



INSTITUTE
OF SUSTAINABLE
DEVELOPMENT
Middlesex University Dubai



Middlesex
University
Dubai

Communication on Engagement UN Global Compact

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Introduction

The Middlesex University Sustainability Report outlines the major sustainability achievements, opportunities and challenges from June 2016 until early 2018.

This report is Middlesex Dubai's first annual sustainability report and builds the baseline of Middlesex University Dubai's Sustainability Reporting.

We will continue to map our sustainability initiatives and approach to the United Nations (UN) Sustainable Development Goals (SDGs), highlighting the positive impact we have in our community. This aligns with Middlesex Dubai's commitment to sustainability as a signatory to both the University Commitment to the UN Global Compact and UN Women's Empowerment Principles.

For this report we detail the progress we have made towards creating a gender equal collaborative environment (government, private sector, youth, civil society), sustainability teaching and learning (University curricula), research and thought leadership (publications, on-going research, research interests), our student experience (on-campus, employability).

To identify best practice and map the current state of sustainable practices in use at the Middlesex University Dubai, a Qualitative study was conducted through a set of semi-structured interviews with faculty, administration and students.

Dr Belisa Marochi, Head of the Institute of Sustainable Development, coordinated the research with the support of Rory McConnon, Lecturer in Management. Vivien Marlene Kallen, MA International Relations student, and Arzoo Hassan, MA Global Governance and Sustainable Development student, were responsible for the data collection and analysis and are key contributors to this report.

For more information about the United Nations Sustainable Development Goals please refer to www.sdgcompass.org/sdgs/

Director's Message



Middlesex University Dubai is proud to be the first university in the UAE to report the sustainability practices of the entire campus to the United Nations Global Compact Local Network UAE.

This publication shows the results of our commitment to the principles of sustainable development. Supporting the vision of the UAE Federal Government and the UAE National Committee on Sustainable Development, Middlesex University Dubai recognizes the importance of taking action to implement the sustainable development goals (SDGs).

The university's commitment is demonstrated through our membership to the United Nations Global Compact (UNGC). Middlesex University Dubai is also a signatory of the WEPs (Women Empowerment Principles) Taskforce of United Nations Global Compact (UNGC) and UN Women as creating a gender equal workplace, marketplace and community is one of our goals.

The report reveals the outstanding involvement of our faculty, administrative staff and students to advance the implementation of the SDGs within the university and the international community. The progress of the past two years in our university structure, curricula, research and student experience motivates us to keep moving forward in a energetic collaborative environment. .

I thank all in Middlesex University Dubai for the vibrant engagement and commitment to building a sustainable future.

Dr. Cedwyn Fernandes

Pro-Vice Chancellor

Director

Middlesex University Dubai

Deputy Director's Message



Universities are uniquely positioned to play an important role in supporting the advancement towards the UN Sustainable Development Goals. At Middlesex University Dubai, we have embraced this imperative through the offering of innovative academic programmes, collaborating with global organizations catalyze positive changes, facilitating experiential learning opportunities for our students, and supporting impactful faculty research.

We have recently launched innovative programmes designed to empower students with the knowledge and skills to directly engage in the achievement of the SDGs including the MA Global Governance & Sustainable Development and the MBA Sustainability and Corporate Responsibility. Further, the SDGs are a central component in the teaching and learning across all programmes. Outside of the classroom, our students participate and lead a range of co-curricular initiatives supported by collaborations with key partners. Many of these initiatives and achievements are highlighted in the pages that follow.

Thank you to all of the students, staff, partners, and collaborators of Middlesex University Dubai. Together we can continue to contribute towards a more sustainable future.

Dr. Cody Morris Paris
Deputy Director
Middlesex University Dubai

Message from Head of Institute of Sustainable Development



Middlesex University Dubai is committed to acting as a key partner in the implementation of the sustainable development goals (SDGs). *The United Nations Transforming Our World: The 2030 Agenda for Sustainable Development* is a global framework for the achievement of sustainable development through 17 goals and 169 targets. This agenda is a priority for the globe and Middlesex University Dubai is committed to the implementation of the goals at home and abroad.

The Institute of Sustainable Development forwards the SDGs by co-creating and co-designing sustainable solutions for the university and for the community. We also encourage and share Best Practice in the implementation of SDGs, build internal organizational capacity and monitor, evaluate and report the implementation of the SDGs using UN guidelines.

The implementation of the SDGs requires translating global agendas to a local context. The Institute of Sustainable Development aims at bridging the agendas, enhancing collaborations and resource exchange to shape the UAE's future as competitive knowledge-based economy.

This publication shows our commitment to creating a culture of collaboration between various stakeholders such as youth, local government, civil society and private sector.

Dr Belisa Marochi

Senior lecturer of International Relations

Testimonial



“Middlesex University is a catalyst for advancing sustainable development and making a true impact to place sustainable development in the heart of the academic dialogue in our region. The role that the university is playing is one that can lead the way for a better future for all. They are helping to build a generation of leaders who have a sustainable leadership mindset. The university gives its students in depth knowledge of what sustainable development is all about but beyond that and what is commendable is the practical hands on experience that students gain through their programs by interacting with professionals in the field, undertaking projects and bringing the concepts that they learn to life and this is what truly makes a difference. They also have a passionate faculty that embodies all the principles for a liberal arts education and a world class recognized curriculum combined with hands on practical experience which is what makes this university stand out among the rest in the field of sustainable development”

Noha Hefny

Partnership Development Consultant at UN Women

About Middlesex University Dubai

Middlesex University Dubai is the first overseas campus of the internationally renowned Middlesex University in London. The campus, which opened in January 2005, has over 3,000 students from more than 100 different nationalities and offers undergraduate and postgraduate programmes in a wide variety of subject areas; such as Business, Law, Psychology, Graphic Design, Marketing, HR, Computer Engineering, Education, Accounting and Finance and more. It is the first and only university to offer a face to face LLB (British Qualifying Law) Degree. Middlesex University is a global university committed to meeting the needs and ambitions of a culturally and internationally diverse range of students, by providing challenging academic programmes underpinned by innovative research, scholarship and professional practice. Middlesex University Dubai prepares its students to be professional, skilled individuals fitted for the modern world, committed to lifelong learning and able to contribute to the communities in which they live and work.

As well as having all the advantages associated with being a British university, Dubai campus students can benefit from all the opportunities afforded by a rapidly developing modern city in the heart of the Middle East, while experiencing the diverse nationalities and cultures that make up the population of Dubai. The Campus is located in Dubai Knowledge Park, occupying spacious classrooms and study areas within four buildings. Dubai Knowledge Park itself was set up in 2003 for international institutions that promote learning. Middlesex University Dubai students, therefore, have the opportunity to participate in a much wider student community.

Our Alumni are highly successful individuals who go on to undertake exceptional challenges in their careers. They are leading teams and consulting for major organisations both nationally and across the globe in companies such as Oracle, Microsoft, Etihad Airways, Cleveland Clinic, Samsung, and Adidas. Many of our Alumni are also successful Entrepreneurs. Our industry links strengthen the opportunity for work placements, internships and ongoing graduate careers.

Our academic and administrative staff are fundamental

to our success, coming to us from all over the globe to influence the lives of our students. We employ more than 200 staff, including many recognised leaders in their academic field, as well as active practitioners and committed researchers.

Driven by honesty, integrity, ambition and mutual support, our Middlesex University Dubai staff community forms the foundation of our world-class institution. They work on a global scale to harness the creative, innovative and enterprising spirit that has guided our university since its inception.

In 2017 the Middlesex Institute for Sustainability was founded with the mission to “promote a sustainable future through information exchange, capacity-building and innovation and to address global challenges through research, education and engagement, preparing tomorrow’s leaders for life and work”. The Institute partners with:



Global Compact
Network UAE

A complete list of the University's partnerships can be found at <https://www.mdx.ac.ae/business-partnerships>

University Strategy

Middlesex is about transformational journeys, empowering our students with the tools, attributes and opportunities to turn their potential into success.

To do this, we know how important it is to get our students on the right learning pathway and provide a distinctive, high-quality education for the modern world. Our inspiring courses with clearly defined routes into career opportunities are a cornerstone of our offer and commitment to our students' futures. With personalised support and flexible learning, we enable every student to study on the right course and in the right way for them.

Our distinctive student experience is defined by innovative teaching and learning, engaging and vibrant campuses and the richness of our diversity.

All our students will engage in active, practice-based learning, supported by personal tutors, and using our academics' ground-breaking research and practice to ensure they are at the cutting edge of their subjects and professions. They will stand out as Middlesex graduates, equipped with the skills and attributes they need to succeed.

At Middlesex, we not only value diversity but harness its potential to enrich learning and personal development. By using our diversity of identities and abilities, we empower our students with the skills and mindsets to work with different ideas and perspectives, whether to create new designs and artworks, solve technical and business problems, or improve professional practice.

Our students' journeys do not end when they graduate. They go on to shape the world and keep learning. As an institution, we look outwards and use our expertise and capabilities to be part of the big conversations that matter to our students and their future lives, from tackling barriers to social mobility to sustainable and inclusive economic growth.

The Strategy sets out the University's direction for the next five years.

- **Inspiring success**

Provide an inspiring choice of courses and learning pathways that empower students with the ambition, skills and knowledge to succeed in graduate employment.

- **Practice-based learning**

Engage our students in active, practice-based learning, with teaching enriched by research and innovative practice that creates highly employable graduates.

- **A vibrant student experience**

Create a vibrant student experience that promotes wellbeing and builds a sense of belonging and commitment.

- **A values-driven culture**

Foster a values-driven high-performance culture that enables us to realise our vision.

- **Research that benefits our students**

Undertake high-quality research, practice and knowledge exchange that benefit our students.

- **Building support for our mission**

Further our mission through corporate, policy and community engagement, building support for the University and setting agendas in tertiary education and skills.



Spotlight



Our University contributes to all of the SDGs ensuring our graduates have been well trained for the jobs of the future. As a University, we are keen to ensure that we are agile, change-ready and future-focused so that we remain relevant not just for the jobs that exist today, but for those that will exist in the future. Social, economic and environmental sustainability have been incorporated across the curriculum.

• MBA Sustainability and Corporate Responsibility

The MBA Sustainability and Corporate Responsibility ensures students gain an understanding of what sustainability encompasses and how it can be integrated into business strategy and management for the benefit of businesses themselves and wider society. The course explores the broad context of sustainability in society including sustainability frameworks, international governance and agreements, and consumer behaviour. It examines the sustainability challenges facing businesses and the practices that can be used to integrate sustainability into business management and strategy; and assessment and reporting of sustainability practices. Further, the course introduces students to governance and corporate responsibility principles and practices leading to sustainable societies. Students gain an understanding of what governance and corporate responsibility encompass and how it can be integrated into business strategy and structure and its impact in the global context. The course explores the broad context of governance for sustainability including governance theory and frameworks, and the reporting of governance impacts. It examines the role and responsibility of stakeholders and how these can be managed.

