

A New Era for ERURJ

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The ERU Research Journal (ERURJ), launched by the Egyptian Russian University in October 2022, has rapidly distinguished itself as a significant multidisciplinary, open-access platform dedicated to advancing scientific research. Published under the patronage of the Egyptian Knowledge Bank (EKB) and the Academy of Scientific Research and Technology (ASRT), ERURJ offers researchers from diverse fields a reputable and accessible venue for sharing academic findings without publication fees, ensuring inclusivity for early-career scholars and those from developing countries. The journal's commitment to academic excellence and its focus on bridging multiple disciplines has fostered an environment for innovation and cross-disciplinary research, addressing complex global challenges.

ERURJ's multidisciplinary nature lies at the heart of its mission to foster a broad spectrum of scientific inquiry, making it a unique and dynamic platform for researchers from varied fields. By embracing interdisciplinary research, the journal not only encourages innovation within individual fields but also cultivates a space where different scientific disciplines can intersect and inspire novel solutions to complex problems. This approach is particularly valuable in areas such as innovation and technology, where breakthroughs are often the result of cross-pollination between fields like engineering, biotechnology, environmental science, and information technology. Through such interdisciplinary synergy, ERURJ enables researchers to approach global challenges from multiple perspectives, ultimately contributing to advances that are both practical and far-reaching. The journal's commitment to multidisciplinary research thus positions it as a vital contributor to technological progress and a catalyst for scientific advancements that can have transformative societal impacts.

ERURJ's reputation was further solidified in September 2024 when it received the highest possible score (7 points) from the Supreme Council of Egyptian Universities, making it a top-ranked journal among all Egyptian scientific publications. This accreditation by the council's academic committees reflects the journal's rigor and credibility, as well as the University's dedication to fostering high-quality research. Accordingly, papers published in ERURJ will be accepted by the committees dealing with the academic promotion of researchers. The journal's prestigious editorial board and advisory committee, comprising renowned scholars from various disciplines and deans from different faculties at the Egyptian Russian University, play a crucial role in upholding its rigorous standards and ensuring that all published research is innovative, credible, and impactful.

In addition to supporting Egyptian scholars, the ERURJ has become a vital platform for global research exchange, enabling local and international scholars to collaborate and contribute meaningfully to their fields. The journal's open-access and no-cost publication policy has attracted enthusiastic contributions from authors and a dedicated peer-review network, strengthening its reputation and reach. With these recent achievements, ERURJ is poised to expand its influence regionally and internationally, inviting serious researchers worldwide to contribute to its unfolding success story and support its mission of providing a free, rigorous, and inclusive platform for scientific advancement.

In this respect, I cordially congratulate the Editorial Board of ERURJ and the Editors for this achievement. All the team of ERURJ is working hard to advance the journal to become regionally and internationally recognized. Finally, I heartily invite serious authors to publish their work in ERURJ and thus become a partner in our unfolding success story.

Concerning the ERURJ July 2024 issue, sixteen articles were published and associated with several sustainable development goals. In this context, the article by Eissa et al. [1] reviews analytical methods for quantifying alogliptin benzoate, an antidiabetic drug, in pharmaceutical forms and biological fluids, focusing on techniques like HPLC, UV-visible spectrophotometry, and capillary electrophoresis. These methods are validated under ICH guidelines for accuracy and precision. Additionally, a graphical comparison highlights the proportion of each technique used. This review aligns with SDG 3 (Good Health and Well-being) by supporting effective diabetes management and SDG 9 (Industry, Innovation, and Infrastructure) by advancing

pharmaceutical analysis techniques. Also, the article by Mostafa et al. [2] reviews analytical methods for measuring telmisartan (TMS) and rosuvastatin calcium (RVS) in combination therapies for managing hypertension and hypercholesterolemia, focusing on techniques like UV-visible spectroscopy and chromatography. It discusses various quantification methods for these compounds in fixed-dose formulations, supporting advancements in cardiovascular disease management. This research aligns with SDG 3 (Good Health and Well-being) by promoting effective treatments for chronic cardiovascular conditions and SDG 9 (Industry, Innovation, and Infrastructure) by advancing pharmaceutical analysis for improved healthcare solutions.

The article by Elish and Gabrah [3] reviews the nutritional and medicinal properties of *Malus baccata* (crab apple), native to specific regions of India, highlighting its use in traditional medicine to prevent various health issues and its role as an apple rootstock. Rich in amino acids, phenolic compounds, and organic acids, the fruit shows promise in reducing cancer risks, cardiovascular diseases, and diabetes. The review focuses on the phytochemical composition that supports its therapeutic benefits. This article supports SDG 3 (Good Health and Well-being) by emphasizing the fruit's health benefits and SDG 15 (Life on Land) by promoting biodiversity through traditional crop usage and sustainable agriculture.

