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- A woman with long dark hair is reading a magazine titled 'Research Matters' in a library. She is holding the magazine with both hands. The magazine cover features a man in a suit and tie, and the text 'Book Launch: An Interview with Dr. Marcus Stephenson'. The background shows bookshelves filled with books.
- ERPBSS: Call for Papers
 - How doing research is like shopping: A five-step model
 - I am not a Researcher!
 - How to excel in your final year research project: Tips from Middlesex graduates

Research Matters

Issue 2
Spring 2015

Middlesex University Dubai
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(Autumn 2014-Spring 2015)

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Editorial note



Dr. Lynda Hyland

Dr. Rajesh Mohnot

Welcome to the second issue of 'Research Matters', our Middlesex University Dubai publication. Since our inaugural issue in October 2014, MDX staff and students have been actively involved in a wide range of research activities, from conference presentations and publications to research competitions. We would like to congratulate all those who have had research achievements since the last edition of 'Research Matters'. We believe this newsletter will continue to play a far-reaching role in not only disseminating researchers' contributions and successes but also inspiring others to be part of such research activities.

This issue of 'Research Matters' brings some exciting research news. One important news item is our forthcoming 3rd ERPBSS International Conference which will take place in November 2015.

Having had two highly successful editions of this conference in 2011 and 2013, we firmly believe that the 3rd ERPBSS is going to be even bigger and better than ever. To encourage all budding researchers, our MDX library manager (Ms. Lorraine Kelley) has written an excellent piece "Confessions of a research shopaholic". With this good advice, the 2015 installment of our Student Research Symposium is sure to be a great event! We report on our 3rd Annual Student Research Symposium which took place in November 2014. This annual event epitomises the extent to which research is at the heart of our MDX Dubai community. We were thrilled to see the excellent quality of research presented by our undergraduate and postgraduate students.

The coming months will be a busy time for those who are completing their final year projects and dissertations. Research can be both rewarding and challenging. It is a process which can involve many steps, from the initial decision upon a topic, to literature searches, data collection, analysis, and write-up. With this in mind, in this issue we have asked recent MDX graduates to discuss their tips for successful completion of final year research projects.

This is a landmark year for Middlesex University, as it marks our 10th anniversary in Dubai. Since 2005, our student number has grown from 28 students to almost 2,500 students today. We look forward to the next chapter of our development and to the growth of our research profile, both locally and internationally. ♥

Rajesh Mohnot

Lynda Hyland

Call for Papers:

Third International Conference on Emerging Research Paradigms in Business and Social Sciences

24th, 25th and 26th November, 2015
Park Hyatt Dubai, Dubai Creek

Middlesex University Dubai takes great pleasure in announcing the Third International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBSS-2015). For the nearly 200 delegates representing about 100 international academic institutions the First (2011) and Second (2013) International Conference on ERPBSS provided a forum for inter-disciplinary dialogue and forms of scholastic communication that transcended disciplinary and subject-specific boundaries. In the Third International Conference ERPBSS 2015 we seek to explore "What's Next?". The world faces incredibly complex changes that shape our collective futures. We live in a time of increased mobility and connectedness, as forces of globalization and technological change are redefining the economic, social, political, and physical systems of the world. Inevitably, ideas and knowledge are transcending their traditional disciplinary and geographic boundaries. While this transformation offers increasing opportunities for innovation, it also contributes to increasingly complex global and local challenges that must be met with increasing attention to a more sustainable future. The eight tracks of the ERPBSS 2015 conference are:

- 1) Accounting, Finance and Economics
- 2) Contemporary Psychology
- 3) Education Training and Development
- 4) Information and Communication Technology
- 5) International Law and International Relations
- 6) Management and Marketing
- 7) Media, Journalism, and Communication
- 8) Tourism and Hospitality

Important Deadlines

Extended Abstract Submission: June 1st, 2015
Early Bird Registration: July 21st, 2015
Normal Registration: July 22nd to October 31st, 2015
Late Registration: October 27th to November 24th, 2015
Student Registration: October 31st, 2015
Full Paper Submission (Optional): October 31st, 2015

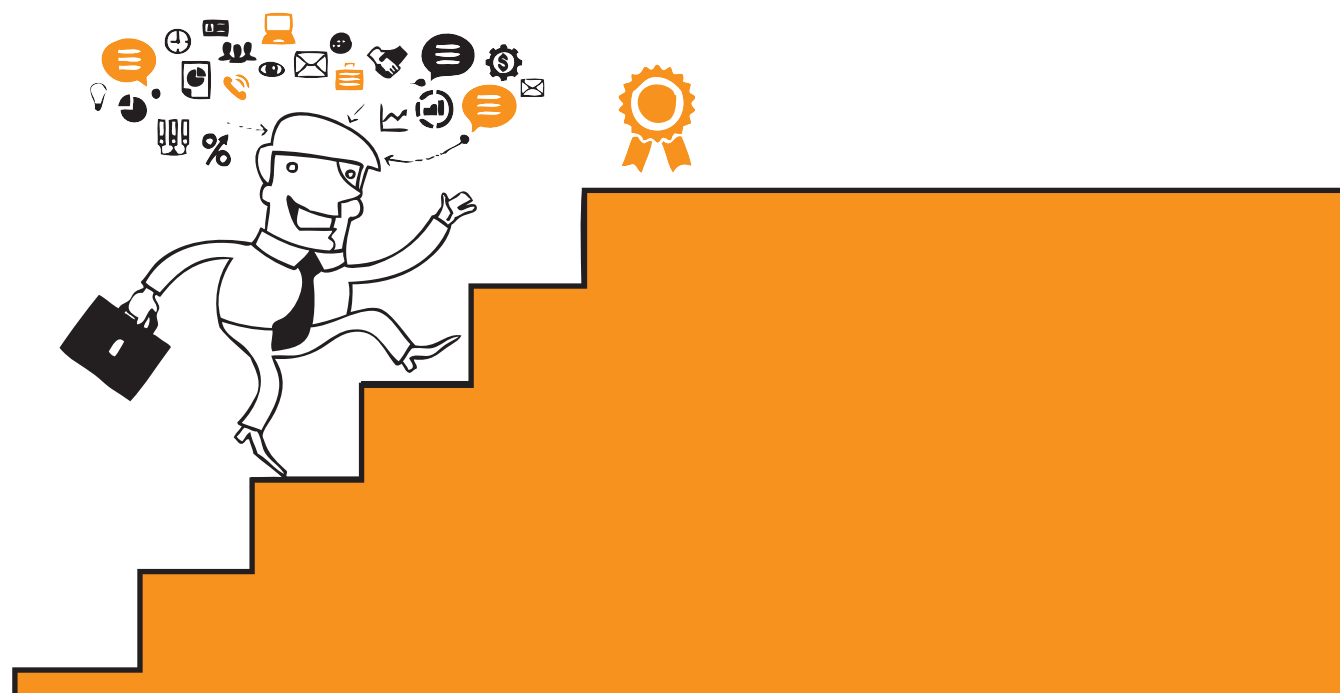
Through these tracks the conference intention is to bring together perspectives from multiple disciplinary and epistemological perspectives. The design of the conference will provide wider opportunities for dialogue than conferences with narrower scopes. Additionally, this year we are launching the "Research Matters" visual paper session, which offers delegates an opportunity to engage more in-depth with presenters. We also invite delegates to submit proposals for an Organized Symposium around a particular topic. This topic should be aligned with the overall goals of the conference, and conference tracks.

Please visit the conference website for more details and guidelines for submissions: www.mdx.ac/conference or mail queries to: erpbs2015@mdx.ac. ♥



Confessions of a (Research) Shopaholic

How doing research is like shopping: A five-step model



Many students, whether undergraduate or postgraduate, lack a clear understanding of how to successfully start and complete a research project. Either they suffer from an overly simplistic and non-academic approach (e.g., “I’ll just ‘google’ it”) or they view research as a complicated and mysterious process which they fear they can never master. Teaching the research process as a standard and simple five-step process can be employed to de-mystify doing research and to relieve student anxiety. Using shopping as a metaphor simplifies the process even more and helps students internalise the steps. Simply put, if you know how to shop, you can learn how to research! How -you may ask- is researching like shopping? Let’s follow Sophie, our shopping goddess, as she breaks down the steps.

