Middlesex University Dubai

RESEARCH MATTERS

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Editorial Note

As we have reached the end of this academic year, it's time to reflect on our journey so far, to celebrate the research achievements of MDX Dubai staff and students and to build on that success. Importantly, this issue looks to the future and features several commentaries in line with the future vision of the UAE such as robotics, cryptocurrency, and data analytics.

Inclusivity is another key aspect of this issue as it incorporates MDX research activities across a variety of fields such as law, graphic design, media, tourism, engineering and IT, business, and psychology.

This issue features insights from an informal focus group on the hot topic of 'Research in the Creative Space'. Our colleagues from film and media, and graphic design shared their experience of how research is applied in the creative sectors, along with the increasing emphasis placed upon research in the era of social media and digitalisation.

Our students continue to impress us with their research acumen. We are proud to reflect on their success at our 7th annual Student Research Symposium and on the growing number of student-faculty research collaborations.

This issue also highlights the strong research culture we promote at our university through various faculty research events on campus, including the ongoing Wednesday Research Seminar Series and the Faculty Research Boot Camp.

We hope you enjoy reading this issue, and wish you well for the summer ahead.

Editor
Dr Sreejith Balasubramanian

Co-editor
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The Faculty Research Boot Camp 2018

Built upon the success of our previous Summer Research Boot Camps, the MDX Dubai Research Committee organised the 2018 Boot Camp and Writing Retreat from May – September 2018. The goal of the MDX summer Research Boot Camp is to provide faculty with the support needed develop their research abilities, to provide a collaborative research environment, and to make the most of the non-teaching time to develop research outputs. Each participant sets their own research objectives for the boot camp. In addition to facilitated session listed below, structured writing retreat sessions and open writing space time were scheduled throughout the summer.

Sessions	Objective
Session 1- Introduction to Summer Research Boot Camp Facilitators: Dr Cody Paris & Research Committee	Welcome to Boot Camp, aims and objectives of Boot Camp; orientation about the scheduled sessions; goal setting exercise; needs analysis.
Session 2- Research Process: Research Questions, Academic Literature, Research Design Facilitators: Dr Cody Paris, Dr Rajesh Mohnot, & Dr Martin Sposato	Essential tools of research design; research methods and methodology; how to review existing academic literature and find research gaps; setting research questions; research case analysis.
Session 3- Writing Retreat Facilitators: Dr Daphne Demetriou	To support faculty members to make significant progress on their research writing in a short but dedicated time.
Session 4 - Survey Design & Data Collection Tools and Techniques Facilitators: Dr Sreejith Balasubramanian & Dr Krishnadas Nanath	A common sense approach to designing surveys, choosing the right data collection tool(s), and techniques for targeting the right respondents, managing respondents, and techniques for improving response rates.
Session 5- Qualitative Research Facilitator: Dr Cody Paris & Dr Martin Sposato	Case studies as a 'research method'; different types of case studies; key literature in case study methodology; how to achieve academic rigour when conducing case studies. Thinking creatively about qualitative methods: introduction to 'alternative' qualitative methods: systematic reviews, discourse analysis, thematic analysis, ethnography (virtual ethnography), focus groups, visual methods, etc.
Session 6- Ethics in Research Facilitator: Dr Anita Kashi & Dr Lynda Hyland	The session involved a discussion on how to prepare and present the ethics application form for approval. Some of the covered topics will involve stating the research aim, hypotheses, methods, and preparing participants' forms i.e. information sheet, consent, debriefing, and risk assessment.
Session 7- SPSS Basic Facilitator: Dr Sreejith Balasubramanian	The session provided an introduction to SPSS, along with descriptive statistics and inferential statistics such as t-tests, ANOVA, correlation and regression analysis.
Session 8- Publishing and Disseminating Research Facilitator: Dr Cody Paris	The session focused on publishing such as selecting the right outlets, Managing online profiles, disseminating research, and measuring impact.
Session 9- SPSS Advanced Facilitator: Dr Sreejith Balasubramanian	The hands-on session focused on identifying and analyzing multidimensional constructs such as exploratory and confirmatory factor analysis.
Session 10- NVivo Facilitator: Dr Heather Jeffrey	The hands-on session focused on using NVivo on qualitative analysis of data.

Students showcase their talent at
the 7th Annual Student Research Symposium

Our 7th Annual Student Research Symposium (SRS) was held on 18 November 2018. Yet again, the SRS was an excellent display of our students' research acumen and their passion for furthering knowledge in their respective disciplines. Moreover, it was a great chance for students to showcase their projects to faculty, peers, friends, and family. Our colleagues from Middlesex University Hendon, Deputy Vice-Chancellor Professor Andrea D'Laska and Pro Vice-Chancellor and Executive Dean Anna Kyprianou, spoke highly of the event and noted the high quality of presented research. There were two postgraduate winners and one undergraduate winner. Congratulations to all the winners and their supervisors!

Undergraduate Winner
Sumaya Nair (International Politics)
Understanding cultural identity: A study of second-generation Indian Migrants in the UAE
supervised by Dr Cody Paris and Mahine Rizvi Ahmad.

Postgraduate Winners
Meike Schulte (MBA)
An empirical study of supply chain transparency and ethical consumerism in the diamond industry through a paradigm-based approach
supervised by Dr Cody Paris.
Petrina Syrmou
(Corporate and Marketing Communications)
Measuring the effect of blue flag beaches on tourism and beach choice: A study comparison between

Dubai (UAE) and the Cyclades Islands in Greece supervised by Dr Cody Paris.

Petrina Syrmou, one of the postgraduate winners, reflected on her Student Research Symposium experience:

*"I participated in the 7th Annual Student Research Symposium, presenting my MSc thesis titled 'Measuring the effect of blue flag beaches on tourism and beach choice: A study comparison between Dubai (UAE) and the Cyclades Islands in Greece.' My work was supervised by Dr Cody Paris. During the symposium, I presented my work to the Deputy Vice-Chancellor and the Executive Dean (Middlesex University London), and to professors, marketing experts, other students and their families. I explained my research to the examiners and demonstrated to them my in-depth knowledge of my case study's findings. It was a remarkable process, but not a stressful one. Indeed, it was exciting and stimulating for all the participants.
The ultimate feelings, beyond the prize I was awarded, were very profound. It was also important that I was able to share this moment with my parents, which made me proud as a person and confirmed my choice to attend this MSc programme. I strongly recommend to the existing undergraduate Middlesex students to study on one of the PG programmes and show the necessary eagerness and determination to reach the symposium. It was such a memorable experience. Thank you to my supervisor, tutors, and my family for this amazing year I had."*

Petrina Syrmou
(MSc Corporate and Marketing Communications)

The 7th Conference of Applied Psychological Research in the Middle East

Middlesex University Dubai's department of psychology held the 7th Annual Conference of Applied Psychological Research in the Middle East on 28 February. This event built on the success of previous conferences and drew immense interest from researchers, practitioners, and students. The conference attracted an audience of 160 people of diverse backgrounds representing different organisations, clinics, and universities. The conference started with an outstanding keynote address on 'Life beyond g: A new approach to intelligence and IQ', by Dr Kristof Kovacs, who is a Senior Research Fellow at the University of Eötvös Loránd, Hungary. The keynote address was well-received and generated stimulating discussions.

The conference programme had 16 oral presentations by academics and practitioners, five poster presentations, and an interesting concluding panel discussion on 'Indicators of Happiness and Well-being in the UAE'. The conference received outstanding feedback from delegates and from students. This event highlighted a variety of important areas in psychology, including topics such as cultural intelligence, play therapy, well-being, and resilience amongst many others. The research had a truly international flavour, with studies presented from Japan, Iran, Scotland, USA, Hungary, and the UAE, bringing a variety of cultural perspectives and broadening the horizons of psychological understanding in the Middle East. One special characteristic of MDX Dubai's series of psychology conference is that it inculcates a research culture among students. This was evident by the number of students volunteering, attending and enthusiastically participating in this event. The Psychology department is already planning the 8th Annual Conference to be held in 2020!

Social Psychology Student Poster Presentations

Second and third year Social Psychology students, presented their collaborative empirical research projects in the form of academic posters on Wednesday 30 January in the University lobby in Block 16. As part of their coursework, this opportunity allowed them to practice their research presentation skills before stepping into the world of academic conferences. Presentations were on a range of topics including; social media and psychological health, optimism bias, female expat entrepreneurship, and cross-cultural friendships. Faculty members and fellow students came by to offer their support and ask questions about their research. Congratulations to all the students, their lecturer, Dr Nishtha Lamba, and to their supervisors.

