Middlesex
University
Dubai

- **ERPBSS**

- **Psychology Conference**

- **9 Tips for Delivering a GREAT Presentation**

- **Student Research Symposium**

Research
Matters

Middlesex University Dubai Research Committee Members
(Autumn 2015-Spring 2016)

Dr. Fehmida Hussain

Dr. Lynda Hyland (Chair)

Prof. Ajit Karnik

Dr. Tenia Kyriazi

Dr. Rajesh Mohnot

Dr. Cody Paris

Dr. David Tully

Dr. Kay Sanderson

Dr. Anita Kashi

Dr. Megha Jain

Contents

Editor: **Dr. Rajesh Mohnot**
Email: r.mohnot@mdx.ac

Co-editor: **Dr. Lynda Hyland**
Email: l.hyland@mdx.ac

Editorial note

Welcome to the fourth issue of 'Research Matters'. It has been a busy academic year so far, with many more activities scheduled to take place before the summer break. Although the academic year quickly goes by in a flurry of classes, coursework, and exams for students, and teaching and grading assignments for faculty, we all need to take time out and relax. So why not grab a coffee, find a quiet space, and spend a few minutes reading over this packed issue of 'Research Matters'?

Final year undergraduate and postgraduate students - you will shortly be commencing data collection, data analysis, and write-up of your dissertations or final year projects. As exciting as research can be, we at 'Research Matters' acknowledge that this can also be a stressful time. Plan ahead, be proactive in time management, and prepare for the unexpected. In doing so, you will enjoy the research process to a greater extent and hone the key skills that you have been developing over your years of study at MDX Dubai.

We have a lot to report on in this issue, including a number of high profile research events. Last November, we were impressed by the 3rd Emerging Research Paradigms in Business and Social Science (ERPBSS) conference and the range of world-class oral and poster presentations at this event. We have also seen outstanding research from some of our brightest and best undergraduate and postgraduate students at the annual MDX Student Research Symposium.
One of our MDX graduates, Soraya Raeispour, has written a piece for this issue, providing

advice to students on presenting their research findings at conferences and competitions. This issue contains all the above and much more. We hope you enjoy reading Issue 4, and we invite you to submit an article for our upcoming 'Autumn 2016' edition.


Wishing you all the best for the second semester,
Rajesh and Lynda

Inspirational collaborations and research outputs

Kay Sanderson

Sometimes, from a single and quite simple idea, a vast diversity of rich experience and research can be generated. The key is collaboration and communication. The original inspiration in this case study came from a guest speaker from 'Children of the Mountain' being invited to talk
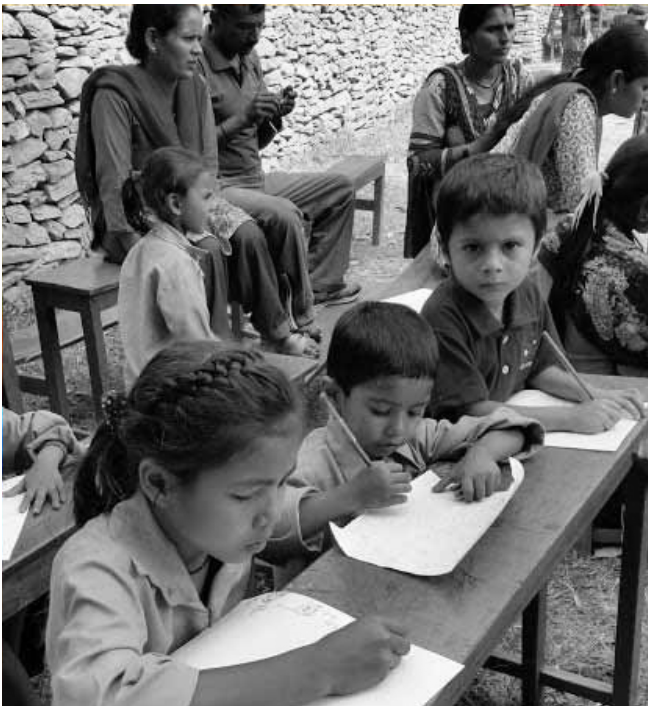
to students on the BA (Hons) Early Childhood Studies programme about children living in a different context, in this case 'the Untouchables' – The Dalit, a secular tribe in Nepal. From this talk the students decided they should have the goal to build a Kindergarten school supporting this poor community in the Tandrang region of Nepal and needed an inspirational idea. Subsequently, faculty and Middlesex students were encouraged to come together to walk the equivalent height of Mt. Everest on International Mountain Day. This was achieved by everyone walking to the top of Ski Dubai – the world's largest real snow indoor ski slope. This initiative was fully supported by the Majid Al Futtaim group and one which enabled many IFP students to complete community service hours through their assistance in its organisation and participation. Even students in many Dubai nurseries got involved as they too climbed stairs in their settings and families donated educational materials for the children. The project's

success captured the attention of local media and became more important to complete following the devastating earthquake in March 2015. Eventually in October 2015 a trip to the village was arranged and included faculty members from the departments of Psychology and Education from Middlesex University Dubai, plus external partners from Heriot Watt University and a presenter from Dubai Eye radio station to interview and record footage of the journey.

The opening ceremony was overseen and the school now provides education for 35 children at present and when the classrooms which tumbled during the earthquake are rebuilt there will be school places for 60 children.

There have been several research outputs from this project, including the publication of a book as part of a student's IB school project, video footage and interview recordings are currently being developed into a documentary by Middlesex Dubai Media students under the expert guidance of Dr. David Tully and a Middlesex MA Education student has formed a group of Senior Leaders who will be embarking on a cycle trip to develop this project further and finally a presentation at **the International Society on Early Intervention (ISEI) conference on Children's Rights and Early Intervention**, in Stockholm, Sweden in June 2016, which is only held every three years. Who would have thought that inviting a guest speaker into the university could spark such a diversity of actions and research collaborations which are still on-going!

Middlesex University Dubai Organizes Third International Conference on Emerging Research Paradigms in Business and Social Science (ERPBSS)

Supporting the development of innovative research is not only a core value of Middlesex University Dubai but also provided a key focal point for attendees at its third International Conference on Emerging Research Paradigms in Business and Social Sciences. Building on the success of the previous two conferences, more than 200 delegates representing more than 100 international institutions were given the opportunity for inter-disciplinary dialogue that transcended subject specific boundaries. The overall theme of 'What's next?'' proved a fitting question for a research conference held in Dubai during the UAE's Week of Innovation.

Dr. Cody Morris Paris, Deputy Director at Middlesex University Dubai said:

"

Our conference provided a forum for innovative research to be shared, facilitated collaborations for new ideas to emerge, and embraced ideas and knowledge that transcended traditional disciplinary and geographic boundaries. "

The ERPBSS conference included a diverse range of topics emerging from the fields of business, education, economics, law, technology, tourism, media, and psychology. More than 125 academic papers were presented across thirty one parallel sessions by academics representing more than sixty leading national, regional, and international institutions of higher education.

A review of the programme illustrates the range of innovative research presentations and discussions that took place in the track sessions with titles including: 'ICT as an Enabler', 'Forging new pathways in psychology', 'Contemporary issues in foreign policy, international relations, and security', 'International business paradigms', and 'Engaging students the Smart way'. These sessions included a range of interesting studies from around the world, presented by post-graduate students, academic faculty, and government and private sector leaders. A large number of studies also illustrated the wide range of high quality research emerging from post graduate students and research faculty at Universities in the UAE.

For example, Adamu Aliyu, a post-graduate student at Middlesex University Dubai presented on "The smart city initiative for Dubai: An exploratory study to assess the readiness and challenges". Also, a study titled, "Attracting and Retaining Emirati Jobseekers in the UAE's Cultural Tourism Sector" was presented by H.E. Yousif Abdallah Alobaidli, UAEU and Director

General of Sheikh Zayed Grand Mosque Center with his PhD supervisor Dr. Emilie Rutledge, UAEU.