■ DEFINE

Before going shopping, in order to save time and avoid impulse purchases that she will later regret, Sophie thinks carefully about the item she wants to buy. Let’s imagine that she needs a new dress to wear to a friend’s formal wedding. By envisioning the type of dress she wants to buy before she starts shopping - often with the help of discussing her dream dress with a friend in order to get a clear picture of what she wants - Sophie will know exactly what she is looking for and can proceed accordingly. Similarly, students must clearly DEFINE what they are looking for before they start searching. The research question/problem must be understood and appropriate keywords extracted. Consulting with the instructor and brainstorming for search keywords either solely or with classmates or other

mentors is an essential first step. If one does not have a clear picture of what one is looking for, search efforts can be random and misguided. Time is wasted and frustration grows.

■ LOCATE

Because Sophie knows her dress needs to be formal and fancy, she can focus on visiting shops and malls which carry higher end products in order to LOCATE (AKA “find”) the right dress. Shops which offer the widest range of choice will meet with her favour. Most student researchers have access to federated search engines, such as Middlesex’s Summon, which guarantee both that search results generated will be of a high quality and, in most cases, offer plenty of choice. However, as can happen with the shopping experience, if the search topic is too detailed or

esoteric, it may become necessary to re-define or alter the topic, in order to ensure that “supply meets demand” and appropriate results that match the search topic are found. If a student is doing primary research, the LOCATE/FIND step is expanded to include “FIND OUT” and includes original research components such as conducting experiments, surveying, and interviewing.

■ SELECT

Sophie naturally applies selection criteria such as size, colour, style, and price when selecting which dress among many she will buy. Students, on the other hand, need to be taught critical and analytical thinking in order to apply selection criteria such as currency, accuracy, authority, scope, intended audience and format to choose from among what is often an overwhelming number of search results. Of all the research process steps, it is SELECT that is most deeply embedded into classroom teaching and learning. These are skills that cannot be well taught in a five minute encounter in the library between library staff and student; they are critical elements of instruction across the curriculum.

■ ORGANIZE

Back to Sophie and her wedding party dress shopping: ORGANIZE is what Sophie does when she puts together all her purchases and gets ready for the wedding. Sometimes, it might be necessary to buy a new pair of shoes to match the dress after all! Similarly, the actual writing of the report, essay or dissertation, using academic writing skills--or the creation of slides for an oral presentation--is the ORGANIZE step of the research process. This is also when students need to recognize if there are missing parts--more data needed to support an observation or a conclusion, for example--which requires going back to previous steps. Final editing of the project is also akin to the final stages of shopping for (and assembling) new products.

CITE (REFERENCE)

Though Sophie might be tempted to “get a deal” by purchasing knock-offs, because she is a conscientious and ethical shopper she knows that passing off counterfeit products as the real thing is dishonest. Besides, she is proud of her designer labels and loves to show them off! Students are often tempted to use counterfeit, plagiarized work but the risk of detection and penalty and the lack of pride in work serve as deterrents. Teaching the “art” of referencing as analogous to showing the world that you appreciate--and can afford--good quality products (whether by driving a high end car or wearing a designer gown) helps students understand why citing sources from scholarly and peer-reviewed journals, for example, will give a certain “shine” to their research that ‘googled’ websites and Wikipedia fail to do.

Though as simple as the steps involved in shopping, in fact these five research steps—DEFINE, LOCATE, SELECT, ORGANIZE, and CITE—are distillations of the five information literacy competency standards established by the Association of College and Research Librarians (ACRL), a division of the American Library Association.* They are taught and widely used by librarians and information literacy professionals around the world. I’ve successfully used the shopping model with students from a wide variety of backgrounds, ages, and skill levels; it can be employed whether teaching how to research for a simple essay or for a dissertation. Students, whether male and female, undergraduate or postgraduate, are eager to embrace procedures that are easily grasped and familiar. Though everyone might not always agree, shopping can be fun—and so can doing research! ♥

Ms. Lorraine Kelley

Library Manager, Middlesex University Dubai

*SOURCE:

Association of College & Research Libraries. American Library Association. (2015). Information literacy competency standards for higher education. Retrieved from <http://www.ala.org/acrl/standards/informationliteracycompetency>



I am not a Researcher!



Michelle McKenna

I am not a Researcher – or so I always profess! Yet I find myself knee deep in spreadsheets most days – both in work and at home – always analysing information and looking for differing perspectives to ensure I am making an informed decision, that I feel comfortable with and that I can explain, should I need to. Over the course of my career I've tried many different roles – from teaching and nursing through to sales and marketing. I enjoy diversity, change & risk – though I like security and safety nets too. The ability to research and analyse well is one that requires a lot of experience – it's difficult to learn from a book and everyone has their own style and approach. I recently came across some notes I had made (pre-computer days!) for my choice of undergraduate university. At the time, I was struggling to choose a course I'd find interesting when all my family seemed to have known from the age of

5 what they wanted to be when they grew up. My parents took me to see a career guidance counsellor and after a full day of tests, assessments and interviews he made three career suggestions:

1. Conductor of an orchestra
2. Police woman
3. Nurse

Well I didn't like the idea of working evenings and weekends so that immediately ruled out all three of those (not to mention the fact I wasn't overly musical!). My personal drivers were much different back then and I think the main reason I finally chose a general science degree was to broaden my horizons without tying me to a particular path. I began that program back in 1996 and loved the structure of lab based work, the logic of mathematical equations and the analysis of chemical formulae. Again, I repeat, I'm

not a Researcher! I always thought of researchers as those nerdy people, working in labs, wearing coke-bottom thick glasses and white lab coats with some pen leaking through the pockets.

The career path we choose initially is not always the one we stick with. We take something from every experience in life and gain an understanding of what our strengths, weaknesses and most importantly – our passions – are. While I enjoyed the structure of lab based work through university, I didn't necessarily like working in a lab. The repetition of the work and the singular nature of many of my assignments meant I finished the course looking for a very different path, though the planning associated with lab experiments and the methodology employed to reach a certain goal, stayed with me. Nowadays, whether I'm planning a holiday or looking for a new employee I follow a similar pattern. I always begin by scribbling notes (mind mapping) to discover where I want to be. From there I add some structure, usually so I can share my thoughts with friends or colleagues. This invariably ends up in a spreadsheet where I can sort, compare and choose the best path. Understanding the desired end point (which may change as a project commences) and breaking this down to key drivers which can be evaluated in a quantitative fashion (I did this before I studied research too!) have become routine for me.