MDX Dubai celebrates the 10th anniversary of the Wednesday Research Seminar series

Middlesex University Dubai celebrated the 10th Anniversary of its Research Seminar Series with a special seminar titled, 'A decade of academic discourse at the Middlesex University Dubai Wednesday Research Seminar Series: A Retrospective'. In this, long-standing academics at the University, Prof Ajit Karnik, Dr Lien Els, Lulu Baddar, Neelofer Mashood, Dr Lynda Hyland, and Dr Cody Morris Paris, reflected on their research seminar experience, as presenters and as witnesses to the development of the series over the years. The panelists also shared their experience of how the research seminar series have helped them to excel in their research, and shaped the course of their academic and professional lives. They also reflected on how the research seminar series has provided a space for networking, collaboration, and knowledge co-creation among academic researchers, industry professionals, and students, along with local and international external research stakeholders.

Launched on 26 November 2008, the Middlesex University Dubai Research Seminar Series provides a regularly scheduled platform for researchers to share their work, exchange ideas, and extend academic discourse. Over the past decade, almost 250 researchers from Middlesex University Dubai, universities in the United Arab Emirates, and from other institutions worldwide have shared their work at the weekly seminar.

Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai said, "It has always been our objective to provide the best opportunities for our students, and we believe that supporting research-oriented discussions will help create a platform of sharing and collaboration, which will greatly benefit our students and mould them for future success."

The seminars have featured researchers presenting a wide variety of topics across social science, education, psychology, business, computer science and information technology, tourism, law, and many others. The seminars have also featured researchers at all different stages of their careers from researchers recognised as global leaders in their fields to students and early career researchers presenting their work for the first time.

Speaking about the success of the series, Dr Cody Morris Paris, Deputy Director for Academic Planning and Research at Middlesex University Dubai said, *"The MDX Research Seminar Series is one of a series of long-established platforms for developing and disseminating the cutting-edge research at Middlesex University Dubai. This research has provided a space for networking, collaboration, and co-creation among academic researchers, industry, students, and other external research stakeholders from around the UAE and the world."*
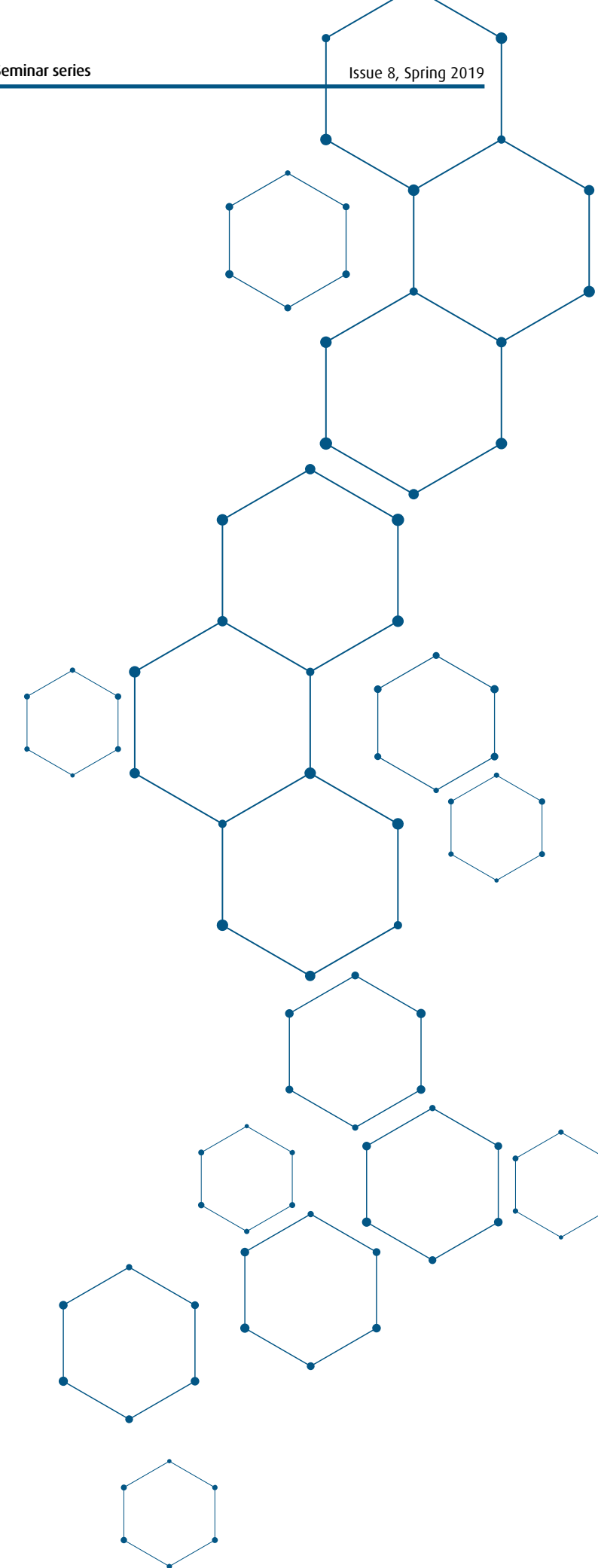
Middlesex University Dubai hosts the Colloquium on Inclusivity in Higher Education in the UAE

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.

Speaking at the event, Dr Cedwyn Fernandes, Pro Vice-Chancellor and 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."*

Robotics Research

Advances in robotics technology continue to push the boundaries of what we previously thought possible. The state-of-the-art Robotics Lab in our campus inspires and equips our faculty and students to undertake cutting edge research on robotics and artificial intelligence systems.

Judhi Prasetyo, Lecturer on our MSc Robotics programme, shares his recent co-authored research, which was presented earlier at the Eleventh International Conference on Swarm Intelligence held in Rome, Italy on 29-31 October 2018.

The best-of-n problem with dynamic site qualities: Achieving adaptability with stubborn individuals

Collective decision-making is the ability of individuals to make a collective decision without any centralised leadership, but only relying on local interaction and communication. It can be seen as a fundamental building block for swarm robotics collective behaviours. A special case of collective decision making is represented by the best-of-n problem, whereby the swarm has to select the best option among a set of n discrete alternatives. Recently, the best-of-n problem has been studied both in cases where the quality of options can be measured by robots, as well as in cases where this is not possible but an optimal decision can be made with respect to constraints in the environment, which may bias the consensus towards one of the options.

In this research, the authors perform a study of the best-of-n problems in a dynamic environment setting. The experiment considers the situation where site qualities can be directly measured by agents, and abrupt changes were applied to these qualities, whereby the two qualities are swapped at a given time to invert the convenience of the two alternatives.

Using computer simulations, it shows that a vanilla application of the simplest decision-making mechanism, the voter model, does not guarantee adaptation of the swarm consensus towards the best option after the swap occurs. Therefore, the research introduced stubborn agents that are agents that are not allowed to change their opinion. The experiment shows that the presence of the stubborn agents is enough to achieve adaptability to dynamic environments, and this paper studies the performance of the system with respect to a number of key parameters, such as the swarm size, the difference between the two qualities and the proportion of stubborn individuals.

Middlesex University Dubai announces the launch of the 'Centre for Applied Research'

A first-of-its-kind initiative in the region

In February 2019, Middlesex University Dubai announced the launch of the **'Centre for Applied Research'**, an extension of the University's commitment to providing research-driven platforms for industry partnerships and educational development. To celebrate the launch, the centre held its first round table on 26 February 2019 in the presence of industry leaders, including key stakeholders from the Dubai Police, the Dubai Independent Financial Centre Courts, Lexis Nexis, Psychology clinical practice centres, specialist educational centres, and legal decision-makers. Discussions focused on the role the centre can play in enhancing insight, driving evidence-based practice, and understanding the research, evaluation, and assessment needs practitioners.

Encompassing Psychology, Health, Education, and Law, the centre aims to bring the power of research to organisations' practice, policy, and planning. The objective is to offer professional research expertise to help organisations apply a strong evidence-base to their decision-making and working practices and to provide enhanced insight into interventions, practice, and policies. The centre offers a guided approach to developing quantitative and qualitative means to address research questions, conduct analyses, evaluate the impact of outcomes, disseminate key findings to stakeholders, and can assist in reorganisation and structural implementation of results.

