W) 2:00-3:00

Management of Missing Things and People in Hajj

Afnan Mohamed Salem Al-Qahtani
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Abstract:

Management of missing things and people in Hajj Abstract Hajj is a huge gathering of Muslims on the earth. It is a place of meeting of millions of Muslims to perform rituals of Islam. This raises challenges for the authorities to control the crowd, identify individuals, and making arrangements for people to receive their missing items. Therefore, the season of Al-Hajj becomes more difficult, especially when the whole crowd is moving at the same time performing the same rituals. This spiritual gathering causes a lot of challenges and problems related to performing the Hajj. This paper proposes an information system with new capabilities and solutions for the challenges that are faced by both Ministry of Interior and people who visit the Holy Place of Mecca. It provides support in finding lost pilgrims, and belongings. This integrated system is intended to provide an interactive application, with high speed search features and data retrieval. There are nearly more than 10 millions of visitors coming into the Kingdom of Saudi Arabia yearly to perform Hajj demonstration. The kingdom of Saudi Arabia has adopted a lot of procedures and rules to keep visitors safe, stable and comfortable throughout their holy journey inside the KSA lands. One of the most important sectors is to serve visitors and make their visit comfortable and safe by protecting them and their luggage against loss or wandering. From this, emerged an idea to use information technology and modernized smart handheld devices to serve our visitors to be safe and comfortable. This application protects the pilgrims and their luggage against loss or theft .This will make the organizing more efficient from side of the government of KSA which makes the Holy journey comfortable. The system will make a good use of available technology such as web development technologies and mobile development technology to perform a web gate and android-based mobile applications. This provides constant support to our visitors to search anything they have lost and find the location where their lost luggage exist. It guides them to reach that location using technologies like Google maps.

Poster Sessions (W) 2:00-3:00

Recruitment Process in Saudi Bell Group

Almaha Mohammad Albulaihe
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Sarah Almazrou
Supervisor: Dr. Nor Shahriza
Prince Sultan University

Abstract:

Business process management is an area of research and practice to enhance organizational performance through improved process effectiveness, efficiency and flexibility. In this research, we will study an organization called Saudi Bell Group. SBG is a Saudi Organization registered and headquartered in Riyadh since 1980. The Specific Objectives of the research project is to conduct analysis of the recruitment process at Saudi Bell Group using business process management framework and lifecycle. Our project consist of 6 different phases, each phase consist of different requirement that are chained to previous phase. These are: process identification, process discovery, process analysis, process redesign, process implementation, process monitoring and controlling. Data is collected through several interviews with the owner and the client of the process. From studying business process management, and applying it on real life; we understood each phase in detail, and more systematically, and how to suggest for a good solution to the problem.

Poster Sessions (W) 2:00-3:00

Green Building Techniques

Hagar Adel Alshamy
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Fatema Al-Sayed, Salama Al-nager, Habiba Ehab Elsokary and Eman Akram
Supervisor: Dr. Maha Ziadeh
Prince Sultan University

Abstract:

The Kingdom of Saudi Arabia produces around 15 million tons of municipal solid waste (MSW) each year with average daily rate of 1.4 kg per person. (5-17 %) of the waste is plastic and (3-5 %) is glass. And it is not the only way human harm the earth and the environment. Most of the building materials are made of natural sources. Such as clay, sand, stone and rocks from mountain…etc. Those natural sources will finish one day. So, it is our duty towards the environment and our specialty to find out a solution for both over waste load and depletion of natural sources. The main purpose of this research is showing how to recycle waste in order to produce building material (brick), exposing new appliance that helps the building material to remain for longer time and present new technics which will reduce the time and material used to build. The first part of the research will elaborate on how to recycle plastic in order to produce bricks and how we can use glass bottle as a building material with case studies for that field. The second part of the research will explain appliance called "Self-healing smart building materials". This appliance will Increase life span of the building. The last part of the research will show two new technics. The first one is producing blocks by using 3D printer and the other technic is puzzle blocks which used to build a building with less material in less time. The researchers hope that those solution will be applied in Saudi Arabia in order to have sustainable and free waste environment.

Poster Sessions (W) 2:00-3:00

Information Revelation and Privacy in Online Social Networks

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Hala Alqasabi and Nouf Almazrouei
Supervisor: Dr Tanzila Saba
Prince Sultan University

Abstract:

Social media is considered one of the ways, for one person to communicate with hundreds or thousands of people across different continents, and countries. Since, social media networking websites are frequently used among people in general, and teenagers in specific. Spammers, and hackers, may take it as an opportunity to gather confidential information, and take the advantage to use such information against people's will. Parents are not fully aware, of the security issues and problems associated with social networking websites that may face their teenagers and kids. However, it's not easy to fight these problems, due to the massive usage of these websites. On the other hand, it is important to discuss and figure a solution for such issues. The purpose in this research paper is to highlight how the privacy aspect of the social media network, can fulfill the user's satisfaction, and how the teenagers and students acknowledge such issues when using various social media websites, moreover, gaining knowledge from parents who are fully aware of the issues that may encounter their children, when using different social media websites. Nevertheless, a solution will be provided in this paper for users to protect their social media accounts.

Poster Sessions (W) 2:00-3:00

The Effect of e-Business on the Supply Chains in Saudi Arabia

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Prince Sultan University

Abstract:

With the evolution that the Internet and its related technologies have brought to the world, so many of people's activities have changed dramatically, and of these activities are the business activities managed globally every day. Several organizations worldwide have realized how the internet is tremendously affecting people's lives and making many tasks easier, so they adapted their organizational and supply chain activities according to the e-Business era. Supply chains are now managed and coordinated more effectively and efficiently by using internet technologies and trends in e-business. Just like e-business is growing everywhere around the world, it is also growing in Saudi Arabia, however it is believed to have a slower growth rate, due to some barriers, like, the immaturity of Saudi e-Commerce practices and background, and the possible threats that could take place. But at the same time, Saudi Arabia has shown interest in handling these barriers and overcoming them, in both government and private sectors. In order to know the actual effect and involvement of e-business in the Saudi supply chains, we must first investigate the current e-commerce practices conducted by Saudi businesses, the challenging barriers they are facing, their marketing strategies, and their knowledge and support regarding e-commerce elements. These factors are to be discussed in this research study.

Poster Sessions (W) 2:00-3:00

PSU Volunteering Webpage

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Duaa Zeidan andMarah Jarrar
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Abstract:

What is the program? Volunteer program helps people to know more about the volunteering events so they can participate in, this can expand the influence of nonprofits events by taking in consider all the skills, experiences, talents and education of volunteers and use them in the appropriate needs, operations and services of the nonprofits organizations to make it more powerful. There are many skills that can be used in the volunteering works like leadership abilities and time management abilities. Also, volunteers can use the volunteering works to gain new experiments and information. Volunteers may have to make services for local organizations. They might work in teams or individually. Volunteering works can help to build the nonprofits organizations successfully and can enhance and enrich the lives of the volunteers. PSU volunteering program will focus on providing all the students and instructors who are willing to be volunteers with all the required details about all the events that they can participate in with classifications of the department, habits and things they love to do, their skills and abilities, their majors or their jobs and whether they want to participate on team events or individually events. Purpose To strengthen the capacity of volunteers and to manage and support all the desires to create a volunteering _based community in our university .Also, to help students and instructors who want to volunteer but do not have the enough information about when, where and how to volunteer The strategies 1. Set an annual calendar of events for local events in PSU. 2. Make public groups on social media where people can post about the public events 3. Research other universities that have developed volunteer program and get benefits from their experiment. 4. Meet with individual departments to determine specific needs and to know about the volunteering opportunities. 5. Posting notifications about the importance of volunteering. 6. Using numbers and statistics. PROGRAM DELIVERABLES 1. Develop a good Plan to help nonprofits organizations and individuals. 2. Develop and produce a Volunteer web that includes all the possible events. 3. Develop a volunteering based life in our own university community for making the presentation: PowerPoint for making the prototype: Just in mind for designing the poster: Just in mind and Word the strategies 1. Set an annual calendar of events for local events in PSU. 2. Make public groups on social media where people can post about the public events 3. Research other universities that have developed volunteer program and get benefits from their experiment. 4. Meet with individual departments to determine specific needs and to know about the volunteering opportunities. 5. Posting notifications about the importance of volunteering. 6. Using numbers and statistics.

Session W3.1 English Language Studies and Law

Understanding and Improving In-Service Teacher Training at PSU:

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Supervisor: Ms. Lee Mccallum
Prince Sultan University

Abstract:

The developing trends and the significance of Teaching English as a Foreign Language (TEFL) have meant that tertiary EFL teachers are expected to continuously maintain their teaching skills and increasingly develop new skills especially now in technology and the latest teaching methodologies. To meet these requirements teachers are encouraged to continue their professional development by participating in teacher training courses (TTCs). Teacher training courses take many forms including weekly, monthly and extended training courses that can either take place in the institute where they work or be done independently outside of the institution. Many in-house teacher training courses provide teachers with well-guided support and continuous training usually takes place through workshops, observations and seminars. The aim of this research paper is to investigate the problems that EFL teachers may face in their in-service professional development and what can be suggested to help and avoid these problems. This research paper uses quantitative surveys to discover the opinions of faculty with regards to current teacher training practices and then uses qualitative semi-structured follow up interviews with faculty to gain a deeper understanding of these issues and their recommended suggestions for training in the English department. The findings showed that faculty had wide ranging needs and recommendations for improvement. The paper concludes with a sample teacher training program that is based on faculty recommendations from the English department in Prince Sultan University.

Session W3.1 English Language Studies and Law

A Case of Forensic Linguistics

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Abstract:

Forensic linguistics is known to be a subfield of applied linguistics that involves the study of language and the law; however, it was only recently - around a decade ago - that it was named so. Unfortunately, forensic linguistics still does not prove to be very familiar among many people, even those affiliated with law and English departments at various institutions. The purpose of the present study is to identify the field of forensic linguistics and distinguish its different aspects. The paper thoroughly discusses the distinctive subfields that fall under forensic linguistics, including author attribution, stylometry and the field's aid in homicide investigations. Real criminal cases were considered to be a major role in the development of the field over the past several decades; therefore each subfield discussed in this paper is supported by cases from both the 20th century - roughly around the time the field began to emerge - as well as the 21st century. This time gap highlights the differences within the centuries and the developments it had undergone during that short period of time. Forensic linguistics, alongside body language and lie detection, have been a source for federal investigations into whether or not individuals were honest while being questioned. This has particularly been helpful in cases involving refugees seeking asylum from other countries, which during present times is considered crucial. Moreover, the paper aims to inform the targeted audience for the need of further research into the respective field, especially ones done by potential graduates of similar fields, such as linguistics and law.

Session W3.1 English Language Studies and Law

The Use of Machine Translation and Human Translation from the Students' Perspective

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Abstract:

The purpose of this research paper is to explain how the legal translation students translate inside the lab. It will also examine if they can access online sources, use translations and the equivalents that considered as (MT), or do they rely on the human translation (HT), and use only their advanced dictionary. It will show how every student has a technique on how they translate, even if they choose MT or HT, by specifying and justifying the method. Previous studies of MT and HT will be mentioned and support the current study. A lot of questions that will come into the reader's mind will be explained and answered throughout this research.

Session W3.1 English Language Studies

Women in the Eyes of Abbas Al-Akkad

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Sarah Alqasem and Hessa Alkudhyar
Supervisor: Dr. Maimoonah Alkhalil.
King Saud University

Abstract:

Abbas Mahmoud Al-Akkad is considered an influential figure in Arab societies. He is well-known for his philosophical and literary works, such as Al-'Abkariat. However, not many people are aware of his verbal attacks on women. Although Al-Akkad's stark accusations and negative labels on women were severe, only a small number of scholars had given it attention. In addition, the majority of papers that discussed Al-Akkad's views on women were not recent. This paper investigates Al-Akkad's language and analyzes the choice of words he used when attacking women in his writing. In this paper, five of Al-akkad's works that discuss women were considered: Congregation of the Living (1968), This Tree and The Second Human (1968), The Woman in the Quran (1971), Readings in Books and Life (1987), and They Ask You (2009). Qualitative content analysis was used to analyze these works and identify four reoccurring themes: inferiority, dependence, child-like, and inequality. The results showed that most of Al-Akkad's verbal attacks are under the themes of inequality and inferiority. The language used in describing women was assertive and his attacks were claimed to be universal. It is very important to address verbal attacks on women and shed light on them, especially if they were practiced by influential figures.