• MA Global Governance and Sustainable Development

With the rise of sustainable development as a major issue of the international policy agenda, it is essential that

global intergovernmental and governmental agencies, international organisations, international businesses, and other groups/organisations have access to professionals that hold the necessary analytical skills and knowledge to address these challenging governance issues in varying contexts. This master's degree aims to provide students with skills to become such a professional - enhancing their knowledge and skills with respect to global governance approaches and instruments focused on environmental sustainability and social justice.

Students explore various approaches to how intergovernmental and national strategies, policies and projects pertaining to these global governance issues are formulated, implemented and evaluated. The critical case study approach used in teaching enables students to develop the skills required for working in the private sector or with global and national public or third sector agencies leading and managing change in a global environment.

• MSc International Tourism Management

During this course, students develop their management knowledge and skills while strengthening their critical awareness of the current socio-economic, marketing and political challenges currently affecting the profession. Students gain industry insights and networking opportunities that will enhance their career — expanding their knowledge around management issues facing tourism in specialised international contexts.

Core to the MSc is the active programme of field visits – including an overseas trip where students have the opportunity to conduct their own field research on Sustainability and Tourism. Students are also offered modules that focus on sustainability issues in the 21st century.

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Additionally, the University offers many modules focused on Sustainability, to name but a few:

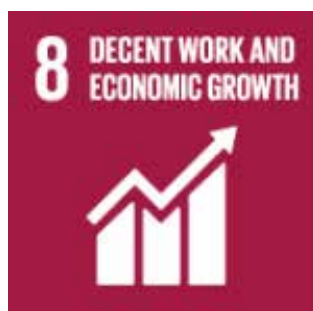


• **MKT 1120 Marketing Theory and Practice**

This module on social and green marketing aims to help students understand the role social and green marketing plays in marketing management. Additionally, it stresses on understanding the importance of marketing ethics.

• **ACC2120 Advanced Financing Accounting**

This module incorporates a lecture and seminar session on "Environmental and Social reporting". The lecture introduces the students to the evolution of sustainability reporting, environmental and social reporting in the annual reports, to identify the issues involved and evaluate how environmental information is communicated in financial statements. Students are introduced to concepts like Triple Bottom Line, Prince's Accounting for Sustainability, Global Reporting Initiatives and role of International Integrated Reporting Committee in developing integrated reporting framework.



• **MKT 2290 Entrepreneurship and small business marketing**

This module on social entrepreneurship focus on various aspect of creating a social enterprise and its role in the economy and community building. One assessment involves presenting a business plan for a new/growth seeking business.

• **MGT 3146 International Management and Ethics**

This module aims to develop students' awareness of

cultural and ethical issues in an international organisational setting and to equip students with knowledge and skills needed to manage these issues effectively, thus enhancing their employability in a global work context. The module examines the influence of culture on individuals, organisations and managerial work. It also provides students with critical awareness of conceptual frameworks, mechanisms and tools designed to identify, analyse and respond to issues of business ethics and Corporate Social Responsibility.



• **MGT2440 International Operations and Innovation Management**

This module aims to broaden and expand students' knowledge and understanding of the concepts, tools and techniques of international operations and innovation management. Students develop analytical insights into current international operations management practices, explore the priorities and techniques of operations and innovation management and employ these to the design, operation and control of business processes.

• **MGT4520 International Entrepreneurship**

This module incorporates a lecture on Social Innovation and Sustainability led innovation. This lecture introduces students to the concepts of social entrepreneurs using business innovation skills to meet social needs and create value for society. Additionally, the lecture familiarises students with topics relevant to sustainability and different types of sustainability assessment tools such as Triple Bottom Line, Lifecycle Analysis, Materials Intensity Analysis, Materials Flow Analysis, Environmental Impact Assessment and Environmental Performance Indices.



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• MGT2540/2545: Business Environmental Analysis

This module incorporates a lecture session on the social responsibility of firms, introducing students to the reasons why firms should act in a socially responsible manner, areas of concern in business ethics and CSR (related to consumer behaviour, ecological responsibility and social obligations) and ways in which businesses fulfil their ethical and social obligations. Students are also introduced to the Principles of Fair Trade and fairness in global trade.



• LAW2465 UK and European Human Rights Law

The module aims to engage students in active investigation of the values, principles and detailed application of human rights law in the UK and Europe. It focuses on the European Convention on Human Rights (ECHR) and its incorporation into UK law by means of the Human Rights Act (HRA)

1998. The module equips students critically to analyse legal principles and cases, as well as broader political and normative discourse about the role of human rights in a modern democracy, thereby broadening their horizons and helping to develop their own value systems.

• LAW2420 Equality and the Law

This module aims to explore general issues relating to equality and discrimination in the first semester. In the second semester, specific individual areas of inequalities will be examined. The module explores these issues from a legal, ethical, social, political, historical and economic perspective.

• POI3015 Humanitarianism and Global Change

The module aims to provide an interdisciplinary analysis of the processes, policies and practice related to contemporary humanitarian crises, be they the outcome of conflict, war, famine, extreme climatic events natural or man-made disasters. Case studies are used to explore the contemporary landscape of emergency and how this differs from the past. Ideas of responsibility, protection and justice are central to the module as it seeks to highlight the complexity of humanitarian emergencies through consideration of their different origins and the different actors involved, and through this to problematise the notion of 'humanitarianism' and its continued relevance.



Research & Thought Leadership

We endeavour to share just a sample of the research achievements directly related to the Sustainable Development Goals. The full list of the most recent publications can be found at <https://www.mdx.ac.ae/research/research-matters>

2016

Butler, G., & Paris, C. (2016) 'Reaching the End of the Unbeaten Path? An Analysis of Lonely Planet's Digital Media 'Requiem', *Anatolia: An international journal of tourism and hospitality research*, 27(3), 377-388. (Google Scholar h-5 Index: 15).

Balasubramanian, S., & Sundarakani, B. (2016) 'Assessing the Green Supply Chain Management for the United Arab Emirates Construction Industry', In M. Khan, M. Hussain, & M. M. Ajmal (Eds.), *Green Supply Chain Management for Sustainable Business Practice*, (pp. 83-110). IGI Global.

Iqbal, M. J., & Rashid, S. (2016) 'A re-interpretation of impact of the Icelandic Low and Azores High on winter precipitation over Iberian Peninsula', *Arabian Journal of GeoScience*, 9 (102). doi:10.1007/s12517-015-2086-y (Impact factor 1.224)

Karnik, A., Epps, A., & Paris, C. (Eds.). (2016) 'Global Issues: Emerging Economic and Social Perspectives', *World Review of Entrepreneurship, Management, and Sustainable Development*, 12(4). Editorial (Pages 377-381). (Google Scholar h-5 index:8).

Kumar. V. (2016) 'Evaluating the financial performance and financial stability of national commercial banks in the UAE', *International Journal of Business and Globalisation*, 16(2), 109-128. (Google Scholar h-5 index score of 8.)

Moustakas E. et al. (2016) 'Region of Makkah, Using Social Media to enhance Region performance', *King Salman Center for Local Governance, United Nations - Habitat publications April 2016 Journal*.

Paris, C. (2016) 'Sustainability: A threshold concept for tourism education', *Tourism: An International Interdisciplinary Journal*, 64, 329-337.

Pillai, R., & Nanath, K. (forthcoming). The influence of green IS practices on competitive advantage: Mediation role of green innovation performance. *Information Systems Management*.

Pstross, M., Rodriguez, A., Knopf, R. & Paris, C. (2016) 'Realizing the American Dream: Empowering Latino Parents to Transform the Education of their Children', *Education and Urban Society*. 48(7), 650-671. (Impact Factor 0.444, Google Scholar h-5 Index: 18).

Scheidler, A., Brutschy, A., Ferrante, E., & Dorigo, M. (2016) 'The k-unanimity rule for self-organized decision making in swarms of robots', *IEEE Transactions on Cybernetics*, 99, 1175-1188. (Impact Factor: 3.78. Google h5-index: 47).

2017

Abonil, M., Umar, F., & Warner, R. (In press). The incorporation of Self-Discovery as a feature of the induction process. In S. Abu-Rmaileh, A. Elsheikh, and S. Al Alami (Eds.), *Motivation and classroom management: Theory, practice, and innovation*. TESOL Arabia.

Alsaadi, T., El Hammasi, K., Shahrour, T.M., Shakra, M., Turkawi, L., Nasreddine, W., Kassie, S. (2017). Depression and anxiety as determinants of quality of life in patients with multiple sclerosis - United Arab Emirates. *Neurology International*, 9, 75-78.

Alsaadi, T., Kassie, S., El Hammasi, K., Shahrour, T.M., Shakra, M., Turkawi, L., Raoof, M. (2017). Potential factors impacting health-related quality of life among patients with epilepsy: Results from the United Arab Emirates. *Seizure*, 53, 13-17. doi: 10.1016/j.seizure.2017.10.017.

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Balasubramanian, S., & Shukla, V. (2017). Green supply chain management: An empirical investigation on the construction sector. *Supply Chain Management: An International Journal*, 22(1), 58-81. <https://doi.org/10.1108/SCM-07-2016-0227>

Balasubramanian, S., & Shukla, V. (In press). Green Supply Chain Management: The Case of the Construction Sector in the United Arab Emirates. *Production, Planning, & Control*.

Bhaumik, S. K., Kutan, A. M. & Majumdar, S (In Press). How successful are banking sector reforms in emerging market economies? Evidence from impact of monetary policy on levels and structures of firm debt in India, *The European Journal of Finance*.

Hussain, F. (2017). Special Issue on Inception, Adoption and Applications of Emerging Technologies. *International Journal of Information Systems in the Service Sector*, 9(4).

Hyland, L. A., & Shrivastava, A. (2017). Social and Sustainable Enterprise: *International Perspectives*. *International Journal of Sustainable Society*, 9(1), 1-117.

Jeffrey, H.L. (In press) Tourism and Women's Rights in Tunisia. In Cole, S ed. *Critical Voices on Gender, Tourism and Women's Empowerment*. Wallingford: CABI.

Keane, D., & Kyriazi, T. (2017). Education in the UAE: the relevance of international human rights law and social welfare for a sustainable economy. *International Journal of Diplomacy and Economy*, 3(4), 330-347.
Keane, D., & Kyriazi, T. (in press-2018). The emergent right of human rights education in GCC States; *Asian Yearbook for Human Rights and Humanitarian Law*, 2.

Kouskouna, K., & Kyriazi, T. (2016). Updating the EU Anti-Trafficking Legal Framework: A study of the role and value of the 2011 EU Directive on trafficking in human beings, *European Politeia – European Review of Public Law*, 2, 393-427.

McMillian, J., Paris, C., Spitz, B., & Toms, C. (In press). Fair trade learning. In N. Arya and J. Evert (Eds.), *Global health education: From theory to practice*.

Miller, K., Kyriazi, T., & Paris, C. (2017) Arab Women Employment in the United Arab Emirates: Exploring Opportunities, Motivations, and Challenges. *International Journal of Sustainable Society*. 9(1), 20-40.

