RESEARCH MATTERS

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Middlesex University
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EDITORIAL

2020-2021… it was an academic year like no other! The sweeping changes wrought on almost all aspects of life by Covid-19 meant that we had to swiftly transition all face-to-face research-related events and activities to the virtual (online) environment. Although clinical trials, searching for effective vaccines and treatments, were the primary focus of attention, the Covid-19 impact on other aspects of life (education, economics, psychology to name but a few) was also investigated by several MDX Dubai faculty and students. Some of these projects are highlighted in this issue of Research Matters.

We reflect on our staff and students' research achievements over the past year in this issue. We look back on January 2020, which saw our biennial Emerging Research Paradigms in Business and Social Sciences (ERPBSS) conference held on-campus. This was a truly international event, with representation from 60 universities from around the world. Middlesex University Dubai is proud to be part of a global network of researchers, contributing to our respective disciplines and pushing boundaries. Our research achievements have been recognised by Dubai's Knowledge and Human Development Authority (KHDA), who awarded us our second consecutive 5-start ranking for research. Go team MDX!

We applaud the research activities of our students, including the Student Research Society's excellent work. We have an article of interest to dissertation students, in which Natalie Khoury, M.A., reflects on her experiences of doing her postgraduate research. We have a lot to look forward to, and have several upcoming research events, including the International Conference on Intelligent Environments and the 8th Annual Conference of Applied Psychological Research in the Middle East.

Despite the challenges that have been faced over the past year, our research has not stopped. MDX Dubai students and faculty continue to engage in a range of research endeavors, and we are proud to showcase a small sample of this in the current issue. Now, arguably more than ever before in our lifetimes, research matters. With this in mind, we welcome our new and returning students back to campus for the new academic year.

WITH BEST WISHES FOR BRIGHTER DAYS AHEAD,

DR. LYNDA HYLAND
EDITOR

DR. SREEJITH BALASUBRAMANIAN
CO-EDITOR

DR. SUDIPA MAJUMDAR
CO-EDITOR

MIDDLESEX UNIVERSITY DUBAI AWARDED KNOWLEDGE
AND HUMAN DEVELOPMENT AUTHORITY (KHDA)

5 STAR RATING
IN RESEARCH

★★★★★ **5 STAR RATING**

2020 KHDA HIGHER EDUCATION CLASSIFICATION

DEVELOPED IN PARTNERSHIP WITH QS™

Middlesex University Dubai continues to be a research-active institution and a regional leader in developing several academic disciplines. The campus research achievements were recognised with a **5 Star Rating in Research by KHDA's Higher Education Classification** for the second year in a row. This year MDX Dubai scored 144 out of 150 points in the research category, **the highest among all universities.**

QUANTITY	**QUALITY**	**FUNDING**	**SUPPORT**
208 PAPERS BY 92 FACULTY (2015-2019)	5.1 CITATIONS PER PAPER (2015-2019)	60% OF OUR FACULTY RECEIVED FUNDING (2015-2019)	12 FACULTY RESEARCH SUPPORT INITIATIVES (2015-2019)

THE 5TH EMERGING RESEARCH PARADIGMS

IN BUSINESS AND SOCIAL SCIENCES (ERPBSS-2020) CONFERENCE

Middlesex University Dubai successfully hosted the Emerging Research Paradigms in Business and Social Sciences (ERPBSS) conference at Middlesex University Dubai on the Dubai EXPO 2020 themes of Sustainability, Mobility, and Opportunity, from 14th to 16th January 2020. Building upon its previous editions' success, this unique fifth edition provided a platform for academics to discuss new concepts, progressive methodologies, and innovative practices in line with the conference themes and sub-themes that included Inclusivity, Tolerance, Empowerment, Creativity, Happiness, and Innovation. This event saw over 180 delegates, including Researchers, Practitioners, and Professionals from various disciplines, representing over 60 universities and institutions from the UAE and around the world.

The introductory morning of ERPBSS 2020 included inspiring keynotes from Hugh Ragg, Senior Manager Learning & Development at Expo 2020 Dubai, and Janya Chanchaichujit, Director Logistics and Business Analytics Center of Excellence - Walailak University Thailand. Across the three days of the conference, over 90 research papers and case studies were presented along with several plenary and panel sessions and student poster presentations. The delegates communicated their discoveries while securing a meaningful discussion with other professionals from different fields to address the increasingly complex global and local challenges sustainably. The conference wrapped up with an excellent and stimulating industry panel session on Sustainability, and a ceremony that presented delegates with 'best research paper' and 'best student poster' awards.

SUMMARY OF THE KEY STATISTICS OF THE CONFERENCE ARE AS FOLLOWS:

SESSIONS	
Oral Presentations	90
Poster Presentations	8
Plenary session	3
Panel session	2
Special session	1

MDX PRESENTERS	
MDX Dubai Faculty	48
MDX Dubai Students	21
MDX Dubai Alumni	13
MDX London Faculty	2
Total	**84**

PRESENTERS	
Paper presenters	148
Keynote/ Invited Speakers/ Panellists	10
Total	**158**

EXTERNAL PRESENTERS	
From UAE	30
From Outside UAE	44
Total	**74**

COVID-19 RESEARCH

BY MIDDLESEX UNIVERSITY DUBAI FACULTY AND STUDENTS

MDX DUBAI FACULTY HAVE BEEN INVOLVED IN A RANGE OF COVID-19 RELATED RESEARCH OVER THE PAST YEAR. IN THIS ARTICLE, SOME OF THESE RESEARCHERS DISCUSS THEIR STUDIES - **WHAT THEY ARE ABOUT AND WHY THEY ARE IMPORTANT.**

**NEELOFER MASHOOD
(MIDDLESEX UNIVERSITY DUBAI BUSINESS SCHOOL)**

THE IMPACT OF THE PANDEMIC ON THE PSYCHOLOGICAL CONTRACT

What is your research about?
The pandemic has severely affected the employment relationship. The psychological contract is the employer and employee's unwritten expectations in the employment relationship. These are powerful and have a substantial impact on employee and organisational productivity as it affects engagement; job satisfaction; turnover etc. Many factors can be managed to keep the psychological contract intact, but several are beyond organisations' influence. It would be interesting to identify these factors and how they can be used as an opportunity by organisations to enhance employee engagement and eventually organisational performance in this crisis.

What interested you in this topic?
I am very keen to research the psychological contract as it is still an under researched HR area. In the pandemic, it is also one concept that has been severely affected.

DR. SUDIPA MAJUMDAR (MIDDLESEX UNIVERSITY DUBAI BUSINESS SCHOOL) AND DR. RACHNA BANERJEE (ASSISTANT PROFESSOR, HIGHER COLLEGES OF TECHNOLOGY)

RELATIONSHIP BETWEEN STOCK INDEX, OIL PRICE AND FDI – DOES NON-OIL DIVERSIFICATION MATTER FOR THE UAE STOCK MARKET?

What is your research about?
UAE has rapidly developed into one of the leading global financial hubs, with significant reforms in its stock exchanges. Our data suggests a strong positive association between stock index and FDI, based on a Vector Autoregression model, highlighting the UAE's non-oil diversification program's success. Our extension of the model to capture the Covid-19 situation reveals that the UAE Stock Index dived below the predicted lower bound in March 2020 due to the pandemic and shows a remarkable recovery during the April-October trades, when prices are seen bouncing back to the model forecast levels.

What interested you in this topic?
It is a one-year research project that has been granted to Dr. Rachna and me by the research center at Abu Dhabi Securities Exchange.

PROFESSOR AJIT KARNIK (MIDDLESEX UNIVERSITY DUBAI BUSINESS SCHOOL) AND DR. MALA LALVANI (PROFESSOR, MUMBAI SCHOOL OF ECONOMICS AND PUBLIC POLICY, UNIVERSITY OF MUMBAI)

1) A. KARNIK (2020) STATISTICAL ANALYSIS OF COVID-19 DATA, WEDNESDAY RESEARCH SEMINAR, MIDDLESEX UNIVERSITY DUBAI, APRIL 8, 2020

2) M.LALVANI & A. KARNIK (2020) COVID'S ECONOMIC TOLL ON MAHARASHTRA, BUSINESS STANDARD, MAY 25 2020

3) A. KARNIK (2020) SPATIAL EFFECTS OF COVID-19 TRANSMISSION IN MUMBAI, ECONOMIC AND POLITICAL WEEKLY, VOL. LV, NO. 36

4) A. KARNIK (2020) A TALE OF TWO CITIES: COVID TRANSMISSION IN MUMBAI AND LONDON, WEDNESDAY RESEARCH SEMINAR, MIDDLESEX UNIVERSITY DUBAI, OCTOBER 14, 2020

What is your research about?

The Economic and Political Weekly paper deals with the spread of the coronavirus pandemic in the city of Mumbai with the pandemic considered as a local public bad with spillover effects across the wards of the city. Spatial econometric techniques are used to model these spillovers using both cross-section as well as panel data. The main conclusion of the article is that the significant spatial spillover effect across the wards of the city is likely to make the exit from the enforced lockdown a major challenge

What interested you in this topic?

COVID-19 and the associate lockdowns have significant and dire economic consequences. I was interested in studying these consequences.

CHINNU MARY GEORGE (MIDDLESEX UNIVERSITY DUBAI CEI DEPARTMENT) AND SHARON LUKE BABU

ARBITRATE THE NUMBER OF INFECTIONS OF NOVEL CORONAVIRUS WITH DEEP LEARNING

What is your research about?

Coronavirus has affected several thousands of people throughout the globe. The illness is being referred as COVID-19. The virus that propagated to the illness is the SARS-Cov-2. Over the last few months the number of infections has drastically increased. There has been several lock down proposed since the inception of the outbreak. The paper proposes a deep learning approach to determine the number of infections. The data for these are collected daily so that it can be fed to the model for training. Once the model is trained to achieve the accuracy, this is then unitised to arbitrate the number of infections caused.

What interested you in this topic?

The current pandemic needs to be edged out.

MOHAMMAD ALI MERAJ, PROFESSOR AJIT KARNIK, AND PALLAVI KISHORE (MIDDLESEX UNIVERSITY DUBAI BUSINESS SCHOOL)

INVESTIGATING TECHNOLOGY READINESS OF STUDENTS AND FACULTY MEMBERS FOR ADOPTION OF DISTANCE LEARNING: A CASE-STUDY FROM AN INTERNATIONAL BRANCH CAMPUS IN THE UAE

What is your research about?
With the outbreak of Coronavirus (Convid-19) in January 2020, the higher education sector found itself in 'unchartered territory'. In the worst hit countries, schools and higher educational institutions (HEIs) were ordered to close with no students allowed on campuses for weeks. This research setting is a London-based HEI's international branch campus (IBC) operating in the Emirate of Dubai. The university's shutdown constitutes a "natural experiment" and provides a unique context for the study as IBCs, by their very nature, have a high proportion of international students and are expected to maintain the learning experience for their students comparable to that of the home campus. This study aims to examine the preparedness of faculty and students to the adoption of technology to deliver lectures online. The study has obvious links with the Technology Adoption Model, a workhorse model in numerous areas. We seek to investigate the factors that might influence technology adoption among faculty members and students for e-Learning.

The methodology for the study will be as follows. Our literature review will explore the factors that impact the user acceptance of e-Learning. Primary data will be collected from the two key user groups i.e., faculty members and students. We plan to use a mixed methodology to achieve these objectives, beginning with a qualitative phase consisting of in-depth semi-structured interviews conducted via online video-conferencing with a small group of users (N=5-10, for faculty members and students each), to identify the issues faced by them regarding e-Learning. We will use convenience sampling for both qualitative and quantitative

data collection. We will develop our hypotheses using our findings from these interviews and our literature review. Finally, we will use a quantitative study (online survey) (N=250-300) in the early stages of online learning and again after a four/five-week period using comparable questionnaires. We will analyse this data using appropriate software packages (e.g., NVivo, AMOS and SPSS) to test our hypotheses. We will then discuss our findings, their conceptual and managerial implications as well as future research directions.