Session W3.1 English Language Studies

Beauty of Black Women

Alaa Marwan Khasarah
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Majd AlQurashi
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Abstract:

This paper discusses the beauty of black women between the years 1984 and 1995. It shows how black women used to feel about themselves and how this feeling has changed through decades. It shows the strong connection between feeling beauty and self-confidence. Self-confidence is considered as the main base, which leads to several things that black community needs in their life such as freedom of speech and public relations with other people especially outside their community. It also shows the interaction between the two kinds of poetry, which are woman poetry, and ethnic poetry. They are connected in the chosen poems in a way that they discuss a women's issue which is beauty for a specific group which goes under ethnic. The paper will analyze and discuss two poems "A Black Woman Nothing Else"(1984) by Annie Ruth, who utilizes her positive voice to inspire audiences internationally. She is an award-winning poet, author and performer. The next poem is "Phenomenal Woman" (1995) by Maya Angelou who is an African American author, poet, and civil rights activist. She published seven autobiographies, three books of essays, and several books of poetry, and was credited with a list of plays, movies, and television shows spanning over 50 years. African American communities have different perspectives of beauty and different viewpoints that vary from pride to shame. This paper analyzes the inner thoughts of the black communities, and sees if that really affect them or they are thankful for being black. It focuses on the relationship of beauty and confidence and how they are connected strongly to each other.

Session W3.2 Interior Design and Architecture

Incoprating Biophilia in Designs Centers

Yassmine Mustafa Duraidi
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Supervisor: Dr. Rehab Abu Ras
Prince Sultan University

Abstract:

The project is about a design center that helps accommodate different designers who can meet and work together. My concept is about the interaction between two factors that affect the creativity and productivity of designers, which are calibration and nature. These factors when joined together act as a brilliant place that would be a home of intelligence and creativity to designers. The ambience is biophilic since the life of the center is due to nature embedded within. This center will present new kinds of spaces that are not available in Saudi Arabia. You will be able to find specific places for designers. These buildings are designed specially to motivate and enhance creativity which plays an important part in innovation and success in this field. The results expected from my project are to develop and progress the city, provide an environment that helps designers to be creative without any boundaries, to motivate designers so they work harder and accomplish more, allow the designers to interact with each other, share experiences, learn from each other, work as a team even with people from other fields to enhance their learning and creativity.

Session W3.2 Interior Design and Architecture

Earthquake Engineering

Maram Khalid Almaimani
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Supervisor: Dr. Julianna Liptak-Varadi
Prince Sultan University

Abstract:

Earthquake engineering is an interdisciplinary branch of engineering that searches for ways to make structures, such as buildings and bridges, resistant to earthquake damage. Earthquake engineers` aim is to develop building techniques that would prevent any damage in a minor quake and avoid serious damage or collapse in a major shake. This research focuses on introducing contemporary solutions and ideas to avoid disasters connected to earthquakes. Showing examples from historical times through nowadays, different solutions, materials and constructions will be shown. Beginning in Ancient times, threading through the Renaissance, and continuing intro the latter half of the 20th century there were different solutions in this topic. In the beginning of the 20th century, during earthquake engineering pioneering era, the first codes and standards appeared. International effort the increase safety against earthquakes, in such countries such as Japan, China, India, Chile, Turkey, Italy and the United States of America are developing fast. One of the big challenges that engineers still face, how to develop low-cost housing combined with earthquake engineering systems for poorer communities. Since earthquake resistant foundation solutions and materials could be expensive and difficult to construct. Engineers, architects and contractors continue to strive for affordable housing solutions. Here, as an example, straw bale constructions can be mentioned. They offer low-cost, environmental friendly, healthy and in the same time earthquake resistant solutions. Even with extensive testing on laboratory shake tables, any seismic engineering design concept remains a prototype until it experiences an actual earthquake. Only then can the larger scientific community evaluate its performance and use what it learns to drive innovation. In the presentation, useful information, contemporary information will be introduced about the previously mentioned topics found in earthquake engineering.

Session W3.2 Interior Design and Architecture

Qasr Al Hukm District Development: Qasr Al Hukm Downtown Metro Station

Mayada Wael Al Far
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Supervisor: Dr. Ola Jarrar
Prince Sultan University

Abstract:

This paper studies the impact of globalization on architecture through its great influence on society and culture, economy and politics. It shows how cities are changing their identity to follow the polemics of globalization and attract global tourism and investment. To study the impact of globalization on architecture, public buildings designed by international starchitects should be studied as one sub-phenomenon associated with the large phenomenon of globalization. Architectures designed by the international starchitects adhering to the global image tend to detach itself from the circumstances of the local context creating a schism between the building and its immediate context. The Middle East countries are largely affected by globalization which results in changing their architecture identity and restructuring its urban structure by rather imitating the architecture extravaganza of neighboring emergent global cities. Saudi Arabia is one of these countries that are reshaping their urban tissue in order to create a remarkable new image for the city. As an investigation tool, this paper aims to study the development of Riyadh downtown taking Qasr Al- Hukm Metro station as a case study to explore how the High Commission of the Development of Arriyadh integrated the local with the global without compromising the integrity of both.

Session W3.2 Interior Design and Architecture

Heritage Interior Architecture of Jeddah

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Supervisor: Dr. Dina Howeidy
Prince Sultan University

Abstract:

The western region is known for the richness of its culture, which is reflected in the building's architecture and interior design. The traditional house of Jeddah is a remarkable example of the expressions of its occupants portrayed on their furniture. People communicate to furniture by using it and shaping its form, while furniture communicate to people by conveying how it is used and what it stands for. The emphasis of this research is focused on the building's interior spaces followed by the furniture design to explore how the interior design environment operates as a system, showing the furniture's functionality role in the internal spaces. To achieve the research main goal, the study will go through analytical approach to highlight the division of interior spaces and the functions of the furniture, In order to develop a complete image of the traditional home environment. Moreover, this paper will investigate in depth the details of "Nasif House" by showing floor plans, sections and some interior perspectives. Showing Privacy, which was primarily maintained by the architectural layout and space organization. The study targeting expected results and recommendations about the climatic and social context of the traditional home environment of Jeddah required interior spaces and furniture to be practical, simple and virtuous. In which the traditional furniture was highly compatible with climate, social structure, usage, values and occupant's expression of identity, as some traditional furniture is still used and new local furniture was developed. Finally the research will reach the following concept of adaptation of the harsh environment of a very hot and humid climate in Jeddah. The houses and spaces were designed with full consideration for the social and climatic requirements, the high compatibility of the traditional furniture was mainly shaped by the activities of the occupants.

Session W3.2 Interior Design and Architecture

The History of Architecture of Najd

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Supervisor: Dr. Dina Howeidy
Prince Sultan University

Abstract:

Architecture of the central region (also known as Najd Architecture) is one of the main architectural styles that was found in the heritage of Kingdom of Saudi Arabia. This style of architecture was found in the main cities; Riyadh, Al-Qassim, and Ha'il, but mostly was found in Riyadh with its following states like Diriyah. The Najdi style was affected by many factors, first of all, the environment of the country had a great impact on developing some building materials and techniques by using the palm trees and the tamarisk wood as two main building materials from the local environment. Also they used the white gypsum for most of the decorations on the doors, windows and elevations. In addition, the hot climate of the region had a great influence on the special design of the Najdi house with its creative designed courtyard that work as a natural ventilation element for the whole house. Another factor was the closed conservative society that led the architects of Najd to establish what was known as the triple division of a Najdi House, which was composed of the males' area, family's area and services that match the need of the society. According to those factors, some of the characteristics of this style had been developed. The architects at that time were very talented with space design as well as hand crafted decorations and paid much attention to details which was obvious in exterior and interior of Najd Houses, although they kept it simple and clear. To achieve the main goal, this research will go through analytical study highlighting the architectural elements used in the Najd region based on the influence of the previous factors, also, analyzing materials and building and construction techniques. This methodology will be ended up with group of results and recommendations focusing on the concept of the architecture for the central region of Saudi Arabia 'Najd'.

Session W3.3 General Sciences

Synthesis and Biological Evaluation of New 2-Amino-3-Cyano- 4H-Pyran Derivatives

Amal Ahmed Al-amer
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Supervisor: Dr .Zainab Almarhoon
King Saud University

Abstract:

In this research, a new series of substituted 2-amino-3-cyano- $4H$-pyran derivatives have been synthesized at room temperature in the presence of amount of base as a catalyst via one-pot three-component cyclocondensation reactions of malononitrile, aldehyde and methyl acetoacetate in ethanol under conventional method. This efficient technique has the advantages of giving products in moderate yields, in short reaction times, and with a simple work-up and simple reaction condition.

Then treatment of these compounds with acetic acid in the presence of sulfuric acid afforded new compounds. The latter compound reacted with carbon disulfide or other components like formamide to afford the corresponding pyrano derivatives.

Also, we will try to obtain pyrano derivatives via mixing methyl acetoacetate, hydrazine hydrate, aldehydes and malononitrile in the absence of solvent.

The structures of the synthesized compounds have been determined by IR and NMR. After that, all the compounds which prepared will be screened for biological activities against various microorganisms.

Session W3.3 General Sciences

دراسة تأثير جسيمات الفضة النانوية حيوية المنشأ على التئام الجروح في الفئران

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جامعة الأمير سطام بن عبد العزيز

Abstract:

إن عملية التئام الجروح بشكل سريع وبدون ترك ندبات تعتبر مشكلة مزمنة. الجسيمات النانوية المعدنية تحضر تقليديا بالتقنيات الكيميائية الرطبة و حيث أن المواد الكيميائية المستخدمة غالبا ما تكون سامة جدا وقابلة للاشتعال. وبالتالي، في هذه الدراسة، تم استخدام طريقة فعالة من حيث التكلفة وتقنية صديقة للبيئة لتصنيع جسيمات الفضة النانوية باستخدام مستخلص قشر الرمان كعامل مختزل. تم استخدام طيف الامتصاص للأشعة فوق البنفسجية والمرئية , ,طيف الأشعة تحت الحمراء, المجهر الالكتروني النافذ والمجهر الالكتروني الماسح في توصيف العينة النانوية المصنعة, ثم تم دراسة تأثيرها على التئام الجروح في نموذج حيواني حيث. وجد أن تأثير جسيمات الفضة النانوية حيوية المنشأ بواسطة قشر الرمان كان له تأثير ايجابي من خلال خصائصها المضادة للميكروبات , وفعاليتها في معالجة الجروح والحد من التهابها وإعادة تشكيل الجلد بدون ندبات وفي فترة زمنية قصيرة وعند قياس نسبة السمية في الدم والوظائف الحيوية للفئران المعالجة وجد انه لا يوجد أي مستوى للسمية أو تأثير على الوظائف الحيوية. وقد أدت هذه النتائج إلى اكتشاف علاج جديد فعال وبمواد صديقة للبيئة ومن مخلفات الفواكه وقدمنا طريقة علاجية جديدة في علاج الجروح.

<p style="text-align:center">Session W3.3 General Sciences</p>

<p style="text-align:center">مشروع الملك عبد العزيز للنقل العام في مدينة الرياض</p>

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<p style="text-align:center">جامعة الملك سعود</p>

Abstract:

تشهد مدينة الرياض إنشاء مشروع حضاري كبير هو :"مشروع الملك عبد العزيز للنقل العام في مدينة الرياض" الذي يتكون من شبكة حديثة لنظام القطارات ، تدعمها وتغذيها شبكات متعددة المستويات من أنظمة النقل بالحافلات. يُعَدُّ المشروع أحد الركائز الهامة لخطط التنمية الاقتصادية والاجتماعية في عالمنا اليوم ، كما أن وسائل النقل العام (المترو – الحافلات) تعالج القضايا المرورية والبيئية والاحتياجات الإنسانية اليومية التي برزت بروزاً واضحاً في الفترة الأخيرة وذلك نتيجة التطور والنمو السريع للمدن. بجانب ذلك توفر وسائل النقل العام سُبل التنقل الآمن والاقتصادي لقطاعات واسعة من المجتمع. و يبرز دور المشروع ارتباطُه المباشر بالنشاط الاجتماعي والاقتصادي والسلامة المرورية وبالقدر الذي يجعله متاحاً لكافة قطاعات المجتمع. ويمثل المشروع أهمية خاصة ومزايا عديدة تجعله في مقدمة مطالب التنمية ، وتأتي أهميته من الحاجة إلى التنقل وتوفير النقل للجميع والتغلب على الآثار الضارة للتوسع في امتلاك واستخدام السيارة الصغيرة للتنقل. كما أن وسائل النقل العام (المترو – الحافلات) تسهم في تخفيف الازدحام والاختناقات المرورية وخفض التلوث البيئي خصوصاً داخل المدن الكبرى والمزدحمة، بالإضافة إلى المكاسب الاقتصادية الكبيرة التي يوفرها المشروع. على الرغم من أهمية المشروع وفوائده الكبيرة للمجتمع ، إلا أن هناك عدة معوقات تقف حاجزاً دون الإقبال على استخدامه من عدة نواحي اقتصادية واجتماعية ، ولقد قمنا بالتركيز على هذا البحث من الناحية الاقتصادية. حاولنا في هذا البحث إيجاد كيفية لإقناع شرائح المجتمع بجدوى ركوب المترو الاقتصادية لتوفير المال وتحويل المشروع في مدة زمنية محددة إلى مشروع تجاري يحقق أرباحاً توجه لاحقاً لصيانته وتطويره باستمرار ، و قمنا بحساب تكلفة التنقل بالمركبات الخاصة لكل أسرة ومقارنتها بتكلفة التنقل باستخدام المشروع. وأيضاً قمنا بوضع مقترحين رياضيين لتسعيرة التذاكر وحساب إجمالي المبالغ لكل سنة ومتى تصل إلى توازن مع ميزانية المشروع ، حيث في المقترح الأول وضعنا سعراً عاماً , و في المقترح الثاني وضعنا سعراً خاصاً للطلاب وسعراً عاماً

