

# Research Matters

6<sup>th</sup> Annual Middlesex University Dubai Student Research Symposium

The value of research in our everyday life

Emerging Research Paradigms in Business and Social Sciences - 2018

A hive of creativity: The development of biz\*buzz

Middlesex University Dubai Research Committee Members

Dr. Rajesh Mohnot (Chair of Research Committee)  
Prof. Ajit Karnik  
Dr. Anita Kashi  
Dr. Cody Paris  
Dr. Daphne Demetriou  
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Dr. Fehmida Hussain  
Dr. Lynda Hyland  
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Dr. Sreejith Balasubramanian  
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# Editorial note

The 'Research Matters' sprint is continuing with more and more contributions from both faculty and students. We are thrilled to present our 7th issue which is full of exciting research news and stories.

The first news item to highlight is ERPBSS 2018. This has been a flagship event of Middlesex University Dubai since its beginning in 2011. The 4th International Emerging Research Paradigms in Business and Social Sciences Conference saw presentations from approximately 170 delegates from around the world. 9 tracks, 27 individual sessions, 13 posters presentations, and 2 excellent keynote addresses speak volumes about the success of the conference.

Another feature in this issue is the 6th Annual Student Research Symposium which was organised by Middlesex University Dubai in November 2017. This event not only provides a platform for students to showcase their research work, but also encourages them to enhance their

critical thinking skills and engagement in the research process.

It is heartening to see students' research activities and their enthusiasm to take part in various research competitions held internally and externally. A team of accounting and finance students participated in one of the most prestigious research competitions held every year by the CFA Institute. Their research output was acclaimed by industry experts and judges. Similarly, our students excelled in KPMG 'Ace the Case' Competition. We have contributions from current and former students in this issue. You will surely enjoy reading their articles.

So much more to include and the list seems to be endless; we hope you enjoy reading this issue. ♥



Dr. Rajesh Mohnot & Dr. Lynda Hyland





# 6<sup>th</sup> Annual Middlesex University Dubai Student Research Symposium

The 6th Annual Middlesex University Dubai Student Research Symposium (SRS) took place on November 5th 2017, in the new Hub 19. It was a fantastic celebration of undergraduate and postgraduate research, and a great opportunity for our students to showcase their projects. All of the presenters did an outstanding job in disseminating their findings, and sharing their research expertise with the guests and judges.

A special note of thanks goes to our two visitors from Middlesex University London, the Vice-Chancellor, Prof. Tim Blackman, and the Chancellor, Dame Janet Ritterman, for the encouragement they showed to our superb undergraduate and postgraduate students at the SRS and the award ceremony.

The Student Research Committee members were delighted to announce the winners in the Oasis Theatre where one ‘best postgraduate poster’ and two ‘best undergraduate poster’ awards were presented. There were many superb projects on display, and selection of the winning posters at this year’s SRS was a tougher job than ever before. The standard of the work was outstanding and it was illustrative of the continued growth of the student research culture at MDX Dubai. Congratulations must be given to all participating students and their supervisors. See details of the winning students, and of all participating researchers, below and overleaf:

**Undergraduate Winners**

Alina Vakil, Leanne Menezes, Rea D'Souza, and Rumana Vakil (supervised by Dr. Vijaya Kumar and Subhadra Satapathy)  
Small and Medium Enterprises in the United Arab Emirates: Challenges and potential solutions

Aliah Fareed Lutfi Ali Harmouzi (supervised by Johanna Horlings-Plender)  
Parent Attitudes Towards, and Reliance on, Handheld Devices

**Postgraduate Winner**

Janine Lau-Pope (supervised by Dr. Lien Els)  
UAE National Retention: Will the introduction of the new legislation for flexible working hours for female and male UAE Nationals improve retention in the public sector?