In addition to individual papers, several organized symposium were convened during the conference. In one example, Dr. Linzi Kemp, American University of Sharjah, assembled a series of papers that have been developed as part of an on-going collaborative project titled "*Women in Leadership: Leadership theory to Powerful Practice*", which examines conditions needed to support Emirati and expatriate women to succeed in economy and leadership positions.

This complete programme was also complemented by two eminent Keynote Speakers. Professor Dimitrios Buhalis, Director of the eTourism lab at Bournemouth University, UK, delivered a talk on Tuesday November 24th entitled **"Smartness, Big Data, and CoCreating Value"**. In his talk he noted that,

"Smartness is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance…Interoperability and ubiquitous computing ensure that everybody is interconnected and processes are integrated towards generating value, through dynamic co-creation, sustainable resources and dynamic personalisation and adaptation to context. All suppliers and intermediaries, the public sector, as well as consumers and various interested parties are networked, dynamically co-producing value for everybody interconnected in the ecosystem."

On Wednesday November 25th, Dr. Ayoub Kazim, Managing Director of Dubai International Academic City (DIAC) gave a talk entitled 'Towards an Innovation Driven Economy-Human Capital Creation and Development in Fulfilling UAE's Leadership vision'.

"Embracing innovation is the only way to ensure that future generations will overcome the many challenges that come their way. Conferences such as Middlesex University's provide a much needed platform to promote an environment where fresh, innovative ways of thinking can be championed. Only by nurturing talent and unlocking potential can we encourage critical thinking and promote entrepreneurship, all with the goal of supporting the UAE's development and fuelling the growth of the economy" *said Dr. Kazim.*

NEW REALITIES IN TOURISM NEED INNOVATIVE STRATEGIES
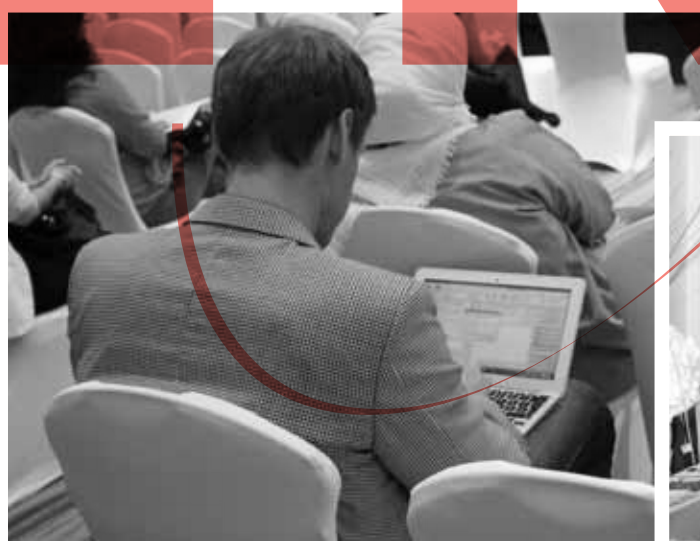
ERPBSS-2015 Presentations

During the ERPBSS, we had a range of presentations by researchers from local, regional, and international institutions. Below, see a small selection of the presentations given by Middlesex University Dubai faculty across the three days of the conference.

A Case Study of a Dubbing Project: An Activity Theory Perspective

Rasha Al Okaily

This is a case study of a specific learning environment characterised by technical, spacial, temporal, and motivational restrictions. Activity Theory was used to analyse the situation, and to design an intervention in the form of a dubbing project. Students' mobile devices were used in an anywhere anytime type of learning, and their native language and cultural background as a starting point to engage them in a collaborative effort that led to the production of eight dubbed videos. A video competition followed adding a further motivational element to the project. Data was collected using 5 focus group interviews. Results show high levels of motivation, increased learning, increased confidence and sense of achievement and pride among students.

Reengineering Persona Development through the support of Technology

Engie Bashir

This is a case study of a specific learning environment characterised by technical, spacial, temporal, and motivational restrictions. Activity Theory was used to analyse the situation, and to design an intervention in the form of a dubbing project. Students' mobile devices were used in an anywhere anytime type of learning, and their native language and cultural background as a starting point to engage them in a collaborative effort that led to the production of eight dubbed videos. A video competition followed adding a further motivational element to the project. Data was collected using 5 focus group interviews. Results show high levels of motivation, increased learning, increased confidence and sense of achievement and pride among students.

Brand Distrust Spillover on Country Image and Competing Brands During Brand Crisis : The Role of Consumer Nationality

Megha Jain and Vijay Pujari

The paper provides valuable insights into the under-researched aspect of brand distrust spillover during brand crisis and reveals the role of consumer nationality in moderating the effect of brand crisis on attitude towards transgressing brand, competing brands and country of origin. Although a few studies have theorized about the spillover effect of brand transgression on competing brands, there is just one single study that examines the spillover effects on attitude towards the country. The paper extends the existing findings by providing high external validity by examining a real-life situation (i.e., the recent Volkswagen scandal). The proposed model is empirically tested using Partial Least Squares (PLS).

Education in the UAE and the Relevance of International Human Rights Law

David Keane and Tenia Kyriazi

Outlining the origins and meaning of the right to education and examining its relevance to the UAE, this paper analyses the education elements that emerge in the UAE's engagement with international human rights law and the UN treaty bodies and special procedures. It examines the recommendations of treaty bodies and special procedures addressed to the UAE with reference to the right of education and discusses prospects for further engagement between the UAE and the UN treaty bodies, suggesting pathways towards increased dialogue and a rights-based approach to education in the UAE.

PBL for English? Applying problem-based learning principles to English language learning in an Arabian Gulf context

Mick King

This action research study aimed to see if problem-based learning (PBL) could be applied in an Arabian Gulf setting in a subject area not normally associated with PBL – that is English language learning. Triangulated results from the student sample indicated that with prior PBL training students can cope with the facilitative role of the tutor as well as the multiple outcomes which typify PBL. It is recommended that further studies be conducted in similar contexts to see the extent to which this type of learning can be employed for subjects not normally linked to PBL as well as with students not normally predisposed to this type of student-centred approach.

Analysis of Financial Strategies of 3PL Companies in the GCC
Vijaya Kumar, Subhadra Satapathy, and Hameedah Sayani

The purpose of this study is to analyze the financial strategy of publicly listed third party logistics (3PL) companies in the GCC over the period of four years (2010 – 2013) with the help of reformulated financial statements. This study evaluates whether these logistics companies add value and result in wealth maximization for their shareholders by way of implementing specific financial strategies. A comparison of financial strategies adopted by 3PL companies in different GCC countries will provide insight into which strategy has resulted in greater return on common equity. Our findings reveal that all three companies included in our sample use different financial strategies, yet they are able to enhance returns to their shareholders as measured by the return on common equity.

IMPACT OF INCREMENTAL REWARDS ON MOTIVATION IN A MARKETING SIMULATION TASK: AN EXPLORATORY PILOT STUDY
Mohammad Meraj, Lynda Hyland, and Anita Shrivastava Kashi

The aim of this study was to assess to what extent exposure to a marketing simulation task (which includes the use of incremental rewards) impacts the motivation of a small sample of postgraduate students. Convenience sampling was used to collect interview data from eight MBA students who participated in a marketing simulation task as part of their marketing module. Findings illustrate the perceived importance of rewards and the impact of the competitive environment on the motivation of students. These preliminary findings will be used to inform a larger scale study, planned for the current year's cohort of MBA students.

Time-varying Characteristics of Predictive Power in Stock Markets
Rajesh Mohnot

Good news for short-term investors; daily stock market returns are predictable. Indian stock markets seem to have provided Daily (annualized) returns of 14.3% over a period of Jan 2010 to June-2015 which reflects post crisis period. Using RMSE and MAE on Indian Stock Markets, the study reveals that daily returns have more predictive power compared to other time framework i.e. weekly and monthly. In case of daily returns, risk is observed to be exceptionally high though.

"Tech-Know-logy in classroom: Is that your style?"- Effects of student learning styles on the choice of technology in education.