Session W3.3 General Sciences

دور نساء قريش في الدعوة الإسلامية في عهد الرسول -صلى الله عليه وسلم

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المشرفة: د. منيرة العلى

جامعة الملك سعود

Abstract:

عندما جاء الإسلام أعتنقه الكثير من نساء قريش، وذلك لأن الدعوة الإسلامية لم تجد عند هؤلاء النسوة ما يمنعهن من اعتناقها، ففيها رحمة ومودة وفيها أمل في حياة أسعد من الحياة الدنيا وفيها مثالية تجتذب القلوب الرقيقة وفيها حقوق للمرأة وأبواب لحرية نفسها وملك زمامها لا وجود لها في النظام القرشي القائم في ذلك الوقت. ولم تكتفِ نساء قريش بدخول الإسلام بل جاهدن في سبيل نشرة منذ أن بُعث رسول الله ﷺ بحيث تمثل هذا الجهاد في العهد المكي بالصبر على أذى المشركين، وببذل الجهد في سبيل نشر هذه الدعوة العظيمة. وبعد هجرة الرسول ﷺ إلى المدينة زاد أقبال القرشيات على الإسلام، وزاد سعيهن لنشر الدين الإسلامي خاصةً بعد انفتاح الطريق بين مكة والمدينة بعد صلح الحديبية، بحيث اندفعت تلك القرشيات في طريق الدعوة وما منهن الا أدخلت في الإسلام أولادها وزوجها وأهل قرابتها، وقد تم اختيار هذا الموضوع:1-لمعرفة طبيعة دور نساء قريش في الدعوة الإسلامية، وهل كان لهن دور مؤثر في الدعوة أم لا؟ وماهي أساليبهن في الدعوة إلى الإسلام؟ ومن هن أبرز النساء الآتي كان لهن الدور الأكبر في الدعوة الإسلامية؟ 2-لكثرة الإشارة الى الدور الدعوي الذي قدمته النساء المسلمات من قريش في المصادر الإسلامية المختلفة (تاريخية وشريعة وأدبية) والحاجة إلى جمعها ودراستها لتقديم صورة حقيقية ومشرقة للدور العظيم الذي قدمته تلك النساء في نشر الدين الإسلامي، وفي النهاية توصلت الباحثة إلى النتائج التالية:1-إكرام نساء قريش بعد ذل، أي أن هذا الدين جاء بإكرام المرأة بعدما كانت في أوضاع كثيرة فيها ذل لها.2-أن مفهوم الدعوة في ضوء الكتاب والسنة مفهوم شمولي للنساء والرجال، ويستوعب كل أعمال المكلف الدينية والدنيوية.3-أن طريق الدعوة إلى الله طريق شاق، وليس مفروشاً بالورود وهو طريق الأنبياء المليء بالابتلاءات فمن صبر والتزم الطريق كان جزاؤه جنة عرضها السماوات والأرض، فيها مالا عين رأت ولا أذن سمعت ولا خطر على قلب بشر.4-للدعوة النسوية في الإسلام مكانة مرموقة، بحيث تشارك الرجل في كل الميادين التي تناسب طبيعتها، وتنسجم مع قدراتها، بل هناك بعض المجالات للدعوة لا يستطيع القيام بها إلا المرأة، مثل: ما يتعلق بخصوصيات طهارة المرأة والحمل والرضاعة ونحو ذلك.5-تاريخ الدعوة النسوية في الإسلام تاريخ حافل بالنماذج الدعوية الرائعة من نساء قريش فعلى الأخوات الداعيات الاستفادة من كل الخبرات السابقة للعمل الدعوي النسائي.

Session W3.3 General Sciences

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التعليم في اليابان واثره على تحصيل الطلاب من وجهة نظر المبتعثات السعوديات

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Abstract:

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هدف البحث الحالي إلى التعرف على أثر التعليم في اليابان من وجهة نظر المبتعثات السعوديات في اليابان، ولتحقيق هدف البحث قامت الباحثتان ببناء استبانة تكونت من (10) فقرات، وقد تم التأكد من صدقها بعرضها على مشرفة البحث، وقد تم توزيعها على عينة مكونة من (22) طالبة من طالبات مبتعثات في عدة جامعات في اليابان.وقد أظهرت نتائج البحث ما يليالتعليم في اليابان يركز على الجد والاجتهاد الذي يعتبر لديهم اهم من الموهبة و الذكاء،حيث ينعكس ذلك على رفع مستوى التحصيل للقيم العليا • ان التعليم في اليابان يهتم بالأساليب التدريبية و بالجانب العملي التطبيقي وذلك لبقاء اثر التعلم لدى الطلاب بشكل اكثر فاعلية من التركيز على الجانب النظري •اعتماد مناهج في اليابان على مهارت التفكير ودمجها في العملية التدريسية مما يساعد على تنمية الابداع في حل المشكلات لدى الطلاب وفي ضوء النتائج التي توصلت إليها الباحثتان، طرحتا عدداً من التوصيات، وهي كالتالي: 1 .ضرورة التركيز في المناهج على الجانب التطبيقي و المهاري وذلك من قبل وزارة التعليم .2طبيق استراتيجيات تدريس حديثة تساعد على تنمية مهارات التفكير من خلال الطرح دورات تدريبية للمعلمين والمعلمات من قبل وزارة التعليم .3إعداد بحوث ودراسات حول التعليم في السعودية و المشاكل التي يواجهها وذلك لتحديد اهم الاسباب المؤثرة في تدني مستوى التعليم و لطرح حلول لتطويره.

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Session W3.4 Computer and Information Science

Tablets Operating System Comparison between Windows and iOS

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Abstract:

The evolution of technology has been evolved rapidly over the past decade. Which spawns a new generation of new devices. This evolution has a great impact on users' behavior. Nowadays, users are shifting from using Personal Computers to smaller devices such as tablets. Companies are competing to attract the users' attention by making the tablets more convenient for daily usage. They are providing different operating systems for tablets. The main purpose of this paper is to discuss the differences and similarities between the desktop and the mobile operating systems in tablets to help users -especially non-technical- while selecting the appropriate device that suites their needs. In order to support our research a survey was conducted among one hundred students around Saudi Arabia to better understand their usage of tablets and their preferences. The majority of the participant students were at college level who mostly use tablets for studying. Our research contributes an understanding of why and how people choose to use their tablets and what are their preferences. While choosing tablets, 67.2% of students consider the simplicity of the operating system over its security and price. The usage of tablets is also reflected in the level of application usage, around 27.6% of participants use their tablets for education purposes in both systems. The results showed an enormous gap between the number of students that prefer iOS operating system with percentage of 72.1% and students who prefer Windows operating system with percentage of 10.3%. This gap motivated us to conduct this research work of evaluating both iOS and Windows operating systems on tablets in four different arias, architecture, convince, storage and applications to give users a way of easily comparing between these two different operating systems.

Session W3.4 Computer and Information Science

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حاوية المواد منتهية الصلاحية

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جامعة الأميرة نورة بنت عبد الرحمن

Abstract:

يتهاون البعض في التخلص من المواد منتهية الصلاحية (الدواء، الغذاء، أدوات التجميل)؛ جهلا بأضرار استعمالها إما لاعتبارها خسارة مادية أو تكاسلاً أو لأي سبب آخر رغم خطورة وجود تلك المواد بين أفراد العائلة وخاصة الأطفال دون رقابة أو حتى التخلص منها بطريقة خاطئة والتي لا تزيد الأمر إلا سوءًا وتدهوراً في الصحة. صحة الإنسان التي تمثل تاج على رؤوس الأصحاء نعمة مهمة لابد أن يحافظ عليها دون أن يتسبب لها بأي ضرر حتى يعيش حياة سوية في الدنيا ولأنها من النعم التي يحاسب عليها العبد في الآخرة والوقاية خير من العلاج. عن ابن عباس رضي الله عنهما قال: قال رسول الله صلى الله عليه وسلم: (نعمتان مغبون فيهما كثير من الناس: الصحة والفراغ) رواه البخاري؛ وبناءً عليه فإن المشروع يهدف إلى توعية المجتمعات بأهمية التخلص من المواد منتهية الصلاحية بالطريقة الصحيحة، وبالأضرار الناتجة عن استعمالها وعدم التهاون في ذلك وقد روعي الجانب النفسي والمادي للأشخاص بحيث تتم مكافأة من يتخلص من هذه المواد بالطريقة الصحيحة بمكافئات رمزية مقابل التنازل عن قيمة المنتج حيث أن تنازل الفرد عن قيمة مالية للمحافظة على صحته ومكافأة الفرد من قبل الجهات المسؤولة بمكافئات تشجيعية تعد هاتين القيمتين بسيطة جداً بالمقارنة بالأموال الضخمة المبذولة لعلاج المشاكل لا قدر الله الناتجة عن استعمال المواد منتهية الصلاحية, كما تهدف الفكرة إلى المحافظة على استقرار العائلات والتي تعد أساس المجتمع. المشروع يتكون من أجزاء متكاملة يتم تبنيها من قبل الجهات المسؤولة عن الصحة والبيئة كما يلي: الإعلان الحاويات المبتكرة الموقع الإلكترونية حملات توعوية إلكترونية وميدانية مكافأة الأعضاء على نقاطهم.

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Session W3.4 Computer and Information Science

Security of Medical Devices

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Abstract:

Medical technology is contributing enormously in the delivery of mobile healthcare services as part of a global e-Health movement that aims to modernize healthcare services delivery approach. Therefore, the industry of pervasive medical devices is notably evolving to help connect healthcare professionals with patients. Healthcare providers depend on readings from pacemakers, computerized implanted defibrillators, fetal monitors, and insulin pumps today to monitor a patient's condition remotely, and make timely and speedy reactions once an alarming emergency case is reflected in those readings. However, such devices rely heavily on wireless networks to deliver essential medical information, which needs to be up-to-date and complete at all times and available to the right healthcare provider on a timely manner. In addition, these devices lack fundamental information security controls to protect against any threats to those readings. The aim of this paper is to shed light on a sensitive information security issue in healthcare devices that has been neglected, identify threats to medical information traveling across wireless networks, and study the impact of such an omission for medical devices' information security. Using literature review and threat modeling techniques, this study identifies information availability and integrity as the dominant information security goals that need to be addressed in medical wireless networks. Those two goals are compromised due to, first, limitations in medical devices' hardware size and capabilities and software functionalities only meeting medical-related requirements. Second, compliance with general safety and physical security laws and legislations restricts security vendors. Third, the lack of unified standards across healthcare manufactures to ensure information security compatibility and consistency are equally met. Finally, medical device vendors restrict individuals from having control over their own medical device's information security to meet local security needs. Consequently, this imbalance occurs when the authorities focused on medical devices' safety rather than information security. These results would help identify necessary controls in the future that would address those issues in medical wireless networks devices and thus support a more secure wireless healthcare delivery.

Session W3.4 Computer and Information Science

IOS vs Android Operating Systems

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Abstract:

The purpose of this research is to study the development of Operating Systems (OS) throughout the years specifically IOS (iPhone OS) and Android. The aspect mainly focused on in this research is comparing between both IOS and android operating systems. Based on our initial literature review, we found that there is lack of information on the preference of Saudis on operating systems; therefore, we were motivated to address this issue in this research project. As of September 2015, according to statistics found, the world is divided between IOS and Android users in handheld devices. (NetMarketShare, 2015) which means that people will choose to buy an IOS or an Android device without considering other choices. Through our research we will go over certain factors that differentiate IOS and Android such as history, features, design, and security. The purpose of this research paper is to gain deeper understanding about the differences between IOS and android operating and aim to study the opinion of students in regards to operating systems through a survey we conducted. After doing our research on 100 female university students in Riyadh, Saudi Arabia, we found out that majority of the students prefer IOS to Android. Mainly, due to its user-friendly design feature, IOS was able to win over the preference of students. In addition to that, a lot of people realize that IOS is more secure than Android. Even though both operating systems were outstanding in their features, IOS understood the user better and served their needs in a simpler way. Reference: Operating system market share. (2014, May 1). Retrieved December 17, 2015, from
https://www.netmarketshare.com/operating-system-market-share.aspx?qprid=8&qpcustomd=1

Session W3.4 Computer and Information Science

You Think you can Chase my Information!