Postgraduate Student	Programme	Supervisor	Title
Katja Mireille Kuhlins	Marketing Communications	Mohammad Meraj	An investigation into the motives for using Facebook in the UAE
Lina Maria Suarez Velez	Marketing Communications	Cody Paris	Adapting a small business and its product line to the Japanese market: Best practices related to cultural relevancy
Mohamed Metwally Ahmed Abou Elnasr	Human Resource Management	Lien Els	Building a sustainable trust culture to enhance the delivery of construction projects in RDK Group in Dubai
Quratulain Mehdi	Marketing Communications	Cody Paris	Effect of radio advertisements with humour and music on the destination marketing of Ras Al Khaimah in relation to consumer response, changes in attitudes and behavioural intentions
Mohamed Ebrahim, Judhi Prasetyo, Charles Abraham, Imran Lawan, Sidra Yasir, Stepby John	IT	Santhosh Menon	Proposal for electric vehicle charging in the U.A.E
Tariq Javed	Human Resource Management	Lien Els	Replacing performance ratings with employee feedback
Janine Lau-Pope	Human Resource Management	Lien Els	UAE National Retention: Will the introduction of the new legislation for flexible working hours for female and male UAE Nationals improve retention in the public sector?
Pierluca Milillo	IT	Eliseo Ferrante	A descriptive taxonomy of Secure OSes
Rasha Saleh	International Relations	Belisa Marochi	Towards effective global governance of temporary labour migration in the Asia GCC corridor
Undergraduate Student	Programme	Supervisor	Title
Isabella Gianina Feldbauer	Tourism	Cody Paris	Investigating Generation Y emotions and risk perception towards terror attacks and its effects on tourist behaviour: a qualitative case
Juvairiyya Zaveri	Psychology	Anita Kashi	A qualitative study on the perception of obesity among UAE residents
Yekaterina Tsymbalova	Psychology	Lynda Hyland	A bunch of suits and only a few high heels: Exploring quality of work life in the logistics sector in the United Arab Emirates
Asgad Hussain	Psychology	Jenny Meggs	You will never define me and who I am to be, I define myself: Exploring perceived barriers to physical activity engagement among Female Muslim athletes in the UAE
Nina Clarize Palec	LLB	Tenia Kyriazi	Employment Law in Dubai - A Comparative Analysis of UAE and DIFC Laws regarding End-of-Service Gratuity, Discrimination, and Maternity Protection
Twinkle Darlene Correa	Psychology	Seada Kassie	Female role stereotyping: The influence of gender and cultural orientation
Aliah Fareed Lutfi Ali Harmouzi	Early Childhood Studies	Lottie Horlings-Plender	Parent Attitudes Towards and Reliance on Handheld Devices
Nicole Simone Lobo	Psychology	Bianca Bertl	The changes in body image at the transition from adolescence to young adulthood: An interpretative phenomenological analysis of young adults about their perspective of their body esteem in the UAE.
Midhat Fatema	Psychology	Seada Kassie	Examining the influence of gender and culture on perceptions towards media violence
Casie Bartolome	Tourism	Neelofer Mashood	Examining the key HRM tools that can be adopted to increase the level of service quality exhibited by nurses in UK based hospitals
Batool Fatima, Ayza Muzaffar, Nazanin Ahangari, Mommina Asif	Psychology	Bianca Bertl	Gratitude in Stress, Coping Styles and Forgiveness
Nadia Shimreen	Psychology	Bianca Bertl	Media and body image satisfaction/dissatisfaction: An explorative study amongst young adults
Noorain Fathima	Psychology	Lynda Hyland	Reflections of adolescence: A thematic analysis of adolescent factors influencing individuals
Alina Vakil, Leanne Menezes, Rea D'Souza, Rumana Vakil	Business Management/ Accounting and Finance	Vijaya Kumar and Subhadra Satapathy	Small and medium enterprises in the United Arab Emirates: Challenges and potential solutions
Silva Toumas	Psychology	Lynda Hyland	Social media affinity, body image dissatisfaction and trait anxiety as predictors of self-esteem among university undergraduates in the U.A.E



## The Student Research Symposium: The Student Experience

"We were extremely pleased to be a part of this platform where our research work had been selected to be a part of a poster presentation. It was an open session where our research paper was summarised and illustrated on a poster. The presentations were judged by professors representing all University disciplines. In our research, we studied the business environment of the United Arab Emirates, and noticed that Small and Medium Enterprises (SMEs) have a significant role to play in the functioning of the nation. Yet, they faced various impediments. Hence, we conducted our research to find out the challenges that the SMEs faced, and devise potential solutions to these problems.



This was the first time we had worked on a research paper and we truly enjoyed every part of it. Right from analysing a research gap, reviewing past literature, conducting interviews with managers of small businesses, collecting data, and analysing the results, we learnt valuable lessons in every step of the journey. We were exposed to the business world and had to take a realistic outlook on life. Our mentors, Dr. Vijaya Kumar and Ms. Subhadra Satapathy, helped and supported us throughout. Their input has been very effective because of their wealth of knowledge. Their passion and dedication has

enabled us to achieve a lot more than just a degree from our time in university. Working under their guidance has not only helped us build outstanding CVs but also to build our self-confidence. We are truly grateful for the time they have invested in us and we hope to continue working with them on such promising endeavors in the future. We would also like to thank Dr. Fehmida Hussain and Dr. Sreejith Balasubramanian for their assistance with the statistical tools which we used in our research. After months of sincere efforts and commitment, our team was announced as the undergraduate winners and we were awarded the title of the best paper. It was worth all the hard work that was put into it. It was also a wonderful experience to meet Dame Janet Ritterman, Chancellor of Middlesex University, and Professor Tim Blackman, Vice Chancellor of Middlesex University. As business students, we understand that it is important to make the most of education in the classrooms and in the real-world business environment. As avid researchers, we know that this is possible only through a thorough analysis of the environment to understand problems, and develop meaningful solutions in response to those. This competition helped us to apply our classroom knowledge hands-on and we can confidently acknowledge that this experience has sharpened our skills and enabled us to think of strategically effective solutions in challenging situations."

