

Table of Contents

Preface

Chapter 1: Water Treatment

Processing and Characterization of UAE Clay Ceramic Membranes for Water Treatment Applications	
A.K.A. Khalil, A. Elgamouz, M.A. Atieh, A. Shanableh and T. Laoui	3
Processing of Carbon Nanofibers with Graphene Oxide and Carbon Nanotubes Additives and its Application in CDI Electrode Material	
F.A. Abumadi, M. Koujan, T. Laoui, M.A. Atieh and K.A. Khalil	13
Capacitive Deionization Water Desalination Technology, Process Optimization and Cost Analysis - A Review	
F.A. Abumadi, M. Koujan, T. Laoui, M.A. Atieh and K.A. Khalil	19

Chapter 2: Construction Technologies

Prediction of Concrete Modulus of Elasticity Using Deep Learning	
E. Alotaibi, M. Alhalabi, O. Mostafa and S. Barakat	29
Termite as Biomimicry Solution for Enhancing Building Envelope: A Comparative Model Case Study in the UAE	
K. AlShuhail, A. Aldawoud and S. Junaidi	37
3D Finite Element Modeling of Suction Caissons Used as Foundations for Offshore Wind Turbines in Clayey Soils	
O. Mostafa, M.G. Arab and M. Omar	51

Chapter 3: Business Administration and Engineering Management

Sustainable Performance Measurement: An Application to the U.S. Car Industry	
S.F. Shah, P.D. Zervopoulos and M. Aboelmaged	63
The Effect of Mergers and Acquisitions on Efficiency: Evidence from the Pharmaceutical Industry	
S.I.A. Gholoom and P.D. Zervopoulos	77
Performance Measurement of Airports Incorporating Employees' and Customers' Perspectives	
E.A. Alhammadi and P.D. Zervopoulos	97
Efficiency Measurement of the Colleges at the University of Sharjah	
H.E. Kangooni and P.D. Zervopoulos	117
Predicting Employee Voice Behavior: Exploring the Roles of Empowering Leadership, LMX and the Mediation Effect of Psychological Empowerment	
S. Almazrouei and S. Bani-Melhem	137
Religiosity, Brand Image, and Behavioral Intention: An Investigation for Halal Restaurant	
S. En, M. Battour and R.T. Ratnasari	153
Determinants of Employee Creativity: The Mediating Role of Employee Happiness	
K.A.A. Al Serkal	173
A Methodology for Safety Inspection Analysis Based on Risk Insight and Defense-in-Depth Concept for APR1400 Nuclear Power Plant	
S. Bin Khadim and M. Zubair	187

Chapter 4: Transportation Processes and Traffic Safety

Assessment of Drowsy Driving Associated Characteristics Using Deep Learning	
M. Naeem, E. Alotaibi, Y. Elbaz, M. Abuzwidah and S. Barakat	197

Modeling Crash Frequency Using Crash and Geometric Data at Freeways A. Khetrish, M. Abuzwidah and S. Barakat	207
Predicting Traffic Accidents Severity Using Multiple Analytical Techniques A. Elawady, M. Abuzwidah, S. Barakat and J.Y. Lee	215
Modeling Lane-Choice Behavior and Public Willingness to Pay for HOT Lanes: A Neural Network Approach M. Khalil, A. Shabib, S. Feroz and M. Abuzwidah	229