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Abstract:

IT has massively transformed the way people share the huge amount of information they possess. However, electronic information can be easily altered and viewed by unauthorized people. Therefore, sometimes people are left with no choice but to refrain from sharing it to secure it and reserve their ownership and access rights, which hinders vital information from being accessed by the right person at the right time as a consequence. A number of access control models have been investigated and developed to secure shared information assets, but they are limited to coarse-grained access to this information. This means either all or nothing of the information can be access once a small range of sensitive data is contained. As a result, this approach monopolizes both sensitive and insensitive data leading to difficulties in reaching needed information, and thus, hinders collaboration.

This research aims to study and implement an access control model that would secure each document at a fine-grain level to provide the right security level for each of its internal parts and not to secure them all at one level. A qualitative research method is used where, first, literature review is conducted to select the right approach to achieve a fine-grained access control. Second, a real-life scenario is selected, and finally, modeled using business process modeling notation to be studied using interviews with system users in the chosen scenario.

Results show that a set of nine iconic-based access control model for collaboration, developed by Protective Commons, is the most suitable model for the collaboration scenario. In addition, a real-life student's grading scenario that is implemented as part of King Saud University (KSU) business process is selected as an exemplar for a collaborative environment with information that has different sensitivity levels. This example is used to study the usage of these icons in a real-life scenario. These results would be used as a basis for interviews with system users at KSU to grade student's exams, and results from the interviews will lead to the requirements for icon's implementation and integration in KSU systems.

Session W4.1 Interior Design and Architecture

The Heritage Architecture of Southern Region of Saudi Arabia

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Abstract:

Many of us will imagine Saudi Arabia as a desert country with extreme temperature throughout the year, In fact, it is not. It has mild and pleasant winter while in summer it can reach very high temperatures. However, there are many regions in Saudi Arabia that enjoys mild weather throughout the year which has strong impact on their building designs, materials, and construction techniques. Such as, Asir region which is located in the southwest of Saudi Arabia. Abha is the capital of Asir region. There are other famous towns include Najran, Jazan, and Albaha. The region is known for its high mountains, valleys, beautiful beaches, and comfortable climate throughout the year. All these factors have contributed in developing the region and has transformed it into a tourist attraction. The architecture of the Southern region was strongly affected by social factors, such as the need for security, trading, and varied topography of the region. The main purpose of this research is to focus on the traditional architecture of Asir region and how building designs and materials were dictated by the climate, geography, and other resources available in the Southern Region. To achieve the main goal, the research will go through analytical study highlighting the architectural elements used in the traditional buildings in different towns in Asir region based on the influence of the climate and geography of each town, Also, analyzing famous land marks in different towns regarding to buildings' material, design of facades, doors and windows, decorations and interior spaces. This methodology will be ended with group of results and recommendations focusing on the concept of Architecture in the Southern Region of Saudi Arabia "Asir".

Session W4.1 Interior Design and Architecture

الأسس التصميمية للفراغات المعمارية لذوي الاحتياجات الخاصة في المباني العامة. دراسة تطبيقية: احتياجات ذوي الإعاقة البصرية في مباني الفنادق

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جامعة الأمير سلطان

Abstract:

رغم التطور الذي يشهده العالم في جميع جوانب الحياة التقنية والتعليمية والعمرانية والاقتصادية، والذي نرى ثورته في مجال البناء والإعمار والاستثمار في المملكة العربية السعودية ، إلا أنه لم ينصف بعض الفئات ذات الإحتياجات الخاصة التي تشكل جزء مهما ومهمشا من المجتمع ، مما أدى إلى تقييدهم وإلزامهم و ذويهم بدوام مرافقتهم في كل شؤونهم الحياتية مع ممارسة حياتهم بشكل سلس و تفعيل دورهم في بناء المجتمع و الاندماج فيه. تعرف منظمة الصحة العالمية العمى عندما تكون حدة البصر أقل من (60/3 متر) أو ما يعادله من فقدان لمجال الرؤية باستخدام أفضل النظارات الطبية في العين الأفضل. وضعف البصر عندما تكون حدة البصر أقل من (18/6متر) على أن تعادل أو تكون أفضل من (60/3متر) باستخدام أفضل النظارات الطبية في العين الأفضل. أما في الولايات المتحدة الأمريكية يعرف العوق البصري بأن تكون حدة الإبصار (200/20 قدم) باستخدام أفضل النظارات في العين الأفضل. مما يعني أن ما يمكن رؤيته على بعد 200 قدم يحتاج إلى أن يقرب إلى 20 قدم حتى يراه المصاب. وهناك حالات أخرى كضيق مجال الرؤية بحيث يكون المجال المنظور إليه لا يتجاوز زاوية مركزية قدرها(20 درجة) مما ينتج عنه عدم القدرة على النظر إلى صفحتين في كتاب واحد. وبناء على إحصائيات من وزارة الصحة السعودية فإن إجمالي نسبة الإعاقة كانت 3.73% من المجتمع السعودي ، موزّعة على ستة أنواع من الاحتياجات الخاصة ،شكّل منها الفقد البصري ما نسبته 29,9% أي ما يعادل 1,12% من مجمل نسبة الإحتياجات الخاصة للأفراد في المجتمع . بناءً على بحث قُدم لجامعة الملك سعود فإن للكفيف خصائص وإمكانيات تميزه عن غيره كالاعتماد على الأخرين والرغبة في تحقيق النجاح ،الطموح العالي، المثابرة وكثرة الأسئلة ، الإصرار وسرعة التعلم وحبه للعمل .نظرا للقصور في مراعاة احتياجات فاقدي البصر أثناء مرحلة التصميم ولأن واجب المجتمع توزيع الأدوار على أفراده و تهيئة منشآته العامة بما يتناسب مع فئاتهم المختلفة ، ارتأينا إعداد هذا البحث آملين أن نوفق بطرح يزيد من الوعي بأهمية مراعاة احتياجاتهم عند تصميم المباني العامة وتوفير ما يلزم لدعمهم و تسهيل اعتمادهم الكامل على أنفسهم ومساعدتهم على الاندماج و التفاعل مع بقية أفراد المجتمع دون الحاجة إلى مرافق ، عن طريق دراسة تحليلية لأحد المباني العامة التي يستخدمها فاقدي البصر. رغم التطور الذي يشهده العالم في جميع جوانب الحياة التقنية والتعليمية والعمرانية والاقتصادية، والذي نرى ثورته في مجال البناء والإعمار والاستثمار في المملكة العربية السعودية ، إلا أنه لم ينصف بعض الفئات ذات الإحتياجات الخاصة التي تشكل جزء مهما ومهمشا من المجتمع ، مما أدى إلى تقييدهم وإلزامهم و ذويهم بدوام مرافقتهم في كل شؤونهم الحياتية مع ممارسة حياتهم بشكل سلس و تفعيل دورهم في بناء المجتمع و الاندماج فيه. تعرف منظمة الصحة العالمية العمى عندما تكون حدة البصر أقل من (60/3 متر) أو ما يعادله من فقدان لمجال الرؤية باستخدام أفضل النظارات الطبية في العين الأفضل. وضعف البصر عندما تكون حدة البصر أقل من (18/6متر) على أن تعادل أو تكون أفضل من (60/3متر) باستخدام أفضل النظارات الطبية في العين الأفضل. أما في الولايات المتحدة الأمريكية يعرف العوق البصري بأن تكون حدة الإبصار (200/20 قدم) باستخدام أفضل النظارات في العين الأفضل. مما يعني أن ما يمكن رؤيته على بعد 200 قدم يحتاج أن يقرب إلى 20 قدم حتى يراه المصاب. وهناك حالات أخرى كضيق مجال الرؤية بحيث يكون المجال المنظور إليه لا يتجاوز زاوية مركزية قدرها(20 درجة) مما ينتج عنه عدم القدرة على النظر إلى صفحتين في كتاب واحد. وبناء على إحصائيات من وزارة الصحة السعودية فإن إجمالي نسبة الإعاقة كانت 3.73% من المجتمع السعودي ، موزّعة على ستة أنواع من الاحتياجات الخاصة ،شكّل منها الفقد البصري ما نسبته 29,9% أي ما يعادل 1,12% من مجمل نسبة الإحتياجات الخاصة للأفراد في المجتمع . بناءً على بحث قُدم لجامعة الملك سعود فإن للكفيف خصائص وإمكانيات تميزه عن غيره كالاعتماد على الأخرين والرغبة في تحقيق النجاح ،الطموح العالي، المثابرة وكثرة الأسئلة ، الإصرار وسرعة التعلم وحبه للعمل .نظرا للقصور في مراعاة احتياجات فاقدي البصر أثناء مرحلة التصميم ولأن واجب المجتمع توزيع الأدوار على أفراده و تهيئة منشآته العامة بما يتناسب مع فئاتهم المختلفة ، ارتأينا إعداد هذا البحث آملين أن نوفق بطرح يزيد من الوعي بأهمية مراعاة احتياجاتهم عند تصميم المباني العامة وتوفير ما يلزم لدعمهم و تسهيل اعتمادهم الكامل على أنفسهم ومساعدتهم على الاندماج و التفاعل مع بقية أفراد المجتمع دون الحاجة إلى مرافق ، عن طريق دراسة تحليلية لأحد المباني العامة التي يستخدمها فاقدي البصر

Session W4.2 General Sciences

دور الأم في اكتشاف وتنمية قدرات ومواهب طفلها خلال السنوات الست الأولى من حياته

رشا بنت عبدالرحمن بن عبدالعزيز العلي
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Abstract:

المقدمة: فترة الطفولة هي فترة البناء الحقيقي لشخصية الفرد، فتربية الطفل هي أهم مرحلة من مراحل التنشئة؛ لأنها مرحلة زرع البذور لذا تكمن أهمية هذا البحث في اكتشاف وتنمية هذه المواهب من خلال اغتنام السنوات الست الأولى من حياة الطفل والتركيز على أهم من يلعب الدور الأساس في هذه العملية.
مشكلة الدراسة: إغفال الكثير من عينات المجتمع وبخاصة الأم لهذا الذخيرة والكنز العظيمة والتي قد توجد، لكن ليس هناك وعي لكيفية اغتنامها وصقلها.

المنهج المتبع: استخدمت المنهج التجريبي وقمت بالخطوات التالية ليخرج هذا البحث ويكون محور للدارسة:

1) ـ إعداد الإطار النظري بالاستعانة بالدراسات العلمية السابقة والمراجع العلمية في هذا المجال.

2) ـ إعداد أدوات البحث وهي عبارة عن: عينات متعددة من الاستبيان.

3) ـ تطبيق الأدوات على عينة كلية قوامها (20) ربة أسرة.

4) ـ إجراء التحليلات الإحصائية لاستخلاص النتائج.

5) ـ مناقشة وتفسير النتائج والمقترحات والتوصيات وهي كالتالي:

ملخص النتائج: أن معظم الشريحة من الأمهات جامعيات ولديهن وعي بهذا المواهب العظيمة؛ لكن قد يكون هناك قصور في اغتنام وصقل هذه الموهبة أو عدم الوعي بأن ما يظهر على الطفل من سلوك إبداعي هو موهبة وكنز يجب اغتنامه، والبعض وعيه ضعيف وبحمد الله تم تتوجيه وتعديل هذا الأمر لديه.

أهم التوصيات: أهم المقترحات والتوصيات: الحرص على اغتنام هذه المرحلة من حياة الطفل، ومراقبة سلوكه، والحرص على توفير الوسائل المعينة لإبداعه من الألعاب ونحوها، والوعي الشامل لجميع افراد الأسرة والمجتمع بهذا الأمر، لنُخرج مجتمع واعي راقي التفكير يسعى للتطوير والرقي بتدارك اللبنة الأولى فيه.

Session W4.2 General Sciences

Red Laser Characterization for Smart Solid State Lighting.