What interested you in this topic?
As we were forced into a rapid transition to online learning, a number of questions arose about the viability of online learning and how students would accept this mode - especially since they had signed up for an on-campus experience. The idea for this paper emerged as we tried to wrap our head around a variety of perspectives from a range of voices, our own experiences as academics, and the often contradictory or contextually inappropriate suggestions that were available out there.

DENISE ANDRZEJEWSKI, DR. ANITA KASHI, DR. NISHTA LAMBA, MERIAM MELAD (MIDDLESEX UNIVERSITY DUBAI DEPARTMENT OF PSYCHOLOGY)

PROTECTIVE FACTORS OF MENTAL HEALTH DURING LOCKDOWNS & QUARANTINE

What is your research about?
The public health measures employed during the advent of the COVID-19 pandemic left people with unprecedented circumstances such as prolonged quarantine and lockdowns, potentially taking a toll on mental health. This paper explores which demographic, psychological, and behavioral factors serve as protectors against deteriorating mental health during quarantine and lockdowns.

What interested you in this topic?
Data from previous pandemics and outbreaks were mostly collected after the event. The COVID-19 pandemic, however, gave a unique opportunity to gather insights during this historical event.

MATT BROWN (MIDDLESEX UNIVERSITY DUBAI BUSINESS SCHOOL), DR. LYNDA HYLAND PSYCHOLOGY (MIDDLESEX UNIVERSITY DUBAI DEPARTMENT OF PSYCHOLOGY), DR. ALUN EPPS EPPS (ALASALA COLLEGES, DAMMAN, KSA)

PARADIGMS LOST AND GAINED: STAKEHOLDER EXPERIENCES OF CRISIS DISTANCE LEARNING DURING THE COVID-19 PANDEMIC

What is your research about?
Our study explored key school stakeholders' experiences (teachers, children, and parents; $n = 31$) during the Covid-19 period of crisis distance learning. Thematic analysis was conducted on data collected from six discrete focus groups, purposively sampled from a private school in Dubai. Researchers identified three overaching themes, including 'a need for stakeholder support', 'curriculum delivery implications', and 'educational outcomes of crisis distance learning'.

What interested you in this topic?
Distance learning has been typically assessed in previous literature as a matter of choice-a decision made by parents for their child's education. The pandemic-related shift to distance learning was not a choice, and thus there is a considerable dearth of information on how this is transition is experienced. We chose to do an exploratory, qualitative study to gain a nuanced account of how teachers, children, and parents reflected on this transition.

LEANE DIAS (3RD YEAR STUDENT, MIDDLESEX UNIVERSITY DUBAI DEPARTMENT OF PSYCHOLOGY), DENISE ANDRZEJEWSKI (MIDDLESEX UNIVERSITY DUBAI DEPARTMENT OF PSYCHOLOGY)

GROWTH THROUGH CRISIS: ONE YEAR AFTER THE ADVENT OF THE COVID 19 PANDEMIC. THE EFFECT OF COPING STYLES ON POST-TRAUMATIC GROWTH

What is your research about?
As the impact of COVID-19 is vast, it is essential to understand how people may be affected by their coping mechanisms. It would be beneficial to society if we could encourage coping strategies that lead to post-traumatic growth. This study aims to understand the impact of various coping styles on levels of post-traumatic growth among young adults in the United Arab Emirates.

What interested you in this topic?
All I could see for the past one year were news reports of gloom and doom. Some concern is warranted, but growth is possible even in the darkest of times. I was always interested in studying trauma and post-traumatic growth, and now I hope to study it in a way that helps society come out of the COVID-19 pandemic stronger than we were before.

MARIAM ABONIL (MIDDLESEX UNIVERSITY DUBAI, IFP), DR. ANITA SHRIVASTAVA KASHI AND DR. LYNDA HYLAND (MIDDLESEX UNIVERSITY DUBAI DEPARTMENT OF PSYCHOLOGY)

SURVIVORS, NOT VICTIMS: RESILIENCE AND WELL-BEING IN EXPATRIATE ENTREPRENEURS DURING A GLOBAL CRISIS

What is your research about?
This exploratory qualitative study investigated 12 for-profit expatriate entrepreneurs' entrepreneurial journey in the United Arab Emirates during the COVID-19 global crisis. Data from semi-structured interviews were analysed through thematic analysis (Braun & Clarke, 2006). The data showed themes relating to positive psychology and resilience: gratitude, valuing relationships, and goal-setting. Participants' assessments of crisis-related risk support the challenge model of resilience and emphasise the importance of positive psychology constructs in psychological well-being during a major exogenous crisis.

What interested you in this topic?
Expatriate entrepreneurs can be exposed to crisis-related risk more than 'local' entrepreneurs and those who are not self-employed. We were primarily interested in this topic as past research has shown entreprenurs to have attributes (acceptace of risk, innovators) that could potentially help in managing during the Covid-19 pandemic.

A TIMELY SPECIAL ISSUE ON DIGITAL NOMADISM:

THE NEXUS OF REMOTE WORKING AND TRAVEL DURING COVID-19

Dr. Cody Morris Paris co-edited (with Dr. Inge Hermann, ROC van Amsterdam, Netherlands) a special issue in the SCOPUS and SSCI indexed journal Information Technology & Tourism on Digital Nomadism: The Nexus of Remote Working and Travel Mobility. The issue was published in October 2020 in Volume 22, issue 3. This special issue brings together five papers focused on further deciphering the digital nomad phenomenon. While the call for papers for this special issue and much of the research included was completed prior the COVID-19 pandemic, the special issue engages with some very relatable and timely research questions contributing to the academic inquiry into the interdependence of mobility and technology that will continue to be of fundamental importance for current and future tourism practices.

The editorial of the special issue can be found here: https://link.springer.com/content/pdf/10.1007/s40558-020-00188-w.pdf

SPECIAL RESEARCH SEMINARS ON COVID-19

In March 2020, following the outbreak, the weekly Wednesday research seminar series immediately moved online. Also, the research committee took a concerted effort to select the presenters and research topics to fit the ongoing crisis, such as E-learning challenges and opportunities, and COVID-19 spread and its impact on the economy.

Details of the special seminars are as follows:

25 March 2020 - Mohammad Meraj, Prof Ajit Karnik and Pallavi Kishore presented their research findings on the readiness of students and faculty members for adoption of distance learning.

08 April 2020 – Prof Ajit Karnik delivered a seminar on "Statistical Analysis of COVID-19 Data", which addressed the virus's statistical properties, information on total and new confirmed cases, total and new deaths due to the virus and recoveries from the virus. The presentation also investigated the likely factors that explain the progress of the disease across countries.

15 April 2020 - Dr Sreejith Balasubramanian hosted a seminar titled "Sustaining Education through the COVID-19 Pandemic – Learning from the Past Crisis". The seminar explored the importance of educational institutions regularly reviewing the changing situation, enhancing their preparedness, and developing effective long-term strategies.

ECONOMETRICS AWARDS

As part of **staff professional development initiatives**, several MDX staff had the opportunity to enroll and successfully complete the Econometrics module with Professor Ajit Karnik.

The module covered advanced statistical analysis including 'Regression analysis' in Term 1, and 'Time Series Analysis' in Term 2. Certificates were awarded virtually during the November 25th 'Research Seminar' to faculty members who have successful complete the module. The list of faculty members who received the certificates are:

- Anup Pratap Chandar
- Anuradha Vyas
- Denise Andrzejewski
- Jaspreet Singh Sethi
- Mariam Aslam
- Mariam Melad
- Neelofer Mashood
- Rashita Puthiya
- Simin Kazemi
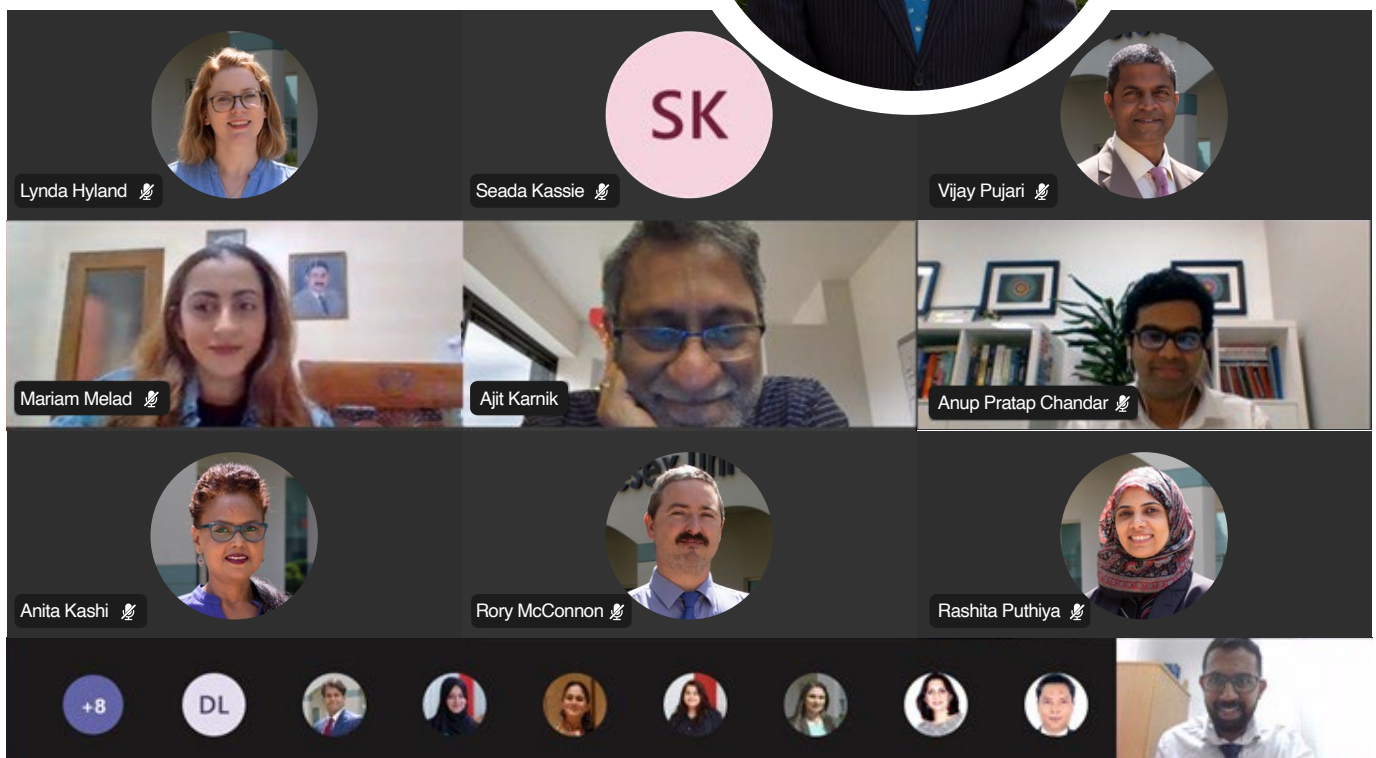
SREEJITH BALASUBRAMANIAN DELIVERS KEYNOTE SPEECH

AT THE 16TH EAST ASIAN ECONOMIC AND CULTURAL FORUM

Dr. Sreejith Balasubramanian was invited as a keynote speaker at the 16th East Asian Economic and Cultural Forum co-organised by Dong-Eui University, South Korea, Jiaxing University, China, and Middlesex University, UK held on 10th December 2020. The keynote address titled "Examining the Cold Chain Challenges and Solutions for Efficient COVID-19 Vaccine Distribution" focused on the challenges of stringent cold chain requirements of the COVID-19 vaccines. It additionally addressed how technology (especially RFID's, IOTs, Blockchain), supply chain collaboration (manufacturers, carriers, governments, NGO's, hospitals, clinics etc.), and human resources are critical for efficient vaccine delivery.

MIDDLESEX UNIVERSITY DUBAI'S
STUDENT RESEARCH SOCIETY

The Student Research Society was launched in 2019 by a supportive community of research-aware and research-active students. The society aimed to foster a love of research amongst the student body, beyond the classroom. Under the guidance of the Student Research Committee and Sophie Azoury (Chair of the Society), the original founding members of the Society took on roles and responsibilities that reflected their expertise: our skills in graphic design, social media, IT, PR, and of course, research, were all crucial in establishing the Society's presence on campus and online, and in carrying out its activities and events. The founding members came from various backgrounds and majors, with a shared passion for research, creating the open and welcoming group that is the Student Research Society today.