Krishnadas Nanath

This paper attempts to develop taxonomy of technology in higher education by considering two domains of usage- [A] Interaction (one way/two way) and [B] Privacy (Public/private). It then categorizes well known platforms (Like Facebook, Wiki, Moodle) across four categories resulting from A * B interaction. It further explores the student perspective of technology. Learning style research has indicated that students prosper academically in learning environments that match their learning styles (Border & Chism, 1992; Entwistle, 1981). Hence, it is important to match the technology platforms with student learning styles. Four quadrants of learners (Kolb, 1984) with different learning styles (Diverges, Assimilators, Convergers and Accommodators) are considered to study their effect on the choice of technology across domains suggested by the proposed taxonomy.

Explanatory Models of Mental Illness: A qualitative study with Emirati Students of Psychology

Eleni Petkari

UAE is a new country with a unique sociological context where Eastern and Western traditions coexist. Given that there is a scarcity of studies on mental health and no studies on the explanatory models of mental illness, it is of great interest to examine the connections between Western biomedical approaches and traditional Emirati illness explanations and how those affect the Emirati explanatory models. Four students were interviewed in depth regarding their own explanatory models and their views of other Emiratis' perspectives. The Interpretative Phenomenological Analysis performed highlighted the influence of cultural traits on the explanatory models formulation, the importance of family in the Emirati society and the impact of the UAE socioeconomic and religious reality in forming the participants' beliefs on mental illness.

Magical Thinking in Middle Childhood Holding on to a vivid imagination

Douglas Russell

Middle childhood is a time when children move from imaginative, illogical thinking to that which allows them to describe events using rational justifications. Magical thinking however is a trait of a multitude of mental health issues, specifically those related to psychosis. Investigations into subscales of temperament as predictive factors of this maladaptive magical thinking revealed negative affect (depressive mood, frustration and aggression), as the most salient predictor. Children with this temperament should be supported in living more positive lives to avoid future mental health issues.

'Parents as Play Partners, a fun way to enhance children's learning and development'

Kay Sanderson

This presentation explores the meaning of childhood within the realms of play and attachment, drawing upon the work of Bowlby, Deforges, Athey,and Hattie. A research study was conducted in the United Arab Emirates focusing on play and attachment in enhancing child's learning and development. The aim was to provide families with ways to engage and develop attachment with their children through schema-based play using natural resources. The results were powerful and local regulators are interested.

Student Engagement and Emotional Intelligence: Challenges and Opportunities

Sandra Stephenson

This action research project explored the role of Emotional Intelligence (EQ) in creating the conditions for optimum student engagement, based on the experience of over 300 first year business school students. Both the qualitative and quantitative outcomes of the subsequent interventions were overwhelmingly positive, with lecture attendance increasing from an average of 68% to an average of 80% over the period researched. Whilst expecting 100% engagement 100% of the time remains an elusive and probably idealistic goal in teaching, perhaps the most valuable outcome of this study was that adopting an EQ approach vastly improved the lecturer's experience of, and personal attitude towards, her students as well as her own teaching practices.

The pursuit of happiness: does hope matter?

Anita Shrivastava Kashi and Lynda Hyland

Positive psychology exercises/tasks have been shown to improve psychological wellbeing (Mongrain & Anselmo-Matthews, 2012). Past research has shown that students with high levels of hope achieved their goals more often (Feldman, Rand, & Kahle-Wrobleski, 2009).Using convenience sample of psychology graduates (exposed and non-exposed to positive psychology modules) the results suggested pathway and agency hope were significant predictors of happiness at follow up for those who were exposed to positive psychology module. The results of this study point towards a) the potential role of hope in happiness, and b) the benefits that may be gained by engaging in positive psychology exercises.

Influencing factors of materialism: The role of mortality salience and spirituality

Anita Shrivastava, Ainey Yousuf, and Jakob Pietschnig

According to the theoretical work on Terror Management theory (TMT), the management of existential insecurity and fears of mortality critically informs human behaviour (Burke, Martens & Faucher, 2010). Recently spirituality has been shown to reduce the desire to consume conspicuously (Stillman, Finchan, Vohs, Lambert & Phillips, 2012). The non-significant findings of present study repeated measure ANOVA warrant reflections on the nature of materialism in a diversified domain of cultural and economic viewpoints along with implications on the conceptual foundations of TMT.

Adoption of Cloud Computing in UAE : An analysis of the relationship between existing cloud computing ecosystem and adoption of cloud computing by the organizations in UAE

Juno Srivastava and Krishnadas Nanath

As per study conducted by EMC in January 2015, 95 percent of UAE enterprises surveyed have already implemented or plan to implement a cloud computing model. However there are several factors like the concerns around data security, Legal implications and derived benefits are impacting an organization's decision on its choice of cloud computing adoption and the kind of model to adopt if it decides to go for cloud computing. There is a need for an assessment of cloud ecosystem in UAE which would be one of the significant factors considered cloud adoption in this region. This study analyzes the current cloud ecosystem providers in UAE and their product and services on cloud computing. It also tries to relate the relation between the cloud ecosystem and the factors impacting organization's decision to adopt cloud computing.

EMERGING TECHNOLOGIES: An Exploration of Novel Interactive Technologies

Ndubuisi Ukwuani and Engie Bashir

The paper revises a collection of novel interactive technologies, known as Post-WIMP. These technologies have been enormously cited in HCI research and recently adopted by enterprises to develop original applications in specific domain areas. The theoretical review of each technology includes a summary on what the technology is, how it works, how the user interacts with it, and in which domain areas it is being used. This paper also provides a critical comparison of these technologies using renowned models and usability criteria

Professional Development in the 21st Century: The emerging need to develop a collaborative and connected learning community.

Faiza Umar

This study focused on the current use of e-learning tools by lecturers in an offshore campus of a British University in Dubai. An interactive 'Speedy PD' session, that was delivered university-wide, enabled lecturers to share best practices and practical tips to develop their teaching practice. The post-intervention findings suggest that, in order to form functioning communities of inquiry, educators need to be exposed to a more inclusive, personalised and localized professional development experience which can help them to co-exist in a connected and sustainable professional learning network.

Dr. Cody Morris Paris Joins Editorial Board of new journal Applied Mobilities

Dr. Cody Morris Paris has been appointed to the Editorial Board of the cutting edge new journal Applied Mobilities, to be published by Taylor and Francis in 2016 beginning with two issues per year (April, November).

Applied Mobilities bridges theoretically ambitious research with applied research and practice-oriented perspectives in mobilities. It focuses on planning, design, technology and culture as a way of fostering an applied outlet for research within mobilities. The journal supports the mobilities "turn" within social theory and planning practice and the transition of mobility systems towards sustainability.

The journal publishes critical and innovative policy-oriented and also applied perspectives to increase the impact of research for the re-thinking of mobilities and developing political and societal strategies and discourses to handle the social, ecological and economic consequences of diverse mobilities on societies. It publishes original research articles, practice based commentaries and book reviews.

Applied Mobilities publishes work of international scope that meet one or more of the following areas of publication:

- Interdisciplinary research in planning, design, technology and culture relating to mobilities.

- Theory driven applied research emphasizing the social and cultural aspects of mobilities as well as the economic and environmental aspects.

- Theoretical insights into the planning and design of mobilities.

- Development of the interdisciplinarity of mobilities research by bridging social science, art and practice.

9 TIPS FOR DELIVERING A **GREAT PRESENTATION**

Soraya Raeispour (B.Sc. Hons. Psychology with Counselling Skills)

APPEARANCE: YOURS AND YOUR PRESENTATION'S

BE PREPARED FOR ANYTHING

TIMING IS EVERYTHING

GET HELP FROM YOUR FELLOW MENTORS AND SUPERVISORS

CONFIDENCE IS SOMETIMES KEY

BODY LANGUAGE

PRACTICE MAKES PERFECT

TEAMWORK!