Alina Vakil  
Leanne Menezes  
Rumana Vakil  
Rea D'Souza





## Dr. Cody Paris co-authors a book chapter

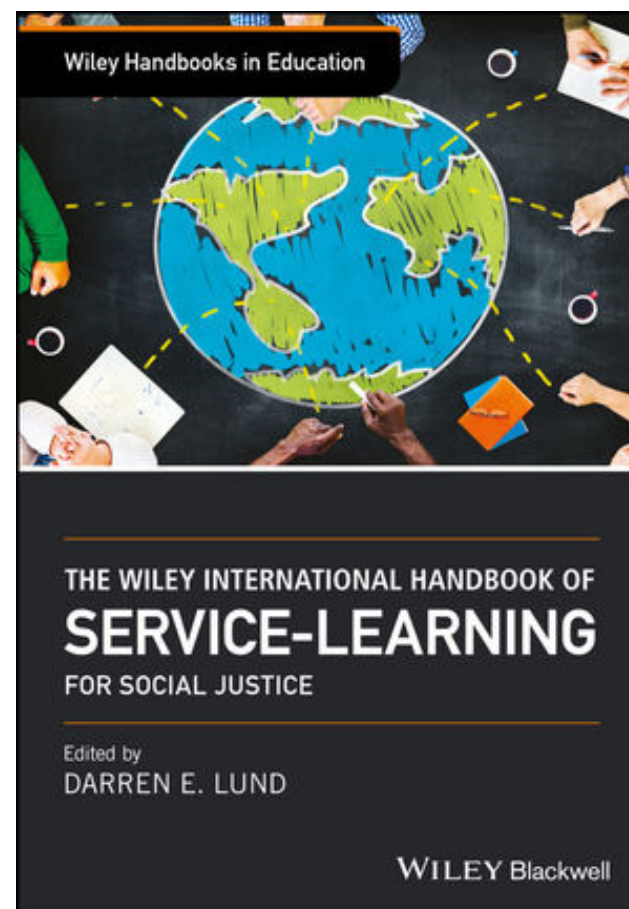
Dr. Cody Paris has co-authored a book chapter for the 'Handbook for Service Learning for Social Justice' published by Wiley. The book will be in print this summer.

The book chapter, Ethical Global Partnerships: Leadership from the Global South. This chapter reflects and extends the discussion of previous work with the non-profit organization, [www.amizade.org](http://www.amizade.org), and service learning practitioners, community leaders, and scholars to develop and promote the Fair Trade Learning Standards.

The standards are focused on promoting Fair Trade Learning (FTL) principles in the management and operation of volunteer programmes. The rationale behind the creation of these standards was the growing concern about the global volunteer sector and potential for collaboration of global citizens, international education practitioners and researchers, nongovernmental organisation representatives, and community members to address these concerns. This standards represents the current "best practice" for maximising the benefits and minimising the negative impacts of international volunteer programmes for both host communities and volunteers. The standards have been adopted by a range of non-profit organisations, communities, and universities, among others.

The standards were previously published in a paper in the journal 'Tourism and Hospitality Research' in 2014. Since that time, the paper has

garnered an altmetric attention score of 58, which places the paper in the top 3% of more than 9.1 million academic articles tracked by altmetric. This attention score indicates the amount of attention (outside of academia) that this research received. In this case, it has been referred to in articles in popular news media outlets including the BBC, Guardian, Newsweek, and Huffington Post.



## CHOOSING YOUR POSTGRADUATE PROGRAMME

Deciding to pursue your postgraduate studies is an important milestone in life, but there are quite a few challenges that you will encounter along the way. One of the most important, but time-consuming tasks, is finding the right university. Many students struggle to find the right university, because they think of how it can change the course of their life if they choose one university over the other. And it is understandable, since there are just so many factors to consider: location, costs, student life and facilities, and even postgraduate job opportunities. For this reason, I write this article to give you some information on how to find the right university, from my own personal experiences. If you are struggling to find the right programme, you'll find some helpful tips in here too!

### Figure out the most compatible PG programme

By your 3rd undergraduate year, you will have had ample exposure to the various branches your field offers. You can figure the path you should take by doing some online research, and/or speaking to faculty and PG students in your field. Alternatively, you can consider the modules/classes you look forward to, as a good starting point. However, this doesn't work for everyone, and it is OKAY to not have a clue about what you should do! One way to help you find out is to make a list of your likes and dislikes from your programme. You can then use the list to find the branch which encompasses most of your preferences. For example, if you are considering studying psychology at a Master's or Ph.D. level, make a list of the things you liked and disliked about your UG studies.