"We are pleased with the launch of the Centre and look forward to working with public, private, and non-profit organisations supporting them with expert, research-driven and evidence-based analysis to help them communicate with key stakeholders, design policy and help with implementation of practices to support positive development," said Dr Anthony Murphy, Head of The Centre for Applied Research.

Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai, said:
"The Centre for Applied Research is an extension of our commitment to providing research-based outlets for collaborations and enhancement of our student curriculum. Through the Centre, we wish to build a platform to help organisations achieve their directives and organisational objectives as well as create an atmosphere of growth for our students. "

The Centre for Applied Research will collaborate with businesses, government, and non-profit agencies to provide extensive research-based support as well as evidence-based workshops, continued professional development and training.

For more information, please visit
www.mdx.ac.ae/car
or feel free to contact Dr Anthony Murphy
a.murphy@mdx.ac.ae

Middlesex University Dubai hosts study visit from Australian National University

Middlesex University Dubai hosted a study visit for a group of 26 undergraduate business students and faculty led by Dr Andrew Bradly from Australian National University in Canberra. The group was welcomed by Dr Cody Morris Paris, Deputy Director at Middlesex University Dubai. After the campus tour, several Middlesex University faculty members shared their insights on key strategic topics related to Dubai and the UAE.

Rory McConnon, Senior Lecturer and Campus Programme Coordinator for the University's Undergraduate Business Programmes provided an introduction to Dubai's history, its diverse multicultural population, its attractiveness to international firms, the Innovation Strategy of Dubai, and the legal framework for international organisations. He shared examples of some of the best business practices adopted by firms in the UAE. Dr Heather Jeffrey, Senior Lecturer and Campus Programme Coordinator for Postgraduate Tourism Programmes provided insight on the Tourism and Hospitality industry in Dubai. She initiated an interactive discussion exploring why Dubai is one of the world's leading tourist destinations. She also explored the impact of EXPO 2020 on Dubai's tourism and hospitality sector going forward.

Dr. Sreejith Balasubramanian, Senior Lecturer at the University's Business School shared his research insights on how Dubai has emerged as one of the leading logistics hubs in the world. He highlighted how Dubai leveraged its strategic location through the development of multimodal connectivity via air, sea and land. He also highlighted how Dubai's innovative policy and technological innovations within the logistics sector have contributed to Dubai ports in improving its operational efficiency.

Following the lecturers and Q&A, Dr Sreejith and Dr Andrew facilitated an interactive session between Australian National University Students and third year MDX Dubai business students discussed during which each group explored the challenges and opportunities afforded by the business environment in Australia and the UAE. The group also explored opportunities to strengthen the ties between the two countries. Moreover, the interaction provided an excellent opportunity for cross-cultural learning.

Reflecting on the experience, Delfina Ferrao, Middlesex University Dubai Student Council Cultural Representative said *"Till now, our understanding of Australia and its culture has been limited to the classroom. The interactive session gave us a real insight into their culture, the things we share in common, and the business opportunities it has to offer"*.

Enhancing your research using Data Visualisation tools

With growing interests in Data Science and its implications, one topic that gained momentum in recent years is Data Visualisation. One of the most important benefits of Data Visualisation is that it offers effective communication of huge amounts of data through statistical graphics, plots, information graphics, and other tools. Enhancing the practical relevance of the academic research and communicating its practical implications had always been a great importance for academics. Good data visualisation should highlight the research findings and make the important ideas stand out.

Dr Supriya Kaitheri, Senior Lecturer in Middlesex University Dubai's Business School, recently organised a hands-on interactive Tableau Workshop. Tableau is business intelligence software that helps people see and understand their data through the smart dashboard and fast analytics options. The session covered topics on Data Visualisation, giving our Postgraduate Students a greater insight into the application of Data Visualisation and Analytics in various business verticals. The workshop was delivered by our esteemed guests Sreejith Surendran (Principal Consultant – Data Visualisation), and Ashwin Bhatia (Director, Consulting, Beinex). Beinex Consulting is the official Gold Partner of Tableau in the Middle East region to institutionalise self-service analytics and data visualisation.

MDX Dubai Awarded Research Grant by Dubai Silicon Oasis Authority

In September 2018, Dubai Silicon Oasis Authority (DSOA) has awarded Middlesex University Dubai's Department of Computer Engineering & Informatics a Research and Development grant of AED 50,000 to use 'Robotics Technology' to solve a real world problem. This further opened up a discussion on enhanced collaboration involving the University's students and faculty with a variety of DSOA innovation and entrepreneurship development programmes.

Judhi Prasetyo, Lecturer in the Computer Engineering and Informatics Department conducted a workshop on Robotics and Artificial Intelligence as part of the DSOA's Innovation Academy Programme. Also, the Senior Management from the DSOA visited the Robotics Lab for a demo on the DSOA'S grant project led by Middlesex University Dubai Lecturer, Judhi Prasetyo. Ghanim Al-Salasi, Senior Vice President of People Happiness and Innovation (DSOA) presented Judhi Prasetyo with a token of appreciation for facilitating the workshop.

Research in the creative sector

Typically, and erroneously, research is viewed as a process of empirical investigation and data analysis, which ends with the publication of academic research papers. However, conceptualising research within these narrow confines, excludes work conducted within several disciplines that have other research processes and end products. In the creative sectors, such as media, film, or graphic design, the research process is different by nature.

As part of our efforts to promote research inclusivity, Dr Lynda Hyland and Dr Sreejith Balasubramanian held an informal focus group with creative colleagues from other disciplines, who explained that the output from research in these sectors can be the film itself, the piece of art, or the visual product. Dr David Tully (CPC Film, Media, and Communications Department), Eddie Ryan (CPC BA Honours Graphic Design) and Afroz Nawaf (Lecturer in Film) shared their thoughts on the current state, and future direction, of research in their disciplines.

What does research look like in the creative industries?

David - The definition of research needs to be rewritten. It makes sense in certain disciplines to publish articles - in psychology for example. However, it doesn't make any sense for a graphic designer or a filmmaker to publish an academic article in an academic journal. It doesn't help anybody because nobody's going to read it. Fellow psychologists will, of course, read articles because they're going to want to see what other people are doing with their patients. Fellow filmmakers are going to want to watch the films that other people are making. It is great to see that higher education is going in a direction where work in film and graphic design is seen as legitimate research.

Eddie - People have undertaken PhDs in graphic design, but they're few and far between. You tend to find that in terms of conference participation, there's more work related to User Interface and User Experience, in that digital media tends to have a more traditional research base. However, creative work also counts as research. Being in catalogues, having work published online is exhibiting, having work published in the real world is also exhibiting.

Afroz - We do our research as well… it's called pre-production. Before going into anything, whether it's a movie or it's a trailer, or an ad that we're creating for a client, we go through extensive research to see how we can translate their vision into the video world, and that pre-production is our research. When a client comes to me, they've got their own legacy. For example, I'm working with an organisation who are moving from a traditional model to a digital one. They're moving into AI and into machines that are going to be helping them do things digitally that they've been doing traditionally for the past 50 years. Looking at that legacy, looking at how consumers behave in this day and age, looking at how they interact with a product, we've translated that into the digital world. Even if you look at Netflix trends, a huge segment of viewership is for documentaries, and documentaries are completely research based. If you look at the new Ted Bundy documentary or the Fyre Festival documentary, they go back to the rulings that the court made, the judgements made, the case files. Looking at all of them, how would you create a script that would put all that research into something that might be 45 minutes long?

Eddie - The traditional model of graphic design studies has now changed from a standard 'research question'. Our students do a lot of research before they start a project. In third year, our students write a reflective journal on their final project and a longer thesis. It's now moving into creative research rather than getting us to align with standard research procedures. Of course, we still need the underpinning of intellectual engagement with what's gone before.

Afroz - It's the same thing for us. If you're building a character, let's say a classic murderer, or someone with a twist, you need to look into the characters that have been traditionally played in movies, or real-life cases. Then they match up the profile to be part of that particular film. That's the end product of that research process. There's a lot that goes into it. Whether it is costume trends, anything and everything that needs research to see if it's relevant.

David - Which is why even a film has to be accompanied by paperwork, for example an annotated bibliography, because you've got a 10-15 minute film, but there's a mountain of research that's gone into it, films watched, books read, articles read, and all of this has to be documented.