The article by El-Husseiny et al. [4] examines the role of long non-coding RNAs (lncRNAs) in esophageal cancer (EC), the second deadliest gastrointestinal malignancy, focusing on their influence on cancer development, spread, and response to therapy. lncRNAs can regulate genes involved in EC progression, making them valuable biomarkers for diagnosis, prognosis, and therapeutic responses. This review highlights recent insights into the potential of lncRNAs as tools for managing EC. This review aligns with SDG 3 (Good Health and Well-being) by supporting advancements in cancer diagnostics and personalized treatments through biomarker discovery.

Furthermore, the research article by Fawzy et al. [5] investigates the anti-inflammatory effects of vildagliptin in a carrageenan-induced air pouch model in rats, demonstrating that vildagliptin reduces inflammatory markers (NF- κ B, TNF- α , COX-2) and increases antioxidant

activity (SOD, IL-10). Vildagliptin's inhibition of key inflammatory pathways suggests potential beyond its anti-hyperglycemic effects. This research supports SDG 3 (Good Health and Well-being) by exploring new therapeutic uses for existing drugs in managing inflammation and SDG 9 (Industry, Innovation, and Infrastructure) by contributing to pharmaceutical research innovation.

The mini-review by Diab [6] summarizes the use of carbon-based nanoporous materials, such as carbon nanotubes and graphene, in dentistry, highlighting their exceptional biocompatibility, antimicrobial properties, and mechanical resilience. Due to their adaptability and ease of functionalization, these materials offer innovative solutions for dental applications, particularly in conservative dentistry. The review also addresses synthesis techniques and potential challenges for future advancements. This research aligns with SDG 3 (Good Health and Well-being) by promoting improved dental materials for patient care and SDG 9 (Industry, Innovation, and Infrastructure) through the advancement of nanotechnology in clinical applications.

The case study by Elseasy [7] examines the socket shield technique for immediate dental implant placement. This technique aims to preserve the buccal bone plate and enhance aesthetic outcomes, especially in the visible anterior maxillary region. It helps counter bone resorption issues, supporting better implant stability and cosmetic results. This study supports SDG 3 (Good Health and Well-being) by advancing effective dental treatment options and SDG 9 (Industry, Innovation, and Infrastructure) through innovative approaches in implant dentistry.

The mini-review by Mohamed [8] discusses the advancements in removable partial dentures, focusing on the use of CAD/CAM technology in prosthetic dentistry. CAD/CAM enables precision in denture fabrication through scanning, design, and milling, with both subtractive and additive manufacturing techniques enhancing durability and customization. It aligns with SDG 3 (Good Health and Well-being) by improving dental treatment options and patient care and SDG 9 (Industry, Innovation, and Infrastructure) through the application of advanced manufacturing technologies in healthcare.

The short communication by Hassan [9] examines the influence of social media channels (Facebook, Instagram, WhatsApp, and Telegram) on consumer behavior, using surveys and interviews to gather quantitative and qualitative data. Findings highlight how customization, content, and entertainment shape consumer trust and engagement with products on these platforms. The research suggests further exploration into high-traffic platforms like TikTok for broader insights. This research aligns with SDG 8 (Decent Work and Economic Growth) by informing digital marketing strategies that support business growth and SDG 9 (Industry, Innovation, and Infrastructure) through its focus on innovative consumer engagement methods on social media platforms.

The original article by Ahmed [10] explores the rise of financial technology (Fintech), which has revolutionized the financial sector by making services faster, cheaper, and more accessible. It examines government support for Fintech and outlines various financial and technological services transforming traditional methods. This research aligns with SDG 8 (Decent Work and Economic Growth) by promoting economic inclusivity through accessible financial services and SDG 9 (Industry, Innovation, and Infrastructure) by advancing digital infrastructure in the financial sector.

The study by Eleiche and Saeed [11] evaluates an updated scientific and critical thinking course at the Egyptian Russian University, aimed at improving engineering students' problem-solving and reasoning skills. Findings over four years show significant improvement in students' discussion skills, scientific reasoning, and exam success, though online teaching proved ineffective for this course. This research aligns with SDG 4 (Quality Education) by enhancing critical thinking skills in engineering education and SDG 8 (Decent Work and Economic Growth) by better preparing students for the labor market through improved problem-solving abilities.