Example: Psychology Student X's List:

- Likes - working on complex cases, helping adult clients, and having flexible timings.
- Dislikes - working with children, research-based work, and working with a company.

Psych Student X should consider counseling and clinical psychology at PG level. Similarly, they should disregard developmental, research,

or organisational psychology, because their preferences are not compatible with the basis of those programmes. However, they should bear in mind that research constitutes a large part of all psychology programmes, so there is no escape route for those who dread statistics and still want to pursue a career in psychology!

Who wouldn't want to wake up each morning, feeling energetic, motivated, and passionate for work? You should focus on your needs and preferences, to help you search for universities that offer the programmes you are truly interested in. Make a list of three programmes you are interested in taking, based on your preferences, experiences, and interests. In my case, I chose clinical, forensic, and counseling psychology. Having three choices in mind gives you more flexibility, if choice A doesn't work, you've always got B and C!

### Finding universities that offer your favorite programme/s

With a programme or two in mind, do a web search on the universities that offer them. You can use MastersPortal or just good old Google. This will generate a lot of options for you to explore—maybe more than you expected. Get ready to make another list!

While browsing through each university's website, look at the structure of the graduate programmes they offer. Consider little things like the compulsory and elective courses offered, tuition fees, and internship/career opportunities. You can even look at faculty members' educational and research backgrounds, to give you an idea of the programme focus and quality. With that you can narrow down the list of universities you are really interested in and whether you meet their criteria for entry. Don't be afraid to be critical; rank the university based on their programme structure and their compatibility



against what you are looking for. I had a pretty clear idea of what I wanted to do, and so I was very picky about the courses the universities on my list offered. When I looked through the compulsory courses and electives they offered, I narrowed down my list based on my interests and expectations from the programme. From then on, it became much clearer which universities I'd enjoy attending.

### Location! Location! Location!

Finding a university is like real estate: it's all about LOCATION. But this depends on what the student looks for in their experience as a postgrad. Some students prefer continuing at their alma mater (or at a different but local university) because of the familiarity with the environment, culture, and educational quality. Others want to have the 'international student experience', where they can live independently in a different country. Make a list with two categories – both local and international universities – and put the universities from your previously narrowed down list into one of the two categories. Then compare the universities against each other based on the country, university's location, living costs, and accommodation options. If you are keen on going to a university abroad, you should ALSO strongly consider safety, helplines, and access to family/friends (and your country's embassy or consulate) in case of an emergency.

Since I had already moved to Istanbul in Turkey, I looked at universities within the city that offered any of the three courses I was interested in. I compared the facilities, timings, and even the traveling distance between home and each university.

### All about that \$\$\$

This brings us to the most important and worrying concern: cost. Paying tuition is a struggle to almost every student and parent out there. And sometimes, despite wanting the independence to work and earn cash on your own, job-hunting can be very tiring, competitive, and/or hopeless. Compare the costs for each university on your list. Consider the tuition fees, accommodation, living, and transportation costs. You can also take it a step further and calculate the visa fees, plane/train tickets and insurance, if you're planning to study abroad. While doing this, you will have a clearer idea in ranking the top universities on your

list, in terms of affordability. Some universities offer merit and excellence scholarships to students with great academic performance and conduct, and some give international students a discount for being... well... international. You can also contact your embassy for nationality-specific funding opportunities. Regardless, you can use this advantage to score some sweet funding! Some students get partial or small scholarships, some even get a full scholarship which covers accommodation and gives you a monthly allowance. It is always good to be curious and try your luck on your eligibility to secure some financial aid!

I remember once feeling like I was pressurising my parents into paying for my studies so much, that I got a job. Currently, I am the recipient of a very generous and helpful scholarship because of my grades/GPA. I'm super grateful for this opportunity, and I have been working even harder than I used to. Hard work always pays. And sometimes, it does so quite literally!

### Application Criteria

You should also browse through the university's application requirements while you're at it! Some universities require specific graduate exam scores (GRE, GMAT, IELTS, TOEFL, etc.) and/or working experience. GRE, GMAT, and TOEFL scores are usually looked for by universities in Canada and the US, or universities that employ the American curriculum. Universities in the UK often ask for IELTS, as proof for competency in the English language. Regardless, check the department's requirements before applying, as it can differ/change. For my PG application, I was expected to present the university with English test scores. I had previously done my IELTS, so I thought it wouldn't be a problem to add that into my application. However, they didn't accept IELTS, and instead gave me two options: to pass the university's English exam or to present TOEFL scores. Even though the English exam was free, I chose to take the TOEFL exam since it is internationally recognised. I also considered the fact that the TOEFL certificate is official, and that I could use it for my Ph.D. application in the future.