The Society's past events illustrate its ongoing commitment to fostering an ethical and enthusiastic view of research among students whose struggles and successes can be shared openly. The Society's stall during the University's Week of Welcome included a quiz on research ethics, a 'fake news' game, interactive QR code sign-ups to join the Society, and plenty of chocolate to hand out as a further incentive. A well-attended Legal Research workshop followed this in collaboration with the Mooting Society led by the SRS Vice-Chair. Additionally, the Society has been involved in organising events and poster presentations as part of conferences, including the British Computing Society Conference and the Emerging Research Paradigms in Business and Social Sciences Conference. Building on students' interest, the Society then established its popular 'Cup of Research' events, for informal discussion of research around specific themes each month. Previous themes have included research communication and research teamwork.

The vision for the future of the Students Research Society is to carry on supporting students' research. Adapting to the blended learning and delivering, the Society began carrying out some of its events online. With the new technologies emerging, the Society now has a future of reaching and interacting with students worldwide. These advancements will allow the students to present their work to reach and interact with a broader audience group. A future with the Student Research Society looks into bringing together the students researching in the United Arab Emirates and those abroad. The Society will expand and create virtual spaces for all students to present, discuss and take their research beyond their classrooms. The Society plans to continue supporting students' research and keeping them research-aware and research-active.
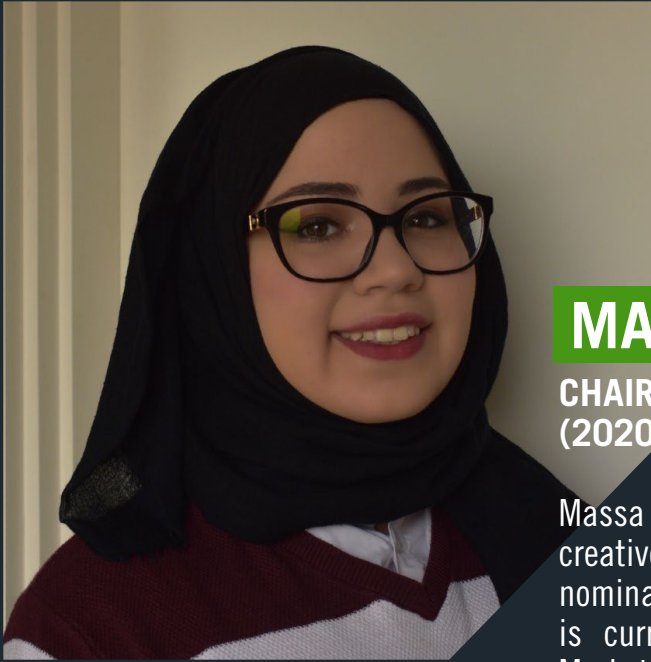
MASSA ZARKA

CHAIR OF THE STUDENT RESEARCH SOCIETY (2020-2021)

Massa initially began her journey with the Society as the creative content and social media manager. She then got nominated to the chair position in the following year. Massa is currently in her final year of her Psychology with Marketing degree at Middlesex University Dubai. She aims to pursue her passion for research by joining a Masters of Research in Psychology.

ADIBA FIRMANSYAH

FORMER VICE-CHAIR OF THE STUDENT RESEARCH SOCIETY (2019-2020)

Adiba was the Society's former Vice-Chair, graduating with her Law degree in 2020. She established the 'Cup of Research' events and led research workshops in her capacity as Vice-Chair of the SRS and Vice President of the Mooting Society. She is now undertaking her Master's in Law at King's College London, finding that her leadership role in promoting research has greatly assisted her in her postgraduate studies and activities.

CUP OF RESEARCH:

AN INITIATIVE OF THE STUDENT RESEARCH SOCIETY

Middlesex University Dubai's Student Research Society hosted their first virtual 'cup of research' event of the 2020-2021 academic year on 10th December 2020, through Microsoft Teams. The session helped introduce the SRS to new students as well as to continue the conversations on research. The topic was "the applicability and importance of research across various disciplines." Three students from the SRS' student body represented three different disciplines: Nimisha Ajaikumar, Psychology, Ahmed Saleem, Law, and Aditeya Viju Govind, Information Technology. Students focused on the importance of research in their disciplines and a conversation was sparked about how research helped expand each field and connect it to others. The attendees recalled personal experiences about how research helped them expand their own horizons. A conclusion was drawn of the widely underestimated importance of research and how much it helps humanity continuously advance. The conversation left both speakers and participants alike with a greater understanding and appreciation towards research.

STUDENT RESEARCH ASSISTANT SCHEME

The Student Research Scheme (SRA) is an initiative of the Student Research Committee. It aims to provide students with an opportunity to further enhance their research skills under faculty supervision and acquire practical research experience to develop their own academic careers. In the summer of 2020, the policies were updated, and the processes were automated. In 2020 we received 30 applications and out of which 11 students (7 UG and 4 PG) have already been placed to support faculty on ongoing research projects. Senior (2nd year, 3rd year, or postgraduate) students of Middlesex University Dubai and recent Middlesex University Dubai graduates (up to 3 years post-graduation) may apply for the post of Student Research Assistant (SRA), when they are available. To be considered for this post, applicants should have excellent academic records and display a keen interest in gaining research experience. **Faculty and students share their SRA scheme experiences:**

During summer 2020 I collaborated with my Student Research Assistant Ritaj Alzahri for a systematic literature review. We began by coding the last three years of our Postgraduate dissertations on NVivo. These dissertations are written by educators and provide a unique insight into prominent local issues. Ritaj and I decided to investigate the topic of multilingual challenges in UAE education. It was initially challenging to collaborate remotely via GoToMeeting, but once we had set ourselves clear targets, we soon found the systematic process of SLR lent itself to sorting through journal articles autonomously.

PHIL ANDERSON EDUCATION FACULTY

The SRA position allowed me to be a part of research in higher education. Working alongside a lecturer on research was an insightful experience that motivated me to be more involved in the research world. As an education student, I gained valuable academic writing skills that I currently use in my research module, along with research skills in data analysis skills, using programmes like NVivo. I would advise students interested in research to apply for the SRA position next summer.

RITAJ ALZAHRI EDUCATION STUDENT

The Student Research Assistant (SRA) scheme at Middlesex University Dubai enables our students to learn about research beyond the classroom environment. During summer 2020, my colleague Olga Khokhlova and I worked with five research assistants on diverse research topics such as the impact of media-induced trauma during COVID-19, exploring perceptions of marital scenarios, and mothers' experiences with children with Autism Spectrum Disorder. Given the projects were at different stages of maturity, the students implemented varied research skills such as online data collection, recruitment of participants as per the study's inclusion criteria, data cleaning, and preliminary data analysis. We conducted online meetings at every stage of the project, which further enhanced student learning. This initiative supports both faculty and students and I have continued working with a few Research Assistants at the research center, Social Psychology Research Lab.

NISHTHA LAMBA PSYCHOLOGY FACULTY

This role helped me network with like-minded students who have similar career goals, develop effective time management, problem-solving, and team working skills. Moreover, my tenure as an SRA on my CV has had a great impact on my academic and career prospects.

FADHILA AHMED PSYCHOLOGY GRADUATE

My overall experience as a research assistant at Middlesex University helped me to remain curious, dedicated and use a detail-oriented approach to research that continues to help me in the process of becoming a reflective researcher.

ARCHANA RAGHAVAN PSYCHOLOGY GRADUATE

FOR MORE DETAILS ABOUT THE STUDENT RESEARCH ASSISTANT SCHEME,
PLEASE CONTACT DR. FEHMIDA HUSSAIN
F.HUSSAIN@MDX.AC.AE

REFLECTIONS ON MY POSTGRADUATE DISSERTATION JOURNEY

NATALIE KHOURY
MA PEOPLE MANAGEMENT AND DEVELOPMENT

HOW DID YOU CHOOSE YOUR TOPIC?

Living in a fast-changing world made me think of a topic that could help organisations, leaders, and HR professionals to better collaborate and sustain in the future. Organisations depend on their employees to achieve their goals and success; therefore, the idea of encouraging employees to go above and beyond their job role behaviour (organisational citizenship behaviour – OCB) came to mind. Scouring through articles, I identified how female expatriates expand the global workforce's highly skilled talent pool. Being an expatriate working mother in Dubai trying to manage work and personal life, leaving little time for everything else, made me think about engaging in more OCB. Hence, I decided to focus my research on analysing OCB of expatriate working women in Dubai. The dual roles of working mothers have both social and psychological impact that organisations need to consider.

WHAT WAS YOUR STUDY'S DESIGN?

The research design was based on the 'onion' model by Saunders and colleagues. This model helped me at the initial stage of the research and in writing the dissertation's methodology chapter. Each layer of the onion model sheds light on essential choices of the data collection and analysis. Following this model ensured using the proper criteria through the study.

The research aimed to delve into the different insights of working women in Dubai. Their unique experiences and perspectives about OCB made an interpretivist philosophy the best approach, as it seeks out details of a situation and attempts to discover the reality behind participants' perception. The study was qualitative research to obtain the depth of information and meet the topic's exploratory nature. The qualitative method allowed participants to discuss and elaborate on the topic in ways that were important to them.

WHAT STRATEGIES DID YOU USE TO COMPLETE YOUR WORK ON TIME?

Being a working mother with a busy daily schedule made time management and planning-in-advance a core strategy. Setting weekly goals, writing tracker, small milestones, and deadlines helped my progress status. Furthermore, selecting a topic early in my programme and ensuring the topic is doable in 9 months was another key strategy. I believe the research proposal would help any student in scouring different articles and ensuring there is enough material to support the topic. Additionally, being proactive and seeking feedback from your supervisor, when needed, helped in ensuring work is done correctly. Also, I cannot ignore the fact that developing a support group helped my physical and emotional well-being. Reflecting and sharing my feelings with the support group was a release practice, which helped clear the mind and sorted the thoughts.

The last strategy would be familiarising yourself and using the proper tools available at Middlesex Dubai University. While not every tool applied to my dissertation, but I used a few of them that were important in managing my data and reference and made my research journey easier.

HOW DID COVID-19 IMPACT YOUR TIMELINE ON THE PROJECT?

The COVID-19 situation had both a negative and positive impact on me. Negatively, in the way working from home and social commitments were exhausting. Additionally, COVID-19 forced me to change the methodology of collecting primary data; from face-to-face interviews to online meetings. Also, the industry background was changed due to limited resources and lack of accessibility due to the lockdown.

On the positive side, COVID-19 saved the social time that I had to do on weekends. I could spend more time working on the research on weekends as there were no other activities. Also, COVID-19 helped me to build new personal skills and strengthen existing competencies that were needed to move through times of change.

SOME TIPS FOR SUCCESS FOR THIS YEAR'S STUDENTS:

1. Put reasonable effort and time into the research proposal as it will be the foundation for your dissertation

2. Download academic phrase bank by Dr. John Morley. This helps to enrich the dissertation with academic phrases and to avoid repetition of phrases.

3. Attend the dissertation boot camps hosted by Middlesex University and reach out to MDX staff for help (i.e. librarian, CAS).

4. Essential tools for your dissertation:
    a. Mendeley
    b. Cite them right
    c. Excel sheet

5. Do not compare yourself to other students doing the dissertation.

6. Reference your citations as you write. Do not keep it to the last moment as you may forget things.

7. Write in one main document and do not create other sub-documents as this might create confusion.

8. Ensure that you have the right template, title page, cover page, and all other requirements in your main document from the start.

9. Take some time off; it is absolutely needed.

10. Set your deadline 3-4 weeks before the actual deadline, as you may need extra time

AUTHOR'S
BIOGRAPHY:

Natalie Khoury is an HR/Admin professional with 17 years of working experience. She moved from Amman, Jordan to Dubai more than 14 years ago and obtained her Bachelor's degree in business administration from Middlesex Dubai University (MDX). She has recently completed her Master's degree in People Management and Development from MDX as she chose to pursue her career in human resources. Natalie is currently working as a Human Resources Specialist in Autodesk Middle East. Being a full-time employee, a wife, and a mother of two boys does not stop her from challenging herself and cultivating her growth mindset through learning and experience.