Bayan Anas Al Nahhas
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Supervisor: Dr. AbdulMajid Mohammad
Effat University

Abstract:

An efficient short-wavelength Red semiconductor laser is the back bone of many application such as white light (blue, green and red) for solid state lighting, displays, Li-Fi, horticulture and pharmaceutical industry. GaInP/AlGaInP quantum well red laser operating in the wavelength range of 650-670 nm usually has better efficiency then short-wavelength lasers operating around 620-640nm. These short wavelength lasers suffers from small band-offset and large-carrier leakage, which prohibits the growth of high quality quantum-well structures. But around 620-640nm, the sensitivity of the human eye is about a factor of *eight greater* than that near 670nm. Due to the decreased human eye sensitivity with increasing wavelength in the red spectral range, the longer the wavelength the more power is required to reach the same luminous efficiency. This becomes important when such projectors are to be integrated in pocket devices, such as mobile phones, PDAs, etc., where battery lifetime is a critical issue. In my research I have characterized short-wavelength red lasers to study the internal/external quantum efficiency, temperature and length dependent threshold density and slope efficiency of different laser bars from 0.4-1.5mm. These measurements helps us to assess usefulness of the material for different applications stated above. Furthermore, for the first time we have assessed the plasma enhanced chemical vapor deposited distributed brag reflectors (DBRs). The characterization have shown that the process reduced the current density by about 50%, without disturbing the slope efficiency. This is a significant step for efficient solid state light in the Kingdom which spends billions of dollars on fossil fuel for power generation. Furthermore if our DBR technique is applied to the recently demonstrated orange laser and yellow emitter, we may have better color temperature of lighting and efficient GHz Li-Fi communication

Session W4.2 General Sciences

The Spectrum of Dermatological Disorders and Associated Socio-Economic Factors among Primary School Children in Wadi Ad Dawasir Region, Saudi Arabia

Noarah Abdullah Seleh Hemdan
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Sara Nasser Obaid Aljuriad
Supervisors: Dr. Mohamudha Parveen and Sugapriya Dhanasekaran
Prince Sattam Bin Abdulazziz University

Abstract:

The Spectrum of Dermatological Disorders and Associated Socio-Economic Factors among Primary School Children in Wadi Ad Dawasir Region, Saudi Arabia Noarah Abdullah Seah Hemdan#, Sara Nasser Obaid Aljuriad#, Mohamudha parveen1*, Sugapriya Dhanasekaran2* mahamudhaparveen@gmail.com; sughaphd@gmail.com 1Deparment of Medical Laboratory Sciences (Microbiology), 2Deparment of Medical Laboratory Sciences (Haematology), Prince Sattam Bin Abdul-Aziz University, Wadi Ad Dawaser Campus, Riyadh Province, Kingdom of Saudi Arabia. # Equally contributed in this work. * Corresponding Author. ABSTRACT Background Information: Skin diseases are associated with environmental factors, and a public health approach is particularly important.Skin diseases are common among school children worldwide. Socio-economic factors correlates that contribute to their development of skin diseases among school children in Wadi Ad Dawasir Region, Kingdom of Saudi Arabia (KSA). Objectives: To identify the prevalent transmissible and non-transmissible skin disorders among primary school children in Wadi Ad Dawasir Region, Kingdom of Saudi Arabia (KSA) and to detect possible socio-demographic correlates implicated in their development. Methods: Selection of population: In this cross-sectional study a total of 499 (both sex) primary school children were selected. The school children in age group of 6-13 years from both the sexes were screened from schools of different locations at Wadi Ad Dawaser, after taking approval from principal and the parents. Socio-demographic and housing conditions data were collected through a parents'/guardians' questionnaire. Data was analyzed using the 'Statistical Package for Social Sciences' (SPSS) program version 16.0. A p-value of < 0.5 was significant. Results: A total of 499 children were employed (28.2% males and 71.8% females; mean age 10.9 ± 2.8 years; range 3-15 years). In general, the overall prevalence of any skin disorder was 23.6% and it was 9.9% and 13.7% in males and females respectively ($p<0.05$). Allergic dermatoses accounted for 34.5% and eczema 15.3 % being the commonest infection. Common skin irritation 7.6%, allergic around the mouth with acne 3.8% and acne7.6% were diagnosed. In overall children 3.8% of rashes with allergic reaction, dehydration of skin in 3.8%, rashes with pimples 7.6% and 3.8% viral diseases were diagnosed. Rare conditions (prevalence < 1%) included: vitiligo (1/499) and lichen planus (1/499) were seen. Regular showering and high family income were both negative predictors for the development of infectious (transmissible) dermatoses. The prevalence of skin disorders shows a significant difference between season changes in the children. Conclusion: Skin disorders were frequently encountered among primary school children in Wadi Ad Dawasir Region, Kingdom of Saudi Arabia. Both socio-demographic and hygiene correlates play a significant role in the development of these disorders. Therefore, it is useful to monitor the epidemiology of skin problems in children so that relevant skin health education programs and preventive measures can be planned and implemented effectively.

Session W4.2General Sciences

بحث عن الاجتماعيات في شعر عبد الله بن خميس

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Abstract:

يتناول البحث أبرز القضايا التي ته م المجتمع كقضايا النشء والمرأة، والتربية الوطنيَّة للشباب والفتيات، ومشاركة الوطن مناسباته وأفراحه وأحزانه، مع الاستشهاد على هذه القضايا بشواهد من الشعر العربي، والتركيز عليها في شعر الشاعر الوطني عبد الله بن خميس بعد التعريف به، وبأعماله الوظيفية والعلمية، ومن مثَّۛ تحليل هذه الشواهد تحليلًا فنيًا وذلك من جانبين هما: اللغة في الألفاظ والتراكيب، والصورة بمصادرها، وأنواعها، كما يستقي هذا البحث أهميته من أهمية تلك القضايا الاجتماعية، ومن ربطها بالشعر العربي، مما أوصل إلى أهم نتيجة في البحث وهي: العلاقة الوثيقة بين الشعر والمجتمع والتي نشأت من ذلك التأثير المتبادل بينهما، وبيان أن هذه العلاقة ليست بجديدة على الشعر العربي؛ فمن أيام الجاهلية والعصر الإسلامي والشعر حاضر في قضايا المجتمع، والمجتمع موجِّهٌ له، إضافة إلى ما توصل إليه البحث في الجوانب الدلالية والفنية، من تنوُّع قضايا المجتمع المطروحة في الشعر العربي على مرِّ العصور، وتنوع أساليب طرحها، ووضوح في الألفاظ والجمل، وروعة في الصور والتشبيهات؛ مما أسهم في وضوح الأفكار وجلائها، وقربها من آذان المتلقين من أبناء المجتمع

Poster Sessions (W) 2:00-3:00

TG (Timetable Generator)

Minnat-Allah Imad Hassan
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Dania Dakhil, Hadeel Hindi, Haya Al-Khateeb and Mariam Eshtaiwi
Supervisor: Dr. Suad Alramouni
Prince Sultan University

Abstract:

Prince Sultan University (PSU) has five departments: Architecture and Interior Design, Business Administration, Computer and Information Systems (CIS), and, Linguistics and Translation, and General Courses department. Each college offers at least 30 different courses every semester, with more than 50 students registering in each course. Our key objective in this project is to provide PSU students with a web based tool that would automatically generate their timetable. It's very important that all students make their timetable before the start of each semester. A proper schedule would ensure that the student graduates on time and would reduce their stress levels throughout their academic years. As these students are our main stakeholders the program will have an interactive Graphical User Interface (GUI) and numerous helpful functionalities. This software should allow students to select the courses they wish to take provided that they have passed prerequisites-if any, with further specification of desired instructor provided. If possible the program would generate alternate versions of the timetable, for instance in the case that student does not approve of timings in first version. A survey was launched to gather overall objectives of the system and identify requirements. Based on survey results we produced a prototype of the system. With further research we hope to implement the system using courses in the CIS department as we are most familiar with those. An administrator will be in charge of entering the course information; this would require an interface specifically for them- apart from students. If all requirements listed in survey are met then we may go ahead and develop the system completely and thoroughly.

Poster Sessions (W) 2:00-3:00

Sustainable Walls and Columns

Felwa Saleh Aldugish
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Maha Fahad Alowaidah, Rasha Nehlawi and Maram Khalid Almaimani
Supervisor: Dr. Julianna Liptak Varadi
Prince Sultan University

Abstract:

Our research is focusing on sustainable walls and columns found in architecture. These constructions make our environment greener and healthier. Our research introduces this new part of sustainable living in architecture with mentioning types, materials, solutions found in literature and practice. These sustainable building elements help to create a life style that attempts to reduce the use of the Earth`s natural resources and our own personal resources, too. The research focuses on mentioning several materials, such as different kinds of recycled wall covering materials, that could be for instance as a handmade solution. By using the method of creating green walls, a wall that is partially or completely covered with greenery. Most have integrated water delivery systems, too. They can be freestanding, or can be a part of a building or a column. Also materials that can be used in green walls are introduced. For instance, using straw is an option for creating these walls and columns. In case of walls it is important to know, that straw is a dry plant material or been harvested for seed, it is also fire resistant. All these are solutions for a sustainable house walls and columns can be used. These are important elements of our future architectural design.

Poster Sessions (W) 2:00-3:00

A Mix of Architecture and Power

Sara M. Ahmed
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Supervisor: Dr. Ola Jarrar
Prince Sultan University

Abstract:

The purpose of the paper is to identify whether the Ministry of Interior building is a symbol that reflects power through its architectural design. This hypothesis is explored through referring to evidences from history: Ancient Egypt, Maya Civilization, Puerto Rico and Buenos Aires; and opinions of famous architects: Alberto Nicolini and Geoffrey Broadbent. Using the analytical method, the MOI building will be analyzed based on the elements discussed in the contextualization. The anticipated outcome is to prove that MOI building represents architecture of power.

Poster Sessions (W) 2:00-3:00

Riyadh Neighborhoods Urbanism

Mona Mazen Hassounah
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Saba Al-Rakan and Shaden Al-qahtani
Supervisor: Dr. Margarita Cardenas
Prince Sultan University

Abstract:

Like any other city, Riyadh City faces a lot of urban problems that need improvement. Some of these problems are the lack of public transportation connections, which is now being solved by adding the new metro line, lack of design considerations for pedestrians and the clustering of the commercial social strips in one area of the city. New Waha district can be a role model to future districts in Riyadh because it is considered one of the successful neighborhoods in Riyadh because it is one of the few that kept pedestrians in mind when designing it. New Waha district should be recognized as a good design prototype to be able to apply it in all Riyadh's neighborhoods, and find the elements of its design. To analyze these advantages a couple of urban theories were applied to the neighborhood and surveys were conducted to see how successful it was. One element that distinguished Alwaha district from other districts is the centralized park that connects the whole district together; between houses you can find walk/able short distance pedestrian pathways that connect you to the park. The park is considered a social plaza because it doesn't only attract people from the neighborhood but it also attracts people from other districts in week nights and weekends days. An interesting point that was discovered when conducting the park survey was that people prefer a shrub fence surrounding the social plaza rather than it being open to the street rather than what some urban theories suggested that to have a successful social plaza it needs to be fence free. Another important point in our neighborhood is that it has inhabitants from different background and that can be represented in the way they prefer to fence their houses and the doors they choose. Like any other district New Waha neighborhood has some problems like lacking schools and primary care clinics and lacking a commercial strip but instead a cluster of different commercial plots. In conclusion, by solving the little problems that the district faces New Waha district can easily become a prototype for future expansions In Riyadh Districts.

Poster Sessions (W) 2:00-3:00

مشروع منصة درايتي التعليمية

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المشرفة: د. عفاف الجبير
جامعةالأميرة نورة بنت عبد الرحمن

Abstract:

نظرا للمشاكل التي يواجهها طلاب المرحلة الجامعية وصعوبة إيجاد أستاذ خصوصي لكثير من المواد وندرة تواجدهم في بعض المناطق وبالتالي يصعب وصول الطرفين إلى اتفاق من ناحية الموعد والسعر وغيرها... بالإضافة إلى رغبة الطالب بالحصول على التعليم بلغة معينة خاصة إذا كان الطالب يدرس في بلاد لا تتحدث لغته الأم إلى جانب عدم قدرة الشخص على الخروج من مقر سكنه إلى مقر سكن الأستاذ الخصوصي أو المكان المقرر الاجتماع فيه لعدم توفر وسيلة النقل أو الانشغال أو عدم القدرة المادية أو لأي سبب آخر نشأت فكرة مشروع منصة درايتي التعليمية التي تهدف لعدد من الأمور أهمها • : جمع الأساتذة الخصوصيين في منصة واحدة يسهل الوصول إليهم من مختلف أنحاء العالم • تسهيل الوصول إلى أستاذ في مادة يندر وجود أستاذين لها في بلد الطالب • تسهيل الوصول إلى أستاذ في مادة بلغة الطالب الأم • تسهيل حصول الطالب على درس تفاعلي عن بعد وطرح الأسئلة على الأستاذ • رفع المستوى التعليمي لدى طلاب الجامعات المحليين أو المبتعثين بكفاءة • إيجاد فرص عمل ودخل إضافي للأساتذة • زيادة التنافس بين الأساتذة للتطوير والتحسين خاصة مع خاصية التقييم المتاحة للطالب بعد إنتهاء الدرس • توفير الخيارات المتعددة حتى تتوافق مع ظروف كل من الطالب والأستاذ لإتمام عملية التدريس بأفضل شكل وذلك من خلال منصة الكترونية Derayati.com قادرة على تحقيق ما سبق

Poster Sessions (W) 2:00-3:00

Parallel Acceleration of Ant Colony Optimization for Mobile Robot Path Planning

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Supervisor: Dr. Vaiyapuri Thavavel
Prince Sultan University

Abstract:

Global path planning is one of the most important problems in autonomous robot technology which aims to find optimal path from starting point to a destination point without intersecting any obstacles in a given environment. Since robot path planning (RPP) is still non deterministic polynomial time (NP) hard problem, optimization techniques are considered as proper approaches to solve it. But, the application of optimization techniques within the field of RPP calls for the involvement of experts from computer sciences to handle its inherent complexity and increased computational efforts. In this context, the use of parallel architectures have emerged as flexible and robust approach for solving NP-hard optimization problems, exploiting their ability to compute accurate solutions in reasonable execution times. To our knowledge, several literatures have addressed to solve RPP using optimization techniques but no attempts are made to improve the computational complexity. The purpose of this research is to propose a parallel processing framework to accelerate the speed of finding optimal path for mobile robots. Ant colony optimization which is a well-known optimization technique is considered to address the computational complexity in the field of RPP. Accordingly, Two variants of parallel ACO strategies namely the fine grained master-slave and coarse-grain are investigated to find feasible and optimal path for mobile Robots. The resulting two parallel strategies are evaluated using simulation grids and compared on both speedup and solution quality on a state-of-the-art ACO algorithm proposed by Martín P. et al.The experimental results devoted to demonstrate the effectiveness of the parallel models of ACO to outperform the corresponding sequential implementation with respect to computational efficiency. Amongst the two parallel variants, the results show that the fine grained has higher speed and coarse-grained has higher accuracy. With the intent of providing a parallelization framework for RPP on graphical processing unit GPUs, a comparative study highlights the GPU configuration and parallelization granularity.