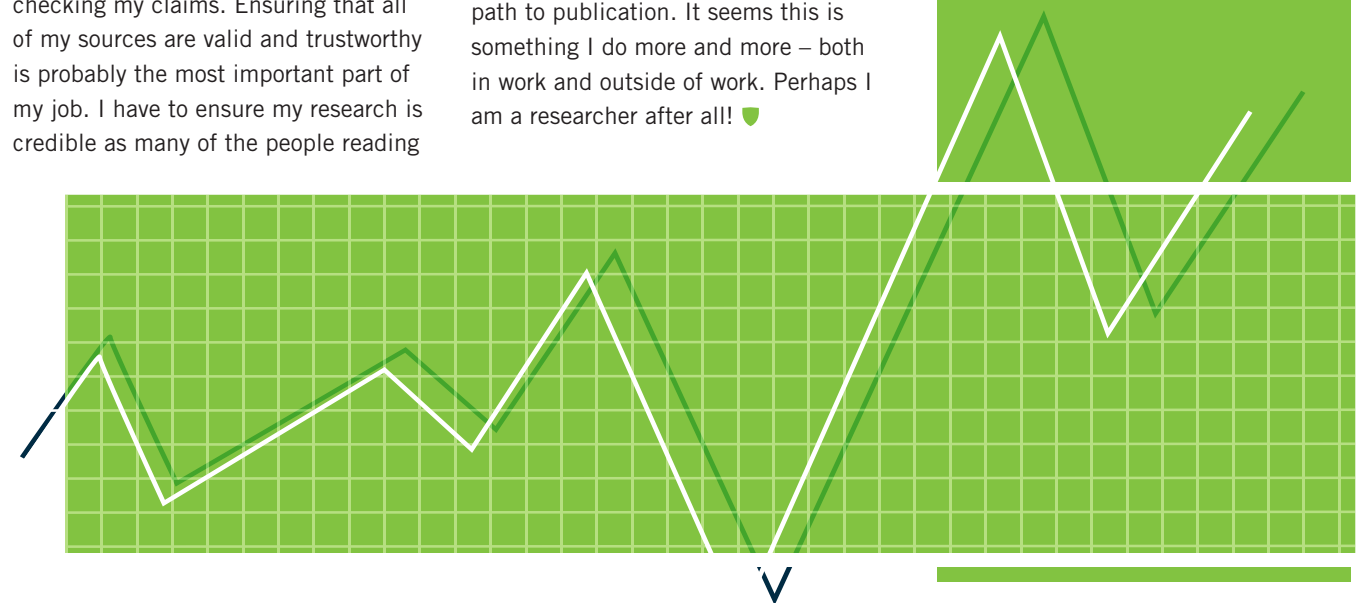
The over-riding theme through my career and personal life has been personal growth. Each role has brought me closer to my dream job – one that provides structure, logic, analysis, opinion-sharing and customer interaction. A fortuitous conversation in 2012 led me to leave my job of 8 years and join a Master's program with a world class university, where I completed a practical assignment in Dubai. Through that role I was offered a permanent job – and I reached for my trusted spreadsheet. After agreeing on a role that would benefit the company, engage my interest and lead to growth for both – I began working on a large dairy research project. My spreadsheets and decision making skills not only impact my own personal life, but that of others. With just 9 full time employees, I'm fully answerable for all decisions I make – there is no-one I can pass the book to, nor is anyone else responsible for checking my claims. Ensuring that all of my sources are valid and trustworthy is probably the most important part of my job. I have to ensure my research is credible as many of the people reading

my work will know more about the facts and figures than I do. Many of my customers will challenge and query something that I've written – perhaps not having taken account of all of the information I work with.

A recent decree in Saudi Arabia explained the challenges of water shortages and limited dairy companies herd sizes, allowing no further growth. Just 6 weeks earlier we had been on a dairy farm and had gone through expansion plans for the herd, allowing the company to expand their product range. In cases like this, researchers have to understand the markets in which they operate and have access to key sources of information. It's important for all researchers to be able to stand-by their data and remain credible in the face of change. Thankfully this is a cornerstone of our company and our research process ensures we validate our data at numerous points along the path to publication. It seems this is something I do more and more – both in work and outside of work. Perhaps I am a researcher after all! ♥

Michelle McKenna is head of Business Development for ManSci – a company specialising in dairy & beverage research across the MENA region.

She enjoys travelling and further education and is a proud holder of a B.Sc. in Science, a Graduateship in Marketing, M.Sc. in International Marketing and a Post Graduate Diploma in Digital Marketing.



How to excel in your final year research project: Tips from Middlesex graduates

For MDX students, the final year project or dissertation is a chance to shine and to showcase their finely honed academic research and writing skills. Some students relish this opportunity, but for others, the final year (and in particular, the research project) can be stress-inducing. At 'Research Matters' we recognise that some of the best advice comes from those who have been through the same experience, and who have survived to tell the tale! We've contacted some of our former students who have kindly agreed to share their experiences of completing a final year project. Their insightful tips will hopefully guide the class of 2015 through their final months at MDX Dubai towards the completion of a well-conducted and completed research project.



Jaykishin Kataria
(BA Accounting and Finance)

The group research coursework in the final year is grueling and intense. Your team has so much to do - finding a subject which is different from others, researching on that topic, collecting relevant primary (interviews, questionnaires, etc...) or secondary data, deciding on the method by which to analyse the data collected (qualitative or quantitative) and the most important task- presenting it within the word limit! It's best to have a meeting with your professor on your outline for the group dissertation- what topic you have selected, how you plan to analyse it, etc. They will guide you on whether you're on the right track. Planning is important right from the start. Split the work within your group based on your strengths. Hold weekly meetings to monitor your progress and make necessary changes. Allocate sufficient word limits for literature review and analysis. Next, borrow some books on analysis and different research methods from the library to decide which method of collection and analysis is best suited for your topic. Try and finish your other coursework at least one week before the deadline so you can finalize your dissertation. All the best!

When many of us consider our dissertations to be yet another assignment, I beg to differ. Agreed, it's not the easiest task we've ever done, but what makes the tedious journey worthwhile is if we're working on something that we believe in and are truly passionate about. For me, this passion manifested through my choice of qualitative research methodology. For you, it could be something different - maybe, formally questioning the why's and how's of something you're genuinely interested in? Just one piece of advice, based on what I've (not) experienced - don't compromise! Ultimately, it won't be very gratifying to see your name as co-author on a project which is not close to your heart! This is the opportunity to showcase all those skills that you acquired during your three years at university, combined with your fantastic (yet sometimes impractical!) research ideas! So go on, find that middle ground, choose a research method which others usually don't, pen a dissertation that will be remembered by professors and students alike for years after you graduate. There is a plethora of unique topics waiting to be explored by you!



Diksha Narendra Laungani
(BSc Psychology with Counselling)

Just - Be passionate!"



Mohamed Ateya
(MBA Marketing)

"How on earth am I going to write 15,000 words on one topic?"

That was the first thing I said when I knew it's time to start working on my MBA dissertation! If that's how you feel now (probably yes), you're not alone. But let me ask you this, how many times have you thought that there's something that you can't do AND you did it? How many exams you thought you're definitely not going to pass or get the mark you want AND you did? One thing you shouldn't let go of is your self-confidence and a few other things which I will share with you here. First, PLAN, plan every minute, including free time, and on your free time ... BE FREE! Secondly, pick a topic that you love, maybe a topic that you are already working on (that's what I did, and it worked!) Thirdly, read! The more you read, the more your dissertation will have value as you will be building on experts' work! One thing that will keep you going all the time is your self-confidence that you can do this, and yeah, you have paid a lot, studied a lot, and missed lots of social life for this, so don't waste it!



Ishita Joshi
(MBA Marketing)

Speaking with industry specialists, researchers, and subject matter experts can be very beneficial in gaining key insights into the industry. Moreover, it aids in understanding the industry dynamics in a much better way which helps at various levels in the dissertation writing process. Incorporating the inputs received from these experts into the dissertation can really give it that glitter. The literature review is by far the most daunting part of the dissertation and if referred work is not referenced as you go along, it could make things very difficult later. It also helps to make small notes (digital or hand-written) regarding the paper's topic, keywords, key take-aways, relevance, etc... on all the work you read as a part of a literature review. At the outset the dissertation could seem quite intimidating however, once you break down the process into small doable bits, set milestones and stick to them, the whole task becomes much more manageable, and a lot of fun.

The financial accounting theory (FAT) coursework provided to us was one of the most demanding coursework ever. It required us to research on an unexplored topic in the area of accounting or finance and adds value to the field. The first step of selecting the topic was most time consuming as it was required to reconnoiter diverse aspects in the world of commerce. Therefore, our primary advice for this coursework would be that it must be commenced ASAP, as finalisation of a research topic could prove to be a daunting task. We sincerely advice that while selecting a topic, its best to research on areas that you are most comfortable with and interested in, and which you do have certain general knowledge about. Also, it is important to consult the tutor, as with his expertise, he will shed light on some interesting areas of accounting and finance that may help to lay foundation to your research. Another key aspect is to regularly review your work with the tutor, as he would provide direction to your progress.