NATALIE KHOURY
MA PEOPLE MANAGEMENT AND DEVELOPMENT

MDX (VIRTUAL) FACULTY RESEARCH BOOT CAMP
SUMMER 2020

Summer 2020 marked the beginning of the 100% online version of the Faculty Research Boot camp. Another highlight of the 2020 virtual mode was the introduction of panel sessions by senior researchers at MDX Dubai to share their research experiences over the years. It must be highlighted that the 2020 boot camp was by far the best attended, with total participation was 475 participants across the 13 sessions. The MDX Research Committee had launched the summer boot camp in 2015 to support faculty research and development. Each year, the boot camp evolved and expanded by introducing innovative structures to cater to faculty's particular needs. Each session is designed to make the faculty aware of the various new technologies and tools that are being made available to us.

In 2020, the boot camp's core theme was to explore a range of methodologies that could be implemented in the virtual world. The sessions also focused on the implications of virtual modes of data collection, emphasising primary and secondary sources. Senior researchers also covered different research types, which would be very useful in complementing mainstream research studies. A useful part of the boot camp is to share ideas on increasing publication visibility and build an online research profile. The first session was dedicated to illustrating the impact of research and identifying journals to publish in. The tools introduced were the Middlesex University Research Repository, Open Researcher and Contributor ID, Scopus, Google Scholar, Mendeley, Publons, Research Gate, and LinkedIn.

'Applied, Action, and Evaluation Research' examined the purpose and benefits of action research in education and provided a framework for doing action research. 'Content Analysis' looked into different types of brainstorm ideas within each discipline, highlighting useful resources and common pitfalls in content analysis design. The session on 'Bibliometric Analysis' analysed existing research output scientifically and statistically - it included a hands-on session of conducting bibliometric analysis on Web of Science data using VOSViewer, to assess patterns and trends in the existing literature.

The panel session on Multidisciplinary Research (MR) saw an intense discussion on the common research framework's effective methods, which included Technical Design, Conceptual Design, Execution and Integration. Each layer was explored further on how multidisciplinary research would fit the framework and the challenges in such multidisciplinary projects. A second panel deliberated on the benefits and challenges of collecting data online, in surveys, focus groups, and interviews. Panellists shared their experiences and insights on best practices.

Primary and secondary data collection methods were covered over several sessions dedicated to data collection tools and applications. Secondary data sources were introduced through various open datasets and public database platforms, including interesting segments on COVID-19 and Social Media data extraction tools.

The session on Qualtrics, a useful survey research tool for primary data collection, covered the software application to create, manage, distribute surveys, and generate survey reports. The Qualtrics advanced session explored question types and features such as survey randomisation, piped text, Qualtrics library, contacts library, anonymising, restricting, and generating customised survey links for respondents. Sessions on NVIVO introduced Qualitative Data Analysis to investigate Social Media Data; analyse survey data; run advanced queries like Matrix Coding, Cross-tabs, Coding comparison query, inter-rater reliability, etc.

DAY AND DATE	TOPIC	FACILITATOR
14 June 2020	Introduction to Summer Research Boot Camp & Overview of the Updates Research Ethics Process & Overview of Summer Student Research Assistant Scheme	Research Committee
16 June 2020	Researcher Online Profiles and Networks: Increasing the visibility of your research and track research impact	Dr. Cody Paris
18 June 2020	Moving Research Online-Panel Discussion	Moderator – Dr. Lynda Hyland Panel Members – Dr. Cody Paris, Mohammad Meraj, Stephen King, Mariam Abonil, Aditi Bhatia
21 June 2020	Engaging in multidisciplinary research (Presentation) & Panel Discussion	Dr. Sameer Kishore Moderator – Dr. Krishnadas Nanath Panel Members – Dr. Cody Paris, Dr. Sameer Kishore, Dr. Anthony Murphy, Dr. Lynda Hyland.
23 June 2020	Conducting Systematic Literature Review	Philip John Anderson
25 June 2020	Using Open Data Sets, Social Media, and Basic Analytics for Research	Dr. Krishnadas Nanath
28 June 2020	Conducting Bibliometric Study	Dr. Sreejith Balasubramanian
02 July 2020	Content Analysis	Dr. Dawn England
05 July 2020	Using Qualtrics for Survey Research – Basic	Dr. Sreejith Balasubramanian
07 July 2020	Using Qualtrics for Survey Research – Advanced	Dr. Sreejith Balasubramanian
09 July 2020	Qualitative Data Analysis using NVIVO – Basic	Dr. Fehmida Hussain
12 July 2020	Qualitative Data Analysis using NVIVO - Advanced	Dr. Fehmida Hussain
30 June 2020	Applied, Action, and Evaluation research	Dr. Anthony Murphy

MDX (VIRTUAL) STUDENT RESEARCH BOOT CAMP
SUMMER 2020

The MDX Student Research Boot Camp was delivered as a 100% online series, including several CAS and the Research Committee sessions. The sessions offered regular boot camp sessions as well as a dedicated SPSS programme. The sessions were open to all PG Dissertation and Final Project students.

The boot camp lasted three weeks which witnessed 393 participants in the regular sessions and another 88 students in the special SPSS sessions. The boot camp sessions were organised by the faculty members - Dr. Sreejith, Dr. Anita, Dr. Fehmida, Dr. Lynda, Dr. Nishtha, Dr. Krishnadas and Dr. Supriya. Laura Barber (Assistant Library Manager) delivered an insightful session on how students can use library resources to inform their dissertation literature search.

DAY AND DATE	TOPIC	FACILITATOR
15 June 2020	The Anatomy of the Introduction & Components of a Dissertation & Research aims, objectives and research questions revisited	Dr. Cody Paris & Dr. Anita Kashi
17 June 2020	Overview of MDX Research Ethics Process and things to consider while doing research online	Dr. Sreejith Balasubramanian/ Dr. Nishtha Lamba / Ethics Committee
22 June 2020	Doing Interviews & Focus groups	Dr. Nishtha Lamba & Dr. Lynda Hyland
23 June 2020	Searching for Academic Literature	Laura Barber
24 June 2020	Tools to effectively manage the literature review process	Dr. Fehmida Hussain
29 June 2020	Using different secondary sources in your research	Dr. Krishnadas Nanath
01 July 2020	Qualitative Data Analysis using NVIVO	Dr. Fehmida Hussain
04 July 2020	Survey Research	Dr. Sreejith Balasubramanian
04 July 2020	Using Qualtrics for Survey Research	Dr. Sreejith Balasubramanian

SPSS SESSIONS

DAY AND DATE	TOPIC	FACILITATOR
20 June 2020	Introduction to SPSS + Descriptive Analysis	Dr. Anita Kashi & Dr. Lynda Hyland
20 June 2020	Test for Normality and Validity; Reliability Analysis and Construct score	Dr. Supriya Kaitheri
27 June 2020	Hypothesis Testing - Chi-square, t-test, and ANOVA	Dr. Supriya Kaitheri
27 June 2020	Correlation & Regression Analysis	Dr. Sreejith Balasubramanian

AMENDMENTS TO
THE ETHICS APPROVAL PROCEDURE

IMPORTANT AMENDMENTS WERE MADE TO THE ETHICS APPROVAL PROCEDURE, IN VIEW OF THE CURRENT ENVIRONMENTAL CHALLENGES OF COVID-19.

All research studies that include human participants must have ethical approval prior to collecting any data, including online research. Researchers were urged to avoid face-to-face data collection. Instead, they were directed to employ virtual tools to collect data online through email surveys, interviews via phone, WhatsApp contacts, video conference software, etc. Such virtual data collection now require additional ethical considerations, which were discussed during the Summer boot camps.

However, for secondary research that does not require any primary data collection or use of proprietary data, the full ethics form may not be required. A new Research Ethics Screening Form has been designed, which needs to be completed in case of research undertaken using secondary data sources. In cases where the data had to be acquired in person, it was mandated there should be a robust rationale for face-to-face data collection. Such a procedure would be viewed as high risk due to the pandemic situation and must be approved through a review of the Ethics Committee of Middlesex University Dubai.

The procedure for Ethics Approvals were also updated where a peer review process was introduced into the system. For student research, the ethics forms (and accompanying documents) needed to be submitted to the supervisor prior to the collection of data. Once approved, the supervisor should then share the same with a second reviewer for approval. If deemed as high risk, the Ethics Form needed to be forwarded to the Middlesex Dubai Research Committee for further review and approval.

NANO VIDEOS BY MIDDLESEX UNIVERSITY DUBAI LIBRARY

THE CENTRE FOR ACADEMIC SUCCESS, AND RESERCH COMMITTEE

A range of helpful nano videos has been created by the Library and CAS (Center for Academic Success) to facilitate dissertation research and academic writing. Students can access these videos via the Dubai Teaching and Learning Support page on Unihub.

A series of 4-minute videos have been recorded to support dissertation students' academic writings, helping them structure a research report, paraphrase, review existing literature, and carry out critical analyses. These complement the range of other longer virtual sessions and guides have been compiled by the CAS team.

The library resources have been organised into Subject Guides that bring together focused materials related to subject areas along with special instruction tutorials for using library search and avoiding plagiarism. Details on referencing and proofreading have been added in the short videos on Cite Them Right and Grammarly.

TOPIC	LINK
Assessment Planning and Time management	**Plan your assignment** **Planning for Success**
Reading and Research	**Reading and Researching** **How to organise your research**
Academic Writing	**Essay Writing** **Report Writing** **Writing Introductions** **Writing Conclusions** **Structuring PEE paragraphs** **Paraphrasing** **Writing Skills**

TOPIC	LINK
Giving Presentations and Group work	**Creating Academic Presentations** **Giving Presentations**
Literature Reviews	**How to write a literature review**
Critical Writing	**Critical Writing** **Critical Analysis** **Synthesis**
Referencing	**How to Integrate References** **How to use Cite Them Right**
Grammarly	**How to use Grammarly**

All videos are available at mdx.ac.ae/nano-videos

With the support of colleagues, the MDX Research Committee has created several nano videos to support their dissertation research. The short (4-5 minute) videos covered a range of key research topics: literature review, quantitative, qualitative and mixed methods, primary and secondary research, sampling, thematic analysis, and regression analysis. Further, several "How to Guides" for students to sustain their research remotely were developed. This includes step-by-step guides to access and download research software and programmes, online learning courses, and library databases.

FACULTY PEER RESEARCH MENTORING PROGRAMME

The MDX Research Committee has successfully launched the MDX Dubai Faculty Peer Research Mentoring Programme in July 2020, a voluntary, one-year faculty-to-faculty peer-mentoring programme which is open to all full-time and part-time faculty members. **The programme aims to provide research support and guidance to any faculty member, primarily early career researchers or anyone new or transitioning to research.** This mentoring programme is expected to build our faculty research strengths, acquire key research competencies and skills required to become independent researchers, and develop research partnerships/collaborations.

The programme's launch was timely and in response to the boot camp survey results, in which more than 70% of our colleagues mentioned that they would like to have a research mentor. Since its launch, the mentoring program already include 16 mentees and 11 mentors. The programme has already proved to be a success with several colleagues publishing their academic research (first time publication) with their mentor.

STAFF AND STUDENT EXTERNAL RESEARCH
AWARDS AND RECOGNITIONS

DR. CODY MORRIS PARIS

- Dr. Cody Morris Paris was appointed again as the Academic Chair for the 51st Travel and Tourism Research Association (TTRA) 2020 conference. This is the second year in a row that TTRA executive board has asked Dr. Cody to be the prestigious conference's academic chair. The 51st TTRA conference (June 16-18, 2020) in Victoria, British Columbia, Canada will build on the success of the 50th TTRA conference held in Melbourne in 2019

- Dr Cody Morris Paris was elected as Vice President of the Travel and Tourism Research Association's Asia Pacific Chapter (TTRA APAC). TTRA is one of the oldest and one of the largest research organisations in the sector. The Asia Pacific Chapter is the newest TTRA chapter. However, it incorporates a wide geographic region, from Australia and New Zealand through the Pacific nations, Asia, India and parts of the Middle East. Cody has been an active member the executive board of the TTRA APAC chapter since 2016. In 2016 the TTRA APAC chapter conference was hosted at Middlesex UniveOOrsity Dubai. In 2017, he was part of the board when the TTRA APAC chapter won the Chapter of The Year award at the TTRA International Conference in Quebec City. Cody has been an active member of the Travel and Tourism Research Association since 2007.