Poster Sessions (W) 2:00-3:00

Greedy Algorithm for Solving the Multi Objective Software Module Clustering Problem

Reem Kalid Abu-Dayya
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Supervisor: Dr. Vaiyapuri Thavavel
Prince Sultan University

Abstract:

The development and maintenance of medium and large software system has become very challenging and costly tasks in recent times. Modularity in design plays a vital role in achieving the core quality of the software when performing these tasks. It enables to decompose the large system into smaller manageable subsystems and isolate different concerns into separate subsystems. In this context, software developers make use of software module clustering to develop well-modularized software that are easier to maintain and comprehend. To date, the software module clustering is considered as NP-hard problem in the strong sense and does not have efficient approach for solving the problem to its exact optimum in reasonable amount of time. This observation motivated the present research work to propose an approach that guarantees to improve modularization quality of the software systems. Recently, several researchers formulated the software module clustering as an optimization problem and solved it using meta-heuristic approaches. Unfortunately, these approaches demand high computational complexity. To alleviate this problem, the best of our knowledge this is the first work that attempts to introduce greedy algorithm for suggesting software module clusters in software system. It employs fitness function that captures module granularity which is cohesion and coupling. The proposed approach initially uses constructive heuristics to obtain initial assignment and iteratively improves it in a greedy way to form module cluster such that it maximizes cohesion and minimizes the coupling between modules. In order to evaluate the efficacy of the proposed approach, a series of experiments was performed on real-world module clustering problems reported in literatures. Empirical results clearly indicates that greedy algorithm confirm to achieve software modularity as does meta-heuristics algorithm while with faster execution time.

Poster Sessions (W) 2:00-3:00

Barriers to E-Business Adoption in Saudi Arabia

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Alanoud Alsudairi and Nejoud Aldeweesh
Supervisor: Ms. Aalya Alajaji
Prince Sultan University

Abstract:

In the last decade the revolution of ecommerce has had a great impact on the marketplace, it has redefined and shaped how people view modern commerce. This paper conducts a research on the key barriers restraining the growth of ecommerce in Saudi Arabia. It will provide an insight on how e-commerce developed rapidly in a short period of time and its impact on the market. The objective of the study is to shed light on the common barriers that adopters of e-Business face in the Kingdom, as well as investigating these problems to establish sustainable solutions that would help promote the development and prosperity of ecommerce.

Poster Sessions (W) 2:00-3:00

تطبيق جوال لقانون المواريث

آمنة أحمد على

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المشرفة: د. ثناء شعراوى

جامعة الأمير سلطان

Abstract:

علم الفرائض من أجلّ العلوم وأشرفها، وأرفعها قدراً، وأعظمها أجراً، ولأهميته فقد تولى الله سبحانه تقدير الفرائض بنفسه، فبيّن مقدار ما لكل وارث من الميراث، وفصل معظمها في آيات معلومات، إذ أن الأموال وقسمتها محط أطماع الناس، والميراث غالباً بين رجال ونساء، وكبار وصغار، وضعفاء وأقوياء، ولئلا يكون فيها مجال للآراء والأهواء.

ومن أهم المقررات الدراسية التي تقدم في جامعة الأمير سلطان هي مادة المواريث والوصايا والوقف. حيث يتم فيها دراسة المواريث وفقًا لأحكام الشريعة الإسلامية من الناحية النظرية والعملية.

قد تواجه نسبة كبيرة من الطالبات صعوبة في حل مسائل الميراث في هذه المادة وذلك نظرًا لأن هذه المسائل بالغة الدقة وتتطلب تركيزًا شديدًا لحلها بشكل صحيح.

لهذا سأتناول في بحثي برمجة تطبيق للهواتف المحمولة يساعد الطالبات في مادة المواريث ويقدم لهم مسائل للتدريب، وتمارين وأسئلة دورية لمعرفة مستواهم في فهم الجزء النظري من المادة، ويقدم لهم التطبيق بعض الطرق والوسائل التي تساعد في التفوق في هذه المادة. كما يمكن أن يتم استخدام التطبيق من عامة الأفراد لمساعدتهم في حساب مقدار ما يستحقونه من التركة المفروضة لهم.

برمجة التطبيق سوف تتم باستخدام لغة البرمجة "سويفت Swift". سويفت Swift هي لغة برمجة جديدة أعلنت عنها شركة آبل في سنة 2014. تتخصص هذه اللغة ببرمجة تطبيقات الأيفون و OSX وأتت هذه اللغة كتعويض عن لغة البرمجة السابقة من شركة آبل وهي Objective-C والتي كانت تعد معقدة وصعبة في التعلم. تتميز لغة سويفت Swift بدعمها للكثير من إطارات العمل الخاصة بشركة آبل والتي تسهل على المطورين تصميم وبرمجة تطبيقاتهم. كما تتميز لغة البرمجة سويفت Swift بأنها سريعة، وحديثة، وآمنة، وتفاعلية ولهذا قمت باختيارها لبرمجة التطبيق.

Poster Sessions (W) 2:00-3:00

توضيح أثر النمو الإقتصادي على التنمية البشرية في المملكة العربية السعودية

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جامعة الملك سعود

Abstract:

تهدف الدراسة إلى توضيح أثر النمو الإقتصادي على التنمية البشرية في المملكة العربية السعودية خلال الفترة (1990-
2013). وقد استندت الدراسة على المنهجين الوصفي التحليلي والقياسي. وتم التوصل إلى أن النمو الإقتصادي يؤثر طردياً
على التنمية البشرية, وهذا مؤشر هام للقائمين على صناعة القرار في مجال التنمية البشرية

Women's Campus
Day 2

Poster Sessions (W) 2:00-3:00

The Impact of Oil Price Fluctuations on Governmental Consumption Spending in Saudi Arabia

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Abstract:

The government consumption expenditure is an essential indicator due to its extensive influence on the gross domestic product (GDP) and on the citizens' standard of living. Also, the oil prices are considered to be the main engine of the economy and in particularly for the oil- producing countries. Therefore, this study addresses the impact of oil prices on government consumption expenditure in the Saudi economy, particularly during the period (1986-2014). Quantitative and descriptive methods are both used to conduct this research paper. The study aims to identify the most important determinants of oil prices, which lead to their volatility, and determining the effects of oil price fluctuations on both the exporting and consuming countries. Also, it aims to track the development features of the government consumption expenditure and oil prices with its revenue, and the changes that have been seen due to the financial crisis. By comparing the growth rate of both oil prices and government consumption expenditure, it shows a correlation between their time series pattern. By using the least squares method through a half logarithmic multiple regression formula, the results show that all variables in the model including oil prices, gross national income (GNI) and gross domestic product (GDP) positively affect the government consumption expenditure. Thus, in this study, the hypothesized direct relationship between oil prices and government consumption expenditure is accepted for the case of Saudi Arabia. The outcomes of this study give the decision-makers of the government sector important indications. Hence, this study and because of the significant relationship between oil prices and the government consumption expenditure recommends the necessity of taking some actions that settles the influence of this relationship, including developing long-term macro-economic policies to reduce its impact, to cut down government spending, to diversify sources of national income and not rely on oil exclusively. .

Key Words: Oil Prices - Government Consumption Expenditure - Multiple Regression Model – Saudi Economy.

Poster Sessions (W) 2:00-3:00

Importance of Aerospace on Education and Sustainable Level

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Abstract:

Aerospace is the branch of technology and industry concerned with both aviation and space flight. The industry is concerned with the design and manufacture of aircraft, rockets, missiles, spacecraft, and so on. The field of design dealing with Earth's atmosphere and the space beyond, such as the outer space. The project is based on designing the interior of aerospace college and laboratories in Riyadh, Saudi Arabia. It is an education center that concentrates on and teaches the students in developing aerospace technologies with strong science content, design, and build technologies related to it. The designed project will be focusing on one building which is the administration building. The concept behind this building is switching gear, in which switching is to add twist by adding green inside and outside to create a healthier, sustainable, and safe institute, and gear represents strength, dynamic, and control. Fusing all of them leads to an interactive and alliance free flow of idea space. The expected outcome from this project will be sustainable building with high standards of conduct and performance, excellence in scholarship and instructions, exposure to the experimental studies, successful industrial design professionals, and training the students in chosen area of the industry.

Poster Sessions (W) 2:00-3:00

Neighborhood Spot is a Commercial Neighborhood Center that Aspires to Redefine the Concept of Communal Centers and Introduce a New Social Experience for the Community

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Abstract:

Neighborhood spot is a public facility that responds to the needs of the neighborhood residents by providing them with the most needed services & activities while at the same time responding to their social needs. In a fast-paced world where people are influenced by the city's modern life style, most people have no time for socializing because they have tight schedules. Neighborhood Spot is a place that offers a variety of services to get things done while at the same time giving people an opportunity to socialize & relax. The Building is located in the heart of the neighborhood surrounded by residential buildings contributing to the livability of the area and enhancing pedestrian access. The purpose of this research is to design a center that aspires to create a new social experience for the neighborhood community, provide them with different services & activities in one space. It is a place for entertainment & leisure for all members of the society. (Jones and Bartlett Publisher, 2012) Neighborhood Spot is meant to exist in every neighborhood providing its residents with the activities and services that they need by responding to the public demand. In addition the center is meant to operate from the rent of restaurants, cafes and recreational facilities membership. Neighborhood Spot is all about giving back to the community (Leighninger, 2013). The suggested design for this center offers small showroom spaces with reasonable pricing for the neighborhood residents to start their business. Neighborhood Spot is Located in Attawun district in Riyadh, Saudi Arabia, and because of its geographic location the building is exposed to heat and high sun angle. Therefore the building is designed in respond to the climate, where the main objectives are avoiding heat and transferring passive thermal. The strategy is mainly achieved by building orientation and layout arrangement. (CHAN DOI YAN, 2013) Neighborhood spot is meant to meet these objectives while responding to the climate of the city, to create a space where the design concept itself is part of the solution.

Poster Sessions (W) 2:00-3:00

Active Learning Environment

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Abstract:

It is important to study how students should obtain the information inside the class or out-side, either alone or with group of classmates. Designing different environments to be suitable for each student could be the hardest part in the designing process. (Solution Tree, 2010) There are several factors in designing the space that designers should consider such as colors, lighting, flexibility and visual stimulation. Also designers should consider the fact that there are different types of people who could be classified according to the Multiple Intelligences theory, each group of people with the same category of intelligence learns in the same environment. Students should find different places to study with their own satisfaction even if it results in studying in the corridors. The 21st century schools are now designed according to each intelligence's needs and specified different learning areas to satisfy the student's learning needs.(Hoboken, NJ: J. Wiley, 2010)The methodology of the research was based on literature review and designed according to the criteria. The finding showed that each of the intelligences needs a different design criteria. The purpose was to alert the designer to consider the different environments in designing a learning studio. Works Cited Pearlman, B. "Designing New Learning Environments to Support 21st Century Skills Bob Pearlman." 21st Century Skills Rethinking How Students Learn. N.p.: Solution Tree, 2010. N. pag. Print. Lippman, Peter C. Evidence-based Design of Elementary and Secondary Schools. Hoboken, NJ: J. Wiley, 2010. Print

Poster Sessions (W) 2:00-3:00

The Architecture of Housing in Asir Region

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Abstract:

There are many regions in Saudi Arabia are still unrevealed and still hide great natural beauty. One of these noteworthy areas is Asir region, located in the south-western corner of the Kingdom. Asir has always had its commercial importance in regards to trading routes with Yemen and Mediterranean. Because of that, Asir region has a lot in common with Yemen regarding culture as well as architectural style (Galea & Boon, 1981). Vernacular residential buildings of Asir are generally divided into three zones with different construction methods and building materials (Mackey, 1987). The architecture of the region of Asir is thought to be in danger of becoming extinct before the world learns much about it (Al-Hababi, 2012). The paper aims to spread as much knowledge as possible about the traditional architecture of housing in Asir for the sake of protecting the cultural identity of Asir architecture. To achieve the previous goals, the research will go through a special methodology that will concentrate on important traditional characteristics of residential buildings in Asir by having a theoretical study and a practical one which will depend mainly on interviews and surveys done in the sector of education with architecture and interior design students and faculties as participants. Finally, the research expects some results to be proved regarding the importance of improving architectural comprehension of Asir by increasing the awareness of the higher education especially the new generations of architecture students. Recommendations and further suggestions in regard to the topic shall be presented later along with the results of applied methodology of this paper. Keywords: Asir Architecture, Traditional Houses of Asir, Saudi architectural heritage of Asir, Asiri heritage of Architecture, Architectural fortune of Asir.