Lakshmi Sreekumar
(BA Accounting and Finance)



Tamara Ballan
(MBA International Business)

There are a number of things to consider when writing a big project such as the dissertation. The two most important ones for me were to find an appropriate and interesting topic and to establish a working plan. When choosing a topic, you should keep in mind that you will have to deal with it over several months. That's why it is important that you choose a topic that interests you and fascinates you personally. After you have chosen your topic, you should define a working plan. The plan should be detailed and include all the phases of the project, from identifying your sources, validating and filtering the collected data, finding the criteria for your analysis, to submitting your final work. It should include the time that you allocate for each step throughout the process. Ensure you have proper milestones, and make sure you involve your mentor in deciding this timeline; this will give you an additional motivation to finish your work on time. Remember, this is a big project and from my personal experience the most stressful part was data collection and to get the correct data that you will need, so you will need to know what you are looking for, and postpone personal activities so that you will be able to submit on time.



Kristina Rozario
(MBA)

Top 3 tips to get through your dissertation

Number 1: Stay focused! The 15,000 words hard-bound document to be submitted will take over your life, but with dedication and perseverance you will be surprised at the exceptional work that you produce, even through the pressure. While the MBA is meant to provide you with tools like business scenario case studies and theory, this body of self-work will help you develop most of the skills you need in the work place – time management, organisation, research, and culmination of your topic. Start Early and Be Organised may seem like cliché advice, but it is the best formula. Being a full-time student with a full-time job, and an aim to produce a top-notch dissertation, organisation and time were the best choices I made. Ensure you start working early and regularly. Unlike the subject modules where you have guidelines for each assignment, if you have no experience writing a dissertation you will not know what it comprises, so you probably do not know what it is that you do not know, until you start and hit queries along the way. Learn to read quickly. To reduce effort make sure your reading material is organised. Once you plan on using a reference from corresponding literature, highlight and categorise the

data into 'Must use' and 'May use' folders, as you may not remember all of the hundred articles you read, but can then easily locate those that you want to include and develop. Remember to cross-reference. Cross-refer concepts from modules that you have learnt, and from work experience which will help your work stand out.

Tips number 2 and 3 are Mentor, and Network! You mentor will probably become your next best friend. Choose wisely. Choose someone who will provide you with direction, but also encourage you to tap in to your own skill set, ideas, and effort. Show your mentor you want to succeed, you are ready to work, ask for direction, persevere with your work and ask again. Help is closer than you think! Your dissertation is certainly your idea, but discussing concepts with fellow-students will help widen your horizon, re-think certain areas and may challenge you to develop it further. Networking is also important because the external support becomes your backbone. Support from family and friends will be appreciated, but talking to people who understand the stress and pressure of meeting the same deadlines will make a difference. They will provide that necessary push, by checking-in and asking if you are on track for submission, and will expect the same from you. Discussing your ideas with business professionals and work colleagues may also be beneficial and can provide new light to your topic.



Syed Shah Raoofuddin
(MBA Marketing)

The final project is definitely the most challenging element of the MBA programme, yet most gratifying on completion. I would consider topic selection and time management as the most significant factors to be considered while doing the dissertation. Choosing a topic in which a student has a deep interest and not just passing curiosity is essential. As four months of hard work and dedication go into this project, sustained enthusiasm is a must. Time management is another vital aspect that must be taken care of. At the beginning of the project, four months seem to be a very long period. However, with the amount of reading, research, and writing involved, meeting the deadline can be a daunting task, especially if time is not managed wisely. Setting up mini deadlines for chapters and working closely with the mentor is the key to time management. This ensures that the dissertation is shaping in line with the expectations, and any deviations or issues can be managed within time.

It's hard to believe that almost a year has passed since I completed my studies at Middlesex University Dubai. This time last year, I was up to my neck in assignments, caught up in a cycle of researching, writing, referencing, and proofreading! Indeed, third year is an especially challenging one, as maintaining a healthy balance between academic work and social life (while planning ahead for life after graduation) is not easy, particularly when you have to submit your individual project at the end of the year. I think one of the most important factors that helped me successfully complete my final year dissertation was selecting a topic I was passionate about. Personally, I have always been interested in language and the different ways it can be manipulated. Hence, working on a project that involved analysing a speech to see how language was used to convey different messages about society and power relations was immensely enjoyable. Not only did my passion help me build on my bibliography effectively much in advance, but it also made it easier to focus on my research and give it my best at every stage of preparation. ♥



Hazel Fernandes
(BA Advertising, PR, & Media)



Middlesex University Dubai holds the 3rd Annual Student Research Symposium

The 3rd Annual Middlesex University Dubai Student Research Symposium was held on Sunday, November 2nd, 2014 at Block 4, Knowledge Village Dubai. In line with Middlesex University Dubai's research strategy, this event promotes student research by providing a platform to students to present research carried out as part of their coursework or final dissertations.

During the Symposium students presented their work through illustrated posters and discussed their findings with the attendees. There were 24 submissions from both undergraduate and postgraduate students belonging to various disciplines including Information Technology, Social Science, Psychology, Media, Marketing, Finance, and Education. The Symposium's participants were all nominated by their supervisors for their outstanding research work. The Symposium was opened with a welcome address by Dr. Lois Smith. At the conclusion of the Symposium, one postgraduate and two undergraduate 'Best Paper' awards were given based on feedback from an expert judging panel.

The event was widely attended by students and by family members of the presenters. The presenting students enthusiastically shared their work, as Youssef Shabaan Ibrahim (presenter and M.Sc. Computer Network Management student) commented:

"It was a wonderful event and was a good experience through the interaction between the participants, graduates, and the academic staff, I learned from the event so, thank you so much for allowing me this opportunity to participate."

The undergraduate award was jointly shared by

1. Ms. Diksha Narendra Laungani, supervised by Dr. Anita Kashi on the topic of 'A qualitative exploration of meaning in life among the middle-aged'; and
2. Ms. Ammna Nasser, supervised by Dr. Cody Paris, Dr. Tenia Kyriazi and Ms. Mahine Rizvi on the topic of 'Impact of identity politics on education in Pakistan: A comparison between Balochistan and Punjab'.

The postgraduate award was won by Ms. Magdalena Mosanya, supervised by Dr. Eleni Petkari on the topic of 'Physical self-efficacy as mediator in the relationship between physical activity and mood: An exploratory study with women in the United Arab Emirates'.



Best Paper award recipients with members of the Student Research Subcommittee.

"Presenting a research paper via a poster was a rather creative way of delivering my key research message. This experience enabled a two way exchange of information which I personally enjoyed a lot since questions were raised by a genuinely interested audience, and a detailed discussion was possible."

Ms. Ammna Nasser

Undergraduate Research Presentations

Paper	Name(s)	Supervisor/Tutor	Paper Title
1	Daisy Lucas	Evelyn Stubbs	Changing audience expectations and perceptions of musical artists as reflected in a comparison of The Beatles and One Direction
2	Diksha Narendra Laungani	Anita Kashi	A qualitative exploration of meaning in life among the middle-aged
3	Gimel Samera	Evelyn Stubbs	The representation of rape culture in American media
4	Jennifer Barth	Evelyn Stubbs	The promotion of rape culture within the media causes desensitisation of sexual violence in society
5	Krishika Mahesh Kumar	Evelyn Stubbs	Westernisation of Indian culture: The dance of Bollywood
6	Rishika Ghosh	Lynda Hyland and Lien Els	The predictors of employee engagement in the UAE region
7	Sana Mohamed, Marina Yazdanparast, Sama Parveen and Engride D'Souza	Vijaya Kumar	Research on luxury boating industry of UK
8	Ulfat Aziz	Evelyn Stubbs	The representation of class in Hollywood films
9	Jane Chegeni	Cody Paris	Ghana individual report: Gender inequality in employment
10	Karen Miller	Cody Paris	Barriers to education for girls in Jukwa, Ghana
11	Kirti Devnani	Cody Paris	Volunteer tourism
12	Mohammed Bashir	Cody Paris	Individual report summary: Tertiary education and youth unemployment
13	Ammna Nasser	Cody Paris, Tenia Kyriazi and Mahine Rizvi	Impact of identity politics on education in Pakistan: A comparison between Balochistan and Punjab
14	Deena Abdo	Cody Paris and Tenia Kyriazi	An examination of the challenges faced by social entrepreneurs in the United Arab Emirates