- Dr. Cody Paris has been appointed to the Editorial Board of Journal of Smart Tourism. The journal is devoted to promoting top-notch research in areas where smart technology may challenge the tourism industry, transform business, and induce behaviors that focus on business networks, travel services, as well as other areas such as design contents, products, devices, and process innovation. The appointment is testament to his contributions in tourism research.

DR. SREEJITH BALASUBRAMANIAN

- In February 2020, Dr Sreejith Balasubramanian, Senior Lecturer in Business and Chair of Research presented his research paper on "A '3P' Soft Power Model: An Agile Approach to Diplomatic Strategy" at the UAE Public Policy Forum 2020, an annual global discussion platform bringing together government leaders, the academic elite, and experts from all over the world who are dedicated to enhancing government policymaking in the UAE and the region. The forum was organised by Mohammed Bin Rashid School of Government (MBRSG) under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum – Crown Prince of Dubai and Chairman of the Executive Council. The paper was also published as a special report in the conference proceedings. The full paper is available at:
https://www.uaepublicpolicyforum.ae/wp-content/uploads/2020/02/A_3P_Soft_Power_Model.pdf

- In September 2020, Dr Sreejith Balasubramanian has been appointed to the editorial board of the journal Cogent Business and Management! This appointment follows his recent contributions to the journal as both author and reviewer.

- In September 2020, Dr Sreejith Balasubramanian, Senior Lecturer in Business presented his research paper on "Sustaining Education Through COVID-19 pandemic – Learning from the Past Crisis" at the International Conference on Sustainable Development (ICSD). This leading conference was organised by United Nation's Sustainable Development Solutions Network (SDSN) and Earth Institute at Columbia University The conference was well attended by participants from around the world, including top scientists and world leaders.

SHAHID MUSTAFA & DR. KRISHNADAS NANATH

- Shahid Mustafa (MDX MSc Network Management and Cloud Computing student) and Dr. Krishnadas Nanath (Associate Professor) from the Computer Engineering and Informatics Department won the best paper award at the IEEE Conference on Computational Intelligence and Knowledge-Economy 2019 (11-12 December 2019). Their paper was titled "Towards a Model for Performance Evaluation of Cloud Machines " and involved Machine Learning to predict machines' performance evaluation on the cloud. The full paper can be download from
https://ieeexplore.ieee.org/abstract/document/9004250

CONFERENCE SPECIAL ISSUES EDITED BY MDX DUBAI FACULTY

Four full special issues of the e-Review of Tourism Research were produced from this year's International Federation for IT and Travel & Tourism's annual ENTER2020 conference that took place in January 2020 at the University of Surrey (https://enter2020.ifitt.org/). This marks the 11th year of partnership between eRTR and IFITT.

The four special issues were co-edited by eRTR Editor-in-Chief Dr. Cody Paris, Deputy Director of Academic Planning & Research at Middlesex University Dubai and the ENTER2020 Research Chairs Dr. Julia Neidhardt (Institute of Information Systems Engineering at Technical University of Wien, Austria) & Dr. Wolfgang Wörndl (Department of Informatics, Technical University of Munich, Germany).

The papers published in the special issues are related to 'IT and Tourism' in general, are multidisciplinary, cutting across multiple fields including technical areas of Computer Science, Data Science, and Robotics, as well as wider areas of Marketing, Branding, Management, Strategy, Entrepreneurship, and Sustainability. Each special issue includes Research notes, late breaking results and/or demo short papers presented at the conference.

The Scopus-indexed open access special issues are as follows:
Vol 17, No 2 (2019) 'Destinations' https://journals.tdl.org/ertr/index.php/ertr/issue/view/19
Topics Explored: Overtourism, Smart Cities, Millennials, AI, User Experience, VR, Service Innovation.

Vol 17, No 3 (2019) 'Innovation' https://journals.tdl.org/ertr/index.php/ertr/issue/view/20
Topics Explored: Design Thinking, VR and Destination Marketing, Co-Creation of experience, Online Privacy, Technology and Pro-environmental behavior, 'inclusive experience' through VR.

Vol 17, No 4 (2020) 'Social Media' https://journals.tdl.org/ertr/index.php/ertr/issue/view/21
Topics Explored: Online Reviews, Social media-induced behavior, Customer Loyalty, Peer-to-Per Accommodation, Social Media and Pro-Sustainability Behavior, Influencers.

Vol 17, No 5 (2020) 'Technology' https://journals.tdl.org/ertr/index.php/ertr/issue/view/22
Topics Explored: Service Robots, Technology and Sustainable Futures, Virtual Reality, Facial Recognition, Mobile Apps, Entrepreneurship, Distribution Channels.

ERPBSS 2018 SPECIAL ISSUE PUBLISHED IN THE INTERNATIONAL JOURNAL OF SUSTAINABLE SOCIETY

The first edited special issue from ERPBSS2018 conference got published in the SCOPUS-indexed journal International Journal of Sustainable Society. The special issue was co-edited by Dr. Cody Morris Paris, Dr. Daphne Demetriou and Dr. Sreejith Balasubramanian. The special issue features five papers including three internal MDX papers authored by Rory McConnon, Tenia Kyriazi and Daphne Demetriou, and Meike Schulte (MBA graduate) and Cody Paris. The details of the three internal papers are as follows:

Measures to facilitate the scale-up of education for sustainable development in higher education
Rory McConnon
DOI: 10.1504/IJSSOC.2020.105012

Blood diamonds: an analysis of the state of affairs and the effectiveness of the Kimberley Process
Meike Schulte; Cody Morris Paris
DOI: 10.1504/IJSSOC.2020.105017

Mixed migration flows into Europe: discharging state anti-trafficking obligations through the proper identification of trafficking victims
Tenia Kyriazi; Daphne Demetriou
DOI: 10.1504/IJSSOC.2020.105008

ERPBSS 2018 SPECIAL ISSUE PUBLISHED IN INTERNATIONAL JOURNAL OF SOCIETY SYSTEMS SCIENCE

The second edited special issue from ERPBSS2018 conference got published in International Journal of Society Systems Science. The special issue was co-edited by Dr. Cody Morris Paris, Dr. Daphne Demetriou and Dr. Sreejith Balasubramanian. The special issue features five papers including three internal MDX papers authored by Thomas McDonag, Dr. Sreejith Balasubramanian, Dr. Cody Paris, Mahine Ahmad, and Waslat Lema Atifmal (MDX graduate). The details of the three internal papers are as follows:

Enshrined education rights: a three state comparison
Thomas Mc Donagh
DOI: 10.1504/IJSSS.2020.108430

The career women of Kabul and their struggle for an empowered identity
Waslat Lema Atifmal; Cody Morris Paris; Mahine Rizvi Ahmad
DOI: 10.1504/IJSSS.2020.108434

Stakeholders' role in delivering sustainable supply chains in the construction sector
Sreejith Balasubramanian
DOI: 10.1504/IJSSS.2020.108415

SPECIAL ISSUE ON DOMESTIC TOURISM IN ASIA
Dr. Cody Morris Paris co-edited a special issue in the SCOPUS Indexed Journal Tourism Review International (Volume 24, Number 1) on Domestic Tourism in Asia with Prof Gyan Nyapaune,

Associate Dean of Research, Watts College of Public Service & Community Solutions, Arizona State University, and Prof Xiang (Robert) Li, Professor & Director, U.S. - Asia Center for Tourism and Hospitality Research at Temple University. The special issue was published in May 2020.

SPECIAL ISSUE ON DIGITAL NOMADISM
Dr. Cody Morris Paris co-edited (with Dr. Inge Hermann, ROC van Amsterdam, Netherlands) a special issue in the SCOPUS and SSCI indexed journal *Information Technology & Tourism* on Digital Nomadism: The Nexus of Remote Working and Travel Mobility. The issue was published in October 2020 in Volume 22, issue 3.

ERPBSS SPECIAL ISSUE IN E-REVIEW OF TOURISM RESEARCH (ERTR)
The first special issue from the ERPBSS2020 conferences has been published in the *e-Review of Tourism Research* (also SCOPUS Indexed) (with a publication date of December 31st 2020). This issue was co-edited by Dr. Sreejith, Dr. Lynda and Dr. Cody. The issue included seven papers including three papers by MDX Dubai alumni and colleagues, including Dr. Sreejith Balasubramanian, Dr. Heather Jeffrey, Isabel Giannina Feldbauer (Adjunct Lecturer in Tourism, paper based on her MSc ITM dissertation), Alzbeta Vreckova (MSc ITM alumni- based on her dissertation research) and myself.

e-Review of Tourism Research
Vol. 18 No. 3 (2020): Special Issue: ERPBSS 2020- Sustainability, Mobility, and Opportunity

Sustainability, Mobility, Opportunity- Introduction to the ERPBSS-2020 Special Issue of eRTR
Sreejith Balasubramanian, Lynda Hyland, Cody Paris

One-way Communication or Co-Creating Tourism Experience Already? Polish Perspective on the Use of ICT by DMOs
Aneta Pawłowska-Legwand

A gender analysis of intercultural sensitivity among flight attendants
Alzbeta Vreckova, Cody Paris, Heather Jeffrey

An Expectation-Experience Analysis of Service Quality of Business Travelers in Low-Cost Airlines
Jacinta Dsilva, Sreejith Balasubramanian, Shalini Ajayan, Cody Paris

The construction of vocational education and training in hospitality for poverty alleviation in Sumba
Victoria Sundari Handoko, L M. Ekawati Purwijantiningsih

Exploring the relationship between EU Political Opinion, Euroscepticism, and populist attitudes with destination image perception
Isabel Giannina Feldbauer, Cody Paris

Responsible Tourism: Integrating Social Sustainability through Women Empowerment
Bipithalal Balakrishnan Nair, M.R Dileep

Evaluation of Traffic Congestion in a Hill City of North-East India
**Utpal Kumar De, Gitumoni Rajbongshi**

SOCIAL PSYCHOLOGY STUDENT RESEARCH EVENT

In collaboration with Department of Psychology, the Social Psychology Research Lab held a Student Research Event on **11th Feb 2021**. The Lab's international academic collaborations have inspired some of the research ideas. This year students created some excellent impact-based research projects! We believe that this mini student conference is an important learning experience for them. The event includes six parallel sessions, where 158 second- and third-year Psychology students, presented 27 research projects, in the form of academic posters. Students presented on a range of research topics including 'Young people's preferences around mental health services', 'Personality and choice of environment and activities', 'Moral dumbfounding attitudes and behaviour', 'Understanding misinformation at the time of the pandemic', 'Effectiveness of peer support messages related to COVID-19', and many more. The event was a resounding success!