Poster Sessions (W) 2:00-3:00

Visible Light Communication

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Supervisors: Dr.Hassan Oubei and Dr. Mohammed A. Majid
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Abstract:

Human beings have always been on the path of evolution and invention. Have you ever imagined how people sent and received information before the technological period? Wireless communication based on radio frequencies (RF) has played a critical role in improving the quality of life. However, RF wireless communication has no sufficient frequency spectrum (bandwidth) needed to support the ever-increasing utilization of internet and multimedia services and applications. This spectrum scarcity is commonly known as the *spectrum crunch.* Global traffic on mobile broadband systems has grown exponentially and already exceeds predictions made in 2010 for 2020. In addition, RF wireless communication suffers from eavesdropping attacks and electromagnetic interference (EMI). In the last few years, visible light communication (VLC) based on light-emitting devices (LEDs) and laser diodes (LD) has gained popularity and is poised to become a promising candidate for the next generation broadband wireless access to resolve the severe congestion of the RF spectrum and wireless traffic bottleneck. VLC is expected to complement the existing wireless RF solutions thanks to its high data capacity, low power consumption, high degree of security against eavesdropping and immunity to EMI. VLC covers important applications such as indoor and outdoor free-space optics (FSO) communications and underwater optical wireless communications (UWOC). In our research project, the main objective is to send and receive audio/video signals using laser beam in free-space. However, exciting it may look, achieving the desired throughput, designing the transmitter unit, channel unit (free space), and receiver unit is critical, which we will discuss in our poster. High-speed VLC systems are expected to be useful for next generation broadband wireless access (known as Li-Fi) and providing data connections to sensor networks and remotely operated vehicles in underwater links as recently featured in *nature photonics*.

Session M1- Engineering

Aerodynamics of Formula One Cars

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Abstract:

Aerodynamics plays an important role in car racing, especially in formula one car racing. In this research, we have reviewed the characteristics of aerodynamics in formula one cars. For instance, the wings affect how the pressure and the force distribute along the formula one car. Furthermore, the position of the wings affect the stability of the formula one car while accelerating. Also, the body shape of the car controls the air flow along the car which decreases the surface area of friction between the air flow and the body. The suspension motion also can have an impact on the aerodynamic performance. This research provide a clear understanding of the aerodynamics in formula one cars. Keywords: Pressure and Force distribution, aerodynamics performance, stability, Area of friction, Suspension motion.

Session M1- Engineering

Fluid Mechanics of Blood for Stent Application

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Wael Bulbul and Abdullah AL-Haffar
Supervisor: Dr. Irfan Manarvi
Prince Sultan University

Abstract:

Fluid mechanics is a highly applied subject in various industries such as aerospace, construction, automotive design, air conditioning systems and sewerage applications. However in recent past it has been used extensively for biomechanical applications as well. Blood is a unique fluid with its peculiar characteristics which are very hard to model and predict the flow behavior in various parts of the body. Human Heart is one critical part which is exposed to excessive variations in pressure and velocities of blood. Therefore it is extremely important to have some scientific ways of analyzing the blood flow in heart. In this paper is about the analysis of blood flow which is helpful to find ways to treat Arterial diseases such as Atherosclerosis and Aneurysms. By improving blood flow through use of stent application, lives of millions of people get affected globally every year. This research will show how Computational Fluid Dynamics (CFD) is helpful to design better stent, how stent implantation can improve blood flow, performance of different types of stent. It will also show the effect on blood flow in cases of stent failure. The research will also show Load effects on stent when modeled using finite element modeling software. Unsteady flow effects including both systolic and diastolic conditions were used to mimic physiological conditions. Stress distributions on the stents structures are analyzed to determine critical area of high stress. Interaction between the structures of the artery and blood flow for different suggested models was observed. This research will also show how CFD can be used effectively for such applications.

Session M1- Engineering

Effect of Fly Ash & GGBFS on Concrete Using Design of Experiment method

Ahmed Yaser Mousa
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Abstract:

This research project is conducted for testing the compressive strength of concrete by adding fly ash at different concentration levels. Fly ash has been used worldwide to measure its effect on the compression strength of concrete. We are planning to use the concept of Design Of Experiments (DOE) to achieve that by selecting some variables which we believe will have a direct impact on the compression strength of concrete. Each variable will be set on two levels using Cubes & Cylinders after the curing time is achieved. A mathematical equation will be developed to combine the mentioned factors together. The materials used in this experiment are Fly ash,Cement, Water,aggregates. Since we have 4 variables that we will achieve in the DOE , So, there will be 16 samples taken for Cubes and 16 samples for Cylinders. Based on the results an expansion for this research project can be made to test the effect of using fly ash as an thermal insulation in buildings due to the need of such material in Saudi Arabia.

Session M1- Engineering

Bus Transportation Optimal Design and Scheduling for Universities: A Case Study for Riyadh.

Khalid Abaalkhail
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Muhannad Almehrej, Abdulrahman BinTalib and Huthaifa Abujbara
Supervisor: Dr. Ali Almatouq
Prince Sultan University

Abstract:

The capital of Saudi Arabia, Riyadh, is becoming larger as the years pass by in terms of both, population and area. However, this fact can have good or bad results, depending on how we, as citizens, and the government react. For example, there is great need for public transportation programs that can accommodate the increasing number of people and to allow the government to reduce or even eliminate oil subsidies. Fortunately, the government of Saudi Arabia has started the Riyadh Metro Transportation Project. However, the High Commission for the Development of Riyadh city expects a decrease of only 10 percent in traffic jams in 2018, even after the metro starts working. So, in this project we are proposing to help further decrease this number by introducing new public transportation methods focused on university students, and faculty members. Operations research methods will be used to allocate bus stations with Riyadh map that will minimize the distance traveled by students to these stations. These bus stations will have buses that will transport students and faculty members to their respective universities. A student/faculty member will be able to drive, or even walk, to the nearest bus station, park his car and ride the bus. This will decrease the number of people using the metro and encourage people to use buses enabling students and faculty to reach their destinations on time, in contrast to the metro which will have a lot of stops. This paper contains the solution for two main problems: (1) minimizing the number and properly allocating the bus stations; and (2) scheduling buses going back and forth from gathering points to universities covering the demand. The study is based on an extensive survey that is being conducted that measures localized demand in separate parts of Riyadh city while serving three major universities.

Session M1- Engineering

Flexible Budgeting Process: A Survey and Analysis OfSABIC

Saad Khaled Almalki
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Saad Almalki, Mohammad Alahmri, Homoud Alswailimi and Abdulaziz Aldahmash
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Prince Sultan University

Abstract:

This research helps us to calculate different expenditure levels for variable costs, depending upon changes in actual revenue. The result is a budget that varies, depending on the activity levels experienced and the budget is compared to actual information for control purposes. This research will classify the types of flexible budget. After studying this process we will deal with advantages and disadvantages. In short, a flexible budget gives a company a tool for comparing actual to budgeted performance at many levels of activity.

Session M2 - Engineering

Recording of Financial Transactions

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Abstract:

This research was conducted through undergraduate research project for recording of financial transactions and journal entries. The purpose of this research is to understand how various companies record their financial transactions and journal entries in an easy systematic way. Financial transaction is an everyday process in every company, and an integral part in the work of the auditing committee of an organization. So, to have a system that minimizes the mistakes caused by human factors would be of very much help. In this paper will provide and discuss some of the recent systems developed and used by companies around the globe for this purpose. Real time non-intrusive monitoring of financial transactions and a case study done by Oracle will also be discussed.

Session M2 - Engineering

Ford's Production Model using Integer Linear programing

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Prince Sultan University

Abstract:

Building prototype products is one of the steps of products-development cycle. The purpose of building these prototypes is to test the products reliability, and ensuring it meets the specification. This process of developing products needs capital, time, and resources. Consequently, the production of one prototype will encounter a significant amount of work, and investments. Therefore, products developers concern about the cost of building prototypes. Like any other industry, the objective is to reduce the number of prototypes in order to save money. We will introduce a case study about the prototype vehicles that Ford Motor Company uses to verify their designs by using prototype optimization model (POM) that developed by a team of engineering managers studying for graduate degrees in a Wayne State University. Using an integer linear programming method, we will be able to determine the minimum number of prototypes that FMC can produce to meet their criteria.

Session M2 - Engineering

CFD in Supersonic and Hypersonic Aerospace

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Mohammed Alahmary and Abdulrhman bin Talib
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Abstract:

CFD in Supersonic and Hypersonic Aerospace Design This paper presents the importance of computational fluid dynamics in Supersonic and Hypersonic aerospace design. Starting with the definition of design variables and implementing those variables with the given parameter to achieve supersonic and hypersonic speed. Moreover, we provide optimization to the stability of the designed vehicle using post-performance analysis in computational fluid dynamics application. On the other hand, we take into consideration those designs to minimize body deformation affected by high temperature by providing a significant change to the configuration of the vehicle's material used. In conclusion, it is feasible to achieve supersonic and hypersonic speeds with the combination of a low dynamic friction coefficient, an optimized performance, and the diffusion of high temperature deteriorating the surface of the vehicle.

Poster Sessions (M) 2:00-3:00

Design and Development of a Pottery Cup for Purifying and Naturally Cooling the Water for Third World People and Picnics

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Rami Abolaban
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Prince Sultan University

Abstract:

Water is the most important common liquid on our planet. As the pollution of the water increases, the need for clean water increases also. Therefore, this has influenced us to become with something new which will combine purifying and cooling the water at the same time by using as existing filtration technique to fit with our design. The starting point for our project was searching for existing products which have similar ideas and then try to develop them. The mot similar product to ours was a plastic cup with a filter in the middle. The problem with that product it could not keep the water cool for long time. Therefore, we became with a cup made of clay because the clay has the ability to let the air go inside the cup so, this property of pottery let the process of cooling easy and naturally. Moreover, we designed a rubber cover which surround the cup to protect it from breaking.

Activity Based Costing on PHILLIPS Saudi Lighting Company

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Salah Aldin Abuzaid and Mahmoud Qusibati
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Prince Sultan University

Abstract:

The financial crisis in which we are living nowadays has lead major and minor companies to cut costs on their products. It means they need to put more consideration in to activity based this research is to investigate different systems used by companies in order to get better understanding of direct and indirect costs and how these effects on were visited on a part of this research. PHILLIPS Saudi Lighting Company and its allied branches,but practice used in this company are provided on a case study.

Poster Sessions (M) 2:00-3:00

Characteristics of a Project Manager

Salah Aldin Magdi Abuzaid
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Mohammed Saadoun and Abdulaziz Al-Ibrahim
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Prince Sultan University

Abstract:

Companies carry numerous projects around the year that are led by upper superiors such as project managers. Project managers have certain characteristics that qualify them to do their roles. This study identifies the characteristics of a project manager and their unique skills that maintain a smooth project process. In order to study the important characteristics of a project manager, we carried out a survey regarding this problem. We did that by choosing major international companies that hold events and projects throughout the year in Saudi Arabia. We got survey feedback from Ford Motor Company and Phillips Saudi Lighting Company. The employees of said companies were requested to answer this survey who are working under the project manager.

Poster Sessions (M) 2:00-3:00

The Effect of Job Satisfaction on Achieving the Organization Goals

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Abstract:

Job satisfaction is the most widely investigated job attitude. It can be described as how content of workers with their jobs. The purpose of this study is to observe and analyze the relationships between job satisfaction and achieving the organization goals. The most common way of measuring the job satisfaction is using rating scales where workers can report their reactions to their jobs. Therefore, the data for this study was collected through survey which is conducted on sixteen workers from two different companies, Alkhorayef and Philips. There was some limitations which faced while conducting the survey. The first limitations was time constraints. The second limitation was resources constraints and this because we had to conduct the survey on eight workers only in each company. This project will show and study some statistics and give some recommendations to improve the job satisfaction. Keywords- Joub Satisfaction - Goals - Organizations.