Postgraduate Research Presentations

Paper	Name(s)	Supervisor/Tutor	Paper Title
1	Kanchana Balasubramanian	Jakob Pietschnig	Effect of functional laterality on fluid intelligence, crystallised intelligence and spatial task performance
2	Magdalena Mosanya	Eleni Petkari	Physical self-efficacy as mediator in the relationship between physical activity and mood: An exploratory study with women in the United Arab Emirates
3	Maya Mazloun	Mick King	Time for a change, time for a new placement language test
4	Morea Mahmuti	Jakob Pietschnig	The predictive potential of explicit and implicit self-esteem on anti-fat bias
5	Sarah Zantout	Lois Smith	Technology in a British curriculum school in Dubai: a study to assess the level of integration
6	Sheldon D'souza	Krishnadas Nanath	BYOD in non-profits: Opportunities and challenges
7	Suparna Mukherjee, Cailie O'Hara and Tialda Frölich-Rienstra	Cody Paris	Consumer attitudes towards the Air Arabia mobile application for airline ticket purchase
8	Tasneem Usman	Mick King and Lois Smith	The cutting edge: Empowering students through critical literacy
9	Umar Bukar Ali	Jaspreet Sethi	Factors influencing the adoption of NFC-enabled mobile payment
10	Youssef Shabaan Ibrahim	Fehmida Hussain	Impacts of phishing attacks on online financial institution in the UAE

The Symposium was organized by the Student Research Subcommittee but it would not have been a success without the help and support of the Research Committee, the Marketing Department, our Library staff, and faculty who not only helped with the judging but who also supported and supervised these exceptional students. Sincere thanks to all for your dedication to the promotion of student research at Middlesex University Dubai. We are already looking forward to our 4th Annual Middlesex University Dubai Student Research Symposium in autumn 2015. ♥

Conference Presentations

The dissemination of research findings shapes practice and informs the future development of our disciplines. Over the past few months, several of our MDX Dubai colleagues have presented their research findings at high profile international conferences. They share their experiences below:

The role of top management in managing key accounts in an Arab Middle Eastern context

■ Lulu Baddar presents at the 47th Academy of Marketing Conference, Bournemouth, UK



Bournemouth University hosted the 47th Academy of Marketing Conference from July 7th-10th 2014. The theme of the conference 'Marketing Dimensions: People, places and spaces', explored the core challenge that all marketers face – namely, understanding the behaviour of people, be they consumers, citizens or managers. This challenge is made more complex as behaviour changes depending on the place and context in which people are located and the physical (or virtual) space in which they are being examined. How has Marketing as an academic subject addressed the complexities of people, places and spaces, and what guidance can we give to practitioners to help them address this core challenge? My paper's title was 'The role of top management in managing key accounts in an Arab Middle Eastern context', where I discussed the importance of the senior management participation in the management of key accounts. There have been very few empirical studies that explored the involvement of top management, particularly in emerging economies. I strongly recommend this conference as it encourages and promotes academic research in marketing, and supports marketing academics and associated staff as they develop their careers.

From one lingua franca to many

■ Mick King presents at the ELF7 Conference, Athens, Greece from September 4th-6th, 2014

There was a time when Greek was the lingua franca of Europe and beyond but today we refer to lingua francas; that is, languages - be they fluent, pidgin or broken - which allow us to communicate with each other in specific contexts. As my thesis topic area of English medium instruction in the UAE fitted nicely into the domain, I took the opportunity to present my research at this conference which is now in its 7th year. It has filled a gap that has widened with the emergence of globalization and the ensuing economic migration that has accompanied it. Further draws were the fact that delegates were almost exclusively researchers; it was medium-sized (250 delegates) and, due to its unique nature, it attracted top names from the world of (critical) sociolinguistics. It was great to be up close and personal with names in the field and intimidating when some chose to attend my session! Drawing on the adages that small is beautiful and quality; not quantity, I would recommend conferences of similar size and quality and I have already penned ELF8 in my diary: destination – Shanghai.



Cloud Computing: Rising above the Cloud■ **Krishnadas Naneth delivers presentation at Datamatix Gitex Conference, 12th-16th October 2014**

I was invited as a guest speaker at Datamatix Gitex Conference in October 2014. This conference provided a platform to identify the ICT-related issues which influence governmental and organizational performance, and to further focus on recent innovations within this domain. The talk focused on best practices in cloud computing for UAE Government as the theme of the conference was 'Empowering GCC Smart Government Technologies'. The session was attended by senior UAE government officials who were eager to learn about smart methods for live implementation in areas like cloud computing, social media, and big data analytics. The session was very well received by the government organizations and business groups as it exposed them to smart decision making (Return on Investment and Net Present Value calculations for cloud) and efficient designs for cloud implementation.

Exploring optimal portfolio opportunities in Indian stock markets■ **Rajesh Mohnot presents paper at ACBPP 2014 Asian Conference on Business and Public Policy, November 20-23, 2014, Osaka, Japan**

Indian stock markets have been a center of attraction for both domestic and foreign investors. Given the promising economic growth, foreign institutional investors have shifted their capital flow to Indian stock markets. Since developed markets are being hit invariably by financial crisis and similar economic incidences, returns are not easily coming through the investments. Though developing markets are too affected by such global events, nonetheless, returns outperform the degree of risk. This thought has induced me to investigate whether optimal portfolio opportunities exist in Indian stock markets. ACBPP 2014 Asian Conference on Business and Public Policy provided me a right platform to discuss my research findings. My research topic embodied well in the conference theme which primarily focused on policy making decisions. Being truly a global conference in nature and that too in beautiful country - Japan, I think nothing could be better than this opportunity to share my research work with prominent academics and researchers from around the world.

*105 years of IQ gains and counting? A meta-analysis of the Flynn effect (1909-2013)*■ **Jakob Pietschnig presents at The Annual Conference of the International Society for Intelligence Research, December 2014**

Since centuries, scientists from numerous disciplines have been interested in human intelligence and cognitive capabilities. Human intelligence has lost nothing from its fascination for researchers and also the general public. Moreover, assessment of human intelligence has by now become quite common in many situations of everyday life (e.g., personnel selection or some academic entrance exams). The International Society for Intelligence Research (ISIR; <http://www.isironline.org>) has been established to bring researchers interested in human intelligence together and further scientific inquiry on this subject. The Annual Conference of the ISIR marks a highlight of the academic year and allows for exchange of researchers from various disciplines that are interested in the same topic. In December 2014, the ISIR Conference took place in Graz (Austria) for the first time. Among many excellent presentations and fruitful new ideas, I was glad to have been given the opportunity to present one of my own investigations into the trajectory and nature of the Flynn effect. In all, the unique forum that this Conference presents to any researcher interested in human cognitive performance makes this meeting an event that should not be missed. The next opportunity to attend an ISIR Conference is September 18-20 in Albuquerque, New Mexico.

Middlesex University Dubai faculty participate in 7th World Conference on Educational Sciences



Dr Eleni Petkari, Senior Lecturer in Psychology, Mr. Douglas Russell, Lecturer in Education and Psychology and Dr Tenia Kyriazi, Senior Lecturer in Law and Programme Coordinator LL.B have participated in the 7th World Conference on Educational Sciences (WCES), held in Athens, Greece from 5th-7th February 2015.

The Conference, aiming at bringing together educational scientists, scholars, experts, teachers, graduate students, civil society organizations and representatives to share and discuss theoretical knowledge and practical experience, is a very well established forum in education studies. The scope of the conference includes, but is not limited to curriculum and instruction, educational technology, measurement and evaluation in education, learning and developmental psychology, education and culture, instructional design, learning and teaching, distance education, life-long learning, technology-based learning, human rights education, the role of education in a globalized world, nursery, pre-school, primary and secondary education, vocational education, professional development, multi-cultural education, innovation in education, and much more. The Conference's International Scientific and Organizing Committees comprise of scholars of high academic calibre. All papers presented at the Conference are to be published in the Elsevier Procedia-Social and Behavioral Sciences Journal (ISSN: 1877-0428) and can be retrieved from ScienceDirect database. ♥

Dr. Rajesh Mohnot, appointed as Editorial Advisor for International Journal of Business and Finance Research



The Institute for Business and Finance Research (IBFR), an American research institute appointed Dr Rajesh Mohnot as Editorial Advisor for its flagship journal – the International Journal of Business and Finance Research (IJBFR). The appointment is initially for a period of two years starting from September 2014. As member of Editorial Advisor Board, Dr Rajesh will be involved in reviewing papers and suggesting the suitability of the papers to be included in the journal.