What is the future of research in your disciplines?

Afroz - Instagram is truly changing the way people interact with business models. They look at something as simple as how this post helps me sell something. What kind of trends should we research to get this post up? For a regular person, it's just a post. For someone who is a graphic designer or in digital media, we need to look at market trends, we need to look at analysis of how people interact while buying a product. There's a lot more things that we do, but it's not physically present. Where do I see my industry moving? It's towards humanising everything. Adding the human element, adding human experiences. It's about beauty, lifestyle, and human experiences.

David - It's getting research back to where research should be- showing in your discipline the work

that you do, whether that fits into the form of an academic article, or graphic design or a film or whatever it is, it's showing the work that you do. Film as an academic discipline is only getting started. It used to only be focused on feature films.

Dr David Tully

Edward Ryan

Afroz Nawaf

Not so now. Name one job or one product which doesn't require video content at this point, because of the explosion of social media.

Eddie - Practice-based PhDs have become more popular in the discipline of fine art and sculpture. Making work and creating work contributes to the canon of knowledge hopefully. Applying existing knowledge into making something new. If we look back at the 1990s when there was really interesting design visual communications work coming out of the US., where it was completely informed by French semiotic theory, there was really creative, visually arresting work that went against everything that had gone before and the old guard were going 'this is nonsense', but the new guard believed it to be far more engaging and far more multi-interpretational than what had gone on before. But then suddenly it all stopped. They may have temporarily run out of ideas! Maybe it just needs someone to get a grip on it and say 'this is what we can do'.

So what can our students do to enhance their respective disciplines through research? And what will that research look like? How can they build upon the extant body of knowledge in their fields? The development of creative research networks may enhance collaboration and the ability to build upon each other's prior work, and potentially lead to true methodological innovations (Brown, 2019). As Sharma (2019) notes, creative research requires a more eclectic methodology – "don't be afraid of the arguments and disagreements that will arise between researchers, methods, and interpretations, it is all a key part of making sense of a complex world" (p. viii).

Brown, N. (2019). *Emerging Researcher Perspectives: Finding Your People: My Challenge of Developing a Creative Research Methods Network*. International Journal of Qualitative Methods, 18, 1-3.

Sharma, P. (2018). [Foreword] In. H. Collins (Ed.) *Creative research: The theory and practice of research for the creative industries (pp.vii-viii)*. London: Bloomsbury Publishing.
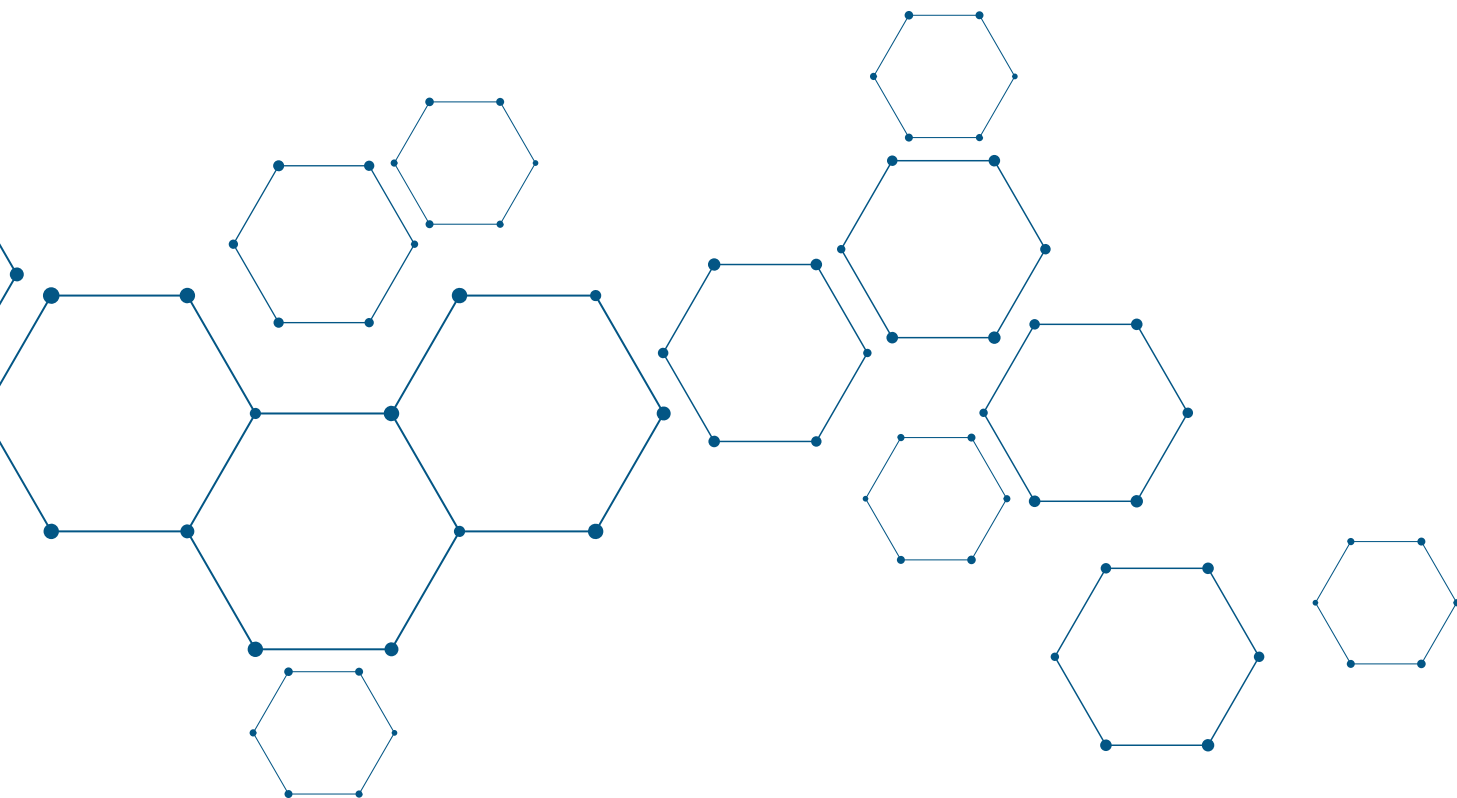
Daniella Tully's Book launch at Middlesex University Dubai

In February 2018, Middlesex University Dubai launched Hotel on Shadow Lake, debut novel written by Daniela Tully, Lecturer at Middlesex University Dubai. Hosted by Senior Lecturer, Louise Edensor, the first-time author was quizzed about her writing techniques, writing style and inspiration for her novel. Daniela shared her experience working in the field of story-telling for decades, mainly in film and television. She has been involved in projects such as the critically-acclaimed 'Fair Game', the box-office hits 'Contagion' and 'The Best Exotic Marigold Hotel', and the Oscar-winning 'The Help'. Hotel on Shadow Lake is her debut novel. The event was well attended by staff and the Middlesex University Writers' Group who took inspiration from Daniella's journey from idea to publication.

MDX Graduate receives Official Nomination at the Global University Film Awards 2018

Middlesex University Dubai BA Honours Film Graduate Sreelakshmi Sateesh has received an Official Nomination at the Global University Film Awards 2018 taking place in Hong Kong. Her film 'Hers Truly', is now in the running for top category awards and will also be screened at the festival. The film was produced as part of her thesis project and

was initially showcased during the MDX Studios Screening held at Roxy Cinemas in April. Aside from the nomination, the festival has also invited Lakshmi and a guest on an all-expenses-paid 5 day trip to attend. She's also received a substantial grant for her outstanding work.

Also, 'Hers Truly' has been officially selected at the following international film festivals spread across the globe

- Las Cruces International Film Festival 2019, New Mexico, USA
- Emirates Short Film Festival 2019, Dubai, UAE.
- All Lights India International Film Festival 2018, Hyderabad, India
- International Short Film Festival Pune 2018, India
- Bangalore International Short Film Festival 2018, India.