Nasser, A., Kyriazi, T., Paris, C., & Ahmad, M. (In press). Impact of Identity Politics on Education in Pakistan: A comparison between Balochistan and Punjab. *Education, Citizenship, and Social Justice*. <https://doi.org/10.1177/1746197917743954>

Paris, C., Marochi, B., & Rubin, S. (2017). Tourism development in Kuwait: examining the political-economic challenges in a unique rentier economy. *International Journal of Diplomacy and Economy*, 3, 301-315.

Saghir, S., & Hyland, L. A. (2017). The effects of immigration and media Influence on body image among Pakistani men. *American Journal of Men's Health*. doi. 10.1177/1557988317698627

Sayani, H., Shoaib, M., Kumar, V., & Mashood, N. (2017). An exploratory study of undergraduate students' learning from case study competitions in the United Arab Emirates. *International Journal of Innovation in Education*.

Shrivastava, A., Pietschnig, J., Yousuf, A., & Kassie, S. (2017). Influencing factors of materialism among residents of the UAE: The role of mortality salience and spirituality. *Journal of Articles in Support of the Null Hypothesis*, 13(2), 113-122.

Spotlight



Middlesex University Dubai Celebrates 200th Research Seminar Series

The Wednesday Research Seminar Series at Middlesex University Dubai started in 2008, and recently reached a significant milestone of the 200th seminar presented. The weekly research seminar provides an opportunity for faculty, staff, students, and external colleagues to gather together and share and discuss cutting-edge research. This event has been central to Middlesex University Dubai's success in developing a mature research culture among its faculty and students. This seminar series provides a forum for researchers to share their work, and engage in productive discourse. It has also seen the genesis of many new research projects and has informed the course of national and international research collaborations. The research seminar has been organised on a weekly basis during the academic term by the Research Committee Chair Dr. Lynda Hyland and her predecessors (Dr. Cody Morris Paris, Dr. Alun Epps, and Dr. Marcus Stephenson). Throughout the 200 seminars there have been many notable presentations by leading and emerging researchers from around the world, region, and UAE. The seminar series also provides a forum for Middlesex Faculty to share their cutting-edge research published in top-tier international journals and books. Just a small sample of the research presented by MDX Faculty throughout the tenure of the MDX Research Seminar Series:

Seminar #6 Dr. Cedwyn Fernandes on "Factors Determining Elasticity of Demand for Tourism in Dubai" later published with Prof Ajit Karnik in the journal *Tourism Analysis*

Seminar #61 Dr. Lynda Hyland on "Teachers' Experiences of Participation in the Incredible Years Teacher Classroom Management Programme: A Longitudinal Qualitative Analysis" later published with colleagues in *School Psychology International*

Seminar#67 Dr. Cody Morris Paris on "Developing a Quantified Triple Bottom Line for Tourism" later published with Prof Timothy Tyrrell and Dr. Vern Biaet in the *Journal of Travel Research* (selected as the best article published in the journal that year).

Seminar #128 Dr. Marcus Stephenson launched his book (co-authored with Dr. Raoul Bianchi) *Tourism and Citizenship: Rights, Freedoms and Responsibilities* published by Routledge.

Seminar#134 Dr. Tenia Kyriazi presented "Trafficking in human beings: Is it a form of slavery?" later published in the *International Human Rights Law Review*

Seminar #142 Dr. Jakob Pietschnig presented "Generational IQ Gains: The Flight of Fancy of Intelligence" later published in the journal *Perspectives on Psychological Science*

Seminar #181 Dr. Eliseo Ferrante presented "Swarm robotics: a tool to study collective behaviours in biological systems" which was published with co-authors in the journal *PLoS Computational Biology*.

Seminar #191 Dr. Savita Kumra presented "Impressing for success: A gendered analysis of a key social capital accumulation strategy" previous published in *Gender, Work,*

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and Organization.

To mark the special occasion of the 200th Wednesday Research Seminar, a celebration of student research was held. A panel discussion on the student research experience was organised. The panellists who were invited to join all were former Middlesex University students who excelled in research and have received recognition for their research achievements. Panel members shared their experiences of research engagement through coursework and dissertations and expanded upon how research activities have shaped the course of their academic and professional lives.

Research Seminars Highlights:

• Research Seminar Series 167

Education as service industry and the student as customer: square pegs in round holes?

Mick King, Middlesex University Dubai

This session drew on theoretical concepts of service management and the service encounter and the extent to which they apply to the field of education. It raised questions about the role of educational institutions in modern-day society. Do they still represent to some extent the concept of public good or have they become companies that look to attract customers to purchase their service product? If they lie somewhere in between, do they lean more to one extreme or the other? The session was designed to be interactive given the range of business and education expertise in the audience. After initially applying a number of theoretical concepts to modern day educational institutions, secondary research which questions the application of service industry and customer monikers in the education sector was reviewed. Finally, the audience was invited to comment on the views presented and give their own perspectives on this complex debate.

• Research Seminar Series 180

Swarm robotics: A tool to study collective behaviours in biological systems.

Dr. Eliseo Ferrante, Middlesex University Dubai

Swarm robotics studies the design of collective behaviours for swarms of robots, that is, it tries to understand how individual robots should behave and interact with each other in such a way as to achieve a collective-level, emergent behaviour. Swarm robotics has both a scientific as well as an engineering soul. From a scientific perspective, it aims at using robots as a model of real living organisms that live in groups, such as ants, bees, birds, fish, in order to understand key behavioural properties that lead to their self-organisation, and how and why such behaviours evolved. From an engineering perspective, the goal is to use this understanding to design robots with minimal hardware and communication requirements, in order to use their emergent self-organising collective behaviour to solve problems in large unstructured and unpredictable

environments. In this talk focused on the study that has been carried out at the interface between robotics and evolutionary biology. A study on the evolution of task specialisation and task partitioning in robot and ants societies was presented. Using computer simulations, for the first time the task allocation mechanism was evolved as well as the individual behaviour needed to carry out the individual sub-tasks in a foraging scenario inspired by leaf-cutter ants. The implications of the studies on both engineering and biology was presented.

• Research Seminar Series 182

Being Fit and feeling pleased: The mediational role of physical self- efficacy in women of the United Arab Emirates. *Magdalena Mosanya*

Objective: High prevalence of mood disorders among women in the United Arab Emirates might be derived from low levels of physical activity. The present study aimed to explore the underlying mechanism through which physical activity affects mood by examining the possible mediating role of physical self-efficacy. **Design:** A cross-sectional investigation was performed on a population opportunistically sampled among women in the UAE (n = 160). **Main Outcome Measures:** The analysis was based on the Baron and Kenny (1986) four steps mediation model which allowed the identification of the mediation effect through a series of simple and multiple linear regression analyses. **Results:** The results confirmed that physical self-efficacy mediates the relationship between physical activity and mood but only partially. **Conclusions:** In consequence, exercise-based interventions designed to improve mood should also include physical self-efficacy enhancement, as this may constitute a complementary mechanism of mood regulation. Implications for women in the UAE are discussed in light of such results.

• Research Seminar Series 183

Developing a system for and applications with full body ownership of a humanoid robot. *Sameer Kishore*

It has been shown that with appropriate multisensory stimulation an illusion of owning an artificial object as part of their own body can be induced in people. Such body ownership illusions have been shown to occur with artificial limbs, such as rubber hands, and even entire artificial or virtual bodies. In this research, the aim is to apply this phenomenon of full body ownership illusions in the context of humanoid robots, and develop real-world applications where this technology could be beneficial. In this talk, after giving a brief introduction about the concept of body ownership illusions, the system that we have developed was described, where a user is embodied in a humanoid robot that is present in a different physical location, and can use this robotic body to interact with the remote environment as if they were physically present in that location. This is carried out by fusing the multisensory data of the visitor with the

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robot, thereby transforming the visitor's 'consciousness' to the robot's body. In particular, the focus of the talk was on one specific application that was developed for the purposes of 'Tele-Immersive Journalism' where a combination of virtual reality and robotics was used to beam a physical representation of a journalist from Los Angeles to Barcelona, where they could conduct interviews and moderate a debate among students while embodied in a robot.

• **Research Seminar Series #186**
'Engendered' well-being. The importance of being content with one's gender identity. *Douglas Russell*

This presentation was focused on presenting historic and contemporary measures of gender identity in an interactive way, as well as presenting recent findings of a study investigating how gender identity affects individuals' psychological well-being. Recent updates to measurements of gender identity take into account personal and public gender models and the effect of gender stereotypes on behaviour. Contemporary studies identifying links between gender and psychological well-being are merited. Research investigating children's developing identity and well-being has found gender typicality to be a significant predictor of self-worth and adjustment while studies on adults have found the same to be predictive of self-esteem. The current study identifies a shift in the 21st century in the effect gender identity has on psychological well-being across age groups, implying the need for appropriate psychoeducation regarding gender and well-being both in adolescence and adulthood.

• **Research Seminar Series #191**
Impressing for success: A gendered analysis of a key social capital accumulation strategy. *Savita Kumra*

Social capital theory assesses the career benefits that accrue to individuals from the stock of relationships they have. Such benefits can be in the form of guidance and advice, access to key projects and assignments and help with setting up business deals. However, when assessing whether such career-enhancing resources are available equally to men and women, we find that gender impacts on the access to and accumulation of social capital. The article seeks to address two key research questions. The first is whether women are aware of the need to accumulate social capital to advance their careers and the second is whether they use impression management techniques in order to assist them in doing this. Findings are reported from a study in an international consulting firm with 19 female consultants. In respect of research question one the findings indicate that women in the sample are aware of the need to accumulate social capital to advance their careers; with particular emphasis being placed on the importance of gaining access to influential sponsors. In respect of research question two, the findings confirm that women in the sample do perceive the necessity to utilise impression management techniques to help them to accumulate social capital. This is done in a

defensive way and is linked to ensuring that one is seen as ambitious, likeable and available. It is argued that these are key organisational norms, and it is perceived that in order to accumulate social capital, women need to actively work to dispel the negative stereotypes that attach to them because of their gender. The article calls for greater recognition of the impact that masculine organisational cultures have on the career development of women, who not only have to perform at a high level but are also required to expend additional energy conforming to masculine organisational cultures they have had little say in creating.

• **Research Seminar Series #196**
Gender and employability in the GCC: Looking forward? *Mona Hamade*

There is a strong correlation matching the skills of graduates and their entry into the labour market. Bridging the gap between soft skills in higher education and what's needed in the labour market will unlock the potential of human capital across the GCC. This presentation is part of a larger research-based PhD thesis findings at the University of Cambridge Centre for Gender Studies, and a book on Gender and the Workforce in the UAE, and Career Development Workshops. It seeks to elucidate the main barriers – structural, institutional, and normative – to women's educational attainment and enhanced economic participation in GCC countries. It will explore policies and practical measures to promote more "female-inclusive growth" throughout the region. This talk seeks to shed light on the need to translate high number of graduates into active contributors to the economy. This issue is one of the main priorities for government, universities as well as the private sector across the GCC. Thus, engaging with researchers, practitioners and policy makers interested in youth employment and capacity building in the GCC. The research methodology is informed by a combination of qualitative interviews with graduates and experts. Field interviews were conducted with graduates and leading experts in recruitment and diversity in the UAE and London between 2012-2016. The overall conclusions present gender-focused and flexible recommendations in an effort to reduce the gap in employability skills and increase youths' productivity in the national workforce.