The original article by Wadie and Eliyan [12] investigates the impact of double-peaked lightning strikes on photovoltaic (PV) farms, a significant threat to their reliability, by simulating real-life lightning events in PSCAD software. Results indicate that surge protection devices can adequately protect PV systems from overvoltage and energy surges caused by these strikes. This

research aligns with SDG 7 (Affordable and Clean Energy) by addressing reliability issues in renewable energy sources and SDG 9 (Industry, Innovation, and Infrastructure) through innovative approaches to infrastructure protection against climatic hazards. Additionally, the study by Abdel-Malek and Siam [13] reveals a unique property of parabolic motion, showing that at a critical launch angle, a projectile's distance from its launcher achieves both maximum and minimum values. This effect, derived without air resistance, offers insights into optimizing trajectories for precision and efficiency in applications like sports and engineering. This research supports SDG 4 (Quality Education) by advancing understanding in physics and SDG 9 (Industry, Innovation, and Infrastructure) by enhancing trajectory control methods for practical applications.

The review by Khalifa [14] explores advancements in computer-assisted manufacturing (CAM) technology, emphasizing its role in enabling precise, efficient production of complex, environmentally friendly designs in architecture and interior design. CAM enhances structural strength and design intricacy, bridging digital design and manufacturing to streamline construction processes. By advancing digital manufacturing technologies, it aligns with SDG 9 (Industry, Innovation, and Infrastructure) and SDG 11 (Sustainable Cities and Communities) by supporting sustainable and efficient building practices.

The paper by Mahmoud [15] traces the development of ecofeminism across Western, African, and Indian contexts through a comparative study of *Flight Behavior* by Barbara Kingsolver, *We Need New Names* by NoViolet Bulawayo, and *Eating Wasps* by Anita Nair. It explores the connection between women and nature, highlighting how ecological devastation and patriarchy impact women's lives in Appalachia, Zimbabwe, and Kerala. This research supports SDG 5 (Gender Equality) by examining the gendered impacts of environmental issues and SDG 15 (Life on Land) by addressing ecological concerns tied to cultural and social structures. Moreover, the article by Abdel Fattah [16] analyzes the language in Bernard Shaw's *Arms and the Man*, focusing on how characters use implicature by violating Gricean maxims (Quantity, Quality, Manner, and Relation) to convey implicit messages. The mixed-method study reveals that characters frequently break these maxims to highlight specific points, drawing the listener's attention in conversation. This research aligns with SDG 4 (Quality Education) by contributing to

linguistic and literary analysis, fostering a deeper understanding of communication techniques and dramatic literature.

The multidisciplinary nature of the publication is demonstrated by the fact that eight of the seventeen Sustainable Development Goals (Figure 1) are related with the papers that were published in this issue.

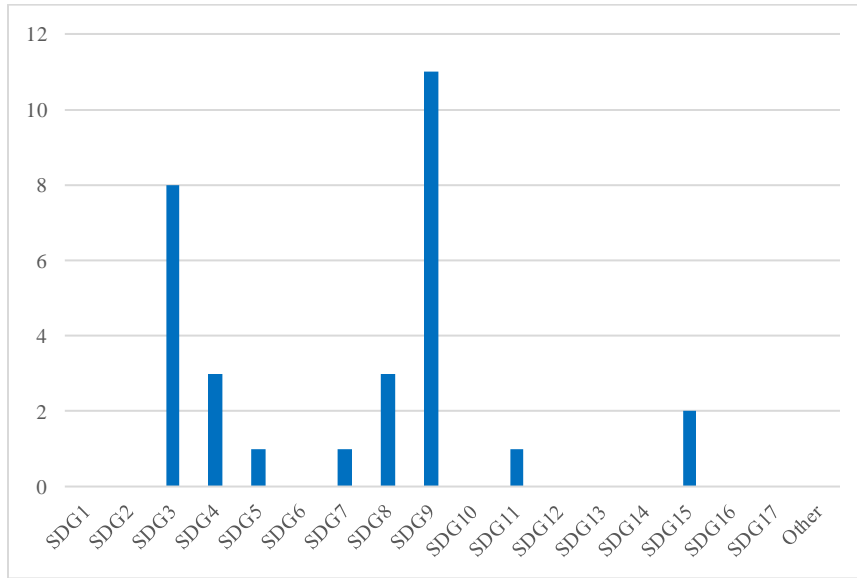


Figure 1: Articles Published in ERURJ July 2024 issue and their relation to SDGs

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