In addition, advising the editor-in-chief on general issues like determining theme for specific journal issue, selecting papers based on their merits and relevance to the theme etc would be some

important tasks. Dr Rajesh will be dealing with papers that fall into finance domain covering financial markets, behavioral finance, corporate restructuring, corporate governance, forecasting volatility, valuation of assets and firms, to name a few. Since its inception in 2005, the IBFR is known for its contribution to host international level conferences twice a year and publish eight peer-reviewed journals. The IJBFR is published quarterly and ranks in Australian Research Council Journal Ranking, Evaluation Agency for Research and Higher Education France, among others. With an overall acceptance rate of 5-10%, the journal publishes competitive and quality articles. For more information, please see <http://theibfr.com/ijbfr.htm>. ♥



Middlesex University Dubai represents the Academia at the I-UP 2014



From left to right:
Anand Kumar, Naguib Attia, Hemal Shah, Fehmida Hussain, Dhruv Datta.

On Wednesday 10th December 2014, Dr. John Sutton and Dr. Fehmida Hussain represented Middlesex University Dubai at The Industry and University Partnerships "I-UP" Forum a series of workshops with representatives from universities in Dubai, as well as leaders from industry sectors. The forum was designed to bring together professionals from universities, industry, and government to discuss potential collaborations, partnerships, and research and business development opportunities. Dr. John Sutton took part in the workshop on Hospitality & Tourism accompanied by Mr. Mukesh Vandasani (Vice President, Learning and Development, Atlantis Kerzner Group), Mr. Ron Hilvert (Managing Director, The Emirates Academy of Hospitality Management) and Mr. Sunjeh Raja (Director and CEO, International Centre for Culinary Arts (ICCA) Dubai). The session was moderated by Ms. Keriann Kozub – an MBA student from Hult Business School who posed the following questions to the panel:

1. Is the Hospitality and Tourism Sector in the UAE prepared for Expo 2020 and beyond?
2. Do we have qualified staff in the region to cater to this?
3. Will the staff need to be brought in from overseas or trained locally?
4. What skill sets do graduates need to succeed in this industry?

The panel generally concurred that whilst the industry has, or can obtain, sufficient qualified management level staff there needs to be a huge injection of operational level staff to cope with the growth in Tourism demand that will be generated by Expo 2020. It anticipated that much of these would need to be brought in from overseas, but suggested that it would be beneficial for both industry and government to collaborate on developing entry level and craft skills training for the sector within the UAE, and that all levels of education are innovative and relevant and that this needs to be driven on a sector-wide scale. Further the panel agreed staff for Hospitality & Tourism need to first possess good people skills but can be trained in operational areas.



From left to right:
Keriann Kozub, John Sutton

Dr. Fehmida Hussain was one of the panelists on the ICT track along with Hemal Shah (Director – Insight and Customer Strategy, Oracle), Dr. Naguib Attia (Chief Technology Officer & Vice President, IBM Middle East & Africa), and Dr Anand Kumar (Associate Dean of Academic and Resource Planning, Bits Pilani Dubai). The session was moderated by Dhruv Datta - student from SP Jain School of Global Management who posed the following questions to the panel:

1. Are we ready to shift Dubai into a "Smart City?"
2. Do we have the infrastructure and internet backbone to facilitate this vision?
3. Do we have the qualified staff to fill the roles with the correct skill sets needed?
4. Are we prepared for the various security and privacy issues with developing a smart city project?

In 2013, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, launched a strategic initiative called the 'Smart City' which focuses on providing a high quality lifestyle for citizens and residents. The initiative aims at linking the emirate's government services and the public through the use of smart devices accessed freely using high-speed wireless internet connections. The panel unanimously agreed that no doubt Dubai has the infrastructure and the internet backbone to facilitate transformation into a Smart City. The latest in mobile networking (Gen 4), Fiber optic internet connectivity and the infrastructure is ready. There is no dearth of qualified staff; however, the main issues remain security and privacy of data. The panel also discussed that there is more need for research in educational institutions, partnerships with academia and industry bridging the gap between the two sectors to prepare graduates to fulfill the needs for such initiatives. ♥

The Third National Conference of Applied Psychological Research in UAE

Thursday 19th March, 2015
Oasis Theatre,
Block 16,
Middlesex University Dubai

The Psychology Department of Middlesex University Dubai is pleased to announce the Third National Conference of Applied Psychological Research in UAE. This annual conference offers researchers the opportunity to present, share, and discuss topics of current psychological research. There will be something to interest every researcher, with presentations across a range of psychology topics, using a wide variety of research methodologies- e.g., qualitative research, research syntheses, meta-analyses, experimental, and clinical research.

The keynote speaker is Professor Klaus D. Kubinger (University of Vienna, Austria). He is the head of the Division of Psychological Assessment and Applied Psychometrics, which includes a Center of Testing and Consulting. An eminent psychologist and statistician, Prof. Kubinger has authored more than one hundred academic publications. He is the Editor in Chief of the journal 'Psychological Test and Assessment Modeling' and is the recipient of several prestigious awards, including the Alfred-Binet Award of the German Society of Psychology (2007), and the Lifework Award for computerized psychological assessment of the German Society of Psychology (2010).



Dr. Anita Shrivastava Kashi

Dr. Anita Shrivastava Kashi (Conference Chair and Psychology programme coordinator) encourages all those who have an interest in psychology to attend this event.

Psychology is an evolving field and this is evident in the growth of psychological research in Middle East. Those involved in scientific research are at the forefront of providing new insights into a variety of psychological issues. The excellent papers to be presented at our 3rd annual conference will encourage productive discussion regarding the future of psychology and psychological research in the UAE and beyond."

Such scientific events also provide an excellent opportunity for enhancing and extending professional networks. Attendees from both psychology and non-psychology backgrounds are welcome. Registration is free, and refreshments will be provided. For further information about the conference, please contact Dr. Jakob Pietschnig at: j.pietschnig@mdx.ac ♥

Call for papers: Film Conference

Thursday 9th April, 2015 | Middlesex University Dubai, Block 16

Dubai is one of the most culturally diverse cities in the world... and Horror, it can be argued, is the film genre that globally carries the broadest, most diverse cultural appeal. The Film Programme at Middlesex University Dubai is proud to announce its first Film Conference, focusing on the multicultural appeal of the Horror genre in contemporary film, and throughout its century-long history. From the dark shadows of German Expressionism to the rich colours of Britain's Hammer to the vibrant Giallo of Italy to the recent boom in Asian horror, the cultural spectrum of Horror is arguably unmatched by any other film genre. This conference seeks to explore, from as many angles as possible, the whys and hows of this global appeal.

- Gender Roles and Representations
- The Horror Genre and Globalisation
- Horror as Content in the New Digital Media
- The Horror Narrative and its Conventions, Past and Present
- The Hybridisation of the Horror Genre
- Spectatorship and Horror
- The Philosophy of Horror
- Power, Honour and Respect in Horror
- The Portrayal of Race, Ethnicity and Cultural Diversity in the Horror Genre
- Pulp Horror
- Current Trends, Franchises and Remakes of the Horror Film
- International Influence and Audience Issues of the Horror Film
- Bollywood and Horror

For further information on the conference, contact Dr. David Tully: d.tully@mdx.ac ♥



The Sixth Annual Gulf Comparative Education Society Symposium Inclusion not Exclusion: Comparative Educational Perspectives at the Heart of Sustainable Development

The Gulf Comparative Education Society (GCES) is a not-for-profit society formed in 2008 to enable professional and academic educational discourse on the Gulf region from a comparative stance.