• **Research Seminar Series #197**
Assessment of bilingual language context and its effects on interference suppression. *Angelique Blackburn*

Bilinguals often outperform monolinguals on tasks that require suppression of interference from irrelevant stimulus information, likely as a result of strengthening neural networks involved in managing interference between languages (Martin-Rhee & Bialystok, 2008). However, not all studies have replicated this bilingual advantage, indicating that bilingualism alone may not be responsible

Spotlight

(Hilchey & Klein, 2011). To test this, the Assessment of Code-Switching Experience Survey (ACSES) was designed to categorise bilinguals according to how they use their languages, specifically, how often they switch between two languages within a conversation (code-switch; Blackburn, 2013). Bilinguals with different code-switching experience were compared during sentence reading and interference suppression tasks to determine whether code-switching experience modulates both the ability to comprehend a code switch and the ability to suppress non-linguistic interference. Results indicate that code-switching experience impacts both language cognition and aspects of cognition that are not specific to language. A survey of the field suggests that bilingual experience strengthens aspects of cognition specific to the way in which language is used by each bilingual. Results are framed according to the Adaptive Control Hypothesis – that language control differs across bilingual contexts and repeatedly engaging each aspect of control differentially impacts the brain – and a new survey to assess time spent in each bilingual context will be discussed (Green & Abutalebi, 2013).

• Research Seminar Series #198

Literacy acquisition and dyslexia as a function of orthographic transparency.

Ilhan Raman

Successful acquisition and execution of literacy skills are perceived as fundamental aspects in contemporary everyday life. Although much research has been conducted to understand cognitive processes involved in learning how to read and write, it must nevertheless be noted that until relatively recently the focus was primarily Anglo-centric. Therefore, emerging theoretical accounts in the field provided explanations solely for literacy development in English. However, alphabetic writing systems vary on many factors one of which is based on orthographic transparency, i.e. the ease with which one can generate phonology (sound) from graphemes (letters). Since the 1990s, attention shifted to examining the role of orthographic transparency on reading in different alphabetic writing systems. Given that dyslexia is estimated to affect approximately 10% of the human population (World Health Organisation), understanding the role of orthographic transparency in reading development has become of paramount importance. This talk aimed to review some of the research and theories that address typical and atypical reading development in dyslexia across several alphabetic writing systems from an orthographic transparency perspective.

• Research Seminar Series #201

Real change: Authentic content for sustainable development education.

Mariam Abonil & Learose Pinkham

A rapidly globalising and conflicted world hastens the need for tertiary curricula to foster development of real-

life problem-solving skills. Literature shows that models of learning used to achieve objectives involving awareness of sustainable development must reflect those goals through curriculum design based on authentic content. With basis in the works of Dewey and Freire, who posited both the interplay between governments and their people (Dewey, 1916) and the implication for group work in world transformation through education (Freire, 1970), a World Simulation Activity (WSA) activity was created to support the teaching of sustainability in and across educational settings. A term-long group-work exercise based on the WSA was then used to investigate facilitation of effective learning of authentic content through practical application of sustainable development goals. This qualitative study at an offshore private university in the UAE was carried out with three cohorts in a non-specialist foundation year. Preliminary findings show inclusion of this activity, along with the use of Computer-Supported Collaborative Learning and student-led governance, created a knowledge-building approach to scaffolded content, contributing to wider applications of course material. Specifically, the concepts of collaboration, use of real-world research, and accountability for decision-making were observed. These observations were discussed with regard to the incorporation of such activities into future university curricula.

• Research Seminar Series #205

An institutional analysis of the nature of corporate social responsibility (CSR) reporting in a developing country context: A case study of the Indian petrol and gas industry.

Shilpi Banerjee

The evolution of corporate social responsibility (CSR) in the Indian petroleum and gas industry from a philanthropic/charity based model to a more 'institutionalised' corporate giving model in recent years has marked a dynamic shift in the ways companies define their CSR and report about their CSR to stakeholders. This shift is demonstrated by a remarkable growth in CSR spending, growth in corporate codes of conduct, CSR legislations and social reporting in recent times. Companies today attach greater importance to their social and environmental impacts, embracing various CSR initiatives, engaging more with the local communities and displaying a 'nationalistic' and 'patriotic' fervour in all their CSR activities indicating a de-globalisation of CSR. In my PhD thesis, I argue how this rapidly changing CSR landscape indicates CSR being 'enacted ceremoniously' as a response to perceived expectations arising from various institutional pressures that has led to a corporate commitment for communicating CSR reports. The findings of the study indicate how companies CSR reporting has taken new forms since the launch of the Companies Act of 2013 and how this can be understood as a new form of 'ceremonial myth' little more than a symbolic action meant to testify the company's good faith and its adhesion to shared beliefs in order to gain legitimacy.

Case Studies

Education in the UAE – Research Articles

The Associate Professor at Middlesex University, Dr. Tenia Kyriazi along with her colleague David Keane, Associate Professor of International Human Rights Law at Middlesex University (London), have co-authored two articles on the right to education.

The first one is exploring the theoretical origins and application of the right to education in the UAE and is published by the *International Journal of Diplomacy and Economy*. The paper examines the recommendations of the UN treaty bodies, specifically, the Committee on the Rights of the Child, the Committee on the Elimination of Discrimination against Women and the Special Rapporteurs on racism and on the sale of children. The paper also suggests pathways towards enhancing dialogue and adopting a rights-based approach to education in the UAE.

The second article is exploring the emergent right to human rights education in the GCC and has been accepted for publication at the 2nd volume of the *Asian Yearbook for Human Rights and Humanitarian Law*.

Middlesex University has been supporting the SDGs and this is another contribution of Middlesex University's esteemed Professors towards the SDG-4 Quality Education.

Effectiveness of Bloom's Taxonomy in an Online Classroom: Improvements in teaching and learning methods



Innovation Arabia 9 Congress, held by the Hamdan Bin Mohammed Smart University Dubai (HBMSU) in March 2016, is an annual prestigious, scientific event. The theme for this year was 'Accelerating Innovation towards Sustainable Economy'.

"My action research paper titled 'Effectiveness of Bloom's Taxonomy in an Online Classroom: Improvements in teaching and learning methods' was one of the few selected from over 600 entries. I was very fortunate to have represented Middlesex University Dubai in this event. I presented in front of a distinguished audience and my research was well acknowledged by all. The work I presented came from an action research study to analyse my students' progress at the middle school level in a virtual school based in USA. This pilot project addresses key issues within the curriculum of

a webbased course and highlights best practices on a virtual platform using online pedagogical methods. Bloom's taxonomy operates in this project as the conceptual framework that achieves constructive alignment of the curriculum to meet intended learning outcomes in the online course. After an extensive review of the literature, an online learning management system (LMS) was incorporated for asynchronous learning and as a potential to facilitate group work, share resources and allow constructive participation and engagement among students. Key findings that emerged were: enhanced higher order thinking skills (like critical analysis, reflection, and deeper learning), consistent peer support and encouragement in group work, and an increase in the level of information retention among students. A shift in the roles of the teacher and students was seen with minimal teacher guidance and increased critical thinking and independent learning. Students reported a positive experience and overall, the level of student engagement was found to be higher than average. Research papers that focus on K-12 online courses in the UAE are scarce and this study offers powerful insights into aspects of online learning through an LMS and curriculum development of webbased courses. These findings may serve as a guide for schools, educational institutions, and universities who wish to maximize the potential of web-based learning and develop quality online educational experiences for their students."

Fouzia Begum is an online Educator, Curriculum Developer and final year student of M.A. Education at Middlesex University Dubai.

Case Studies



4th annual Travel and Tourism Research Association (Asia Pacific Chapter) Conference

Middlesex University Dubai successfully hosted the 4th Annual Travel and Tourism Research Association (TTRA) Asia Pacific Conference (APAC) on 3rd and 4th December 2016. The conference theme was 'Pushing the Boundaries: Driving Tourism Innovation & Creativity Through Research'. Dr. Cody Morris Paris (Deputy Director of Middlesex University Dubai and Conference Co-Chair) said this theme "resonates with the spirit of Dubai and the UAE, where there have been significant investments to fulfill a vision of an innovation-driven economy with tourism playing a central role. Already one of the most visited cities in the world, home of the busiest international airport, and the birthplace of some of the world's leading hospitality and tourism brands, Dubai is well on its way to reach 20 million international visitors by 2020, the year of EXPO 2020".

The 4th TTRA APAC conference follows successful previous conferences in Kuala Lumpur, Melbourne, and Tokyo. "Dubai has been a leader in tourism leveraging its geographic advantages as a natural hub with long term investment and vision for our industry," stated Carolyn Childs, TTRA APAC President and Conference Co-Chair. TTRA International was founded in 1970 to support the travel and tourism industry's growth and success through a focus on the quality, value, effectiveness and use of research in travel marketing, planning and development. Today TTRA continues to provide leadership for the global community of practitioners, educators, and users of travel research.

The Conference featured nearly 50 leading researchers from industry, government, and academia from more than 15 countries including Australia, New Zealand, China, Japan, Seychelles, UK, USA, Italy, France, Jamaica, Finland, and the United Arab Emirates. The conference had world renowned keynote speakers and panelists presenting on research and practice at the nexus of creativity, innovation, and tourism. Mr. Gerald Lawless (Head of Tourism and Hospitality at Dubai Holding and Chairman of the World Travel and Tourism Council) gave a keynote talk on 'The Rewarding Union of Travel & Tourism and Cinematography'. Prof. Sue Beaton, the founding president of the TTRA APAC Chapter, launched the 2nd edition of her seminal book, 'Film-Induced Tourism', and organised a special panel and paper track on 'Creating Tourism via Film, TV and Pop Culture' featuring filmmakers, destination marketers, and academics. Mr. Nasif Kayed (Founder and CEO of The Arab Culturalist) and Dr. Jeff Dalley (New Zealand Department of Conservation and VP of TTRA APAC), gave opening keynote talks. In addition to the panelists and keynote speakers, more than forty academic papers were presented by some of the world's leading tourism researchers.

Case Studies



Middlesex University Dubai hosts the EU and UAE Conference on the Rule of Law and Arbitration

On March 26th, 2017, the Law and Politics Department of Middlesex University Dubai held a CLPD-accredited EU and UAE Conference on the Rule of Law and Arbitration. The event was supported by the Jean Monnet Programme of the European Union via the Jean Monnet Chair awarded to Prof. Laurent Pech (Head of Department, Law and Politics, Middlesex University London). The conference, coordinated by Dr. Tenia Kyriazi and Dr. Daphne Demetriou, was attended by academics, legal practitioners and students from the UAE and Europe.