BE POSITIVE, ENCOURAGING AND RESPECTFUL
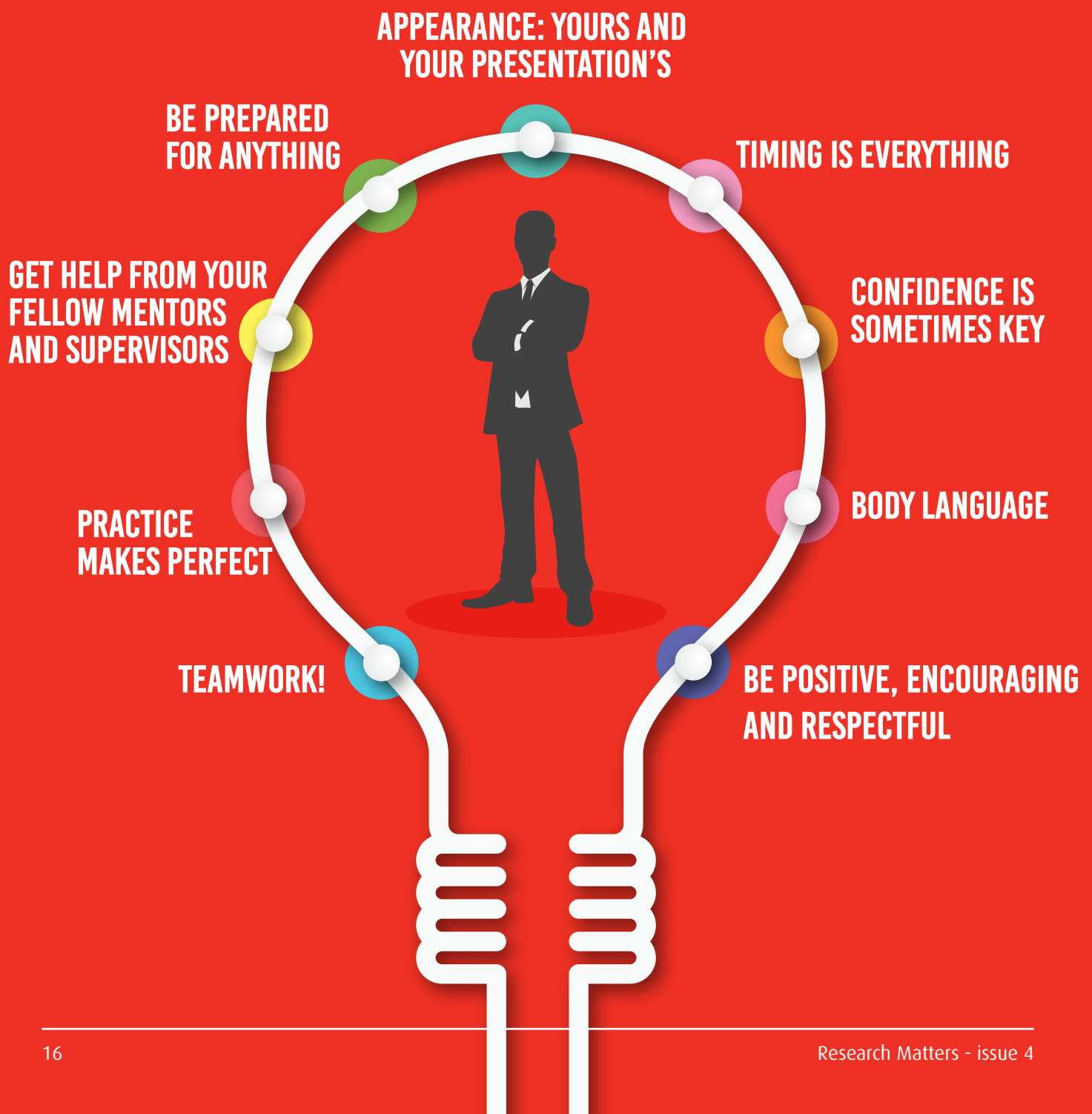
Delivering presentations are always the last thing a student in university would want to do! We always look for an alternative way of finishing off the task, without having to step out of our comfort zone. Whether the audience is big or small, we'd either want to get it over with or run away/not show up. We've all been there, and I want to tell you that it's okay to feel this way. Presentations are generally anxiety-ridden and nerve-wracking. But it gives you the chance to express yourself, present your study to professionals and peers in your field, and to polish up your CV, which is helpful when applying for grad school. Here are nine tips to help you deal with nerves and deliver a great presentation on the BIG day.

1) Teamwork!
You may be presenting as part of a team. If so, before you start working on the presentation, come up with a team name. Over the course of the preparation, help each other finish the components of the presentation and take any criticism that may arise. After all, this will help you work towards delivering a strong and more robust speech. Do not completely delegate ALL the work to one or two members. Work together and work productively.
• **If one person responsibly takes up more tasks, repay them by getting them a cup of coffee or a snack. A small gesture always goes a long way.**

2) Practice makes perfect
Give yourself enough time before the ACTUAL presentation (about 2 weeks) to practice your talk. According to the APA website, you should practice at least three times. As we all know, this varies from person to person. Practice in front of your friends and family members, those who do not know about your study, and ask them if they understood anything at all after you finish. They would provide you with their opinions, which will help you to tweak some parts of your presentation.
• **Whether you are a natural at presenting or not, practicing one more time won't hurt.**

3) Get help from your fellow mentors and supervisors
Supervisors and mentors are here to help, but only if you ask them. If you have a few questions or doubts, email them and ask for advice. If there are A LOT of things you are doubtful of, write up a list of things to ask and fix an appointment. Remember, that your supervisors have demands on their time too.
• **Your supervisors will most likely be holding a practice session. It is good to attend those sessions as it will give you a heads up on things to expect and 'curve balls' you might not see coming.**

4) Be prepared for ANYTHING
With so much emphasis and focus given to the presentation itself, many brush off the most important part of the whole shebang: the Q&A. Judges may ask you questions about your study, how you conducted it and what the 'take away' point is, among other questions. Fortunately, no one is more an expert in your study than YOU are. Based on how much you prepped, practiced and understood your study, you will answer the Q&A accordingly. If you anticipate some questions, make additional slides beforehand to support your answers. Some excellent responses might come from the top of your head, and some might be difficult and challenging.

Some of you might be asking yourselves "But what if I don't know the answer to the question?" If you DO NOT know the answer to a VERY tricky question, then respectfully tell the judges that it was a challenging question that you would like to discuss with them after your session.

• **Bring a copy or two of your research paper and questionnaire. It might come in handy on the presentation day, for prep or to show the judges, if they need some explanations. It will also show that you are prepared, professional and serious about your study. This was a tip suggested by my supervisor, Dr. Lynda Hyland, which really helped me during the conference I had to present at.**

5) Appearance: Yours and your presentation's

Dress up professionally (according to the weather and setting), 'get your hair did', wear moisturizer/sunscreen, and wear comfortable shoes. After all, you are representing your department, the university, and most importantly, yourself, to professionals in your field. Just like you, your presentation should look professional and interesting. Use one font (or two VERY similar fonts), and of course, nothing crazy like Jokerman, Chiller or Wingdings. Use simple and non-technical words, as you are reaching a broad audience who should understand your study's purpose.

• **Use a white background and use two colors that go well together, and try to have more illustrations/graphs than text. Use bullet points to highlight important parts of your study and refrain from HUGE paragraphs.**

6) Timing is everything

Working on your presentation, giving in drafts and abstracts, arriving on time and presenting within the time limit are all time-related. Dedicate a good amount of time for each of these tasks. Don't leave anything for last minute.

• **Check your rate of speech when you record the time of your presentation during practices. You would naturally drop whatever seems irrelevant.**

7) Confidence is SOMETIMES key

This applies to when you present, the way you

appear when you present, and even, during the Q and A. Being nervous is a normal reaction and it is not necessarily a bad thing. When you are nervous it means you really care to make a good impression and to present well. If you didn't care, you wouldn't even try. And in my opinion, nothing screams confidence more than understanding your study and knowing the heck out of it. Once you understand your study well, you are prepared and you are bound to give a great presentation that will leave your audience interested in learning more. Be prepared, be positive, BE YOURSELF.