INTERNATIONAL CONFERENCE ON INTELLIGENT ENVIRONMENTS (IE)
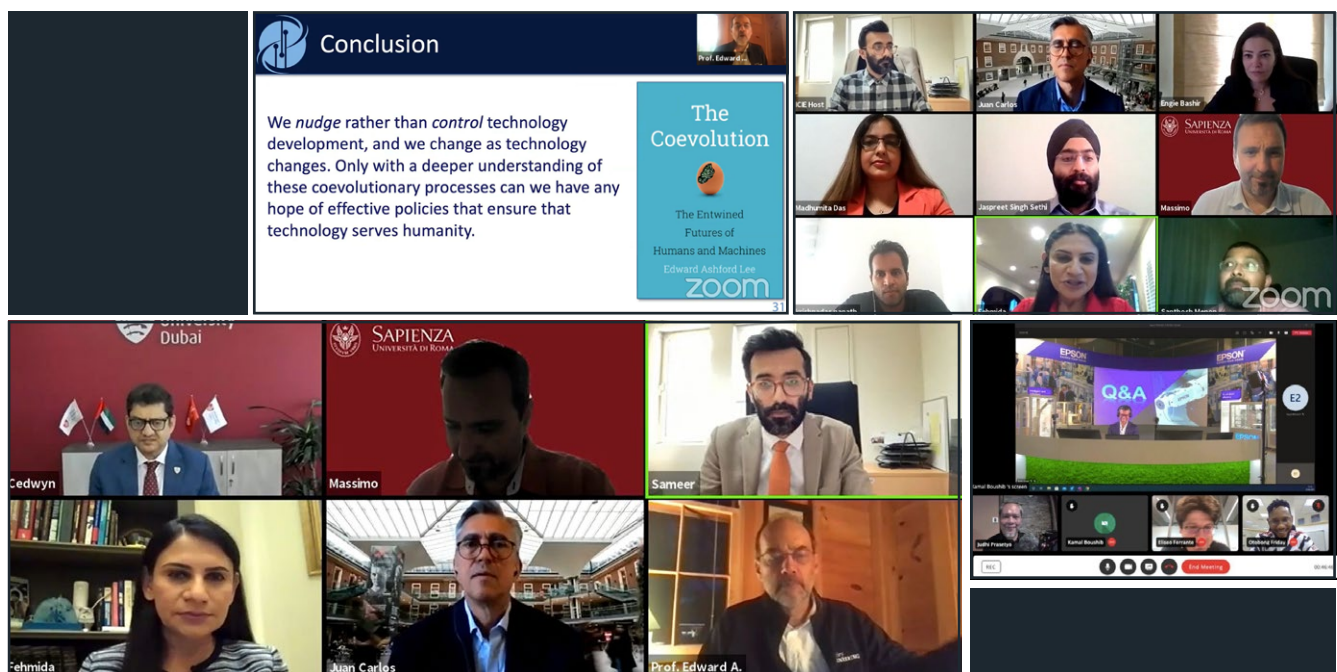
From June 21st to 24th 2021 the Department of Computer Engineering and Informatics team hosted the 17th International Conference on Intelligent Environments. This is a highly prestigious conference ranked B in the CORE ranking and is now recognized as a major annual venue in this area of research. The IE 2021 conference agenda spread over 4 days consisted of a packed agenda consisting of tutorials, workshops, full papers, short papers, and an industrial forum where we welcomed senior scientists, academicians, young researchers, industry partners and students from all over the world.

We were honoured to have Professor Edward A. Lee, Robert S. Pepper Distinguished Professor Emeritus, UC Berkeley, USA, and Bharathan Balaji, Research Scientist at Amazon as the Conference's keynote speakers. The IE 2021 conference welcomed submissions of original papers on all aspects of Intelligent Environments ranging from concepts and theoretical developments to advanced technologies and innovative applications. All submission were thoroughly reviewed by two or three independent reviewers from an international committee composed of members from both industry and academic. Acceptance rate of 36% was based on the relevance to the conference topics, clarity of presentation, originality and accuracy of results, and proposed solutions.

On the first two days, the following workshops were held: the 3rd International Workshop on Intelligent Environments and Buildings (IEB '21), the 10th International Workshop on the Reliability of Intelligent

Environments (WORIE '21), the 1st International Workshop on Self- Learning in Intelligent Environments (SeLIE '21), the 1st International Workshop on Artificial Intelligence and Machine Learning for Emerging Topics (ALLEGET '21). In addition, the technical and scientific programme also included six tutorials given by renowned experts:

1. Considering Emotional Requirements in Intelligent Systems, by Sofia Ouhbi, United Arab Emirates University (UAEU)
2. Artificial Intelligence and Cloud Computing - How deep learning can enhance the user experience, by Basil Ayass and Ali Haidar, Google
3. Microservices: Issues and Solutions, by Noura Faci, Université Claude Bernard, Lyon 1 & LIRIS Lab
4. IoT-based Digital Twins Composition and Planning for Smart Factories, by Massimo Mecella, Francesco Leotta, and Andrea Marrella, Sapienza Università di Roma
5. IoT and Home Building Automation Technology, by Ammar Ali Moazzam, The Assembly
6. Predictive Digital Twin Opportunities in Heritage Management, by Noha Saleeb, Middlesex University, UK.

A separate volume contains papers accepted in the workshops and abstracts of the tutorials. The industrial forum welcomed Mr Kamal Boushib from Epson, Dr Eliseo Ferrante from TII and Mr Otobong Friday from Jotun and the theme of the forum was "Academia & Industry Collaboration".

Three best paper awards were presented at the conference:
• **Best short paper** – Experimenting a Healthy Ageing Community in Immersive Virtual Reality Environment: The Case of World's Longest-lived Populations. Peyman Najafi, Masi Mohammadi, Pascale M. Le Blanc, and Pieter Van Wesemael. The presenter was Peyman Najafi.
• **Best full paper** – GRETA: Pervasive and AR interfaces for Controlling Intelligent Greenhouses – Iraklis Bekiaris, Asterios Leonidis, Maria Korozi, Christos Stratakis, Emmanouil Zidianakis, Maria Doxastaki, and Constantine Stephanidis. The presenter was Asterios Leonidis.
• **Beatrice Worsley award for the best female researcher** – Masi Mohammadi

Though the original plan was to host the conference in-person on our beautiful campus but keeping the health and safety of the delegates in mind, the decision to move the conference to a virtual platform was taken. After a thorough analysis of the choices available, the organizing committee decided to use the online conference platform called Hubilo which received fantastic feedback.

We are grateful to our sponsors and cooperating organizations, Middlesex University London, Sapienza Università di Roma, Universitè Grenoble Alpes, Queensland University of Technology, IEEE Systems, Man, and Cybernetics Society, IOS Press, the Association for the Advancement of Artificial Intelligence (AAAI), TII – Technology Innovation Institute, and EPSON, for their support and cooperation. Thank you, Juan Carlos Augusto, Massimo Mecella, and Philippe Lalanda, for working closely with us.

This was a culmination of hard work, superb efforts and impeccable teamwork of the Department of Computer Engineering and Informatics, Dr Fehmida Hussain leading from the front. A big shout out to Dr. Sameer Kishore who as the Local Organizing Committee Chair shined as the star of the event; Dr. Krishnadas Nanath the Chair of the Sponsorship Committee and the brain behind our Hubilo platform alongside Jaspreet Singh Sethi and Madhumita Das; Judhi Prasetyo, fantastically organized and moderated the Industrial Forum, Engie Bashir, as Chair of the Workshop Committee compiled the IOS proceedings, Maha Saadeh Chaired of Prizes and Award Committee and Santhosh Menon as the Chair of the Tutorial and Keynote Committee. Thanks also to our marketing and finance departments and to senior management for supporting this event.

EIGHTH ANNUAL CONFERENCE OF APPLIED PSYCHOLOGICAL RESEARCH IN THE MIDDLE EAST

Middlesex University Dubai hosted its 8th annual psychology conference on 8th April, 2021. The conference featured Professor Dr. Viren Swami as the keynote speaker. He is one of the most prominent researchers and social psychologists in the world in the field of attraction, body image and cross-cultural studies. He has authored over 200 academic papers and has a phenomenal ResearchGate score of 53.78: **https://www.researchgate.net/profile/Viren-Swami**. Prof. Swami's presentation about the benefits of being in nature, was very well-received and fostered much discussion. The conference progressed to oral presentations across a range of topics including the impact of the Covid pandemic on mental health, moral dumbfounding, and refugee trauma. The final segment was a discussion by a panel of experts on 'Expatriate Acculturation in the UAE'.

We are grateful to our esteemed speakers and our audience who joined from around the world (U.K., Ireland, U.S., India, U.A.E., Mauritius, and many more). The conference emphasised the importance of knowledge-exchange and highlighted the need for impact-based research in psychology. This conference was also special, as it brought together speakers from our campuses in London, Mauritius and Dubai - a truly Middlesex experience. We are already looking forward to the 2022 conference.

WEDNESDAY RESEARCH SEMINAR

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. To date, Middlesex University Dubai has hosted more than **285 weekly research seminars**, held each Wednesday during the academic term. Presenters include faculty from Middlesex University Dubai and other universities in the United Arab Emirates, as well as researchers from other global institutions.

Below, please see information on seminars held in 2020.

SEMINAR NO.	DATE	PRESENTER	SEMINAR TITLE
266	January 22, 2020	Eddie Ryan	Windows or Mirrors? Of or About? Searching for 'The Bell' in contemporary photographic practice
267	January 29, 2020	Alun Epps	To Wi-Fi infinity and beyond! A discussion of minors, iPads and internet usage
268	February 5, 2020	Domna Banakou	Immersive virtual reality to reduce racial bias and improve parenting
270	February 12, 2020	David Tully	On The Margins of Where?: Representations of the Mainstream and the Marginal in Local and Global Cinema
271	February 19, 2020	Ajit Karnik, Pallavi Kishore and Mohammad Meraj	Examining the Linkage between Class Attendance at University and Academic Performance in an International Branch Campus Setting
272	February 26, 2020	Middlesex University Dubai Task Force on Happiness and Well-being	Launch of MDX Dubai Health Out Loud series & Re:Set Dialogues Panel Discussion
273	March 4, 2020	Anthony Murphy	Nothing but he said, she said: The impact of gender dyad and type of abuse on UAE students' judgments of seriousness and blame
274	March 18, 2020	Heather Jeffrey	Maternity in the tourism industry

SEMINAR NO.	DATE	PRESENTER	SEMINAR TITLE
VIRTUAL SEMINARS DUE TO COVID-19 RESTRICTIONS			
275	March 25, 2020	Mohammad Meraj, Ajit Karnik and Pallavi Kishore	Investigating technology readiness of students and faculty members for adoption of distance learning: a case-study from an International Branch Campus in the UAE
276	April 01, 2020	Andrew Mackenzie, Rory McConnon, and Lynda Hyland	Implementing an integrated curriculum in a foundation programme module: early findings from a study of faculty and student experiences
277	April 08, 2020	Ajit Karnik	Statistical Analysis of COVID-19 Data
278	April 15, 2020	Sreejith Balasubramanian	Sustaining Education through COVID-19 Pandemic - Learning from the Past Crisis
279	October 07, 2020	Judhi Prasetyo	The effect of differential quality and differential zealotry in the best of N problem
280	October 14, 2020	Ajit Karnik	A Tale of Two Cities: COVID Transmission in Mumbai and London
281	October 21, 2020	Krishnadas Nanath, Supriya Kaitheri, Sonia Malik and Shahid Mustafa	Examination of Fake online content from a Viral perspective: An interplay of emotions, resonance, and sentiments
282	October 28, 2020	Chinnu George and Sharon Luke Babu	A Scalable Correlation clustering strategy in Location Privacy for Wireless Sensor Networks against a Universal Adversary
283	November 04, 2020	Heather Jeffrey and Siân Stephens	The Subversion of Women's Anger in Travel Guidebooks
284	November 11, 2020	Aditi Bhatia and Stephen King	An inductive photo-elicitation study of streamed "identity
285	November 18, 2020	Louise Edensor	The Native Companion: E. J Brady's 'home-grown' literature and modernist aesthetics
286	November 25, 2020	Seada Kassie and Lynda Hyland	Biopsychosocial implications of living with Multiple Sclerosis: An Interpretative phenomenological study
287	December 09, 2020	Olga Khokhlova and Aditi Bhatia	Bringing Books Back: A Qualitative Exploration of Therapeutic Skills Development in Psychology Students through Book Club Participation
288	December 16, 2020	Magdalena Mosanya	Buffering academic stress during the COVID-19 pandemic related social isolation: Grit and growth mindset as protective factors against the impact of loneliness

FACULTY PUBLICATIONS 2020

Middlesex University Dubai has witnessed significant growth in scholarly output over the years as evident from the Scopus publication output from 2005-2020.