Reflecting on her success, Sreelakshmi Sateesh said:

"My little film, my labor of love, 'Hers Truly' took me to Hong Kong. To have your work considered by a film festival nurturing young talent, and also providing you with all the support to attend the festival - It felt too good to be true! I feel grateful to have forged the bonds of friendship with such brilliant people from across the globe. Great films, inspiring encounters, insightful masterclasses… The GUFA 2018 was indeed one of the most memorable chapters of my life. Film beyond everything else is a feeling; a feeling that transcends borders, languages, and cultures. This rings true because Hers Truly has been officially selected at international film festivals spread across the globe"

Reflecting on my Dissertation on Crypto Currency

Faraz Ashraf, who recently, completed his Masters in Banking and Finance at Middlesex University Dubai, shares his dissertation experience on Crypto Currency, and also on the importance of attending conferences for learning and networking.

It was back in early 2016 that my colleague introduced me to the concept of 'Blockchain'. I am guilty like many others at the time, of turning a deaf ear to it. It was in late 2016 when Bitcoin began to gain some traction that it caught my eye and forced me to deep dive into the subject to understand the dynamics - Bitcoin being used in a ransom demand, led into the number of untraceable accounts it offered. Before anyone knew, Bitcoin grew over 1000% leading up to 2017.

The more I invested in learning about the architecture of Blockchain, the clearer its use case and applications became - not only in the Crypto world but also from cloud storage to supply chain management and even electronic voting. Blockchain is now, what the Internet was in the 90s. Is there a hype? Absolutely. Will it be the Internet 2.0? Almost certainly. I continued to follow it very closely, not only for the purpose of learning, but I was also given the task to present a Blockchain application in the company I work for and the opportunity to attend various conferences such as STEP & Future Blockchain Summit. By this time, I had already decided my research question for my post-graduation thesis around XRP, Ripple's decentralised native cryptocurrency.

Cryptocurrency has been around for a while but not been utilised in a significant amount in daily transactions. The main reason is its volatile price behaviour. XRP allows banks and various financial institutions to have an instant as well as secure, low-cost transaction, regardless of a platform for the currency. More importantly, time series in XRP price prediction had not been explored. My thesis was an attempt to bridge this gap by looking into the dynamics of XRP's pricing, understanding the trend of XRP's pricing and employing a time series analysis (ARIMA model) to predict the XRP price.

I realised that conferences were exceptional platforms to network with people. It can be a gateway of learning that often cannot be found in literature. I had the opportunity to listen to, and learn from, some of the best minds in the Blockchain world during the STEP Conference 2018 held at Dubai Internet City. In fact, I personally met with Sagar Sarbhai, Head of Government & Regulatory Affairs, Asia Pacific at Ripple – who was gracious enough to spend a few minutes to hear out my Master's thesis around Ripple's XRP. Furthermore, I had the opportunity to have the take the discussion ahead with Navin Gupta, Managing Director, South Asia & MENA at Ripple. To top it off, both individuals shared their contact and expressed their interest to look at my thesis once completed.

Both the STEP & Future Blockchain Summits helped me significantly to add value to my dissertation in many ways. The highlight of attending the two conferences was the opportunity to meet the key people who were authorities in the field of my thesis topic. Listening to their talks and my personal interaction with the speakers helped me consolidate my research ideas. To me, it was also acted as a huge motivation when the eminent dignitaries expressed their interest in my thesis topic and my research question.

Tourism Students Conduct International Fieldwork Research in Rome

During the spring 2018 independent study week, second year students from the BA International Tourism Management Programme travelled to Rome to conduct fieldwork research as part of their 'Researching People and Places' module. In its seventh year and the third to Rome, this international fieldwork component of the module has enriches the in class learning experience by equipping students with a real-world understanding of the research process and the skills to conduct their own scientific research through primary and experiential methods.

The Campus Programme Coordinator for the International Tourism Management Programme Lulu Baddar said: *"Rome, Italy's capital, is a cosmopolitan city with nearly 3000 years of globally influential art, architecture and culture showcased. The destination has ancient ruins like the Colosseum, Vatican City and many other museums and attractions. The trip gives the students the opportunity of visiting all of these places and also conducting research in the field. This is a very rich experience that helps the students to gain an international experience and knowledge".*

Mavina Khemani, a second year student on the International Tourism Management Programme, who attended the trip said: "This trip gave the class a chance to actually experience beyond just roaming around in Rome like a tourist. It served as an opportunity for us to learn about the history and culture of the Rome practically. The tour guides and our tutors were extremely supportive with information about Rome and helped us with our research queries."

Another second year tourism student, Simran Vishnani, shared about her experience, "The trip to Rome was a wonderful experience. It gave us an opportunity to conduct our fieldwork research in the real world, helping us to build upon our people skill and communication skills as well. We had to think like researchers and note down our daily observations and conduct surveys and interviews. This helped us to understand the preferences different people had on Rome's culture, food, environment, and more. We not only had a properly organized itinerary to different places around Rome but also had our free time to explore Rome on our own. Touring with my friends and classmates helped me in bonding and creating stronger friendships with them. It also helped me in gaining some freedom and new experiences of travelling without my family."

Dr Cody Paris, the Deputy Director of Middlesex University Dubai, led the programme, *"Exploring a destination like Rome through a 'researchers' gaze enhances students in class-learning both as tourism students and researchers. Reading about heritage tourism, sustainability, culinary tourism, etc provides just an imaginary experience, whereas visiting, seeing, eating, and observing the destination provides an experiential element that fortifies the learning experience."*

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

Middlesex University Dubai's Dr Cody Paris and Dr Heather Jeffrey were 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.

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.

Dr Heather Jeffrey and Dr Cody Paris extended the collaboration with Assia Riccio of Evolvin' Women further by developing a research commentary from the round table. This was published in a recent issue of the e-Review of Tourism Research

Jeffrey, H., Paris, C., & Riccio, A. (2018). *Let's sit at the table for women's empowerment*. e-Review of Tourism Research, 15 (4/5), 440-449.

The Psychology Book Club A New Initiative

The Psychology Book Club is a new initiative, curated by Psychology Team members Olga Khokhlova, Aditi Bhatia and Lydia Miller. It was established with the primary objective of providing our students an opportunity to discuss the practical issues in psychotherapy to expand their understanding of the field. Our aim is to introduce different therapeutic approaches and use the lens of books to gain a clearer picture of the deeper conceptualizations of therapeutic relationships.

The monthly meetings give students an insight into the obstacles faced by practitioners and provides an engaging environment to explore ways to deal with them. The books have been carefully chosen, for their therapeutic value and contain case studies that illustrate complex conditions, allowing students to compare and evaluate the effectiveness of different approaches.

The first book club meeting, held in December 2018, was dedicated to the book *"Games people play: The psychology of human relationships"* by Eric Berne. We discussed transactional analysis and tried to understand the theoretical links to other approaches such as the Object Relations Theory. We also talked about Jungian and Humanistic Theories, along with the value of attachment in therapy. The applicability of this knowledge in a counseling setting was explored in depth.

Drama of the Gifted Child: The Search for the True Self by Alice Miller, was the second book discussed by the Book Club, and it is a phenomenological account of the inner mechanisms that are targeted by psychodynamic therapy. The author's motivations to write the book, along with its relevance in current times was addressed. The

students intuitively highlighted that, the development of mental health problems in adults, are deeply rooted in problematic parent-child relationships.

Overall, we received overwhelmingly positive feedback from the students, as they thoroughly enjoyed the thought-provoking conversations and the opportunity to envision their future as practitioners. Some of the following student testimonials are further evidence of this success:

"There is no greater pleasure than sitting in a room full of like-minded people, sharing your ideas while being challenged to look at things from a different perspective" **2nd year BSc Psychology with Counseling student.**

"What I loved the most about the meeting was that we were able to break the topic down into its various components <…> We definitely thought that 1.5 hours were too less for this meeting!" **2nd year BSc Psychology with Counseling student.**

"I really enjoyed it! A very robust and interesting discussion that inspired me to look beyond the pages when reading and explore the bigger picture through the lens of a psychologist" **2nd year BSc Psychology with Counseling student.**

"It left me pondering about a lot of psychological concepts that we cease to observe in our everyday lives" **3rd Year BSc Psychology with Counseling student.**

We believe that the book club supplements in-class learning and provides students with real-world insights into the therapeutic process, thus adding to their professional development. Due to popular demand by students, we hope to successfully continue the book club meetings and make them a more frequent occurrence in the near future.