• **Think about it: NO amount of red colored dresses or lipstick would increase your confidence if you have no idea what your study is about.**

• **Choose between exercise, meditation, or yoga. Dedicate at least one hour of your day to a physical activity (besides walking around). A healthy mind needs a healthy body (and vice versa) and it is important to deal with your hectic schedule in an effective way and relax for a bit, something we all must do more often. Physical activity helps you maintain a clear mind, collect your thoughts, stay calm, and be mindful.**

8) Body language

The more comfortable you feel during the talk, the clearer your research message would be to the audience. Use eye contact and explain your topic and study to the audience, and not read it out for them.

9) Be positive, encouraging and respectful

After presenting, have a positive mind and perspective. Encourage and motivate your peers who haven't finished their presentations yet. And most importantly, respect whoever is presenting. Don't speak loudly, laugh or move in and out of the room when they are presenting. Treat others the way you'd want to be treated.

And there you have it. Hopefully these tips will help you stay calm and deliver your presentation successfully. Having presented at conferences other events shows your future graduate school and potential employers that you are serious about your field. This will also prepare you for future conferences, help you meet new people, increase your confidence, and have a great experience overall.

Soraya Raeisipour is a recent Psychology with Counselling skills graduate. She currently works as a student research assistant at Middlesex University, and will be doing her masters in Forensic Psychology this September. Her research interests include human and non-human rights, forensic child psychology and victimization. She has recently worked in a counselling clinic in Tehran, where she counselled victims of abuse and trafficking. She has also worked with therapy animals in SENSE, the UAE's first Animal-Assisted Therapy service, and plans to study animal behaviour later in the future. In her spare time, she works at an animal sanctuary as an animal rescue team member, and goes on mini adventures with her pet rabbit. ♥

Psychology Conference

Research, as for other disciplines, is an integral part of psychology, providing wonderful insights and benefitting our understanding of human behavior. Psychology conferences provide a significant platform to add into this understanding. The idea for our Middlesex University Dubai psychology conference originated in 2011 when the department organised an event titled 'Psychology: Everybody's Cup of Tea' wherein experts in different areas of psychology presented a variety of interesting and informative topics. Following the success of this event the department thought of hosting scientific paper presentations and this resulted in the organisation and successful completion of our First National conference of Applied Psychology.
The success of this conference worked as positive feedback and induced strong enthusiasm. Since then the Department of psychology under the leadership of Dr. Anita Kashi (CPC, Psychology programmes) and with tremendous support of the administration and psychology colleagues, has organised and successfully completed three annual conferences. These conferences have added significantly into the research profile of Middlesex University Dubai, and encouraged academics and practitioners to conduct research, and present and publish findings. This offers an excellent learning experience for our student population who will be future researchers.
Our upcoming conference hopes to build upon our past success. This year we have added a poster session to the conference, to encourage students from MDX and other universities to present their findings.

Therefore the Psychology Department of Middlesex University Dubai is pleased to announce the Fourth National Conference of Applied Psychological Research in UAE and Gulf Region on March 10, 2016. This conference will offer the opportunity to interested researchers in the field to present, share, and discuss topics of current psychological research.
For registrations please email B.Bertl@mdx.ac

Conference Chair: Anita Kashi

Members of the Committee:
Lynda Hyland
Eleni Petkari
Bianca Bertl

Celebrating Student Research: Middlesex University Dubai holds the Fourth Annual Student Research Symposium

The Fourth Annual Middlesex University Dubai Student Research Symposium was held on Sunday, November 15th, 2015 at Block 4, Knowledge Village Dubai. In line with Middlesex University Dubai's research strategy, the event promotes student research by providing students a platform to present their research work carried out as part of their study as coursework or final dissertations. The symposium is annually organized by the Student Research Sub-Committee – Dr. Fehmida Hussain (Chair), Dr. Lynda Hyland, and Dr. Tenia Kyriazi.

During the Symposium, students presented their work through illustrated posters and discussed their findings with the attendees. There were 16 submissions comprising both undergraduate and postgraduate research representing various disciplines ranging from Information Technology, Social Sciences, Psychology, Media, Marketing, Finance and Education. The Symposium's participants were all nominated by their supervisors for their outstanding and exemplary research. Dean of Business School, Middlesex University London, Anna Kyprianou was present at the occasion and appreciated the quality and enthusiasm of the students.

While all of the presenters were offered participation certificates in recognition of the quality of their research, three 'Best Poster' awards were also presented for the top students' Undergraduate and Postgraduate research work based on feedback from an expert panel in three categories (UG Individual, UG Group, and PG work). An expert panel of judges evaluated each poster on the basis of criteria including academic rigor, theoretical/practical implications and contributions, and the quality of presentations. The judges at this event were Evangelos Moustakas, Kieran Ross, Keith Reynolds, Anita Kashi, Tenia Kyriazi, Krishnadas Nanath, Engie Bashir, Michael King, and Anna Kyprianou.

The undergraduate group award was won by Humna Azhar and Zahra Baig, supervised by Dr. Eleni Petkari, on the topic of 'Do you sway my emotions? Social predictors of emotional regulation: Effects of perceived social support and parenting styles.'

The undergraduate individual award was won by Tina Andreassen, supervised by Mahine Rizvi and Dr Cody Paris, on the topic of 'An Exploratory Study of the Social and Economic Realities and Opportunities of Low-income Arab Female Migrants in the UAE.'

The Postgraduate award was won by Mathew Peet supervised by Dr. Krishnadas Nanath on the topic of 'Enterprise transformation through the Open Compute Project: a case study of Facebook.'

Congratulations to all winners and to the presenters!

The full list of submissions is as follows:

Postgraduate category

Paper No	Presenters	Supervisor/Tutor	Paper Title
1	Matthew Peet	Krishnadas Nanath	Enterprise transformation through the Open Compute Project: a case study of Facebook
2	Fouzia Begum	Mick King	Action research study on the effectiveness of Bloom's taxonomy in an online classroom: Improvements in teaching and learning methods
3	Sana Rahim	Cody Paris	Evaluating The Role Of Social Media in Building Consumer Based Brand Equity within the UAE Fast Food Industry
4	Lawal Olatunji Bashir	Fehmida Hussain	Investigation of AAI Security and Design of Conceptual Framework: Using Fingerprint Biometric as Proposed Solution to Username/Password Challenges in Web 2.0

Undergraduate (individual and group) categories

Paper No	Presenters	Supervisor/Tutor	Paper Title
1	Evgeniya Samsonova	Mahine Rizvi Ahmed and Cody Paris	Framing patterns of the Bosnian Spring protests in Bosnian-Herzegovian Media Sphere.
2	Mihika Arun; Sarita Rani; Macy D'sa; and Rini Jacob	Vijaya Kumar	Diversification into renewable energy: A long-term alternative for oil and gas industry
3	Maha Ahmed	Cody Paris and Mahine Rizvi Ahmed	Youth Political Awareness and the Power of Charismatic Leadership
4	Tina Andreassen	Mahine Rizvi Ahmed and Cody Paris	An Exploratory Study of the Social and Economic Realities and Opportunities of Low-income Arab Female Migrants in the UAE
5	Kirti Devnani	Cody Paris and Belisa Marocchi	How does social media affect youth participation in philanthropy in the UAE?
6	Ndubuisi Ukwuani	Engie Bashir	Emerging Technologies
7	Hajara Habibu Aliyu	Santhosh Menon	Hotel Reservation System
8	Soraya Raeispour; Saba Mirza	Lynda Hyland	Predictors of Attitudes towards Physical Activity: A Study amongst Student Athletes
9	Sonia Selopal Omkar	Jaspreet Sethi and Fehmida Hussain	Research on Adaptation of Mobile Applications over Web Logs
10	Humna Azhar and Zahra Baig	Eleni Petkari	Do you sway my emotions? Social predictors of emotional regulation: Effects of perceived social support and parenting styles
11	Lizandra Jonas Almeida	Fehmida Hussain	Research and Development of a Student Organizer Mobile Application
12	Jennifer Osayawe Atu	Cody Paris and Belisa Marocchi	The Role of Globalisation, Information and Risk perception on Global Health Security:

Senior Teaching Fellowship Award of the Higher Education Academy

Congratulations to Dr. Kay Sanderson, who has been awarded the prestigious title of 'senior teaching fellow' by the Higher Education Academy.

