**Statement of Research Philosophy**

***Ashraf Saleh***

**Motivation for SEResearch**

My passion for research is originated from the research questions that I am keen about as well as I believe that there are still theoretically important and practice-relevant questions that have not been fully addressed in the area of software engineering - exclusively - Human Computer Interaction (HCI) and Usability Engineering (UE).I wish to address interesting and significant research challenges in the area of software engineering and computing. Specifically, I am interested to empirically and qualitatively investigate novel ways for improving quality of software and mobile applications while facilitating reuse through design of frameworks, platforms and evaluation tools. I am also keen to explore computing challenges from the largely unexplored research area of smart process management in computing industry. I see interdisciplinary research as a critical way forward to drive my research spanning across SE and HCI.

**My Research Beliefs**

I would like to confirm the following four things, thus i believe in:

*The scientific research has to be conducted strictly*, as it requires patience, professional skills and transparency. To ensure the research is rigorous and the results are trustworthy, I try to apply a valid problem, an appropriate research methods, transparency of the data collection, validation and verification of measurement tool, and the relevance to theoretical/practical and industry improvements.

*Researchers should be out of the box thinker*, to be able as strategic thinker and attention to detail. Researchers should have systematic and comprehensive knowledge of the field, mining new ideas, theories and methods that would advance the research field.

*Researchers should be an open-mind* to expand knowledge of a specific research question and inspires to ask more significant research questions.

*I believe conducting scientific research in SE is significant to evolve the academic field and to support the practices of all the stakeholders in the software development life cycle* which include user, developer, software engineer, software product owner, and system analyst.

**Pursuit on Conducting Research**

My methodological and theoretical research as well as a considerable portion of my applied and collaborative work addresses usability engineering and human computer interaction on various mobile and software application. An innovative contribution of my work is the establishment of a new evaluation metrics model; such as Extended PACMAD model and MAUEM approach. I am a strong advocate of multi-disciplinary research. For example, in the area of software quality; where I have seen usability evaluation metrics for mobile application in context of user and task based while creating new challenges from the point of view of application and evaluation on different mobile operating systems as well as mobile platforms. Moreover, I have been involved in many research areas including software testing, smart process management, and usability engineering. For example, in the area of software testing, I conduct a testing for software quality metrics in in-software production and implementation phase.

My research works have been published in well-known international refereed indexed specialized journals, such as Journal of Theoretical and Applied Information Technology, Software and E-Business, and Advance Science Letter, where these journals are published by well-known publishers. All these journals are indexed by SCOPUS, Google Scholar, etc. Moreover, most of my works have been cited by other researchers. Finally, I received international mini grants for projects in usability engineering areas; such as usability evaluation, unsupervised metrics and automated usability.

**Future Directions**

I would like to search a broad range of topics both within automated usability evaluation, software quality, and smart software production process as well as various areas that improve efficiency, quality and effectiveness of software and its application while exploiting fields ranging from requirement engineering to human computer interaction.