Distinguished legal professionals and leading academics from the EU and the region participated as keynote speakers and panellists. The event began with keynote speeches from His Excellency Mr. Patrizio Fondi, Head of the EU delegation to the UAE, Mr. David Gallo (Director of the Academy of Law, DIFC), Mr. Alec Emmerson (Chief Executive of the DIFC Arbitration Institute), and Ms. Maali Khader (Principal Case Manager at the Emirates Maritime Arbitration Centre). The conference was then divided into two-panel discussions. The first panel focused on the rule of law. Professor Pech along with Ms. Justine Stefanelli (Bingham Centre for the Rule of Law), and Professor Joshua Castellino (Dean of the School of Law, Middlesex University London), explored the implementation of the rule of law at European and international level.

The afternoon panel focused on international arbitration from practitioners' perspective. Mr. Lughaidh Kerin and Dr. Anthony Cullen (both from Middlesex University London) discussed the EU legal framework on Alternative Dispute Resolution in the context of consumer disputes. Ms. Jasamin Fichte (Founder and Managing Partner at Fichte & Co.) spoke about the implications of the establishment of the Emirates Maritime Arbitration Centre for legal practitioners in the region. Ms. Laila El Shentenawi (Senior Associate at Al Tamimi & Co.), presented challenges and opportunities for women in arbitration, followed by Mr. Alan Henderson (Senior Associate at Clyde & Co.), who looked at the authority to agree on arbitration under UAE law. The session was concluded by Ms. Sarah Malik (Counsel at Taylor Wessing), who presented recent development in the enforcement of arbitral awards in the DIFC and Dubai Courts.

Both panels sparked extensive discussions between the speakers and the participants. At the conclusion of the conference, all attendees provided very positive feedback on the organisation of the event, the high calibre of the speakers and the information they gained from it.

Case Studies



Dr. Krishnadas Nanath received Sustainability Researcher of the Year Award

Dr. Krishnadas Nanath (Senior Lecturer in Computer Engineering and Informatics) received Sustainability Researcher of the Year Award on 14th December 2017 at the Sustainability Excellence award night for his contribution to Green Computing research and practice. He received this award from H.E. Dr. Rashid Alleem (chairman of SEWA) as part of the 9th Sustainable Development & Inclusive Growth Congress Week. He presented his Green IT solutions and research outcomes for SEWA as a keynote speaker in the Congress.



Dr. Anita Shrivastava Kashi and Ms. Seada Kassie present their research at the Middle East Psychological Association Conference

The 1st Middle East Psychological Association Conference & Expo 2017 was held in Dubai, from 27th to 29th April. The first initiative of its kind in the region, this conference comprised Poster Presentations, along with a Professional Track, General Community Track, and a Student Track.

Dr. Anita Shrivastava Kashi, Campus Programme Coordinator of the Psychology Programme at Middlesex University Dubai presented her research on "Demographic Correlates of Help-Seeking Behaviour" on 29th April. Her co-presenter was Ms. Seada Kassie, Adjunct Faculty in Psychology at Middlesex University Dubai and Clinical Research Associate at the American Center for Psychiatry and Neurology, Dubai. Their presentation topic was highly relevant to the region, and generated a significant amount of discussion among attendees. The hour-long presentation included some practical exercises which contributed to the interactive nature of the presentation. This research presentation was well-received by an active audience of professionals and students from across the region. This conference was very well organised and provided an excellent opportunity to network with individuals and institutions.

Case Studies



Middlesex University Dubai hosts the Colloquium on Inclusivity in Higher Education in the UAE

Middlesex University Dubai's Centre for Academic Success (CAS) hosted the 'Colloquium on Inclusivity in Higher Education in the UAE' which took place at the Campus on 13 March 2018. The event brought together student support and counselling professionals from 15 different UAE universities to share their experiences and good practice for promoting inclusivity within Higher Education.

Dr Sean Pavitt, Senior Inspector for Inclusive Education at KHDA, shared the government's vision, including the new Dubai Inclusive Education Policy Framework. He encouraged educationists to see the value in supporting the student rather than focusing on the disability, and the importance of ensuring an inclusive culture within all educational institutions. This was followed by Dr Christina Gitsaki from Zayed University who reflected on how learning in a foreign language can affect study and shared multi-sensory strategies to promote inclusivity in the classroom.

Ms Toleen Badawi, Executive Master Coach and NLP Practitioner, outlined her work in supporting people with mental health issues and how they can be helped to manage the stresses of university study through inclusive approaches. Finally, Ms Siobhan McNiff, Learning Support Counselor at Middlesex University Dubai shared her expertise in specific learning disabilities and provided an overview on steps that Higher Education institutions can take to promote inclusivity.

Participants reflected on how universities can work to become fully inclusive by encouraging disclosure and avoiding discrimination. The networking event provided invaluable insight into the challenges faced by students of determination as well as steps that Higher Education institutions should take to remove the barriers to inclusivity.

Dr Cedwyn Fernandes, Director of Middlesex University Dubai said "Middlesex fully supports the Dubai Government and KHDA's Inclusive Education policy framework. The Centre for Academic Success at Middlesex leads our initiatives and provides the support and raises awareness to ensure that our students from different backgrounds and different abilities learn together in an inclusive environment."

Student Experience



Student Council and SDGs

The elected Student Council of Middlesex University Dubai, under the mentorship of Dr Belisa Marochi, Senior Lecturer in International Relations, took on the initiative to organize events supporting the SDGs on the Academic Year 2017-18. The members of the Council are Yaser Khan, Shivani Mathur, Muhammed Rizwan, Mohammad Umair Khan, Mehek Tanvir Saith and Jahanavi Bhatia. The Council promoted the SDGs via social media and informed all the clubs to revolve their events around the SDGs. Below are the 2017-2018 events according to the SDGs.

October (Goal 3: Good Health & Well-Being, Goal 7: Affordable and Clean Energy, Goal 11: Sustainable Cities and Communities, Goal 12: Responsible Consumption and Production).

The World Food Day was celebrated and organised the Events and the Baking Club. Not only did the stalls promote their products and participate in giveaways, but they also promoted healthy eating to students. A successful blood donation event also took place this month.

Kaleidoscope is a cultural slam organised by Club Fearless every month that combines art with social awareness. By bringing together art forms as varied as song, dance, monologues & dialogues to poetry and speeches, students become committed to aligning critical thinking in support of SDGs and with each instalment students learn about SDGs since every instalment of Kaleidoscope begins with an introduction to SDGs.

November (Goal 1&2: No Poverty & Zero Hunger, Goal 5: Gender Equality, Goal 10: Reduced Inequalities)

Club Impact collected clothes, shoes and toys in a large donation campaign. The Baking Club supported this cause, by organising an independent bake sale where proceeds went toward Al Jalila Foundation. This month also focused on raising awareness for Breast Cancer. The November Kaleidoscope celebrated Goals 5 and 10.

March (Goal 4: Quality Education, Goal 8: Decent Work and Economic Growth, Goal 6: Clean Water & Sanitation, Goal 17: Partnership for the Goals)

The Career Fair was organised during this month and we had an active set of employers engaging with students. Distinguished companies such as Abercrombie & Fitch, Deloitte & Touch, Marriot and Emaar Hospitality Group attended the fair. The Student Council also held a campus forum meeting where issues were resolved. The World Water Day was also celebrated in a large event this month. Furthermore, the final Kaleidoscope came full circle with Goal 17 celebrating the importance of collaboration and partnership.

Case Studies



Rome, Italy becomes classroom for the week for 2nd year International Tourism Students

During the spring 2016 independent study week, 15 second year MDX students travelled to Rome, Italy, as part of their “Researching People and Places” module for the BA (Hons) International Tourism Management programme. The module’s main focus is to develop students’ knowledge and skills in the collection and analysis of quantitative and qualitative data. Students have the opportunity to then apply their knowledge and skills in a real world setting addressing a research question of their choice. The 2015-2016 students of this module focused on a range of interesting research questions around the topics of Sustainable Tourism, Urban Tourism, and Heritage and Culture.

Dr. Cody Morris Paris (Associate Professor and Deputy Director of Middlesex University Dubai) is supportive of the benefits that can come from international experiential learning opportunities, particularly for developing research and analytical skills. He notes that “there is no better way for students to develop genuine abilities to carry out and understand research than to actually do it in a real world setting. This trip to Rome allowed students to actually collect data through participant observation, interview, and survey methods, as well as deal with the limitations, challenges, ethical considerations and other practicalities. Upon return the students final research reports are more than just normal assignments, but represent ‘new knowledge’ they have uncovered!”

In addition to the ‘research component’ the international study trip to Rome offered students an opportunity to engage on a deeper level with the faculty and classmates, to explore the historic sites of Rome, enjoy the Italian food, and, of course, to have fun while doing it.

Ms. Lulu Baddar (Campus Programme Coordinator, BA Honours in International Tourism Management) highlighted the range of benefits that trip affords students: “Taking students into a new environment gives them the experience of travelling in a group and teaches them to appreciate the locations they visit. Many students who become interested in particular themes of sites during fieldwork pick up these topics for their future studies or become interested in employment in issues dealing with debates covered in fieldtrips. Moreover, the type of memories that educational trips create, called episodic memories, helps students retain information for longer periods. These are just a few of the many benefits that field trips could provide to students.”

Of course, a great benefit for tourism students is to gain experience in visiting some of the iconic attractions in Rome, many of which have been discussed during their modules previously. On this trip, students had a mix of organized trips (to the Vatican and St Peters Basilica, Colosseum, Trevi Fountain, Spanish Steps, Piazza Navona, and the Pantheon) and free time to explore on their own.

The international field trip programme runs annually, including past visits to Ghana and Singapore, and is led by Dr. Cody Morris Paris, who has also previously led and developed international study programmes to Australia, Fiji, Dubai, Austria, Holland, and the Caribbean, and Ms Lulu Baddar, who has also previously led MDX Dubai students to Malaysia, London, Istanbul, and Hong Kong. They both look forward to taking a new group of students on the international trip next year!

Case Studies



Middlesex University Dubai Computer Engineering and Informatics Student, Leanne D'Souza participated at Caltech Hackathon 2017

Caltech (California Institute of Technology, USA) – Department of Computing and Mathematical Sciences organized HACKTECH 2017 from March 3-5 at Pasadena, California. Middlesex University Dubai, DCEI student Leanne D'Souza went through rigorous entry criteria and was selected to participate in this prestigious event. Caltech is a world-renowned science and engineering research and education institution and according to the World University Rankings 2017, Caltech is rated 2nd.

As Leanne shared her experience, she said: "It was a very good experience. We were a team of four with students from different US and Canadian Universities. Overall there may have been around 400 students with a very small handful selected from abroad; only 52 teams presented in the final. We worked to answer questions, provide assistance and fight harassment. This bot is accessible on all social texting applications that are supported by Microsoft. This bot is also available on text. Data was compiled from multiple trustworthy sources. It was mainly built with Python Flask, Twilio and Microsoft services like Azure. My role was mainly in web design and development. It was a very tight schedule with 36 hours of non stop coding, breaking off for meals and some rest. Being Caltech, the judging standards seemed extremely tough and besides faculty the judges also included staff from the sponsors like Google and Facebook. However, it was an awesome experience throughout."