### University facilities and resources

You can also look through the facilities the university offers such as their library, printing facilities, WiFi, and free downloadable software

(which is super expensive to pay for out of your own pocket... I'm looking at you, oh darling SPSS!) You can also check the university's careers and employment department, as they might post jobs and internship opportunities. They can also help you with CV writing and interview preparation. Career development is something students tend to struggle with, and it might open your eyes on some mistakes that can put potential employers off. If your university offers counseling courses, they might even offer students free counseling. Look through the university's counseling and/or support group options. Remember that students are highly vulnerable to experiencing negative emotions such as depression, anxiety, demotivation, hopelessness, perfectionism, and/or homesickness, often because of the sudden change, high expectations, and academic demands. Most students won't use counseling services, even if they are offered for free, but it is reassuring to know you have support if you need any.

### Student Benefits and Clubs

Check out the clubs and associations you can sign up for at your university. It is fun to take part in a new or existing hobby at a club, as you can meet new people, travel, and strengthen your university experience. This isn't a very important factor to consider but it is important to retain some of your sanity while you're doing your Master's or Ph.D. I should also mention that some universities give students special discounts on nearly everything: transportation, shopping, bookstores and stationary, museums and art galleries, and cinemas. School doesn't have to be boring. Try to have fun and enjoy your PG experience to the fullest.

I hope this piece helps you in finding the best path for you. Whatever you decide to do and wherever you choose to go can change the course of your life. You should remember that the future is, and will always be, ambiguous, no matter how hard you plan. These things are beyond our capabilities to control and manipulate, no matter how carefully you follow the above steps, the guidance you get from experts and faculty members, or the tips you find online. However, there is one thing you can do: be resilient, patient, and hopeful. Do what you think is right, and if it doesn't work out, never think of yourself as little, stupid, or undeserving.

Wear your rejections and failures as battle scars, get up and work harder.

### MORE POWER TO YOU!

"Sometimes adversity is what you need to face in order to become successful" - Zig Ziglar

### About the Author

Soraya Raeispour graduated from Middlesex University Dubai in 2015 and has been a busy bee ever since. After completing her B.Sc. (Hons.) Psychology with Counseling Skills, Soraya worked as a therapist assistant in Tehran, where she worked on cases of trauma, marriage counseling, and child development. She independently worked as a co-psychologist in analysing the behavior of a young girl living in Manchester, UK. She assisted in the translation and publication of a book, which aims to increase understanding and raise awareness for people suffering from depression and anxiety in Iran.

Upon returning to Dubai, Soraya worked as a student research assistant at Middlesex University– where she helped with data collection, writing, and analysis – before deciding to permanently move to Turkey. Within her first year in Istanbul, Soraya juggled many responsibilities as an editor and photographer for Yabangee.com (a resource for expats living in Turkey), an English teacher, and the leading psychologist/consultant for the development of a mental health mobile application, led by Radacol Ltd. and The Organization for the Review of Care and Health Applications (ORCHA).



Soraya has since then taken a break from most of her responsibilities, to focus on completing her Masters in Guidance and Counseling Psychology at Bahçeşehir University. She is currently working as a Graduate Research Assistant at the Faculty of Educational Sciences, where she loves what she is doing: projects, writing, and research. In her spare time, she loves reading, playing video games, and spending time with the love of her life, Pepper (her German shepherd).

# Dr. Belisa contributes to the 'UAE and 2030 Agenda for Sustainable Development 2017 Report'

Dr. Belisa Marochi, Senior Lecturer in International Relations and Head of the Institute for Sustainable Development has contributed to the 'UAE and 2030 Agenda for Sustainable Development 2017 Report' published by the Federal Competitiveness



& Statistics Authority and the Secretariat for UAE National Committee on Sustainable Development Goals. Her contribution focuses on the role of Higher Education Institutions in the implementation of the Sustainable Development Goals.

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

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

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

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

## The Value of Research in our Everyday Life

When it comes to research, there are many arguments regarding how valuable research is, and how the quality of research matters, and whether it should be the basis of all educational objectives. However, my perspective towards research is more authentic; it's about completely exploring your area of interest, and learning to present it in a manner that is not only logical, but is also understandable to a wide audience. Written research, to me, is a strong expression of my familiarity and command over my chosen area, and how well I can argue for its merits and demerits.

Considering that I work in Human Resources, there is the pressure to familiarise yourself with everything from scratch, and expectation to deliver results to employers. It is inherently through our background in academic research that we approach new material in a systematic and structured fashion. It teaches us to identify the resources required to get the job done, and to familiarise ourselves with jargon that is relevant to the field. The key to all this is ensuring that the right information is available at the right time, to the right audience. More often than not, it is this information that is ultimately used for planning and responsible decision-making. This information, of course, has to be critically evaluated and tailored as per management directives to enable responsive and timely action.