The **Higher Education Academy (HEA)** is a British professional institution that promotes excellence in higher education. It manages and leads development of the UK Professional Standards Framework (UKPSF), which is a nationally-recognised framework for benchmarking success within higher education teaching and learning support. The HEA advocates evidence-based teaching methods and awards fellowships as a method of professional recognition for university lecturers.

The Senior Teaching Fellowship Award is for experienced academics who have a proven, sustained track record in HE teaching and leadership and it is awarded to those who have met the appropriate standards in teaching and supporting learning in Higher Education, under the UK Professional Standards Framework (UKPSF). The grade of **Senior Fellow** represents significant leadership in the promotion of teaching excellence and is only awarded after a significant review process and on the basis of evidenced based documentation and key references. MDX staff who have completed their PGCE HE with Middlesex University Dubai or elsewhere and who have a sustained track record in HE teaching, are eligible to apply to the HEA for a fellowship.

See more at: https://goo.gl/GVlv9Y

Dr Evangelos Moustakas appointed Research Evaluator for United Nations Habitat programme in the Kingdom of Saudi Arabia

Dr Evangelos Moustajas, Associate Professor in Digital Marketing at Middlesex University in Dubai, was appointed Research Evaluator for UN-Habitat programme in Saudi Arabia. More specifically, United Nations in collaboration with the King Salman Center for Local Governance will work together and conduct social media research on women and youth urban concerns in Saudi Arabia. The aim of the research is to identify the top needs of women and youth within the country. Topics are related to accessibility (this include transportation and traffic), unemployment and availability of jobs, availability of proper housing, open space/public space, and Youth Councils.

UN-Habitat is the United Nations programme working towards a better urban future. Its mission is to promote socially and environmentally sustainable human settlements development and the achievement of adequate shelter for all. Cities are facing unprecedented demographic, environmental, economic, social and spatial challenges. There has been a phenomenal shift towards urbanization, with 6 out of every 10 people in the world expected to reside in urban areas by 2030. Over 90 per cent of this growth will take place in Africa, Asia, Latin America, and the Caribbean. In the absence of effective urban planning, the consequences of this rapid urbanization will be dramatic.

UN-Habitat is already pioneering urban development approaches that are reinventing Saudi Arabia's urban future. UN-Habitat and the Center have co-developed a research project aiming to shed light on the needs of women and youth within the city complex in order to feed into the Saudi Youth and Cities Report, the Saudi National Urban Campaign and the first Saudi National Urban Forum.

There is a growing need in Saudi Arabia for dedicated private think tanks to offer Government independent research and strategic focus, boost innovation and coordination, and accelerate implementation. Given that the participation rate of Saudis in the digital and social media world is among the highest worldwide, the research project recommends the use of social media analysis to inform the Future Saudi Cities Program and to increase engagement in the Habitat III preparations. Social media analytics is an expanding field in public policy research. The current research will use an advanced social media analytics tool to provide in-depth qualitative insights into the ongoing debates and most influential actors in topic areas

relevant to the Future Saudi Cities Program. It will thus enable UN-HABITAT to ensure that female and youth perspectives are included and leveraged in its sustainable urbanization policies and programs. The research project will use an intelligence listening tool to scan public digital content in Arabic and English on different social media platforms, generate and analyze historical data and record data in advance in addition to specify any hashtags, and use keywords and/or accounts to be analyzed. In addition to providing a deeper understanding of the trends of youth and women empowerment, the Center can guide UN-HABITAT in using this technology to initiate conversations and put out structured content. The project will provide research based social intelligence data and analysis to enable evidence-based policy making and to shape conversation between UN-HABITAT and other stakeholders on social media platforms and beyond. ♥

Ph.D. Awards

Ph.D. completion for Katerina Sidiropoulou

Katerina Sidiropoulou completed successfully her PhD at Middlesex University in London. She has been supervised by Prof Richard Croucher, Dr Evangelos Moustakas, and Prof David Lewis.

The title of the thesis was 'Workers' voice and Employment Tribunals in Britain: From employment professionals' perspective.' The thesis examined the operation of Employment Tribunals (ETs) in Britain, elaborating and testing a series of propositions deriving from the industrial relations tradition. These concern the ways in which workers experience employment, conflict, representation and 'voice' at work. They reflect the significance of the transition that workers with grievances make from the relatively supportive experience of the workplace community to the more alien, legalistic, extra-workplace environment of the Employment Tribunal. The overarching hypothesis is that the experience is a negative and disempowering one for the majority of workers. To test the propositions, a selection of senior employment experts was interviewed. The results confirmed the overall hypothesis, especially in the light of the recent changes to ETs' operation made after 2012. At the theoretical level, the thesis contributed by validating and elaborating Budd and Colvin's criteria for worker-friendly procedures; policy recommendations were also made.

Congratulations to Dr.Lakshmi Ramachandran on her Ph.D. award

The topic of Dr. Lakshmi's research is "Performance of the Tourism Industry and Perception of Tourists in Tamil Nadu and Dubai".
Tourism is now widely recognized as one of the world's largest industries and its growth is creating rapid, social, economic, cultural and environmental changes, which require detailed understanding and measures to manage it. The tourism sector in Tamil Nadu and Dubai has been growing at a phenomenal pace during the past decade and contributing significantly to its GDP. Tamil Nadu and Dubai has become major tourist hub of both domestic and foreign tourists.

The performance of tourism industry of Tamil Nadu and Dubai has been improving consistently over the years. Besides the direct benefit, indirect benefit from tourism like employment generation in the associated sector is also significant. Therefore, it is appropriate to measure the performance of tourism industry in both countries and this study offers the way for the same. The study also analyses the present trend and growth prospects of the sample countries. Key areas which will facilitate and promote travel are given importance such as roads, power, telecom and automobiles.

The Study covers a span of 17 years starting from 1997 to 2013. Primary and Secondary Data were used for the Analysis. Appropriate Management Tools like Compound Annual Growth Rate, Comparative Financial Statements were used. Statistical Tools like Correlation Analysis, Regression Analysis, Chi square Test, ANOVA, Factor analysis and Discriminant analysis were utilized to bring forward the hidden information from the raw data.

Dr. Lakshmi's findings revealed that there exists positive correlation between tourism revenues and GDP of both Tamil Nadu and Dubai. The Performance of Tourism Industry of both the destinations have achieved better revenue growth and the perception of tourists with regard to various activities of tourism and its allied sectors have been very good.

RESEARCH NETWORKING EVENT
Evidence Based Practice:
Adding Spice to our Work Life

Dr. Anita Shrivastava Kashi and Ms. Bianca Bertl
Department of Psychology, Middlesex University, Dubai

The first Psychology Research Networking Event *"Evidence Based Practice: Adding Spice to our Work Life"* organized by Department of Psychology, held on 12th December 2015, was a great success. The event was actively attended by approximately 30 participants. The event involved a panel discussion on the status of psychology research in the UAE. The panel discussion was then followed by two interesting presentations from our Psychology Department; *"Converting an idea into publishable work"* by Dr. Anita and Ms. Bianca and *"Research at Middlesex, psychology students' research, and research collaboration"* by Dr. Lynda, Mr. Douglas and Dr. Eleni.

The external participants represented an excellent balance between practitioners and academics, including professionals from UAE University Al Ain, Human Relations Institute, and The Lighthouse Arabia. The event, specifically the panel discussion, resulted in the identification of a few needed areas of research, challenges to research psychology, and strategies to overcome these.

Identified areas: Cross cultural effect of immigrant population onto the host community, ethnography in neurobiology, clients' demographic profiles, treatment choices, teaching methodologies and their impact, language barrier that facilitate/deteriorate help-seeking, and understanding human behaviour.

Challenges: Being unaware of other psychology professionals research achievements/ interests, comparative lack of collaborations, cultural barrier that interferes with providing demographic data, different platforms within the field of psychology exist but the link to connect these platforms is largely missing, existing gap in sharing information between academics and practitioners, and also that professionals are busy developing in their own organization and remain unaware of others' research development

Strategies: Providing psycho-educational awareness, organizing more networking events, practitioners and academics meet more frequently and help each other to facilitate research, developing a newsletter or a website that connects UAE professionals to facilitate research.