Middlesex University Dubai
Dubai, United Arab Emirates
April 15th, 16th and 17th, 2015

The theme of the sixth annual symposium is "Inclusion not exclusion: Comparative educational perspectives at the heart of sustainable development." The theme draws on concerns about the place of education in today's society and specifically reflects on the trends and developments within the Gulf region. The symposium will examine the role of education in national and international endeavors for social progress and focus on the sustainability of these education initiatives. It will also explore the growing pressure for wider inclusion in education, which has become central to policy and practice within the region.

The conference presentations will highlight the latest trends in educational inclusivity to support sustainable initiatives in societal growth and development, as well as research examining education in the Gulf more generally. The primary issues that will be explored during this symposium include identity, culture, early years, special education, teacher training, policy, legislation, equality, and diversity.

There will be a number of workshops running through the conference on a variety of topics including; Equipping schools to deliver inclusive education, Designing Educational Research that Matters for Decision-makers, Understanding the Dynamics of Inclusion and Exclusion through the lens of Identity and Culture. ♥

Registration Fees

Conference registration and annual membership fee: **400 AED (\$108)**

Conference registration and annual membership fee (student): **250 AED (\$68)**

Registration fee includes light refreshments, lunches, and access to all speaker presentations during the symposium.

For more information about GCES or the 2015 Symposium, log onto the website at: <http://gulfcomped.ning.com/> or contact Dr Kay Sanderson, Campus Programme Coordinator for Education and GCES President, K.Sanderson@mdx.ac

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Middlesex Lecturer awarded 'Best Presentation' at the 3rd Dubai International Conference in Higher Education



Muneeza Shoaib

Muneeza Shoaib, lecturer at the Middlesex University Dubai Business School, has been awarded 'Best Presentation - 2015' at the '3rd Dubai International Conference in Higher Education, Today's Universities: Combining rigour with relevance' organised by Michigan State University (1st - 3rd February, 2015) in Knowledge Village, Dubai.

This conference brought together representatives from a wide range of higher education institutions and related organizations from around the world in a dynamic and interactive forum focused on three main themes:

1. Education, employability, and employment: The vital bridge
2. Maintaining quality while widening access: Squaring the circle
3. Innovation in teaching and learning: Connecting with today's learners

Muneeza's paper titled 'Assessment Diversity: A Study of Students' Responses to a Variety of Assessment Tools' focused on the theme of 'Maintaining quality while widening access: Squaring the circle'. The aim of the paper was to explore how enhanced learning can be achieved with the use of diversified assessment tools in higher education. With the trends in higher education to include a greater variety of assessment tools, to make learning more student centric, her paper explores student perceptions and responses to the use of three different types of assessment methods used in a 2 year undergraduate business module. ♥

Middlesex University Dubai Research Seminar Series September to December 2014

Middlesex University Dubai hosts a research seminar, each Wednesday at 4pm in our Oasis Theatre, Block 16, Knowledge Village. As shown below, throughout the autumn semester, we have had many excellent presentations on a variety of topics. Many thanks to our presenters throughout the year, who made the Wednesday research seminars possible! Those interested in presenting their research findings, should contact Dr. Cody Paris at c.paris@mdx.ac for further information. Our research seminar series will continue until a summer break from June to late September 2015.

Research Seminar Series 144 - Wednesday 10th December 2014

Supporting parents of pre-school children to develop strategies for schema- based play activities to enhance attachment and well-being: A preliminary study

- Kay Sanderson
- Pat Preedy
- Jacqueline Harding
- Shola Faniran

The importance of attachment in the parent child relationship has been raised many times in contemporary early year's research, but the challenge is still focused on how to find a simple, yet effective way to positively foster this engagement. Today the need for parents to develop positive attachment with their child is considered an issue of such importance that governments in many parts of the globe are now debating this. This pilot study enabled the research team to develop and refine a simple yet effective module/instrument to support all parents in becoming play partners with their children to strengthen this attachment. The module encourages the use of schema-based play scenarios using simple materials found within the home environment. Building on Piagetian theory and the work of Chris Athey, these schemas cluster to build into concepts to enable the development of learning. The module was introduced to families and their interactions recorded before and after the intervention. This enabled the researchers to record changes, both physically in terms of observed play behaviours and to seek the parents perceptions on the changes they observed. Early analysis shows that this small intervention has not only resulted in an instant change in the strength of the attachment but also the quality of play experienced by the child. This strengthened engagement has impacted on the parents relationships with their children and will further enhance the language and learning development of their child. The intention to be able to measure the effectiveness of the play module from this pilot has been achieved and the research team are now exploring opportunities to implement a wider study.

Research Seminar Series 143 - Wednesday 3rd December 2014

Student Access and Postgraduate Readiness

• Sandy Stephenson

This mixed method, grounded theory study aimed to explore student access to Master's degrees, seeking to capture the essence of 'postgraduate readiness': the generic (non-certificated) attributes which academics expect graduates to possess in order to undertake Master's level study. While the majority of students enter Master's level via the formal route (normally an Honours or 4-year bachelor's degree), a significant number are admitted based on the recognition of prior learning (RPL), a practice which is encouraged in many countries as a means of widening access and also of acknowledging that learning can take place in ways other than 'formally'. The findings showed that while RPL is well defined at the undergraduate level, the concept of RPL at the postgraduate level is vague and largely left to institutional discretion. No international and few national or institutional guidelines are available on which to base the assessment of potential Master's degree students who do not have Honours degrees. Interviews with Deans, supervisors and policy makers indicated that there is a general perception of student deficit compared to those entering the Master's with formal qualifications. However, the statistical findings showed no significant difference in success rates or time taken to completion between students with and without Honours degrees. In addition, comments from supervisors with extensive experience of alternative access students praised the diversity and rich life experience which such students brought to their studies and their peers. In conclusion, a framework for the assessment of potential Master's candidates - both RPL and formal admissions - for use at higher education institutions, is proposed.

Research Seminar Series 142 - Wednesday 26th November 2014

Generational IQ gains: The flight of fancy of intelligence

• Jakob Pietschnig

Generational IQ test norm changes in the general population (commonly referred to as the "Flynn effect") have been intensively investigated since the early 1980s. These changes appear to be typically positive, stronger for fluid (i.e., on-the-spot reasoning ability) than for crystallized intelligence (i.e., knowledge), and country-specific. However, potential sex-specificity of the Flynn effect has so far been only little investigated, presumably because numerous studies employed large population-representative samples of military conscripts (i.e., mainly young men) to investigate IQ changes. In order to address this gap in the literature, we employed an under-used cross-sectional approach to investigate intelligence test score changes in a large mixed-sex sample of predominantly Austrian students (N = 449) for three distinct intelligence test norm domains over 30 years (1970-2000). Moreover, we demonstrate evidence for substantial gains in crystallized intelligence from 1971 to 2007 in 1,000+ healthy and patient-based samples (N = 45,000+) in German-speaking countries. The present evidence suggests that crystallized IQ gains in German speaking countries are comparable in strength to fluid gains in Anglo-American countries (about 3 IQ points per decade) whilst there is only little evidence for sex-specificity of gains.

Research Seminar Series 141- Wednesday 19th November 2014

What are the main challenges currently being faced by social entrepreneurs in the United Arab Emirates, and what are the solutions?

• Deena Abdo

This study identifies and examines the challenges that are currently being faced by social entrepreneurs in the United Arab Emirates, and provides a set of recommendations that aim to contribute to the development of the burgeoning community of social entrepreneurs in the UAE. The need for this study stems from the recognition that the UAE has the potential to act as a catalyst to push social entrepreneurship forward within the wider region, due to the country's political and economic stability. The main barriers that were identified relate to a lack of institutional support, and a lack of social and cultural awareness regarding the field of social entrepreneurship within the UAE. Further challenges include a lack of clear benchmarks related to monitoring and measuring social impact. Both exogenous and endogenous challenges were identified, and highlighted the need for more government and institutional support, as well as a stronger link between the corporate sector, academia, and the social enterprise sector.