The same steps can be practically implemented to any job, regardless of function. As a pertinent example, my job involves gathering information, ensuring that the steps being followed are compliant with organisational procedures, analysing this information to prepare comprehensive and concise reports for management, all the while keeping stakeholders updated. In other words, I apply the key principles of research to my job, which helps me perform my duties to the expectations of my line manager.

As steep as the learning curve is in a high-stress work environment, I adapted to this challenge while teaching myself to respond well to the pressure. Principally, there are two categories of

employee in any organisation - those who work to learn and polish the acquired skillset, and those who are naturally adept at performing in certain roles. Where academic research helps is in creating a hybrid of the above two categories... you learn through work, and identify areas where you have a natural tendency to perform well. This can, however, only be attained once we delve deep to identify our capabilities and limitations; conversely, this also helps us in pushing our limitations to newer, higher levels. In other words, it is the foundation of building competence and capacity.

What makes this entire profile unique is the extent to which personality impacts how the job gets done. As people are distinctive in terms of their characteristics, it is this distinction they bring to their work, creating a unique identity for themselves at the workplace. As a result, we learn to balance what the job demands from us with how we want to do it.

While I can certainly confirm that research methodologies play a pivotal role in the acquisition of skills, I can also confirm that the way we choose to conduct our research sets us apart from our peers. For me, research is the very vehicle in which I embark on a journey of knowledge, development, and self-improvement.



### About the author:

My name is Meriam Atef. I am currently an MDX Masters' student of Applied Psychology. My Bachelor's degree was in economics from Loughbrough University (UK). I am also currently working

as a Human Resources Officer in a company called Pure Health. I chose to pursue my passion for psychology because, although I enjoyed economics as an academic study, I didn't see it as my long-term career. I always had a great interest in psychology, and I now realise that this what I want to do for the rest of my life. I discovered myself only when I studied psychology.



## 6<sup>th</sup> CONFERENCE OF APPLIED PSYCHOLOGICAL RESEARCH

Dr. Anita Shrivastava Kashi, Bianca Bertl, and the entire Psychology team hosted their successful 6th Conference of Applied Psychological Research in the Middle East, in the Oasis Theatre on Thursday 8 March 2018. This conference attracted a diverse audience of more than 50 people representing different universities, clinics, and organisations in the region and abroad.

The conference opened with an excellent keynote address by Prof. Sinéad McGilloway, founding Director of the Centre for Mental Health and Community Research, at Maynooth University, Ireland. Professor McGilloway presented “Enriching health and wellbeing in the earliest years: Engaging with communities to promote research and innovation for children and families”.

The conference programme included more than 15 oral presentations by academics and practitioners, 4 poster presentations, and an excellent concluding panel on the topic of ‘Work-

Life Balance and Psychological Wellbeing’.

As always the conference was a MDX team effort. Thanks go to our fantastic student volunteers who epitomised professionalism to all the conference guests and delegates. We are already looking forward to the 7th Conference of Applied Psychological Research in the Middle East in 2019!



## Emerging Research Paradigms in Business and Social Sciences - 2018



From January 16th-18th, Middlesex University Dubai hosted the 4th International Emerging Research Paradigms in Business and Social Sciences Conference on campus. For the past seven years, this conference has been one of the hallmark events of our university. This year marked the first of the four ERPBS conferences to be held on campus, and provided a great opportunity for us to showcase our campus to external participants and visitors from other MDX locations.

This year's conference was attended by approximately 170 delegates including internal Middlesex University Dubai faculty, visiting delegates from Middlesex Hendon and Mauritius, and external delegates from universities around the UAE and the world including Pakistan, Taiwan, Greece, the UK, India, and France. It was great to see Middlesex students and alumni (from both Dubai and Hendon campuses) presenting and co-presenting their research at the conference.

Over two and a half days, more than 100 presentations were given across 9 tracks and 27 individual sessions. Additionally 13 posters were presented at the visual paper session, a workshop was organised on the topic of publishing in academic journals, and a special roundtable panel session was presented on humanitarian interventions.

The conference started on a high note with two excellent keynotes. We are grateful to both for launching the conference with very interesting talks relevant to the overall conference theme.

Amna Al Owais (Chief Executive and Registrar, DIFC) presented on “Global and Local Challenges in Commercial Dispute Resolution” and Prof Errol D'Souza (Director in Charge, Indian Institute of Management, Ahmedabad) presented “Choices and the Seduction of the Present”.

Ten “Best Paper” awards were presented at the concluding ceremony of the conference, one in each track and one best student paper. Congratulations to all the winners, and thanks to each and every delegate and presenter who made ERPBS-18 a resounding success!