Staff Research Achievements

Engie Bashir, wins Best Research Paper award at The Eleventh International Conference on Advances in Computer-Human Interactions

Engie Bashir, Senior Lecturer in Computer Engineering and Informatics has won the Best Research Paper Award at The Eleventh International Conference on Advances in Computer-Human Interactions (ACHI 2018) held in Rome. The award was given in recognition of the paper 'What's Hot in Interaction Design? An International Survey of Practitioners' Views on Personas'. The paper reports findings from a 'state-of-practice' survey conducted with Interaction Design/User Experience professionals called 'What's Hot in Interaction Design'.

Dr Cody Paris appointed as the Editorial Board Member of Tourism Review International

Dr Cody Paris has been named the Academic Co-Chair of the 50th Annual Travel and Tourism Research Association International Conference, the preeminent meeting of travel and tourism researchers from industry, destinations, and academia. The 50th annual conference will be held in

June 2019 in Melbourne, Australia, and marks the first time in the 50 years that the conference has been hosted in the Asia-Pacific Region. With a central conference theme of "Navigating Shifting Sands: Research in Changing Times", the Academic Co-Chairs will oversee the academic programme and will work closely with Professor Sue Beeton, the 2019 TTRA Conference Chair, and the rest of the organizing committee.

In January 2019, Dr Cody Paris, has been appointed to the Editorial Board of Tourism Review International (previously published as Pacific Tourism Review). Tourism Review International by Cognizant Communication Publications has been publishing for more than 20 years as a leading output for applied tourism research. The appointment comes as a highly regarded recognition for the significant scientific contributions made over the years by Dr Cody in the tourism domain.

Dr Krishnadas Nanath wins Best Research Paper award at HCT Business Analytics Conference

Dr Krishnadas Nanath, won the 'Best Research Paper' Award at the Business Intelligence and Analytics Conference organised by the Higher Colleges of Technology. The award was given in recognition of his paper 'Using data analytics to deliver dynamic safety predictions for reduction in traffic accidents'. The paper involved the concept of Dynamic Speed Limits (using Cloud Computing) based on predictive models from traffic accident data sets.

Dr Heather Jeffrey appointed as the Editorial Board Member of Tourism Planning and Development

In January 2019, Dr Heather Jeffrey has had a co-edited book proposal accepted with CABI (indexed in SCOPUS). The book will focus on Gender-Based Violence and tourism. The book is also open to innovative forms of writing and data collection.

In February 2019, Dr Heather Jeffrey has been appointed as the Editorial Board member of Tourism Planning and Development. The journal published by Routledge, is a reputed journal in Tourism, and this appointment is a testament to the significant contributions made by Dr Heather in the tourism domain.

Dr Sreejith Balasubramanian invited as featured speaker at The 9th Annual Leaders in Logistics Summit
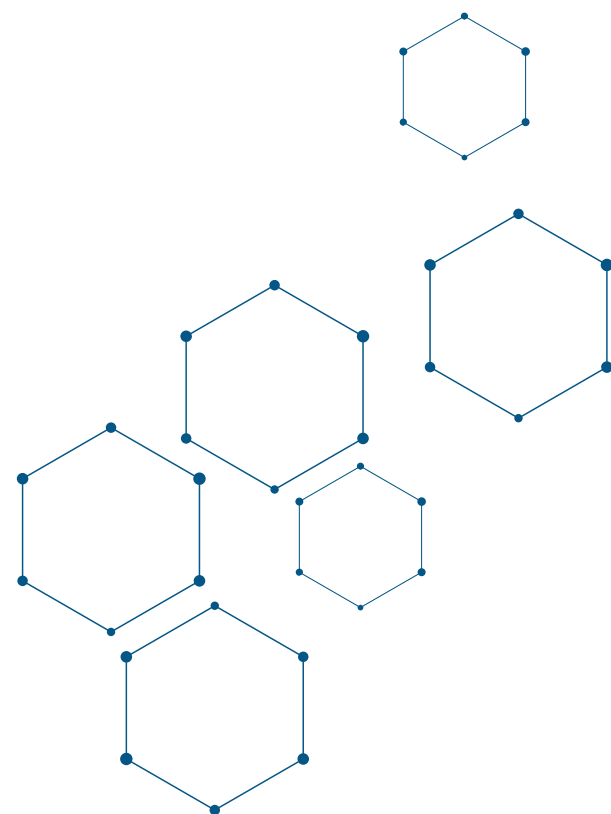
In November 2018, Dr Sreejith Balasubramanian, Senior Lecturer at Middlesex University Dubai was invited to speak at The 9th Annual Leaders in Logistics Summit, the region's leading high-level strategic conference that brings together the captains of the logistics industry. The summit saw more than 150 senior logistics and supply chain professionals gather to take part in a high level strategic debate on the state of the industry, and to share their experiences and best practice.

In the event, Dr Sreejith spoke in a multiple panel sessions, which include session on Green Logistics for ensuring a sustainable suture which discussed on how the industry can increase its efforts to 'going green', and Mind the Gap – Digital Talent & the Supply Chain, in which the panel discussed on how digitization of the supply chain and the introduction of disruptive technologies are reshaping the sector including talent shortage, shifting roles and the emergence of new jobs.

In the closing session, Dr Sreejith left delegates with a teachable moment:

"Some of the best sustainability initiatives require little to no investment," he said. *"A reducing in packaging, planning ahead to prevent rush periods that put huge demand on delivery networks, delivering cold chain goods at night when there is less pressure on the refrigeration systems, and fewer cars on the roads so less sitting in traffic, these can make a huge difference when done collectively."*

https://www.logisticsmiddleeast.com/business/31685-last-mile-took-centre-stage-at-leaders-in-logistics

Student Research Achievements

MDX Dubai Students won accolades at the 6th United Arab Emirates Undergraduate Research Competition (URC) at Abu Dhabi University

Middlesex University Dubai Students participated and won accolades at the 6th United Arab Emirates Undergraduate Research Competition (URC) at Abu Dhabi University. The students competed against 800 students, representing 33 universities. Second year Psychology Student Zahra Al Kubaisi, supervised by Dr Lynda Hyland, won 2nd place in the Education & Psychology category for her research paper 'Stigma Towards Mental Illness'. Two other Middlesex students gave excellent presentations at the event and received praise from the judging panels for the rigor of their research. Final year Media Student Joann Joseph, supervised by Dr Cody Paris, presented a paper titled 'How is Snapchat Used as a Platform to Advertise Products and Services to its Millennial Audience in the UAE?'. Third year Education Student Aliah Fareed Lufti Ali Harmouzi, supervised by Ms Lotty Horlings-Plender presented 'Parent Attitudes Towards, and Reliance on Handheld Devices'.

The three Students were supported by Middlesex University Dubai's Student Research Committee in preparation for the presentations.

Middlesex University Dubai students shine at the NYUAD Hackathon

Middlesex University Dubai's BSc Honours Information Technology Students, Sohail Ahmed Syed and Rohit Vaddi were recently awarded the 'Audience Choice Award' at the 7th Annual NYUAD International Hackathon for Social Good in the Arab World.

Working alongside four external student hackers, the team pitched an extremely relevant idea 'Wadhafni (HIREME)', a digital SMS-based platform powered by NLP and other algorithms which seek to connect underprivileged people in the Arab World (particularly Arab Women) to freelance and short-term employment opportunities.

The Students were delighted at having the opportunity to get to know, collaborate with and learn from amazing people from over 30 countries, including world-class mentors over the course of three days.

Participation at the Annual NYUAD Hackathon involves a selection process where faculty nominated students are shortlisted from across the globe. This is the third time that Computer Engineering and Informatics students from Middlesex University Dubai have won this award in the last four years. In 2015, our Alumni, Leanne D'Souza was a member of the winning team, a feat she repeated at the 2017 competitions.

Many thanks to Jaspreet Sethi, Lecturer in the Department of Computer Engineering and Informatics, for not only mentoring our students but also coordinating our student's participation at such competitions.

MDX Dubai declared Qualifying Round Champions in International Law Moot Court Competition

Middlesex University Dubai has been declared the UAE Qualifying Round Champion of the Philip C. Jessup International Law Moot Court Competition!

Congratulations to LLB Law students, Adiba Firmansyah, Manar Hassan, Nadia Simpson, and Bakhriddini Sultonzoda, coached by Ivan Korotkov, who will represent the UAE in the international rounds in Washington DC having triumphed in the qualifying rounds held on 2 February 2019. In addition to MDX Dubai winning the UAE Qualifying Rounds, Nadia Simpson gave an exceptional performance that saw her awarded 'Best Oralist' of all the participants.