Case Studies



Students at Middlesex University Dubai launch Wellness Campaign

Students at Middlesex University Dubai successfully held their first health and wellness campaign on Tuesday, 28th March 2017 at the campus in Knowledge Park. The *Move for Your Mind* campaign featured giveaways, activities, live music, and guest speakers, all aimed at helping students improve their overall health and well-being. The campaign was also inspired by the UAE's Year of Giving, hoping to create a small but lasting impact on the lives of students, highlighting the link between mental and physical wellness.

The campaign kicked off with the very popular mindfulness colouring session and a bubble wrap giveaway. Tables and chairs were set up with coloured pencils and mandala designs for student and staff alike to spend some time letting out their creativity and discovering a fun new way to manage stress. Students were also encouraged to take sheets of bubble wrap with the message to "pop as needed." Both these events were reflective of the overall message of the campaign to pause and take a moment for yourself. It was very heartening to see students and faculty walking around "popping" away their stress!

Nesa Rassouli, a coach at Fit Inc. and media student at the university, led a Stretch & Talk session followed by half an hour of bodyweight training. Stretch & Talk focused on calming and meditative stretches, giving participants the opportunity to learn and ask questions. The bodyweight training session was aimed at teaching rhythmic exercises that are known to benefit physical health and mental wellbeing. Both sessions were received very well, with visible enthusiasm and curiosity from the participating students, and even the university coach.

Two students on the module – Adam Karmani and Ifrah Rizwan kicked off the lecture series, highlighting key aspects of the module and the entire campaigning process. Guest speakers were also big contributors to the campaign. Dr. Madonna Hany, a Senior Psychiatrist Resident at Rashid Hospital, talked about stress and mental health. She gave students valuable tips for dealing with stress and for improving mental health. The university's resident counsellor Dr. George Kaliaden also talked about the impact of stress on university students, especially during exam times and provided helpful solutions and advice to manage.

The university was also visited by Dr. Benny Prasad, a Guinness World Record holder and wellbeing advocate. He talked about his experience in overcoming depression and suicide and the work he does trying to help young people deal with mental distress. Dr. Prasad also spoke about his travels and the use of music as a form of healing. The talk was followed up with a lively singing performance by himself and his wife.

The campaign also featured live music throughout the day along with refreshments and pick-me-ups including fresh fruit and cupcakes. Decorations and a campaign of sticky notes featuring positive and encouraging messages were plastered all over campus, providing positive messages. The event was live-streamed on the various social media platforms which had been set up by the students. Students and faculty both appreciated the efforts which were part of an assessment for third-year Media students for the Campaigns and Social Change module.

The campaign event was the culmination of six weeks of independent study by students, showcasing the impact of campaigns on social change.

Case Studies



Law Student Field Trip to Strasbourg

Following the great success of the law students' visit to the European institutions 2016, the Law and Politics Department of Middlesex University (London and Dubai Campuses) organised the second annual study trip to Strasbourg, France, for undergraduate and postgraduate law, politics, and criminology students of the two Campuses. The purpose of the trip from 22nd to 25th May 2017 was to visit various European institutions and meet with Judges of the European Court of Human Rights and other senior officials of the Council of Europe. The trip was coordinated by Dr. Tenia Kyriazi (Senior Lecturer in Law and Dubai Campus Programme Coordinator for Law and Politics Programmes), and Dr. Daphne Demetriou (Lecturer in Law, MDX Dubai), as well as Dr. Alice Donald (Senior Lecturer in Law, MDX London).

Students and faculty visited the European Court of Human Rights and attended a Chamber hearing of *Sharxhi and Other v. Albania*, a case concerning a complaint in relation to alleged human rights violations in the course of expropriations undertaken by Albanian authorities. Students had the opportunity to see in practice the procedures followed by the Court and hear the parties' oral submissions. Students also had the honour to meet three of the European Court of Human Rights' Judges, namely Judge Linos-Alexandre Sicilianos (Vice-President of the Court, Judge elected in respect of Greece), Judge Paulo Pinto De Albuquerque (Judge elected in respect of Portugal) and Judge Tim Eicke (Judge elected in respect of the United Kingdom). The Judges shared their views and experiences, discussed the everyday workings of the Court, as well as the main challenges currently faced by the Court. The meetings sparked great interest amongst the students, who posed many questions to the Judges and engaged in a thought-provoking debate relating to the various rights arising from the European Convention on Human Rights.

Students also attended a meeting at the Palais de l'Europe with Mr. Christian Mommers, adviser to the High Commissioner for Human Rights of the Council of Europe, who spoke to them about the mandate of the Commissioner and his priorities for the coming years. Additionally, students had the opportunity to visit the Chamber of the Council of Europe Parliamentary Assembly. Moreover, a tour of the European Parliament was organised, during which students had the opportunity to visit the institution, and sit in the hemicycle, where the plenary sessions of the European Parliament are held, and hear about the workings of this vital EU institution.

Students thoroughly enjoyed this unique study visit. Banazir Kassam (Y2 LLB) said "As a co-founder of an NGO and a student of the Human Rights Law module, the visit to the European Court of Human Rights was nothing short of a dream to me. Being able to experience a case hearing and visiting Parliament provided greater clarity and insight to all the knowledge gained over the year from the EU Law and Human Rights modules - an engaging and thought-provoking experience. My biggest concern has always been that of what my future career would entail in this field, and having the opportunity to speak with the judges at the Court not only encouraged tenacity and determination but also the open-mindedness required to achieve this, of which I am so grateful. I am honoured to have been part of such a stimulating experience with Middlesex University."

Case Studies



UAE Ministry of Climate Change & Environment Inaugurates MDX Dubai's Sustainable Development Goals (SDG) Festival

On April 19, 2017, students at the Middlesex University Dubai celebrated social causes in a special festival inspired by the United Nations Sustainable Development Goals and the UAE's Year of Giving. The festival took place on Middlesex's Dubai Knowledge Park campus today and was inaugurated by Hussain Hassan Mohamed Khansaheb Director, International Cooperation Department, UAE Ministry of Climate Change & Environment, in the presence of Sheikha Shamma bint Sultan bin Khalifa Al Nahyan, founder of Beacon of Hope UAE.

During the spectacle, eleven teams of students used a range of campaigning strategies and communications platforms, including Instagram, Facebook and Snapchat, to raise awareness of issues such as sustainable tourism, volunteering, health and welfare and more. Through their efforts, these students aim to start a larger conversation on what can be done to ensure prosperity for all.

The SDG Festival kicked off with the playing of the UAE national anthem and the unveiling of a special sustainability 'fresco', designed by the students to promote sustainable consumption. It concluded with a sustainable spelling bee and a Beacon of Hope UAE speed-building competition, supporting the social enterprise founded by Sheikha Shamma bint Sultan bin Khalifa Al Nahyan. Sheikha Shamma thanked the students for their dedicated volunteerism to Beacon of Hope UAE and said "knowing that the inspiration of this event originated from Beacon of Hope UAE humbles me to realise the impact that this initiative has had on these young minds. I am very impressed by the innovative communication campaigns that the students created to promote the Sustainable Development Goals. When education is linked to projects like today's festival, it makes learning all that more engaging."

Hussain Hassan Mohamed Khansaheb, Director, International Cooperation Department, UAE Ministry of Climate Change & Environment, said: "The UAE has been a strong supporter of the Sustainable Development Goals (SDGs) from the inception of the idea. Our domestic work is underway to achieve SDGs by aligning global goals and targets with the UAE's policies, strategies and key performance indicators."

"Innovation and creativity are the fundamental pillars of sustainable and non-traditional solutions adopted by the UAE in its journey towards sustainability and decreasing the effects of climate change and adapting to it. UAE youth could play an important role in terms of putting forward ideas and innovative solutions for these issues in order to contribute to achieving the goals of the UAE Vision 2021," Khansaheb added.

The SDG Festival marks the final day of term and is the final assessment in the University's "Issues in Society and Media" module studied by journalism, public relations and advertising students.

"The Sustainable Development Goals Festival unites the University's faculty and students in an effort to make a better world for everyone," explains Middlesex University Dubai Director, Dr. Cedwyn Fernandes.

"Today, more so than any other time in history have social issues been at the forefront of public and private discourse. The "Issues in Society & Media" module encourages students to use print and digital platforms to advocate meaningful change and make the world a better place," said Dr. Fernandes. "The Sustainable Development Goals Festival inspires our students to take initiative to create campaigns which drive the conversation on how we can make meaningful change."

Case Studies



MDX students volunteer with Beacon of Hope to give back to communities

On April 2017 Middlesex University Dubai students, inspired by the Year of Giving, have volunteered with UAE not-for-profit Beacon of Hope to give back to communities in need while seeing the UN's Sustainable Development Goals in action.

Through the collaboration, students participated in the Dubai Cares Walk for Education to help provide education to children in need and volunteered to prepare care parcels, which include essential equipment such as solar lights,

to help children in Jordan continue their studies, even when the lights go out.

These volunteer opportunities followed a guest lecture to students studying Issues in Media and Society from Beacon of Hope, Co-Chairwoman, Larisa Miller. During the lecture, Larissa reaffirmed the group's commitment to four of the UN's Sustainable Development Goals; Good Health and Wellbeing; Quality Education; Affordable and Clean Energy; and Partnerships for the Goals.

According to Dr. Cedwyn Fernandes, Director, Middlesex University Dubai, opportunities to work with not-for-profit groups, such as Beacon of Hope, prepare students with the skills to contribute to the communities within which they live and work.

"At Middlesex University Dubai, we pride ourselves on giving our students opportunities to learn outside the classroom," said Dr. Fernandes. "Our student's work with Beacon of Hope doesn't just give them the chance to see some of the UN's Sustainable Development Goals in action; it also gives them the opportunity to work with one of the region's newest not-for-profit groups to give back to those in need."

For Larisa, the collaboration with Middlesex University Dubai will help encourage philanthropy and volunteerism amongst today's students who will go on to be tomorrow's leaders.

"In 2016 Beacon of Hope delivered more than 3,000 solar light kits to school children in parts of Africa and war struck countries, to allow them to study day and night. Our goal is to make large-scale, measurable impacts will influence youth, providing them with opportunity and hope," said Ms. Miller. "By collaborating with Middlesex University Dubai students, we not only show them the UN's Sustainable Development Goals in practice but also encourage a life-long commitment to giving back to those in need."

Simply Bottles Recycling – a Contribution towards Community

Andrew Mackenzie, lecturer in Marketing, at MDX Dubai, and a DGRADE initiative 'Simply Bottles,' along with the official sponsorship of OASIS launched a solution to the problem of plastic in the UAE. Plastic is an enormous environmental problem and is a major cause of pollution. In the UAE, 50% camels die due to the plastic consumption. The major reason behind it is that the UAE utilizes 2.75 billion water bottles annually. However, majority of the water bottles are thrown away and it becomes a part of the landfill and only 6% are recycled.