Poster Sessions (M) 2:00-3:00

Capital Budgeting and Cost Analysis

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Abstract:

The capital budgeting process is based on the technique of reducing future cash flows of the net present value which implies a process of discounting by using the discount rate. Usually, in capital budgeting process the discount rate is presented through the cost of capital. The determination of the cost of capital primarily depends on the capital structure, but since the process of capital budgeting implies a long time period, it also implies uncertainty and vagueness. Subjective perception, thinking, judgment and decision making, including a large number of predicted vague data is often expressed solely in linguistic variables by the management and this is the main characteristic of the capital budgeting process, especially in the determination of the cost of the capital through a long time period. The main intention of this paper is to present the use of fuzzy logic in the process of determining the cost of capital in the presence of fuzziness. The integration and implementation of linguistic variables i.e. qualitative information in the determination of the cost of capital using fuzzy numbers in the capital budgeting process will also discussed. Through the formulation of a fuzzy numbers in the process of the cost of capital determination. We examine the presented methods and suggest new ideas that could improve further research and implementation of fuzzy logic in the capital budgeting process.

Poster Sessions (M) 2:00-3:00

Design and Development of an Ice-tube

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Abstract:

Ice-tube this project is to cool the fluids and you can put it inside your can. We want to cool the fluids and keep the cold fluids cold for amount of time with isolated material. You can put the inside the ice-tube water or dry ice. The ice-tube is reusable and our goal for this project to keep the fluids cold for several of hours. It includes to cool all types of fluid like: water, soda, juice, energy drinks, and blood. You can use our product in hospitals also to transport the blood easier. This research was conducted through an under graduated research project for product design and development. After the research in the market about similar product we find out there is no competitors in the market.

Poster Sessions (M) 2:00-3:00

Pricing Decision

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Prince Sultan University

Abstract:

We live in a world that is such a competitive for small, mid and large businesses. The competitiveness of any market leads the consumer to do a comparison in each product. When consumers go into a market the first thing to do a comparison is the price of that product. Also, the owners have to know that competitiveness will make consumers price-sensitively which is when the consumers influenced greatly by the price. So it is important to set a pricing process that considered a helping tool to reach a consumer and that what we will try in this paper. In this paper we will describe a new class of systems called intelligent tactical decision support systems which enable firms to make superior pricing decisions within a dynamic competitive environment. The description of the systems start with a generic one for pricing decision support in any consumer market and is then specialized to various markets each of which could benefit from a specific variant of the generic pricing technology which has been adapted to that particular industry. The adaptations from the generic pricing system to the systems for petrol pricing, retail pricing, and telecommunications taxation, have been explained. These three examples show a variety of price-setting situations ranging from near commodity pricing, as in the case of petrol, to pricing of very sophisticated services, as in the case of mobile telephony. Field experiments with these systems show that they perform significantly better than unassisted human decision-makers. This is seen from controlled experiments where these systems have demonstrated significant profit uplift when applied to the experimentation sites as compared to the "control" sites where the systems have not been applied.

Poster Sessions (M) 2:00-3:00

Private Equity in Saudi Arabia

Abdullah Albilal
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Prince Sultan University

Abstract:

Private equity helps the economy grow by investing in privately held companies. Private equity is considered relatively new in the MENA region compared to other developed countries. The private equity industry in developed countries started in the middle of the 20th century. However, in the Middle East in general, and Saudi Arabia in particular, the private equity industry is considered relatively new and not developed, partly due to many difficulties and challenges faced by the industry. Despite these challenges, the private equity industry in Saudi Arabia has shown some development judging by the number of private equity companies being established, and the number and size of the deals. Saudi Arabia is an attractive market for the private equity players because it has the largest GDP in the Middle East. One of the main challenges is related to the lack of knowledge among and exposure of this industry to private equity investors partly because of its closed culture and market. Given the potential of this industry to grow further in the future, it has started to attract many foreign private equity players to the market in the recent years, particularly from the neighboring GCC countries. This paper will attempt to highlight the development, growth and prospects of private equity in Saudi Arabia.

Poster Sessions (M) 2:00-3:00

Capital Budgeting Practices in Saudi Arabia

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Prince Sultan University

Abstract:

Capital budgeting is one of the most important decisions taken by the financial manager of a company. There are several techniques commonly used to evaluate capital budgeting projects namely net present value (NPV), internal rate of return (IRR), modified internal rate of return (MIRR), payback period (PP), discounted payback period (DPP), accounting rate of return (ARR), and profitability index (PI). Prior studies across the world show in general that managers prefer to use a combination of NPV, IRR and PP. In this exploratory study we survey Saudi companies' capital budgeting practices, and compare the findings to practices by companies in other countries. In addition, we compare the capital budgeting practices based on different characteristics of companies such as between public and private companies, and across company size. Moreover, we point out the contrast between academic views and market practice. In general, we find that the frequency and preference in usage of capital budgeting techniques by Saudi companies reflect other markets' practices as reported in previous research findings, except for the accounting rate of return (ARR), which seems to also be favored by companies surveyed in this study.

Poster Sessions (M) 2:00-3:00

IPO in Saudi Arabia

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Abstract:

The prices of IPOs are considered according to the status of the company in the Saudi market. The main goal of this research is to shed light on the factors that affect the prices of the IPOs and the methods that companies use to ensure sales of their IPOs. The feedback collected from the companies was adapted with respect to market forces which had affected the outcomes. This research has focused and highlighted the effects of the price of IPOs. Moreover, the research analyzed the notion of underpricing of IPOs which is of high concern for the market. Saudi Arabia has a big challenging stock market that shapes the country's economy. It is important to investigate the factors that influence the pricing of IPOs and how it is performed with respect to the in fluctuating oil prices. In addition, we need to analyze the strongest IPOs and the poorest so that we get a clear vision of the issuing companies and the investors in the Saudi market.

Session M3 - Business & Pharmacology

Foreign Investment in Saudi Arabia

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Abstract:

In light of the oil price drop a new decision has been made by the Kingdom of Saudi Arabia to diversify its income. The Kingdom has allowed foreigners to enter the stock market and will allow them to have full ownership of a company without the need of a Saudi partner. This decision will cause numerous changes in the Kingdom's economy as a whole, and our goal is to see how this decision will diversify the Kingdom's income and why it is better or worse than other alternatives. Also, we will discuss if foreign investors are motivated and willing to invest in the kingdom. Furthermore, this paper attempts to speculate and estimate the effect of this decision on the Saudi economy, i.e. more or less opportunities, impact on the Saudi stock market, and effect on the Saudi residents and citizens. These speculations will be mostly suggested by observing other countries in the MENA region that went through this process before, e.g. UAE and Qatar.

Session M3 - Business & Pharmacology

The Alternative Investment Economic Policy: Motivating and Guiding Investments through Government Authority

Abdulaziz Albaz
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Prince Sultan University

Abstract:

Most Government intervention in any economy is considered harmful in the long run. It also tells that the government or policy makers do not have faith in the natural function of the market. However we will examine to what extent a government economic policy can harm the economy, and when are these policies necessary. We look at taxes, price fixing, inflation, and many other governments act of intervention and how they benefit the society or harm it. In this paper we offer an alternative investment economic policy which we will prove that this suggested economic policy is considered as a good alternative for any government or fiscal policy practice. Our alternative policy uses tax cuts to incentivize certain investments guided by a regulator. If anyone invest a certain amount in a certain field (chosen by government), the government will give that investor a tax break. The most important part in this theory is what field the government will chose to direct investment. I suggested a portfolio that is weighted 50% to be invested in Start-up and SME companies, the other 50% will be divided between stocks, bonds, and another investments. We examined what effect this will have on the level of employment in an economy and that we can reach a possibility of an unusual economic growth. We also tested how this policy will theoretically effects the function of Aggregate Demand, specifically on consumption, Investments, and net exports. We also rewrote the function of investment depending on some assumptions we made, and which is backed by proven theories. We will present a new and basic multiplier function of this alternative economic policy.

Session M3 - Business & Pharmacology

Customer's Intention to Revisit the Hotel

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Dar Al Uloom

Abstract:

The purpose of this study is to examine how Atmosphere and Perceived Quality contribute to the customer's attitude towards the hotel which in return affects the customer's intention to revisit the hotel. In addition, variables that affect the atmosphere and perceived quality have also been considered and illustrated in the paper. Using literature from previous marketing researches, this study explored how hotel guests and visitors perceived the hotel they stayed in or visited and how likely they will revisit the hotel. Furthermore data was collected through surveys. Convenient sampling was used by distributing our questionnaires in a number of prestigious hotels in Riyadh to measure their intentions to revisit the hotel again. Only 65 questionnaires were completed while conducting the survey we encountered a few limitations. One of which was, difficulty in data collection. Another limitation that was also faced during the distribution process, was the cautiousness of some of the hotel managements in allowing us to conduct the survey at their hotel due to "conflict of interest; rivalry reasons. Important decisions and appropriate measures were taken that those limitations did not affect the data collection. The results will enable different hotel management to appraise the services provided to their visitors based on the evaluation reflected in the attitudes and revisit intention of their guests. This will enable hotel management to take appropriate marketing strategies to increase resident's satisfaction.

Session M3 - Business & Pharmacology
Effect of Terrrebulus Terrestrials on Kidney Disease

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Abstract:

Tribulus terrestris is a widespread leafy prostrate branching herb used in folk medicine as diuretic and urinary anti-septic. Purpose: The current study aims to evaluate the hepatoprotective and nephroprotective effects of the plant extract against chloroform induced toxicity in experimental animals using various biochemical and tissue parameters. Methodology: Male Wistar rats were used and the standard drug silymarin at a dose of 10 mg/kg p.o. was used as positive control. The extract was administered at 200 and 400 mg/kg intraperitoneally. Hepatoprotective activity were accessed via serum biochemical parameters including AST, ALT, GGT, ALP and total bilirubin. The nephroprotective effect was evaluated by measuring the serum levels of sodium, potassium, creatinine and urea. Tissue parameters such as non-protein sulfhydryl groups (NP-SH), malonaldehyde (MDA) and total protein (TP) were measured in both liver and kidney tissues. Histopathological study for both liver and kidney cells was also conducted. Statistical Analysis: ANOVA test were used to determine the significance of the differences. Differences between the control and CCl4-treated group were compared for significance using Dunnette test for non-paired samples. All the values shown are the mean ± S.E. Results: Best result were obtain at 400 mg/kg were significant reduction was observed in urea and creatinine level .moderate effect was observed for uric acid and creatinine- kinase. the nephroprotective activity was also indicated from significant improvement in the levels of MDA , NP-SH and total protein. Histopathological appearance of Kidney cells of rats treated with CCl4 and T. terrestris showed corpuscle contain normal and few abnormal glomeruli. Almost normal glomerulus, slight degeneration in bowman capsule and tubules, necrosis in few tubules. Medulla shows mild degenerated tubules obstructed with hyaline and cellular materials. Calyx with abnormal presence of hyaline material.

Session M3 - Business & Pharmacology

Study of the Hepatoprotective and Nephroprotective Protective Activity of Juniperus Sabina

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Abstract:

Previous study indicated that Juniperus species exhibited promising hepatoprotective activity. Purpose: The total alcohol extract of the aerial parts of Juniperus sabina was selected for both hepatoprotective and nephroprotective activity study against CCl4 induced toxicity. Methodology: Male Wistar rats were used and the standard drug silymarin at a dose of 10 mg/kg p.o. was used as positive control. The extract was administered at 200 and 400 mg/kg intraperitoneally. Hepatoprotective activity were accessed via serum biochemical parameters including aspartate aminotransferase (AST), alanine aminotransferase (ALT), gamma glutamyl transpeptidase (GGT), alkaline phosphatase (ALP) and total bilirubin. Tissue parameters such as non-protein sulfhydryl groups (NP-SH), malonaldehyde (MDA) and total protein (TP) were also measured. In addition to tissue parameters, nephroprotective effect was evaluated by measuring the serum levels of sodium, potassium, creatinine and urea. Histopathological study for both liver and kidney cells was also conducted. Statistical Analysis: ANOVA test were used to determine the significance of the differences. Differences between the control and CCl4-treated group were compared for significance using Dunnette test for non-paired samples. All the values shown are the mean ± S.E. Results: The hepatoprotective effect offered by Juniperus Sabina crude extract at the two used doses was found to be significant in all parameters. The higher dose showed 47, 50, 38, 17 and 42 % reduction in AST, ALT, GGT, ALP and bilirubin respectively. Animal received the total extract of J. Sabina showed significant dose dependent recovery of the NP-SH contents, Total proteins and reduction the level of MDA in both liver and kidney tissues. Elevations of serum electrolytes, urea and creatinine are reliable parameters for investigating drug-induced nephrotoxicity. Dose dependent reduction in the elevated parameters resulted from the treatment with J. Sabina total extract. The best result was the 34% reduction in creatinine level in animals treated with 400 mg/ kg body weight of the extract. Histopathological study revealed significant improvement in the architecture of the liver and kidney cells that add another indication of protection. The total extract was fractionated via liquid-liquid partition and activity was trapped to the petroleum ether fraction.

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