The Jessup Moot sees teams challenged to solve an international controversy based on a fictional dispute before the International Court of Justice, the judicial organ of the United Nations. It is the world's oldest and largest moot competition, with more than 700 law schools from 90 different countries participating. The 2018-9 competition marks the 60th year of the Jessup, but the first in which the UAE has held qualifying rounds. Adiba, Manar, Nadia, and Sultan were selected from among the Mooting Society members due to their skills in legal research, writing and advocacy. They have worked tirelessly for many months to prepare for the competition and their hard work and dedication was evident in their expertly delivered submissions and responses to tough questioning from the panel of distinguished judges.

Thanks to coach Ivan Korotkov, to Tenia Kyriazi for her role in advising the team and supporting the Mooting Society, and Samantha Roberts for coordinating the Mooting Society and participation in international moot competitions

Student-Faculty Research Publications

The University promotes collaborative research projects between faculty and students, and have resulted in several co-authored publications. This also reflects the quality of dissertation supervision provided to both undergraduate and postgraduate students at the University. In 2018, collaborative projects between students and faculty have resulted in publications of three articles co-authored with undergraduate students and three articles co-authored with postgraduate students. The details of the student-faculty co-authored publications are given below (* indicates PG Student Author, ** indicates UG Student Author).

Journal Publications

The effect of adaptive capacity, culture and employment status on happiness among married expatriate women residing in Dubai

Authors: Clarice Mendonca*, Anita Shrivastava, and Jakob Pietschnig

Abstract
Happiness has been reported to influence and be influenced by internal and external factors. Among expatriate women, cultural background, employment status, and coping ability seem to influence happiness. In the present study we investigated the effects of culture and employment status on happiness whilst controlling for self-reported resilience as a measure for adaptive capacity in 127 married expatriate women living with their immediate families in Dubai. These expatriate women were assessed using the 14-item Resilience Scale, the Oxford Happiness Questionnaire, and a questionnaire containing an open-ended question regarding reasons for participants' current employment status. Responses to the open-ended question were thematically analyzed. ANCOVA analysis revealed that adaptive capacity was significantly related to happiness. However no significant differences in happiness emerged between women from individualistic and collectivistic cultures and between employed and unemployed women. The reported frequency of qualitative themes did not differ with regards to employment status. Our results indicate adaptive capacity as a main driver of happiness within expatriate women.

Reference: Mendonca, C., Shrivastava, A., & Pietschnig, J. (2018). The effect of adaptive capacity, culture and employment status on happiness among married expatriate women residing in Dubai. Current Psychology, 1-9.

Globalisation and Health Security: A Case Study of Distant Individuals' Risk Perceptions of the 2014 Ebola Outbreak.

Authors: Jennifer Atu**, Cody Morris Paris, and Belisa Marochi

Abstract
The wider awareness and recognition of human security threats has developed over the last several decades. Spurred on by globalization, greater human mobility, global media, economic interconnectedness and technological advancements, the securitization of non-military security threats have deepened and widened security discourses. The perceived risk posed by truly global threats have resulted in new international regimes and cooperation, national governments have reevaluated their national security strategies, and grassroots movements have revealed and mobilized individuals around the world to action. Global health security threats, and in particular, pandemic diseases, are one just one of many threats currently facing the global community that has the potential to evoke fear and feelings of insecurity and panic, particularly when securitized through twenty four hour news networks and social media. The purpose of this study is to explore the securitization process of a health security threat, the 2014 Ebola outbreak, and risk perceptions of individuals living in a global city geographically distant from the outbreak. This study reports the findings from interviews with eleven individuals based in the United Arab Emirates to explore their individual risk perceptions of the outbreak of the Ebola virus, and to understand how information about the outbreak was obtained, processed and consequently construed by these individuals. The findings suggested that with the increasing securitization of diseases, individual risk perceptions of the 2014 Ebola outbreak were a reflection of a variety of discourses concerning the security issue at the national and global levels. Therefore, in light of the increasing emergence and re-emergence of pandemic diseases and trans-border global threats, it is important to consider individual perceptions of the threats and the influence of government, media (traditional and social media), and individual experiences in a global and interconnected world.

Reference: Atu, J., Paris, C. M., & Marochi, B. (2018). Globalisation and Health Security: A Case Study of Distant Individuals' Risk Perceptions of the 2014 Ebola Outbreak. Journal of Security & Sustainability Issues, 8(2), 209–220

Tourist Perceptions of Dubai and Expo2020

Authors: Cezalyn AML. Gomba**, Lynda Hyland, and Cody Morris Paris

Abstract
In 2020, Dubai will host the World Expo. Not only will the Expo 2020 draw an expected 25 million tourists, but since the announcement, it has been a focal point for progressing towards the lofty goals of the Dubai tourism vision, mobilizing people, companies, projects, and the entire country towards 2020. This particular mega-event is a crucial component of the wider branding strategy. Expo2020 has also played a significant role in the marketing communications and branding of Dubai since its announcement through multiple communication channels. The purpose of this paper is to explore tourists' perceptions of Dubai and Expo 2020 and to understand tourists' attitudes and perceived value of different information sources and marketing channels. In doing so, this paper will provide some initial insights into understanding tourists' perceptions and attitudes towards Dubai in relation to Expo2020

Reference: Gomba, C. A., Hyland, L., & Paris, C. M. Tourist Perceptions of Dubai and Expo2020. e-Review of Tourism Research, 15(4/5).

Impact of identity politics on education in Pakistan: A comparison between Balochistan and Punjab

Authors: Ammna Nasser**, Tenia Kyriazi, Cody Morris Paris, and Mahine Ahmad

Abstract
This research article examines the impact of ethnic identity-based politics on education in Pakistan through in-depth interviews with young professionals from Balochistan and Punjab. The findings suggest that the Punjabi-dominated power structure results in an unequal allocation of financial resources, whereby Balochistan lacks the financial resources to invest in education development. In addition, political instability caused by unprecedented ethnic strife contributes towards poor-quality education, which, as a result, adversely impacts a Balochi's future course of life. On the other hand, Punjabis are at an advantage in the public arena because of their robust educational foundation

Reference: Nasser, A., Kyriazi, T., Paris, C. M., & Ahmad, M. (2018). Impact of identity politics on education in Pakistan: A comparison between Balochistan and Punjab. Education, Citizenship and Social Justice, 13(3), 280-294.

Soft power and place branding in the United Arab Emirates: examples of the tourism and film industries

Authors: Donya Saberi*, Cody Morris Paris, and Belisa Marochi

Abstract
A state's global influence can be systematically and strategically developed through policies and planning of a carefully crafted national brand and soft power strategies. The United Arab Emirates has actively employed policies and strategies to create a positive brand image of the country to increase its regional and global standing as an emerging regional power. The country's progress strong international brand has attracted significant foreign investment, international tourists, and a reputation as a great place to work and live. The purpose of this article is to explore the relationship between soft power, place branding, and diplomacy, and to illustrate this relationship through a description of the film and tourism industries in the UAE.

Reference: Saberi, D., Paris, C. M., & Marochi, B. (2018). Soft power and place branding in the United Arab Emirates: examples of the tourism and film industries. International Journal of Diplomacy and Economy, 4(1), 44-58.

Book Chapter

Antecedents and Outcomes of Smartphone Usage among Indian Millennial Travellers

Authors: Shashank Gore*, Sreejith Balasubramanian, and Cody Morris Paris

Abstract
This study explored the extent to which the antecedents (psychological anxiety, behavioural anxiety, need for virtual comfort and security, and need for disconnectedness) impact smartphone usage while traveling, and the extent to which smartphone usage impacts travel efficacy and experience. Structural equation modelling was employed to analyse the data collected through a structured questionnaire from 227 Indian Millennials. The findings suggest that the need for virtual comfort & security and behavioural anxiety positive influence smartphone use while traveling, while psychological anxiety, and need for disconnectedness were found to have no significant impact. Further, smartphone use while traveling was found to have a strong impact on the travel efficacy and experience of users.

Reference: Gore, S., Balasubramanian, S., & Paris, C. M. (2019). Antecedents and Outcomes of Smartphone Usage Among Indian Millennial Travellers. In Information and Communication Technologies in Tourism 2019 (pp. 423-434). Springer, Cham.