The presentation on the issue of plastics in the UAE was presented in the schools to raise awareness in young school kids and to contribute towards community. The initiative encouraged young school children to become more aware and responsible about the plastic problem by recycling it. Given recycling can prevent plastic from going to landfill, which can protect animals and marine life. Recycling plastic is also a contribution to the circular economy and it reduces environmental impact. School children were encouraged to participate by collecting used plastic bottles in their homes, bring them to the school, and place the bottles in the 'Simply Bottles' recycle bin.

Case Studies



MDX Dubai wins at the Annual NYUAD Hackathon 2017

Ms. Leanne Dsouza, a Third year student of DCEI (Department of Computer Engineering & Informatics) at Middlesex University Dubai has once again done us proud. Leanne participated in the 2017 Annual NYUAD Hackathon for Social Good in the Arab World held on April 14-16 2017 along with her team winning the Audience Choice Award for their Intelligent chat bot solution.

Team Taslem worked on an idea to improve health in the Arab region. There were 2 aspects to the prototype solution developed, Firstly, a service to visualize actionable data in the Arab world related to NCDs (specifically obesity & diabetes) through big data & machine learning to share with government and business entities and the Second was to educate the targeted subjects of these diseases through a conversational intelligent chat bot. The bot would learn from, mirror and befriend the user to help them lead a healthier lifestyle.

Leanne primarily contributed to the development of the intelligent bot. Her team comprised of students from various local and foreign universities such as New York University, Carnegie Mellon University, Khalifa University and UAE University. The team was guided by mentors from University of Oxford and Google.

Case Studies



IEBE hosts an event on 'Social Enterprise Business Ideas'

On May 2017 the Institute of Entrepreneurship and Business Excellence (IEBE) in collaboration with Middlesex University Dubai Faculty, Ms Sandra Stephenson and Ms Shanti Rajan featured noteworthy presentations from the HRM1004 class in the event titled "Social Enterprise Business Ideas". The motivation behind such an activity is to instil the concept early for students to view business and entrepreneurship not only from a perspective of income generation but as having as well the capacity to address social and environmental issues.

The well-received event was a culmination of a previous tedious round of presentations of uniquely creative and detailed concepts. Starting from 265 students in 8 groups, the list was eventually narrowed to the 5 top concepts, which had the opportunity to showcase their ideas in front of an esteemed panel of judges:

- Dr. Michael Kloep – Head of IEBE & Senior Lecturer in Management
- Dr. Cody Paris – Deputy Director & Associate Professor of Social Science
- Ms. Mahine Rizvi Ahmad - Lecturer in International Relations, School of Law (*and as a special guest judge*)
- Ms. Rachel Griner – An entrepreneur and investor, served as an Executive on Loan to a National Human Rights Museum, more recently was Innovator in Residence at Impact Hub Dubai. Rachel works with entrepreneurs and investor groups in the Middle East and Africa. She also facilitates workshops on social innovation, business growth and transformational leadership.

She has just returned from the Skoll World Forum on Social Entrepreneurship where she was selected as one among the 1000 delegates of the world's most influential social entrepreneurs to exchange ideas, solutions, and information. (**The Skoll World Forum on Social Entrepreneurship** is the premier international platform for advancing entrepreneurial approaches and solutions to the world's most pressing problems).

There was no shortage of inspiration among the represented social/environmental need of each concept and neither with the enthusiasm and passion evident from the groups. Each came well prepared with interesting Social Enterprise ideas including: responsible organic farming with farmer and consumer welfare in mind, a helpline for preventing dangerous (to fatal) levels of stress in Japan, a sanctuary for elephants in Thailand that provides an alternate livelihood for the community, and an inclusive development and training program for employment of people with disability in the UAE. The winning concept, "Flour Meadough" featured a solution to address high numbers of unemployment for single mothers in Turkey via a café and merchandise model for income generation. The winners and all other equally impressive presenters received prizes from IEBE.

What seems to have impressed the judges and audience to a greater extent is that the well thought of, significantly relevant and detailed social enterprise concepts, were in fact, from first-year students. A great deal of promise of a better tomorrow seems not so far reaching with these types of ideas in showcase.

Case Studies



Middlesex University Dubai celebrates UN's WORLD FOOD DAY!

The MDX Baking Club, together with the Student Council hosted a wonderful picnic event at The Residences, where student amateur Chefs prepared and served food for International students, in celebration of the UN's World Food Day.

On this wonderful afternoon, filled with sumptuous sweet and savoury dishes from 5 continents, 15 of our talented students cooked and served food to around 250 international students, mostly based at our dormitory.

This event taught our students some important UN's Sustainable Development Goals, such as the Improved Nutrition, Promoting Wellbeing and Sustainable Consumption.



Middlesex University Dubai hosted The Green Hope Foundation Climate Conference

On October 2017 more than 100 climate champions aged 7 to 19 gathered at our campus in Knowledge Park to take part in the Green Hope Foundation Climate Conference.

Teaching tomorrow's climate champions the dangers of climate change, and the steps international governments are taking to reduce the crisis during COP23, the event provided a platform for students to share their thoughts and ideas for a better planet.

Accepting the invitation from Green Hope Foundation Founder and President, Kehkashan Basu to come together and strive for a better tomorrow, students from The Philippines School, Far Eastern Private School, St Mary's Catholic School, Primus Private School, Al Ain Applied Technology High School, North American International School and the Oxford School,

Throughout the day, students had access to a range of industry experts and had the opportunity to view presentations from Mira Al Shaam, Environmental Researcher at the UAE Ministry of Climate Change and Environment (MOCCCE), Noura Sarraj, Vice President and Head of Social Impact at Weber Shandwick MENA, Dima Maaytah, Founding Partner at Sustainable Mindz, Elena Weber, Founder, Icons Coffee Couture, and Middlesex University Dubai's Deputy Director, Dr Cody Paris and Stephen King, Lecturer from the School of Media.

The day ended with students creating their works of art which represented their views of the environment, the challenges which lay ahead and their recommendations on what the community can do to address these.

Case Studies



CEI students awarded the prestigious Expo Live 2020 University Innovation Program grant

A group of four CEI students led by Dr. Eliseo Ferrante have been awarded the prestigious Expo Live 2020 University Innovation Program grant: <https://www.expo2020dubai.ae/Expo-Live/University>

Expo Live is an innovation program launched by the Expo 2020, the next appointment with the oldest and most important innovation exhibition in the world. It was a tough process that has involved more than 280 applications from the UAE, and has seen only 17 applications being successful (therefore an acceptance rate of only 6%). Middlesex University Dubai has participated by submitting 6 applications, under the supervision of Dr. Eliseo Ferrante and Dr. Belisa Marochi.



Nine students from MDX Dubai competed in the 11th Model United Nations event organised by the American University of Sharjah

Nine students from Middlesex University Dubai competed in the 11th Model United Nations event organised by the American University of Sharjah from 8 - 10 February 2018. Over 840 delegates from all over the UAE including top universities attended what was AUS biggest Model UN to date.

Team Middlesex won 4 of the top delegate awards:

Asiya Ajmal - Outstanding Delegate ECOSOC Bolivia

Mohamed Nor - Distinguished Delegate OHCHR Bolivia

Ahmed Waheed - Honorable Mention WIPO Thailand

Richardt Schoonraad - Best Research WIPO Bolivia

Our students spent weeks researching their chosen committees and topics and demonstrated great enthusiasm, passion and highly informed public speaking and advocacy skills during the three days which is evident from their stellar performances.

The team was mentored by Ms Mahine Ahmad, Lecturer in Law and Politics, who mentored the team with dedication - a great example of Middlesex University Dubai's commitment to support students in transforming their potential into success.

Case Studies



CEI Students participate at the Liv4Innovation event

On March 2018 ten students from Middlesex University Dubai's Computer Engineering and Informatics Programmes attended the Liv4Innovation event hosted by YouthHub in February. The event was organised by the Liv. Digital Bank created by Emirates NBD and non-profitable associations: Arab Women in Computing, OpenUAE and Emirates Digital Association for Women. The event enabled the students to network, learn more about emerging technologies

and an overview of the skills and jobs within the digital world.

Provided with words of wisdom and expertise from the guest speakers, the students were encouraged to challenge themselves, innovate and create to become future entrepreneurs.

The students were accompanied by Mr Jaspreet Singh Sethi and Ms Engie Bashir from Middlesex University Dubai's Computer Engineering and Informatics Department.



Middlesex University Dubai 3rd year BA Accounting and Finance students are CIMA University Business Leader Champions 2018!!!

Middlesex University Dubai 3rd year BA Accounting and Finance students, Jay Ashvin Zaghada and Shaista Mohammed Baseer won the title at CIMA University Business Leader Champs 2018!

Our students enrolled for this competition in October 2017, when lecture's Pallavi Kishore and Vijaya Kumar had encouraged all the BAAF students to participate in it.

The competition had three rounds open to all the universities in UAE. The first two rounds were MCQs based, held on March 31st and April 21st. And the final round was also on April 21st at KHDA auditorium, where the students were asked to give short and long-term strategies for a clothing company. Six teams participated in the second round and in the last round MDX competed and won against BITS RAK.

The winners will be given the following opportunities along with a gift hamper from Dubai Duty-Free:

1. Internship at Coty and Unilever
2. Job shadow the CFO of Unilever for one day
3. Work on a research project at Pepsico

Case Studies



UN DPI/NGO Youth Steering Committee, MBC Al Amal & Aisec inaugurate Middlesex University Dubai's 3rd SDG Festival

On April 2018 the third annual Middlesex University Dubai SDG Festival (Sustainable Development Goals) was inaugurated this year by representatives from the United Nations Department for Public Information NGO-relations's Youth Steering Committee (UN DPI/NGO), MBC Al Amal and Aisec UAE, concluding the first year of studies for over seventy advertising, PR and journalism students.

The university's guests of honour shared their experiences in promoting the Sustainable Development Goals and provided insight into new opportunities for employment and volunteering. Nishat Mirza, the elected secretary of the UN DPI/NGO's Youth Steering Committee and founder of NGO, Voices of Bangla, travelled to Dubai from New York to be with the students. She answered questions about the United Nations, its outreach strategies and how students may engage with the UN in the future.

MBC Al Amal's Mariam Farag was the university's second guest, who not only explained the channel's various CSR initiatives could take, but also invited students to support the MBC Al Amal Ambassador program which was launched earlier in the year. This will see five students selected in different countries who would work as a national team to realise a project inspired by one of the Sustainable Development Goals.

Aisec UAE's CEO, Ahmed Samara, also helped open the event, alongside Mariam, Nishat and Middlesex University Dubai's director, Dr Cedwyn Fernandes. Aisec is a youth-led organisation that promotes leadership skills through international voluntary and work placements and will host the UAE's SDG-themed Youth Speak conference at the Emirates Towers on May 5.

The judges were joined by industry guests from Dubomedy, KPMG, Marriott International, the Middle East PR Association, Naseba and more, who participated in over 20 different activities including panels on women in leadership positions, female entrepreneurship, sustainability reporting, and the launch of a hackathon to develop technology for determined learners. The students would also demonstrate their abilities with new technologies including Instagram Live and Virtual reality, and share the activities undertaken to support Dubai Cares and the Dubai Foundation for Women and Children. The event concluded with an official commitment to join the global drive to combat plastic pollution.