SCOPUS PUBLICATION OUTPUT (2005-2020)
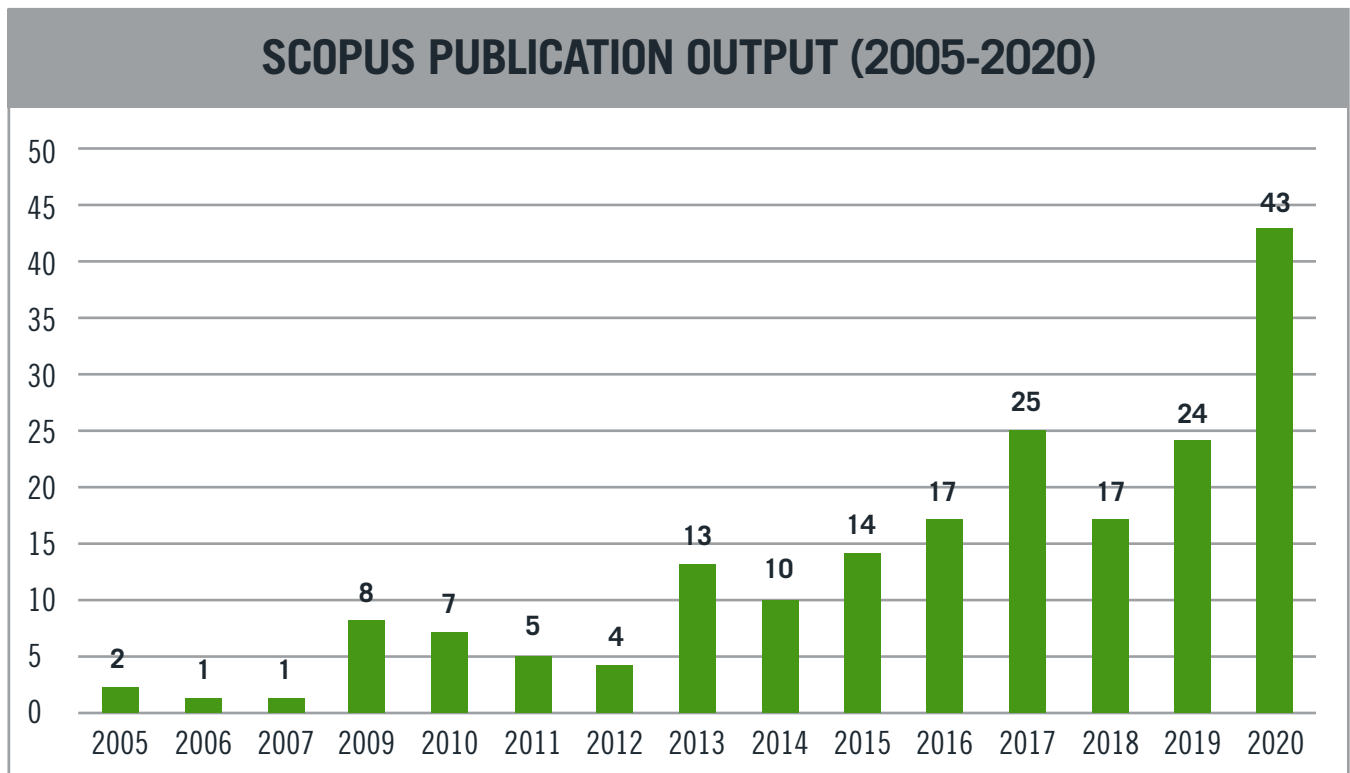
Below, please see the research publications to date in the academic year 2020-21.

A. REFEREED JOURNAL ARTICLES (SCOPUS INDEXED)

Ahuja, R., Sawhney, A., **Jain, M**., Arif, M., & Rakshit, S. (2020). Factors influencing BIM adoption in emerging markets–the case of India. International Journal of Construction Management, 20(1), 65-76.

Ajayan, S., & **Balasubramanian**, **S.** (2020). "New managerialism" in higher education: the case of United Arab Emirates. International Journal of Comparative Education and Development, 22 (2), 147-168. (SCOPUS Cite Score: 0.7)

Ajayan, S., & **Balasubramanian, S.** (2021). Block Mode Delivery in an Andragogic Environment: Challenges and Strategies. *International Journal of Management in Education*, 15(2), 116-139. (SCOPUS Cite Score: 1.1)

Aymerich-Franch, L., **Kishore, S.**, & Slater, M. (2020). When Your Robot Avatar Misbehaves You Are Likely to Apologise: An Exploration of Guilt During Robot Embodiment. *International Journal of Social Robotics*, 12, 217-226. (SCOPUS Cite Score: 6.2)

Balasubramanian, S., & **Shukla, V.** (2020). Foreign versus local firms: implications for environmental sustainability. *Benchmarking: An International Journal*, 27(5), 1739-1768. (SCOPUS Cite Score: 4.0)

Balasubramanian, S., Ajayan, S., & **Paris, C.** (2020). Examining the link between country-specific pull factors and international student mobility in the United Arab Emirates. *Anatolia*, 1-4. (SCOPUS Cite Score: 1.8)

Balasubramanian, S., **Hyland, L.**, & **Paris, C.** (2020). Sustainability, Mobility, Opportunity-Introduction to the ERPBSS-2020 Special Issue of eRTR. *e-Review of Tourism Research*, 18(3), 339-341. (SCOPUS Cite Score: 0.4).

Balasubramanian, S., Shukla, V., & Chanchaichujit, J. (2020). Firm size implications for environmental sustainability of supply chains: evidence from the UAE. Management of Environmental Quality: An International Journal, 31(5), 1375-1406. (SCOPUS Cite Score: 3.4).

Banerjee, R., & **Majumdar, S.** (2020). Determinants of shareholder value creation-platform versus traditional business models. International Journal of Business Performance Management, 21(1-2), 230-244. (SCOPUS Cite Score: 1.0)

Bashir, E., Nanath, K., & **Hussain, F.** (2020). Industry Academia Outreach: A Study of Student Perception. Int. Journal of Technology Enhanced Learning, In press (SCOPUS Cite Score 2.0)

Chanchaichujit, J., **Balasubramanian, S.**, & Charmaine, N, S. M. (2020). A systematic literature review on the benefit-drivers of RFID implementation in supply chains and its impact on organisational competitive advantage. Cogent Business & Management. 7: 1818408, 1-20. (SCOPUS Cite Score: 1.6)

Chanchaichujit, J., **Balasubramanian, S.**, & Shuka, V. (2020). Multi-objective decision model for green supply chain management. Cogent Business & Management, 7(1), 1783177. (SCOPUS Cite Score: 1.6)

Chandrasekaran, R., Khattula, V., & **Moustakas, E.** (2020). Use of Wearable Healthcare Devices by US adults: Patterns of Use and Key Predictors. *The Journal of Medical Internet Research*, 22(10), e22443. (Impact Factor: 5.03, SCOPUS Cite Score: 3.9)

Chandrasekaran, R., Mehta, V., Valkunde, T., & **Moustakas, E.** (2020). Topics, Trends, and Sentiments of Tweets About the COVID-19 Pandemic: Temporal Infoveillance Study. *Journal of medical Internet research*, 22(10), e22624. (Impact Factor: 5.03, SCOPUS Cite Score: 3.9)

Clark, L., Lekkai, F., **Murphy, A.** Perrino, L., Bapir-Tardy, S., & Barley, E. (2020). The use of Positive Behaviour Support Plans in mental health inpatient care: A mixed-methods study. *Journal of Psychiatric and Mental Health Nursing*, 27(2) 140-150. (SCOPUS Cite Score: 3.9)

Dsilva, J., **Balasubramanian, S.**, Ajayan, S., & Paris, C. (2020). An Expectation-Experience Analysis of Service Quality of Business Travelers in Low-Cost Airlines. *e-Review of Tourism Research*, 18(3), 375-392. (SCOPUS Cite Score: 0.4)

Feldbauer, I. G., & **Paris, C.** (2020). Investigating millennial tourists' attitudes and risk perceptions towards terror attacks: a qualitative case study on France. *e-Review of Tourism Research*, 18(1), 68-95 (SCOPUS Cite Score: 0.4)

Feldbauer, I. G., & Paris, C. (2020). Exploring the relationship between EU Political Opinion, Euroscepticism, and populist attitudes with destination image perception. *e-Review of Tourism Research,* 18(3), 409-423. (SCOPUS Cite Score: 0.4).

Hermann, I., & **Paris, C.** (2020). Digital Nomadism: The Nexus of Remote Working and Travel Mobility. *Information Technology and Tourism*, 22 (3). Special Issue on Digital Nomadism (SCOPUS Cite Score: 4.5).

Karnik, A. (2020) Spatial Effects of COVID Transmission: An Analysis of Cases in the City of Mumbai, Economic and Political Weekly, 55(36), 15-20 (SCOPUS Cite Score: 0.5)

Karnik, A., Kishore, P., & Meraj, M. (2020). Examining the Linkage between Class Attendance at University and Academic Performance in an International Branch Campus Setting. *Research in Comparative and International Education*, 15(4), 371-390. (SCOPUS Cite Score: 1.5)

Khokhlova, O., & Bohner, G. (2020). A Russian Version of the Acceptance of Modern Myths about Sexual Aggression Scale: Validation with a Female Online Sample. *Psychology in Russia. State of the Art,* 13(2). (SCOPUS Cite Score: 0.8)

Kim, J.M., **Han, J.**, & Jun, M. (2020). Differences in Mobile and Non-mobile Reviews: The Role of Perceived Costs for Review-posting. *International Journal of Electronic Commerce,* 24(4), 450-473. (SCOPUS Cite Score: 4.9)

Kim, J.M., **Han, J.**, & Jun, M. (2020). Do same-level review ratings have the same level of review helpfulness? The role of information diagnosticity in online reviews. *Information Technology & Tourism*, 22(4), 563-591. (SCOPUS Cite Score: 4.5)

Kloep, M. (2020). Innovation and Entrepreneurship for Supply Chain Management & Logistics. *International Journal of Supply Chain Management,* 9(1), 1088-1090 (SCOPUS Cite Score: 1.0)

Kotera, Y., Dosedlova, J., **Andrzejewski, D.**, Kaluzeviciute, G., & Sakai, M. (2020). From Stress to Psychopathology: Relationship with Self-Reassurance and Self-Criticism in Czech University Students. *International Journal of Mental Health and Addiction* (Online First). (SCOPUS Cite Score: 2.8).

Kyriazi, T. (2020). Legal pluralism, Sharia law and the right to fair trial: a case for incompatibility within the Council of Europe. *The International Journal of Human Rights*, 1-25. (SCOPUS Cite Score: 1.3)

Kyriazi, T., & Demetriou, D. (2020). Mixed migration flows into Europe: discharging state anti-trafficking obligations through the proper identification of trafficking victims. *International Journal of Sustainable Society*, 12(1), 76-92. (SCOPUS Cite Score: 0.8)

Majumdar, S., & Puthiya, R. (2021). Role of signaling in issuance of Sukuk versus conventional bonds – an empirical analysis of the bond market in the UAE. *International Journal of Islamic and Middle Eastern Finance and Management.* (In Press). (SCOPUS Cite Score: 1.9)

McConnon, R. (2020). Measures to facilitate the scale-up of education for sustainable development in higher education. *International Journal of Sustainable Society,* 12(1), 36-50. (SCOPUS Cite Score: 0.8)

Michael, M., Michael, I., Nyadzayo., M., & **Balasubramanian, S.** (2020). Differential roles of push and pull factors on escape for travel: Personal and social identity perspectives. *International Journal of Tourism Research,* 22(4), 464-478. (Cite Score: 4.4).