Significant progress in e-Review of Tourism Research (eRTR)

Dr Cody Morris Paris, our Deputy Director was named Editor-in-Chief of the e-Review of Tourism Research (eRTR) in mid-2017. At the time, the journal was facing many obstacles including a backlog of more than 150 papers awaiting review, an inactive editorial board, and an outdated review system. The e-Review of Tourism Research is a SCOPUS indexed journal published for more than 15 years. Dr Cody Paris appointed a new editorial board made of a diverse group of mostly leading early career researchers, including Dr Heather Jeffrey, Senior Lecturer at Middlesex University Dubai as the Managing Editor.

Over the last 18 months the journal has achieved the following:

- Launched a new online submission and hosting system supported by Texas Digital Libraries, Texas A&M University, and the Open Journal System.

- Completely processed the full backlog of 150+ papers (and nearly 100 submitted this year).

- Published 77 papers, in 15 issues over the last 14 months https://journals.tdl.org/ertr/index.php/ertr/issue/archive.

- Launched the "Emerging Scholar Profiles" that feature key emerging researchers from around the world.

- Re-established partnerships with the Travel and Tourism Research Association and International Federation for Information Technology Travel & Tourism.

- Published a special issue (Vol 15, No 4/5) from the Tourism Research Association (TTRA) Asia Pacific Chapter Conference (APAC) hosted by Middlesex University Dubai in December 2016.

- The issue also featured the emerging scholar profile of Dr Heather Jeffrey.

- A co-authored paper titled Tourist Perceptions of Dubai and Expo2020 developed based on MDX UG International Tourism student (Cezalyn AML Gomba) dissertation research (Dr Lynda Hyland and Dr Cody Paris co-authors). Also, a commentary "Let's Sit at the Table for Women's Empowerment" based on discussions from an industry roundtable organized by Assia Riccio's social enterprise Evolvin' Women. (Co-authored by Dr Heather Jeffrey, Assia Riccio, and Dr Cody Paris).

- Published a large double issue of 24 papers (Vol 16, No 2/3). co-edited by Dr Juho Pesonen (University of East Finland), Dr Julia Neidhardt (TU Wien) and Dr Cody Paris was launched at the IFITT's ENTER2019 conference in Cyprus. The issue include some of the cutting edge topics including recommender systems, smart tourism, data science, semantic analysis, gamification, sharing economy, online reviews, among many others.
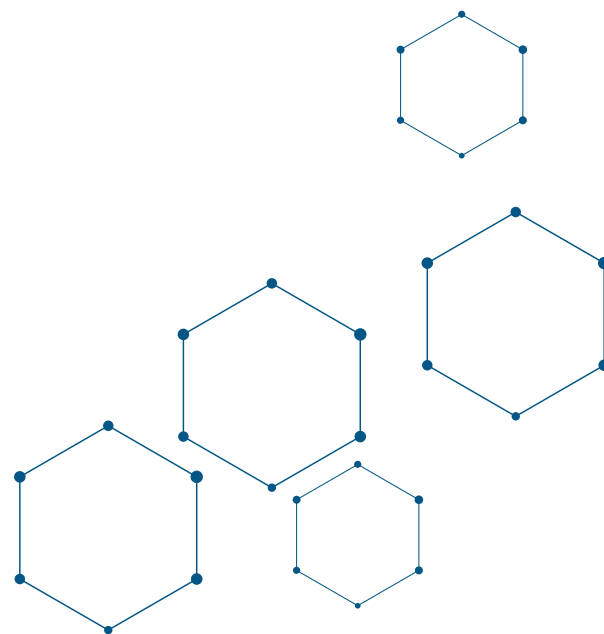
Wednesday Research Seminars 2018-2019 (Term 1)

The following research seminars were held on campus in 2018-2019 (Term 1)

Date	Presenter	Seminar Title
3 October 2018	Alun Epps	The largest room is the room for improvement enhancing post-graduate dissertation results: a practitioner's perspective
10 October 2018	Anthony Murphy	Views from the "dustbin": Experiences of diagnosis, care and treatment, and parenting with severe Borderline Personality Disorder
17 October 2018	Anita Mirchandani	Fintech Innovations: A paradigm shift in SME finance
24 October 2018	Samantha Jayne Roberts	Preparing students for practice: Mooting as a tool of clinical pedagogy in legal education
31 October 2018	Wasif Minhas	The future of entrepreneurship
7 November 2018	Ajit Karnik, Mala Lalvani and Manali Pathak	Crime and money: Determinants of elections
14 November 2018	Jason Fitzsimmons	Entrepreneurs, work-family balance and subjective well-being
21 November 2018	Engie Bashir	What's Hot in Interaction Design? An International Survey of Practitioners' Views on Personas
28 November 2018	Panel Session with Senior Middlesex University Academics	A decade of academic discourse at the Middlesex University Dubai Wednesday Research Seminar Series – A Retrospective'
5 December 2018	Shanthi Rajan	Evaluation of student engagement by aligning curriculum using a Constructive Alignment Framework: An Action Research approach
12 December 2018	Nathalie de Groot-van Zanten	Who is the typical triathlete? Segmentation through demographics, geographic and lifestyle segmentation. Explanation of the successful brand Ironman in triathlon
19 December 2018	Shahram Dana	Punishing atrocities

MDX Dubai Research Publications

Middlesex University Dubai faculty have been highly research-active, as evidenced by the number of published journal articles, conference papers, and book chapters. The publications are listed below:
(* indicates PG Student Author, ** indicates UG Student Author):

Refereed Journal Articles (Scopus Indexed)

Al Ahbabi, S. A., Singh, S. K., **Balasubramanian**, S., & Gaur, S. S. (2018). Employee perception of impact of knowledge management processes on public sector performance. Journal of Knowledge Management. (Published online first) (Google Scholar h-5 Index: 45, Impact Factor: 2.551, Cite Score: 3.12)

Andrews, N.C.Z, Martin C.L., Cook, R.E., Field, R.D., **England, D.E.** (2018). Exploring dual gender typicality among young adults in the United States, International Journal of Behavioral Development. (forthcoming) (Google Scholar h-5 Index: 27, Impact Factor: 1.760)

Atu, J**., **Paris, C. & Marochi, B.** (2018). The role of globalization, information and risk perception on global health security: A case study of the 2014 Ebola outbreak. Journal of Sustainability and Security, 8(2), 209-220. (Google Scholar h-5 Index: 15, Cite Score: 2.08, SNIP: 0.968)

Balasubramanian, S., & Shukla, V. (2018). Environmental supply chain management in the construction sector: theoretical underpinnings. International Journal of Logistics Research and Applications, 1-27 (2017 Impact factor: 1.820, Google Scholar h-5 Index: 19, Cite Score: 1.84, SNIP: 1.027)

Demetriou, D. (2018) The Mens Rea of human trafficking: the case of migrant domestic workers. International Criminal Justice Review. (Published online first) (Google Scholar h-5 Index: 12, Cite Score: 1.1, SNIP: 0.936)

Endendijk, J.J., Andrews, N.C.Z, **England, D.E.** & Martin, C.L. (2018). Gender-identity typologies are related to Gender-Typing, Friendships and Social-Emotional Adjustment in Emerging Adults. International Journal of Behavioural Development. (Forthcoming) (2017 Impact factor: 1.760, Google Scholar h-5 Index: 27, Cite Score: 2.11, SNIP: 1.248)

Gomba, C**., **Paris, C. & Hyland, L.** (2018) Tourist Perceptions of Dubai and Expo 2020. e-Review of Tourism Research, 15 (4/5), 385-403. (Google Scholar h-5 Index: 6, Cite Score: 0.74, SNIP: 0.566)

Hine B. & **Murphy, A.** (2019). The influence of 'High' vs 'Low' rape myth acceptance on police officers' judgements of victim and perpetrator responsibility, and rape authenticity. Journal of Criminal Justice (Online Pre-Print). (Google Scholar h-5 Index: 34, Impact Factor 2.339)

Hine, B.A., Ivanovic K., **England, D.E.** (2018). From the sleeping princes to the world-saving daugter of the chief: Examining peceptions of 'old' versus 'new' Disney princess characters. Social Sciences. 7(9), 161. (Google Scholar h-5 Index: 16, Cite Score: 0.6, SNIP: 0.445).

Jeffrey, H., Riccio, A., & **Paris, C.** (2018). Let's sit at the table for Women's Empowerment. e-Review of Tourism Research, 14(4/5), 440-449.

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