Case Studies



Social Engineering: The Art of Human Hacking

With the theme 'Create, Connect and Share Respect: A Better Internet Starts With You', Safe Internet Day aims to create awareness on best practices and the safe and positive use of digital technology, especially among younger users.

To celebrate this initiative, Middlesex University Dubai's Department of Computer Engineering and Informatics organised a session on Cyber Security entitled 'Social Engineering: The Art of Human Hacking'

as a small contribution to the global drive that is 'Safe Internet Day 2018'. The day is a call to action for every stakeholder to play their part in creating a better internet for everyone. The talk covered information on hacking, social engineering, social engineering techniques, cyber attacks and how users can protect themselves against such scams.

The session was delivered by Mr Ali Alamadi, Chairman of the UAE Information Security Awareness Committee (EISA) – a joint initiative between TRA and EBDAA. Mr Ali is also a board member of the Emirates Safer Internet Society – a not-for-profit organisation intended to protect children online.

The campaign at the University is led by Ms Pallavi Ranjan, Lecturer in the Department of Computer Engineering and Informatics.



Social Enterprise Showcase event 2018

Middlesex University Dubai's Institute for Entrepreneurship and Business Excellence in conjunction with the Business school organized an event "Social Enterprise Showcase" on Tuesday 3rd April 2018, at the Oasis Theatre.

The idea of social enterprise helped students learn how to make a difference in the world by creating a business idea, which is not only profitable but also socially responsible.

The event showcased the top five social enterprise group presentations from the HRM 1004 module, addressing challenging social issues such as Disability in Dubai, Illiteracy in Mali, Waste Management in India and more. The top five groups were selected from a total of 161 groups.

The group 4- Helping Hands – with an idea of 'Waste management and employment for the disabled in India' won the competition. The winner team was selected by a panel of esteemed judges, including our very own Dr. Cody Morris Paris, and special guests Ms. Sabeena Ahmed, Founder of The Little Fair Trade Shop Ltd, Ms. Assia Riccio, Founder of Evolvin' Women and Dr. Shambavi Rajagopal, Founder of Save Scrap & Sew.

Case Studies



MDX Dubai wins First place at UBF Financial Literacy Competition

Middlesex University Dubai Students competed at UAE Bank Federation's Financial Literacy Competition and secured first place. The UBF organized this competition to build financial literacy among young adults. This competition was mentored by our esteemed Senior Lecturer Finance Dr. Vijaya Kumar, who provided the impetus for the students to achieve a successful result.

Middlesex University Dubai Students
Rumana Vakil, Leanne Menezes,

Alina Vakil and Rea Dsouza were part of the winning team at the UBF Competition.



Middlesex University participates in the Al Futtaim Global Management Challenge

Middlesex University student teams from Business School Accounting & Finance and Management participated in the prestigious Al Futtaim Global Management Challenge. The competition was open to Undergraduate, Postgraduate and working professionals.

MDX Teams competed against 238 teams (900 participants) from 30 universities. Of the 6 Middlesex teams, five teams qualified for the semi-finals and two teams made it to the finals.

Alisha Pereira, Mohamed Atef, Mohammed Muhzin, Sweta Ann Philip and Thelma Isandu of Team Detective Analysts beat teams from IMT, University of Strathclyde Business School, University of Wollongong and S P Jain School of Global Management to secure the third place in the UAE finals. Team Detective Analyst and Team Genesis Chandni Jeswani, Manish Menghani, Rushabh Mehta and Fehmeed Ali Kazmi from Middlesex Dubai were in the final round.

The competition was spread over three months and our teams had to clear three gruelling rounds of five runs per round with each run requiring 75 different management decisions.

The Team Mentors Dr. Vijaya Kumar and Subhadra Satapathy were their inspiration and did an outstanding job in preparing our undergraduate Teams which were then able to compete and win against Post Graduate teams.

Gender Equality



Middlesex University Dubai students attend the 2017 International Conference of Sports for Women

Middlesex University Dubai's first-year journalism students were given an early taste of life in the industry as they attended the 2017 International Conference of Sports for Women (ICSW) in Abu Dhabi on Tuesday.

The event brought together a number of inspirational speakers from the world of sport, including Saudi climber Raha Moharrah - the first Arab woman to summit Everest - and UAE figure skater and Zahra Lari, who became the first person to compete in international competition wearing a hijab.

Middlesex Dubai students conducted interviews alongside national organisations including Sky News Arabia, The National and Abu Dhabi Media at the conference - gaining valuable hands-on journalism experience in the process.

Case Studies



Institute for Entrepreneurship & Business Excellence (IEBE), Middlesex University Dubai celebrates the achievements of female entrepreneurs in the UAE

In its second installment featuring women in enterprise, IEBE had dedicated a feature event titled 'Female Entrepreneurs and their journey to success' to a well crowded Oasis Theatre at the Middlesex University Dubai campus with students from different programmes, levels and regular external attendees.

The event provided the attendees with an opportunity to learn from three upstanding and successful female entrepreneurs, namely:

SALLYANN DELLA CASA, Chief Skills Hacker at GLEAC – Her work in GLEAC involves inventing a patent-pending method with algorithms to measure 21st-century skills such as creativity, critical thinking, decision-making as an APP to take profiling like in resumes to the next level.

SOPHIE LE RAY, CEO at Naseba - Co-founded Naseba, a business facilitation company specialising in emerging markets. Appointed CEO in 2009, Sophie is responsible for overseeing the operations of the company across its offices in the Middle East, India, Pakistan, China, the US and Europe.

NATALIA HASSANIE, Founder at Posativity Sports Services – Posativity is involved in yoga and mindfulness curriculums to help children overcome their emotional challenges, discover their inner strength, and develop positive thinking from an early age. Posativity is a community partner of KHDA (Knowledge & Human Development Authority – Dubai).

After a well-presented session, the speakers indulged the audience in a panel Q&A session to conclude the very engaging session, addressing the doubts of budding entrepreneurs, as well as professionally established individuals.

"At Middlesex University Dubai, we aim to shape the future of young individuals with the right support and knowledge. The IEBE is one such initiatives that aims to inculcate values of entrepreneurship in leaders of tomorrow" said Dr. Cedwyn Fernandes, Director at Middlesex University Dubai. He further added, "It was an absolute pleasure having three successful women from the UAE speak about their achievements and endeavours, encouraging the next successful venture idea, budding in the minds of attendees."

IEBE was established to provide a platform to nurture entrepreneurial knowledge, practical education, passionate high-impact live learning, research and experience, to help students and business partners to develop their ideas into new businesses. IEBE holds regular events to promote start-up activity and empower next-generation entrepreneurs. For more information on IEBE, log into: <http://www.mdx.ac.ae/iebe> or contact us via e-mail: iebe@mdx.ac.ae.

Case Studies



Let's Sit at the Table for Women's Empowerment

Middlesex University Dubai's Dr Cody Paris and Dr Heather Jeffrey were recently invited to contribute to Evolvin' Women's third 'Let's Sit at the Table for Women's Empowerment Through Education' roundtable which seeks to explore ways to encourage female students to enter non-traditional job fields within the hospitality industry.

Evolvin' Women, founded by Assia Riccio-Smith, is a social enterprise focused on providing free education, work experience and networking opportunities to women from developing countries in the hospitality industry. The 'Let's Sit at the Table' is a series of seven roundtables launched in partnership with The Retreat, Palm Dubai MGallery by Sofitel in September 2017. The aim of the series is to understand more about best practice when it comes to attaining more women in senior leadership positions within the hospitality industry in the region and to support the achievement of the UN Sustainable Development Goals and the UAE's Women Empowerment Principals (WEPs) taskforce of which Assia is a member. Dr Belisa Marochi, Senior Lecturer in International Relations at Middlesex University Dubai, and the academic UN Global Compact academic co-lead for Women Empowerment Principals Taskforce UAE has contributed to the previous roundtables and facilitated the contribution.

Additionally, first and second-year media students participated in the event as engaged audience members, asking valuable and interesting questions at the end of the panel discussions. The students also had the opportunity to gain valuable contacts for campaigns they are creating on gender equality. Lecturer in PR and Media Studies, Stephen King, accompanied the students and commented on what a great experiential learning experience the session was.

The panel brought together key stakeholders from the education and hospitality sectors in the United Arab Emirates, although this seems to be a much wider reaching issue, a recent study estimated that around 80% of head chefs are male in the Republic of Ireland and in the United Kingdom approximately 23% of chefs are female. Many of the ideas emerging from the discussions centred on the availability and presence of role models as mentors, the high school curriculum and wider stereotypes. In two months' time, stakeholders will once again sit at the table with Evolvin' Women to try to develop tangible outcomes focusing on the encouragement of female students to enter non-traditional professions.

Case Studies



Dr Belisa Marochi contributes to the 'UAE and 2030 Agenda for Sustainable Development 2017 Report' under UAE Federal Competitiveness & Statistics Authority

Dr Belisa Marochi, Senior Lecturer in International Relations and Head of the Institute for Sustainable Development has contributed to the 'UAE and 2030 Agenda for Sustainable Development 2017 Report' published by the Federal Competitiveness & Statistics Authority and the Secretariat for UAE National Committee on Sustainable Development Goals. Her contribution focuses on the role of Higher Education Institutions in the implementation of the Sustainable Development Goals.

Dr Belisa also represented Middlesex University Dubai at the 2018 Women Empowerment Principles (WEPs) Forum at the United Nations Headquarters in New York on 15 March 2018.

As an active member of the UN Global Compact, Middlesex University Dubai is also committed to promoting the Sustainable Development Goals (SDGs) on campus and in the community.

Middlesex University Dubai has signed the Women Empowerment Principles (WEPs) under UN Women in collaboration with UN Global Compact. As a signatory of the WEPs, the university shows its commitment to promote women empowerment principles at the workplace, marketplace and community.

For more information of the MA International Relations and MA Global Governance and Sustainable Development Program, visit <http://www.mdx.ac.ae/courses/course-list/ma-global-governance-and-sustainable-development>

Case Studies



Middlesex University Dubai supports the #HeForShe initiative

Middlesex University Dubai is proud to be one of the first universities in Dubai to support the #HeForShe initiative for gender equality. The campaign was organised by our Media Students and Club Impact and featured guest speaker Raha Moharrak, the first Saudi woman to Climb Mount Everest. Dr Cedwyn Fernandes, Director of Middlesex University Dubai, along with other faculty members, signed the pledge for gender equality on behalf of the University.

The event saw several activities, performances and speeches, including an Instagram photo booth whereby students and staff were encouraged to have their photograph taken after they'd taken their pledge to support the campaign, initiated by UN Women. Guest speaker Raha Moharrak then gave an impassionate and powerful talk about the importance of chasing your dreams and being fearless regardless of your background and gender.

As a result of the hard work of our students, Maha Waseem, Daniel Shepherd and Arwa Kharawala, 324 pledges have been made on the official HeForShe website as a result of their attempt to raise awareness.

To find out more about the HeForShe initiative, visit <http://www.heforshe.org/en>.



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