Research Seminar Series 140 - Wednesday 12th November 2014

The Role of Top Management in Managing Key Accounts: An Arab Middle Eastern Context

• Lulu Baddar

Within the sales and marketing literature, it is recognised that senior management participation is important in the management of key accounts. However, there have been very few empirical studies that explored the involvement of top management, particularly in emerging economies. This study draws on the network approach and contingency theory to explore the role of top managers in managing intra-and inter-organisational relationships with key customers and the factors that influence such involvement in a novel context in the Arab Middle East region. It is based on an extensive qualitative enquiry that utilises 50 in-depth semi-structured interviews conducted in Jordan with endogenous and Western firms. It concludes that top managers play a significant and valuable role in Arab business relationships and in creating value for the firm.

Research Seminar Series 139 - Wednesday 5th November 2014

Profitability Determinants of Commercial banks in UAE: A Sure Model Approach

• Sudipa Majumdar

This study aims to examine the effect of microeconomic and macroeconomic factors on the profitability of commercial banks in the United Arab Emirates during the post crisis period. Using SURE model technique, a balanced panel data from the period 2009-2013 was analyzed and our results suggest that the bank-specific factors as well as the macroeconomic variables play a significant part in explaining the bank profitability parameters. All the bank specific variables with the exception of liquidity affect bank profitability significantly. As for the impact of macroeconomic factors, we conclude that GDP and interest rate has a significant negative impact on profitability whereas the impact of debt-GDP ratio is significantly positive. Results also showed that inflation has no significant impact on profitability.

Research Seminar Series 138 - Wednesday 29th October 2014

Rethinking representation in participatory governance

• Belisa Marochi

Participatory governance processes are confronted with a new wave of demands for improved representation and inclusion. Scholars and practitioners debate how diverse actors can adequately represent their interests in governance processes however these debates overlook that representation is an act of making claims that takes place outside democratic norms. Before evaluating the democratic capacity of such processes, it is crucial to understand how representative claims are accepted, not only by constituencies, but more importantly by audiences.

Research Seminar Series 137 - Wednesday 22nd October 2014

Can Ideas Travel?

• Russell Barrett

We live in exciting times, in the age of information and the era of engagement. But as the world gets smaller, the audience gets more complex and the usual demographics feel obsolete. This is true whether you're advertising in India, Europe and one would imagine, even in the Middle East. Maybe, just maybe, creativity has an answer. Maybe magic can come to the rescue of logic. The essence of the talk will be about ideas that can be consumed by everyone, across demographics and cultures.

Research Seminar Series 136 - Wednesday 15th October 2014

Construction of the Self

• Louise Edensor

Have you ever looked at yourself in the mirror and addressed the person therein as someone else? Have you ever experienced déjà vu? These are questions raised in the course of research for my thesis which explores the construction of self in literature of the early 20th century. This seminar explores the theoretical foundations of my PhD thesis. I examine the psychological and philosophical theories of William James, Sigmund Freud, Carl Jung, P. D. Ouspensky and George Gurdjieff. The aim of the thesis is to suggest that the zeitgeist of the early 20th century was underscored by these theories and raised questions that writers attempted to answer.

Research Seminar Series 135- Wednesday 1st October 2014

Resilience of Islamic Financial System during Crisis Period

• Rajesh Mohnot

Since the recognition and existence of Islamic finance almost over three decades ago, it has grown commendably. Deriving from the Shariah law, interest-based financing is strictly avoided and there should be an ethical investing and a fair distribution of profits and losses between venture partners. Initially, the perspective of Islamic finance was propelling in the Muslim-oriented countries but gradually it has reached out to non-Muslim states. It is believed that the number of Islamic financial institutions has risen to over 300 today covering 75 countries. The Islamic financial innovations have concentrated mainly in the Middle East and Southeast Asia (with Bahrain and Malaysia the biggest hubs), but a recent evolution could be seen in Europe and the United States as well. According to McKinsey & Co., Islamic banking assets and assets under management reached \$750 billion in 2006, and Moody's estimates the Islamic finance sector to touch \$ 5 trillion figure by end of 2014. This research presents evidence on the performance of Islamic finance system in the wake of 2008 financial crisis. Six premier Islamic banks of UAE have been covered to analyze and indicate whether Islamic financial institutions enforce resilience in combating the current crisis. On the other side, S&P Europe 350 Shariah Index is considered for analyzing the fact that returns of Islamic index are better in post-crisis period compared to the pre-crisis period. The empirical results reveal that Islamic financial system posed a strong resilience against the crisis in order to sustain with a desired risk-return profile. ♥



Middlesex University Dubai Staff Publications Autumn 2014-Spring 2015

Refereed Journal Articles (Name in Bold is Middlesex Faculty Member).

Kumar, V. (2014). Readiness of SMEs in UAE for an accounting standard transition to IFRS for SMEs: an empirical analysis. *International Journal of Strategic Business Alliances*, 3, 282-296.

Pietschnig, J., & Voracek, M. (2015). One century of global IQ gains: A formal meta-analysis of the Flynn effect (1909-2013). *Perspectives on Psychological Science*, in press.

Reynolds, K., & Reynolds, S. (2014). Global talent for competitive advantage: getting to the table sooner. *International Journal of Strategic Business Alliances*, 3, 263-281.

Shrivastava, A., & Burianova, A. (2014). Attachment Styles, Physical Proximity, and Relational Satisfaction. *Aviation Psychology and Applied Human Factors*, 4, 106-112.

Shrivastava, A., & Jesudason, J. (2014). Components of work engagement, culture and life satisfaction. *ZENITH International Journal of Multidisciplinary Research*, 4, 170-178.

Shrivastava, A., & Sidique, F. (2014). Predictive factors of Schizotypy: A study upon creativity, neuroticism, extraversion and gender. *International Journal of Research in Social Sciences*, 4, 778-789.

Shrivastava, A., Ogbaghebiel, A., Tewolde, & Gebretensae, H. (2014). Knowledge, attitude towards HIV/AIDS, and sexual behavioral change: A study on selected Eritrean college students. *Journal of Research in Medical Education & Ethics*, 4, 71-77.

Edited Special Issues of Journals

Mohnot, R. & Hussain, F. (2014). Strategic Business Issues in the Competitive Global Marketplace. *International Journal of Strategic Business Alliances*, 3.

Refereed Conference Papers (Selected)

Mohnot, R. (2014), Exploring Optimal Portfolio Opportunities in Indian Stock Markets, The Asian Conference on Business and Public Policy, 20-23 November 2014, Osaka, Japan.

Pietschnig, J., & Voracek, M. (2014). 105 years of IQ gains and counting? A meta-analysis of the Flynn effect (1909-2013). Fifteenth Annual Conference of the International Society of Intelligence Research (ISIR), 12-14 December 2014, Graz, Austria.

Nanath, K., & Pillai, R. (2014). Sustainability of Environmental Programs: A Green IT Perspective. Twenty Fifth Australasian Conference on Information Systems (ACIS), 8-10 December 2014, Auckland, New Zealand.

Supriya, K. K., Sebastian, M. P., & **Nanath, K.** (2014). Towards a Model for User Technology Readiness in ICT4D Initiatives. Twenty Fifth Australasian Conference on Information Systems (ACIS), 8-10 December 2014, Auckland, New Zealand.

Book Chapters

King, M. (2015). Evaluating experienced teachers in A. Howard, A & H. Donaghue, H. (eds.) *Teacher Evaluation in Second Language Education*. London: Bloomsbury, (pp. 167-180).

Swami, V., Tran, U. S., Thorn, L., Nader, I. W., von Nordheim, L., **Pietschnig, J.,** Stieger, S., Husbands, D., & Voracek, M. (in press). Are the scope and nature of psychology properly understood? An examination of beliefs in myths of popular psychology among University students. In N. Columbus (Ed.), *Advances in psychology research*. Hauppauge, NY: Nova Science Publishers.

Reports and Working Papers

Pietschnig, J., Penke, L., Wicherts, J. M., Zeiler, M., & Voracek, M. (2014). Meta-analysis of associations between human brain volume and intelligence differences: How strong are they and what do they mean? Available at SSRN. <http://dx.doi.org/10.2139/ssrn.2512128> ♥



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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.