The event facilitated networking with fellow psychology professionals and it is hoped to be a foundation for future discourse of research in the UAE.

KPMG case study

The students of Middlesex fervently participated in the *'KPMG Ace the Case Competition 2016'* and successfully bagged the second position!

The three day event started with a networking evening - all the participants were given an opportunity to mingle and meet the judges prior to the competition. The second day featured a master class for students designed to give them an opportunity to improve their business case analysis skills, analytical capabilities and presentation skills; while getting to know the local KPMG senior members. This industry interaction provides students with great exposure, experience and confidence to face the real world.

From left to right: Sweta Ann Philip, Mira Dhabi, Dr. Vijaya Kumar, Mellisa Lobo, Noor Zuberi

The final day witnessed a fierce competition between 8 teams from all over UAE. The competing teams included undergraduate and postgraduate students from BITS, UOWD, American University of Dubai and Hult Business School. The students analyzed a business case from the airlines industry wherein they built a competitive edge for an emerging airline and evaluated its risks and risk management processes thereby developing a complete business model.

The judges were very impressed with the Middlesex team and highlighted the strength of their business strategies and confidence. The students were thrilled to make it to the finals and place second. The Middlesex team was the only undergraduate team to make it through to the finals, beating two MBA teams to take second place. The team consisted of Melissa Lobo, Sweta Ann Philip (2nd Year Accounting and Finance), Mira Dabhi (3rd Year Accounting and Finance) and Noor Zuberi (2nd Year International Business). Congratulations to the team and many thanks to their mentor Dr. Vijaya Kumar, Senior Lecturer in Accounting, who has an impressive track record in reaching the top in prestigious competitions, at the local, regional and global level. ♥

Creativity and Innovation Wins Dubai the Hosting rights to TTRA Asia Pacific Chapter Conference 2016

The Asia Pacific Chapter of the Travel and Tourism Research Association announced that Middlesex University Dubai would be the hosts for the 2016 Chapter Conference.

"The Dubai bid was extremely professional and gave the Chapter Board enormous confidence that Dubai can build on the success we've had in Kuala Lumpur, Melbourne and Tokyo" said APAC Chapter President Carolyn Childs. "Furthermore, its position as a global hub means that we can be confident that every delegate will be able to access the conference. We saw a 50% increase in delegates at the Tokyo Conference and can now expect to maintain this stellar growth rate."

The conference will take place on 3rd-5th December 2016 and will seek to unite the tourism research agenda with Dubai's strategic focus on creativity and innovation under the title "Pushing the boundaries: Driving tourism innovation & creativity through research". Themes and streams under consideration include sustainability, resilience and glocalism.

**Travel & Tourism Research Association
Asia-Pacific Chapter**

2016 Host, Dr. Cody Morris Paris of Middlesex University Dubai also noted that "the timing alongside the 45th National Day of the United Arab Emirates will enable delegates to come early and experience this dynamic destination".

The call for papers will come out in the first quarter of 2016. Outgoing Chapter President Sue Beeton, who has managed the membership element for the Chapter noted, that "the value of tapping into this amazing community whose shared passion for evidence-based decision-making in tourism transcends the boundaries between academia, commercial research and practitioners."

Dr. Cody Morris Paris elected to the board of TTRA APac

In December 2015, Dr. Cody Morris Paris was elected to the Board of the Travel & Tourism Research Association's Asia Pacific chapter.

Founded in 1970, the Travel and Tourism Research Association (TTRA) is a non-profit association whose purpose is to enhance the quality, value, effectiveness and use of research in travel marketing, planning and development. The Association strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries. TTRA creates business opportunities for our members and provides a unique multi-sector industry network. Members in TTRA represent a variety of segments from the greater international travel and tourism community, including educators, practitioners, research providers/consultants and users of research.

The TTRA Asia Pacific Chapter was established as a place for all those interested in travel and tourism research in the region (or of the region) to come together. As defined by United Nations, the Asia Pacific Region incorporates a wide geographic region, from Australia and New Zealand through the Pacific nations, Asia, India and parts of the Middle East. The chapter welcomes members from the region, as well as those from other parts of the world interested in research in this region.

Middlesex University Dubai Research Seminar Series

October to December 2015

Research Seminar Series 165

'Celebration' Session
The Research Matters editorial, Student Research Subcommitee, and Library teams
Middlesex University Dubai

This research seminar began with the 'official' launch of the 3rd issue of the Research Matters newsletter by the editors Dr. Rajesh and Dr. Lynda. Following this, the Innovation Award winning teams (Library and Student Research Subcommittee) gave presentations highlighting the innovations they have implemented to enhance teaching and learning in Middlesex University Dubai.

Research Seminar Series 164

A Case Study of a Dubbing Project: An Activity Theory Perspective
Rasha Al Okaily
Middlesex University Dubai

This is a case study of a specific learning environment characterised by technical, spacial, temporal, and motivational restrictions that impede students' progress. Activity Theory was used to analyse and describe the situation, and to design an intervention in the form of a new activity system. A dubbing project was designed and implemented in the Listening and Speaking course. It utilised students' mobile devices in an anywhere anytime type of learning, and their native language and cultural background as a starting point to engage them in a collaborative effort that led to the production of eight dubbed videos. The resulting videos were entered in an internally organised video competition which added a further motivational element to the project. To evaluate the project's effect on students' perceptions and motivation, data was collected using 5 focus group interviews. Results show high levels of motivation, increased learning, increased confidence and sense of achievement and pride in their work.

Research Seminar Series 163

Balancing orientation needs and objectives: Incorporation of a 'Self-Discovery Workshop' into the induction process
Mariam Abonil & Faiza Umar
Middlesex University Dubai

The first point of onsite contact between a university and new students occurs during induction. In looking at current literature about how this exercise is conducted, one point seems to resonate: student inductions need to become more student-centred, participatory, and interactive if they are to achieve the objective of integrating students into the university environment. This research project explored the perceptions of students about the Discovery Workshop format of the induction process at a private university in Dubai. From the initial results it can be seen that students reported the Discovery Workshop format as an opportunity for them to interact and socialize with other new students as well as gain information about their individual learning styles. These two variables are critical pedagogical elements for the socialization and transition of students into university and their implications for the format of future induction programmes are discussed in this paper. Given the current conceptual and theoretical discussion about induction in Higher Education institutions globally, recommendations are made for the local context of this research.

Research Seminar Series 162

Village E-Resources for Change in the Asia Pacific: The Challenges of Portal Development on the Island of Guam
Lucyann Kerry
Middlesex University Dubai

Over the next few years, Guam will be facing a significant change in its population, infrastructure and natural resource use. As a result of negotiations between Japan and the United States, the United States military is preparing to move its troops out of its Okinawa facilities and relocate from 5,000 to 8,000 marines to the island. Access to reliable information may prove significant to the local communities for effective decision-making in the management of this changing island context. The public information that may exist is fragmented, incomplete, out of date or inaccurate. To help manage the transition and possible local impact of the troop move, the Knowledge@ Guam Project was established at the University of Guam to develop expanded access to digital information for and about the local communities.

This paper and its research seek to better understand the portal development process in this specific island environment. It examines the functionality of the project as a case study analysis that uses a theoretical framework of systems theory concepts, more specifically the 'learning organization' concept developed by Peter Senge. It argues that a complex adaptive system emerged in a learning process, exhibiting discomfort, performance and disjunctive stress. It occurred through an expanded interconnectedness of organizational behavior that integrated the island's three villages and their populations into the development process. As a result this process has generated more accurate community data and led to a more positive outcome in e-resource development as a foundation stage for future work.