*“This conference showcased a range of excellent research papers, across all tracks. It provided an excellent networking opportunity for regional and international delegates, and hopefully, it will be the launch pad for many future research collaborations!”*

**Dr. Lynda Hyland**

Former Chair of Middlesex University Dubai's Research Committee (2016-2018)







## 6<sup>th</sup> Annual Marketing Poster Competition

The 6th Annual Marketing Poster Competition was held on 20th February in which over 300 first year students of Marketing Theory and Practice participated. Over 80 teams, each comprising of 3-4 students showcased their innovative product ideas through creative and informative posters and enthusiastically presented the 4 Ps (Product, Price, Place, and Promotion) of their ideas. All posters were judged through a double marking process. The top three winning posters were:

1. Phonetic headphones without band, magnetic, stylish and comfort in one. (Justin Anthony Olney, Husain Kapadia, Myron Fernandes, & Cameron Burnell)

2. The Secret lipstick, has four shades in one and the best ingredients possible. (Charu Chanchlani, Elveen Khurana, & Nancy Pothula)

3. Borsetta handbag with finger print recognition and Bluetooth connected to LED light flashes when the phone is ringing in the bag. (Andrea Mendes, Anam Ali, Ariana Aaron, & Abdullah Bashrahil)

A special prize was given for 'most creative concept and strong originality' to the team Canfetti Cake in a tin (Lucy Adams Jake Rogowski, Manal Sajid, & Sama Tillo) The top 10 teams (were recognized for their creativity and were given prizes by Dr. Cody Paris.

The event was organised by Nathalie de Groot-van Zanten.



## Getting your dream job

As we approach the end of the academic year and prepare ourselves with excitement to wear our graduation gowns, we start to consider the future we want to have and the job we want to kick start our careers. However, have you thought of what sort of difficulties you will encounter when trying to enter the job market and position yourself in your dream job?

We usually don't consider the hardships when we plan for our future careers as we believe that our qualifications and skills would be more than enough for organisations to seek us out. However, that is rarely the case as there are many fresh and talented graduates entering the workforce annually. This can result in job searching becoming one of the dullest activities graduates will do! The reason why this has become a very complicated and frustrating activity stems from a focus of some companies on experience and skills rather than solely on qualifications. The market is now demanding experienced professionals only, overlooking what some ambitious and motivated freshers can offer, and indeed, what value and innovative ideas they can add to organisations.

Nonetheless, to be able to come up with a solution to this challenge, big questions need to be answered. Is it the market's responsibility to focus on training new graduates? Do they need to empower this category of potential professionals to be a fit for organisations rather than dismissing their application? Or is it the educational system that needs change to include technical and soft skills into curriculums?

Some suggest that the latter is a more powerful tool of change. It is necessary for educational systems to include skill development rather than focusing on theory. Such a statement has been further justified by Mr. Bhatnagar (COO of The Indian National Skill Development Cooperation), who urged students and fresh graduates to focus on skill development rather than just earning degrees. He explained that the Indian market has faced some challenges with the labour demand and supply due to these gaps. Additionally, he explained that different sectors have their own strict requirements for hiring candidates. These requirements can't be adjusted on a whim as some sectors require leaders, others ask for innovators and strive for those with

entrepreneurial personality. Such a scenario is not only applicable in the Indian market; it is an issue of a worldwide public concern.

Ministries of Education worldwide have started to implement more practical skills and foster innovation, both highly needed in markets today. For instance, the Swiss government has started carefully monitoring students' performance and abilities throughout their academic years which can lead to tailoring their skills towards suitable careers once they graduate. Additionally, Spain has introduced curriculum diversification which aims at improving the academic performance of students by exposing them to different professions. This is intended to have dual benefits of keeping students in school while at the same time giving them access to experience and an income. Germany and Tunisia also focused on introducing students to practical skills training, as both countries consider that professional formation is an essential component of the national system. It is necessary in the preparation of human resources and development tributaries across different sectors and can improve graduates across a range of domains including professionally, culturally, and socially. Collaborations between government bodies, the private sector, and universities may help graduates who have knowledge, but less experience. Such initiatives may prove important, and might benefit organisations and countries.



### About the author:

I'm Zaynab Chouchane, a Middlesex Postgraduate student in International Business Management. I've been raised in the UAE where I pursued both my academic and my modest professional career. I'm a passionate amateur writer with an

interest in HR, economy, and medicine. I address these topics throughout my writing and by actively participating in discussions on social media platforms. I would highly appreciate it if you could share and recommend my work if you like it and I would also love to hear from you too! Thank you for reading!