Michael, N., **Balasubramanian, S.**, Michael, I., & Fotiadis, A. (2020). Underlying motivating factors for movie-induced tourism among Emiratis and Indian expatriates in the United Arab Emirates. *Tourism and Hospitality Research*, 20(4), 435-449 (SCOPUS Cite Score: 3.6)

Nanath, K., & Ahmed, M. (2020). User-Centric Evaluation of Recommender Systems: A literature review. *International Journal of Business Information Systems* (In Press). (SCOPUS Cite Score: 1.9)

Nanath, K., & Pillai, R. (2020). Individual and Organisational factors affecting the implementation of Green IT: A case study of an Indian business school. *The Electronic Journal of Information Systems in Developing Countries*, 87(3), e12163. (SCOPUS Cite Score: 2.1)

Neidhardt, J., Wörndl, W., & **Paris, C.** (2020). Social Media: ENTER2020 Special Issue of eRTR. E-review of Tourism Research, 17(4). (SCOPUS Cite Score: 0.4)

Neidhardt, J., Wörndl, W., & **Paris, C.** (2020). Technology: ENTER2020 Special Issue of eRTR. E-review of Tourism Research, 17(5). (SCOPUS Cite Score: 0.4)

Nielson, M. G., Martin, C. L., Rogers, L. O., Miller, C. F., & **England, D.** (2020). Quantifying gender norm resistance. Journal of Adolescence, 84, 219-229. (SCOPUS Cite Score: 4.4)

Nyaupane, G.P., **Paris, C.**, & Li, X. R. (2020). Domestic Tourism in Asia. *Special Issue in Tourism Review International,* 24(1) 1-4. (SCOPUS Cite Score: 0.8)

Prasetyo, J., De Masi, G., Tuci, E., & Ferrante, E. (2020). The effect of differential quality and differential zealotry in the best-of-n problem. In Proceedings of the 2020 Genetic and Evolutionary Computation Conference Companion (pp. 65-66).

Ramachandran, S., & **Balasubramanian, S.** (2020). Examining the moderating role of brand loyalty among consumers of technology products. *Sustainability*, 12(23), 9967. (SCOPUS Cite Score: 3.2).

Saadeh, M., Sleit, A., Sabri, K. E., & Almobaideen, W. (2020). Object Authentication in the Context of the Internet of Things: A Survey. Journal of Cyber Security and Mobility, 9(3), 385-448 (SCOPUS Cite Score: 1.3)

Schulte, M., & **Paris, C.** (2020). A Qualitative Study Exploring Retailers Perspectives of the Significance of Supply Chain Transparency and Ethical Sourcing in the UAE Diamond Industry. *International Journal of Intelligent Enterprise* (In Press). (SCOPUS Cite Score: 0.8).

Schulte, M., & **Paris, C.** (2020). Blood diamonds: an analysis of the state of affairs and the effectiveness of the Kimberley Process. *International Journal of Sustainable Society,* 12(1), 51-75. (SCOPUS Cite Score: 0.8)

Sentuna, A., Alsadoon, A., Prasad, P. W. C., **Saadeh, M.**, & Alsadoon, O. H. (2020). A Novel Enhanced Naïve Bayes Posterior Probability (ENBPP) Using Machine Learning: Cyber Threat Analysis. Neural Processing Letters, 1-33. (SCOPUS Cite Score: 3.1)

Sposato, M., & **Jeffrey, H. L.** (2020). Inside-Out Interviews: Cross-Cultural Research in China. *Management and Organization Review*, 16(2), 445-453 (SCOPUS Cite Score: 3.3)

Suarez, L., Hugo, N., & **Paris, C.** (2020). Understanding Japanese Consumer Behaviour and the Cultural Relevance of Gift Giving. *African Journal of Hospitality, Tourism and Leisure*, 9(2), 80. (SCOPUS Cite Score: 0.9).

Thorpe, O., Walker, D., & **Maghalseh, D.** (2020) A case study inbestigating faculty work related quality of life (WRQoL) and the efficacy of the WRQoL Scale in a medium-sized private Gulf higher education institution. *Journal of Educational and Social Research*, 10(2). (SCOPUS Cite Score: 0.3).

Vreckova, A., Paris, C., & Jeffrey, H. (2020). A gender analysis of intercultural sensitivity among flight attendants. *e-Review of Tourism Research*, 18(3), 363-374. (SCOPUS Cite Score: 0.4).

B. REFEREED JOURNAL ARTICLES (NON-SCOPUS INDEXED), BOOKS, BOOK CHAPTERS, AND SELECT PROCEEDINGS

Afsari, K., & Saadeh, M. (2020, November). Artificial Intelligence Platform for Low-Cost Robotics. In 2020 *3rd International Conference on Signal Processing and Information Security (ICSPIS)* (pp. 1-4). IEEE.

Atifmal, W., Ahmad, M., & **Paris, C.** (2020). The career women of Kabul and their struggle for an empowered identity. *International Journal of Society Systems Science*, 12(2), 118-135. (Google Scholar h-5 Index 6).

Balasubramanian, S. (2020). Stakeholders' role in delivering sustainable supply chains in the construction sector. *International Journal of Society Systems Science*, 12(2), 165-184. (Google Scholar h-5 Index 6).

Balasubramanian, S. (2020). A '3P' Soft Power Model: An Agile Approach to Diplomatic Strategy. UAE Public Policy Forum Report. **https://www.uaepublicpolicyforum.ae/wp-content/uploads/2020/02/A_3P_Soft_Power_Model.pdf**

Balasubramanian, S., & Shukla, V. (2020). Leadership Strategies for Global Supply Chain Management – The Case of UAE's Construction Sector. In Leadership Strategies for Global Supply Chain Management in Emerging Markets. IGI Global.

Balasubramanian, S., Shukla, S., **Gharehdash, M.**, & **Gharehdash, M.** (2020). Supply Chain Network design models for a circular economy: A Review and a case study assessment. In Circular Economy for the Management of Operations. CRC Press, Taylor & Francis Group.

De Masi, G., **Prasetyo, J.**, Tuci, E., & Ferrante, E. (2020). Zealots Attack and the Revenge of the Commons: Quality vs Quantity in the Best-of-n. In International Conference on Swarm Intelligence (pp. 256-268). Springer, Cham.

Demetriou, D. (2020). Assessing Human Trafficking: The Slavery Nexus and its Impact on Migrant Domestic Workers. In Bulla, D. (eds.) Why Slavery Endures: Its Past, Present and Future. Cambridge Publishing Scholars (forthcoming)

Edensor, L. J. (2020). Rhythm and the Short Story. In Chris Mourant and Elke D'hoker (Eds), The Modern Short Story and the Magazines 1880-1950, Edinburgh: Edinburgh University Press (forthcoming)

Eger, C., Vizcaino-Suárez, P., & **Jeffrey, H.** (2020). Introducing Critical Debates on Gender-Based Violence in Tourism. *In Tourism and Gender-Based Violence: Challenging Inequalities* (pp. 1-13). CABI Publishing.

Jeffrey, H. L. (2020) Maternity Protection and the Tunisian Tourism Industry. In: T. Baum and A. Ndiuini (Eds.), Sustainable Human Resource Management in Tourism. Springer

Kyriazi, T. (2020). Trafficking in Human Beings in the Tourism Industry: Trends and Approaches. In Vizcaino, P. Jeffrey, H.L. and Eger, C. (Eds.) Tourism and Gender-based Violence. Wallingford: CABI

Mosanya, M. (2021). Buffering academic stress during the COVID-19 pandemic related social isolation: Grit and growth mindset as protective factors against the impact of loneliness. International Journal of Applied Positive Psychology, 6(2), 159-174.

Moustakas, E., Lamba, N., Mahmoud, D., & Ranganathan, C. (2020) 'Blurring lines between fiction and reality: Perspectives of experts on marketing effectiveness of virtual influencers'. *IEEE Cyber Science Conference.*

Moustakas, E., Ranganathan, C., & **Lamba, N.** (2020). Virtual Influencers in Digital Marketing: Innovative trend or Passing fad? In Current trends in Business Management in Advanced and Emerging Markets'. Nova Publishers: New York, US

Mustafa, S. & **Nanath, K.** (2020). Towards a Model For Performance Evaluation of Cloud Machines," 2019 International Conference on Computational Intelligence and Knowledge Economy (ICCIKE), Dubai, United Arab Emirates, 2019, pp. 420-425. https://ieeexplore.ieee.org/abstract/document/9004250

Prasetyo, J., De Masi, G., Tuci, E., & Ferrante, E. (2020). The effect of differential quality and differential zealotry in the best-of-n problem. In Proceedings of the 2020 Genetic and Evolutionary Computation Conference Companion (pp. 65-66).

Raza, A. H., & Nanath, K. (2020). Predicting a Hit Song with Machine Learning: Is there an apriori secret formula?. In 2020 International Conference on Data Science, Artificial Intelligence, and Business Analytics (DATABIA) (pp. 111-116). IEEE.

Saad, S. M., & Nanath, K. (2020). Investing in Applications Based on Predictive Modeling. In 2020 International Conference on Data Science, Artificial Intelligence, and Business Analytics (DATABIA) (pp. 105-110). IEEE.

Vizcaino, P. **Jeffrey, H. L.**, & Eger, C. (2020). Tourism and Gender-based Violence. Wallingford: CABI (Edited Book).

MDX STUDENT-FACULTY JOINT PUBLICATIONS

MDX promotes collaborative research projects between faculty and students including developing their undergraduate or postgraduate dissertations into academic publications. As a result, we have witnessed significant growth in student research publications. This is testament to the quality supervision provided to our students to undertake world-class research at both undergraduate and postgraduate levels and the opportunities our faculty extend to our students, graduates, and alumni to stay connected, engage them in research activities, including publishing after graduation. In 2020, this collaboration has resulted in 14 publications. The publications are listed below: MDX Dubai Faculty/Staff/Students highlighted in **BOLD (* indicates PG Student Author, ** indicates UG Student Author):**

Afsari, K*., & Saadeh, M. (2020). Artificial Intelligence Platform for Low-Cost Robotics. In 2020 3rd International Conference on Signal Processing and Information Security (ICSPIS) (pp. 1-4). IEEE.

Atifmal, W., Ahmad, M.**, & Paris, C.** (2020). The career women of Kabul and their struggle for an empowered identity. International Journal of Society Systems Science, 12(2), 118-135. (Google Scholar h-5 Index 6).

Balasubramanian, S., Shukla, S., **Gharehdash, M.*, & Gharehdash, M.*** (2020). Supply Chain Network design models for a circular economy: A Review and a case study assessment. In Circular Economy for the Management of Operations. CRC Press, Taylor & Francis Group.

Feldbauer, I. G*., & Paris, C. (2020). Exploring the relationship between EU Political Opinion, Euroscepticism, and populist attitudes with destination image perception. *e-Review of Tourism Research*, 18(3), 409-423.

Feldbauer, I. G.*, & Paris, C. (2020). Investigating millennial tourists' attitudes and risk perceptions towards terror attacks: a qualitative case study on France. *e-Review of Tourism Research*, 18(1), 68-95

Haridas, A.*, & Epps, A. (2020). Brand preferences for consumer electronics in the United Arab Emirates. *International Journal of Intelligent Enterprise* (In Press). (SCOPUS Cite Score: 0.8).

Mustafa, S.* & Nanath, K. (2020). Towards a Model For Performance Evaluation of Cloud Machines," 2019 International Conference on Computational Intelligence and Knowledge Economy (ICCIKE), Dubai, United Arab Emirates, 2019, pp. 420-425. https://ieeexplore.ieee.org/abstract/document/9004250

Nanath, K., & Ahmed, M. (2020)**. User-Centric Evaluation of Recommender Systems: A literature review. International Journal of Business Information Systems (In Press).

Raza, A. H.**, & Nanath, K. (2020). Predicting a Hit Song with Machine Learning: Is there an apriori secret formula?. In 2020 International Conference on Data Science, Artificial Intelligence, and Business Analytics (DATABIA) (pp. 111-116). IEEE.

Saad, S. M.**, & Nanath, K. (2020). Investing in Applications Based on Predictive Modeling. In 2020 International Conference on Data Science, Artificial Intelligence, and Business Analytics (DATABIA) (pp. 105-110). IEEE.

Schulte, M.*, & Paris, C. (2020). A Qualitative Study Exploring Retailers Perspectives of the Significance of Supply Chain Transparency and Ethical Sourcing in the UAE Diamond Industry. *International Journal of Intelligent Enterprise* (In Press).

Schulte, M.*, & Paris, C. (2020). Blood diamonds: an analysis of the state of affairs and the effectiveness of the Kimberley Process. *International Journal of Sustainable Society*, 12(1), 51-75.

Suarez, L*., Hugo, N., and **Paris, C.** (2020). Understanding Japanese Consumer Behaviour and the Cultural Relevance of Gift Giving. African Journal of Hospitality, Tourism and Leisure, 9(2), 80.

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