Research Seminar Series 161

Ghosts in the Machine: The Industrial Revolution in Europe and the Rise of American – and Global – Gothic
David Tully
Middlesex University Dubai

This seminar will focus on a few very simple questions that may not have such simple answers: why do people make horror movies, why do people like them, and despite all the differences in history and culture and ideas all over the world, why do they make and like horror movies all over the world? There is an inarguable link between the rise of industry and the rise of the Gothic tale – the tale that forms the mythic intent and content of horror films. Even as technology hurtles us into the future at an ever-increasing pace, the ghosts of the past still linger, haunting us with a force that seems to only grow stronger, the further we move away from the past. Globalization has made this movement a universal human experience, and it seems we are all now haunted by the very same ghosts. Horror films are, perhaps, our most vivid shared acknowledgement of this basic fact of 21st century existence. My intent is to discuss how this came about, and what such entertainments may tell us about those who are entertained.

Research Seminar Series 160

PBL for English? Applying problem-based learning principles to English language learning in an Arabian Gulf context
Mick King
Middlesex University Dubai

Research into problem-based learning (PBL) suggests that it is more suited to specific subject areas such as medicine and business. With its focus on providing a problem to solve with whatever means a learner has available rather than prescribed instruction on how to solve a task, it is often considered an alien concept in a field such as language learning, where memorizing words and learning grammar still hold sway as suitable models for acquiring proficiency. However, as a PBL-trained tutor and a teacher of English I have always felt that the principles of PBL can be applied to language learning. I felt that the Arabian Gulf was fertile ground to see the extent to which my feelings could become a reality as the region has numerous foreign universities which aim to promote independent learning and require English proficiency from their students. This presentation highlights a mixed-method action research study of how eight Arab students coped with a newly designed dissertation writing English course, which used predominantly problem-based learning techniques. The vague PBL style required them to work independently and see their tutor as a facilitator. Data were collected using a needs analysis, a teacher's reflective journal, a course evaluation and a student group interview. The most pertinent findings of the study suggest that Arab students can use PBL for English with relative success. However, student frustrations with elements of the approach were also evidenced. The study is significant as there is little, if any, evidence of research into PBL for English in the Arab world and it questions the widespread belief that Arab learners struggle to learn independently.

Research Seminar Series 159

REPRESENTATION OF THE OTHER IN DISTRICT 9
Evelyn Stubbs
Middlesex University Dubai

This research focusses on the film District 9 (dir. Blomkamp 2009) and adopts a qualitative approach focusing on the film as a text that has a bearing on the representation of the Other in Apartheid South Africa. The theoretical approach draws primarily on Stuart Hall's theory of Representation and Edward Said's theory of Orientalism. A Foucauldian discourse analysis is deployed to identify the power relations evident in both the fictional world of District 9 and Apartheid South Africa's actual District 6

Research Seminar Series 158

Reciprocity and Rights based thinking: A Fair Trade Learning approach to voluntourism partnerships

Eric Hartman & Cody Morris Paris
Kansas State University & Middlesex University Dubai

The purpose of this paper is to advance and reflect upon Fair Trade Learning as an approach for responsible international volunteer tourism partnerships. This article shares and further develops the Fair Trade Learning approach to international volunteer tourism, with specific attention to organizational self-study, critique, and reflection. International volunteerism and volunteer tourism is on the rise, yet criticisms abound. While some critiques are general and broad, others are quite specific, including the recent critiques by child rights advocates of orphanage volunteerism. In an attempt to address the due critiques, Fair Trade Learning has been advanced through a global coalition of community organizations and academics that seek to develop more just, responsible, and balanced partnerships. This seminar contributes to the broader literature by offering a practical approach for integrating reciprocity and rights-thinking into international volunteer tourism and educational partnerships.

Middlesex University Dubai faculty Guest-edit a Special Issue of the International Journal of Business and Globalisation

Dr. Alun Epps, Professor Ajit Karnik, and Dr. Cody Morris Paris have recently guest-edited a special issue of a leading international business journal - International Journal of Business and Globalisation (Vol. 16 No. 2). The guest editors selected theme-based quality articles from the 2nd ERPBSS conference (2013) and published them in this special issue. This issue incorporates a range of conceptual and empirical papers, written on a range of topics related to foreign direct investment (FDI), cloud computing in banks, marketing higher education, culture, influence and workplace behaviour as well as financial performance in banks. All papers in this special issue contribute to the development of business management practice in the Middle East.

Special Session Track on "Independent Travel and Risk" Convened by Dr. Cody Morris Paris in Lisbon

Dr. Cody Morris Paris and Prof. Kevin Hannam, Leeds Beckett University, organized a special session track on "Independent Travel and Risk" at the ATLAS Annual conference in Lisbon, Portugal in October 2015. The Association for Tourism and Leisure Education and Research annual conference was organized around the theme of "Risk in Travel and Tourism: geographies, behaviours and strategies" and was hosted by the University of Lisbon. The goal of the special track was to explore the inherent relationship of 'risk' with Independent Travel. In total, nine papers were selected for presentation in the special track on a range of topics including:

- Identities of Risk for independent travelers
- Negotiating risks and crisis via new technologies
- Gendered perceptions of risk for independent travelers
- Creative Risks: construction of narratives of risk and adventure by independent travelers
- Conflict, Terrorism, Security risks and Independent travel
- 'Risky destinations' and independent travel
- Personal Health and 'Risky behavior' of independent travelers

Staff Publications

Refereed Journal Articles

Name in bold is Middlesex Faculty Member

Abdullahi, A. A., & **Hussain, F.** (2016). An exploratory study on the adoption of private cloud in the UAE banking and government sectors. International Journal of Business and Globalisation, 16(2), 129-148.

Alhussan, F., Alhusan, F., & **Al Hesan, L.** (In press). The role of senior executives in managing key customers in Arab context. Journal of Business and Industrial Marketing

Edensor, L, 'Me or I? The Search for the self in the early writings of Katherine Mansfield', Katherine Mansfield Studies Volume 8 (Edinburgh: Edinburgh University Press, 2016).

Kumar Jain, N. Kothari, T. & **Kumar, V.** (in press). Location Choice Research: Proposing New Agenda. Management International Review.

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.

Kumar, V. and Sayani,H. (2015), "Application of CAMEL model on the GCC Islamic Banks: 2008-2014", Journal of Islamic Banking and Finance, Vol. 3, No. 2,pp.1-11

Meraj, M. A., Fernandes, C. J., & Ross, K. J. (2016). Applying marketing mix constructs in higher education: the case of an MBA program in the UAE. International Journal of Business and Globalisation, 16(2), 149-170.

Moorthy, J., Lahiri, R., Biswas, N., Sanyal, D., Ranjan, J., **Nanath, K.** & Ghosh, P. (2015). Big Data: Prospects and Challenges. Vikalpa: The journal for Decision Makers, 40(1), 74-96

Pillai, R. R., Kumar, A., & **Nanath, K.** (2015). Role of Self-managing Leadership in Crisis Management: An empirical Study. IIM Kozhikode Society & Management Review, 4(1), 15-37.

Refereed Conference Papers and Presentations

Nanath, K., Pillai, R., & Supriya, K. K. (2014). Sustainability of Environmental Programs: A Green IT Perspective. Proceedings of the 25th Australasian Conference on Information Systems, 8th - 10th December, Auckland, New Zealand.

Saxena, G., & **Nanath, K.** (2015). Cloud performance evaluation using fuzzy logic. In proceedings of IEEE International Conference on Electrical, Computer and Communication Technologies (ICECCT).

Book Chapters

Edensor, L, 'Chapter 2: Un profession de foi pour toujours: Katherine Mansfield and Beatrice Hastings in France' in Davison, C. and Kimber, G. (eds) Katherine Mansfield's French Lives (Amsterdam: Ropodi (Brill), 2016), pp. 23-39.

Online academic encyclopedia entries

King, M. (forthcoming). Content-based assessment. In TESOL Encyclopedia of English Language Teaching. Wiley/TESOL International.

King, M. (forthcoming). Content and language integrated learning. In TESOL Encyclopedia of English Language Teaching. Wiley/TESOL International.

Invitation for contributors: The editors cordially invite article submissions for the upcoming issue of 'Research Matters' from Middlesex University Dubai students and faculty, and from external researchers. If you would like to submit an article, kindly contact Dr. Lynda Hyland at l.hyland@mdx.ac or Dr. Rajesh Mohnot at r.mohnot@mdx.ac.

issue 4
Spring 2016

f in ▶ ⊡ 🐦