# Data Analytics Workshop in Partnership with SAS

Middlesex University Dubai and SAS organised an introductory certification workshop in Data Science. The programme had a special Data Visualisation component offered by Tableau training partner - BEINEX. The programme was the first level certification (introduction to Data Analytics) from the joint initiative and was termed 'Data Analytics Associate'. It was designed taking into consideration the growing market demand for Data Science research and its application in various business verticals such as marketing and sales, operations, HR, IT, and several others. The programme was designed and organized by Dr. Krishnadas Nanath, Data Scientist and Corporate Trainer on Data Analytics at Middlesex University Dubai. It was jointly taught by Dr. Nanath, Mr. Badshah Mukherjee (Practice Lead - Analytics- Middle East & Turkey and SAS

Trainer), and Mr. Indumon Das (Founder, BEINEX Consulting - Tableau Partners). More than 40 participants from several industries were in attendance at the workshop, with major participation from UAE Exchange, AIFuttaim, TECOM Group, Entertainer, Huawei, Mashreq Bank, and others. The programme focused on hands-on Analytics and introduced the participants to a range of possible tools (R, SAS, and Tableau), having a special section on Social Media Analytics.

Day 1 of the workshop had four sessions. It started with an Introduction to Analytics, Data Science and Machine Learning to understand the world of Analytics research and its applications. The second session introduced participants to the Data Life-Cycle approach for executing

Analytics projects following a step-wise approach and also included an introduction to R Studio and SAS, required for further hands-on sessions. Linear regression is an important skill to master in the field of research/analytics and thus it was demonstrated with SAS, highlighting the methods to check the core assumptions. The final session introduced participants to the world of predictive analytics using logistic regression with a hands-on session on survival data in R Studio.

Day 2 provided a deep-dive approach to enhance the research skills of the participants. It started with Association rules and Market Basket analysis in the first session, followed by Clustering techniques in the second. Both sessions were executed with SAS and several aspects of visualisation were also covered. Session 3 started

with Decision Trees in Machine Learning, covering both classification and regression. In decision analysis, a decision tree can be used to visually and explicitly represent decisions and decision making. The hands-on session was covered using Decision Trees for Sales data in R Studio. The workshop concluded with Social Media Analytics which forms an important aspect of data collection in many research articles and business projects. Participants were exposed to Data Collection and web-scraping by connecting to Social Media platforms and conducting analysis like sentimental value, heat maps, correlation hashtags, and others.





## ERPBS 2015 Special Issues

### Special issue on 'Inception, Adoption, and Applications of Emerging Technologies'

A special issue edited by Dr. Fehmida Hussain was published in the International Journal of Information Systems in the Service Sector (<https://goo.gl/hL2Tzg>). This issue highlights a number of areas of ICT applications overall for businesses and also present some technical challenges and its remedies. Five papers out of the six included in this special issue were presented as part of the ICT track of the Third Emerging Research Paradigms in Business

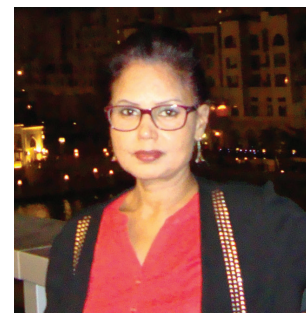


and Social Science (ERPBS) international conference in Dubai, UAE, in November, 2015. This conference, hosted by Middlesex University Dubai, built upon the success of the previous ERPBS conferences in 2011 and 2013.

The conference provided a platform for the sharing of research findings and knowledge that transcended traditional disciplinary and geographic boundaries. This is evident from the papers published in this Special Issue.

### Special Issue on 'Social and Sustainable Enterprise: International Perspectives'

A special issue stemming from the 2015 Emerging Research Paradigms in Business and Social Science (ERPBS) conference has been published in the International Journal of Sustainable Society (<https://goo.gl/iyCTeZ>). This special issue was edited by Dr. Lynda Hyland and Dr. Anita Shrivastava, and it includes three MDX-authored papers. Two of these papers have lead authors (Karen Miller and Deena Abdo, respectively) who are former Middlesex University



Dubai undergraduate students. These two papers were based on undergraduate dissertation research and were co-authored by MDX Dubai colleagues, Dr. Cody Paris and Dr. Tenia Kyriazi. Additionally, Neelofer Mashood has contributed a paper to this special issue.

## CFA RESEARCH CHALLENGE 2018

The CFA Society Emirates held the annual CFA Research Challenge on February 23rd 2018 in Abu Dhabi for 6 universities from across the UAE. It was an extremely enriching experience for our team and we gained a lot from this opportunity. The challenge required all teams to analyse RAK Ceramics PJSC and conclude whether the company is worth investing in. In order to do so, we did an in-depth research of the firm's financial performance for the past 5 years, and also looked into the key highlights of the firm since its inception in 1989. We undertook a ratio analysis, different valuation techniques and analysed all relevant investment risks to reach a decision. We also forecasted the company's share price,

future profits and cash flows to better support our decision. It was a challenging and lengthy process as we first had to write an extensive and comprehensive report in addition to presenting in Abu Dhabi. However, we are very glad to have participated in such a prestigious competition as we got a glimpse into the investment field and enhanced our understanding of the complex workings of a company. We were commended by the judges for our presentation and professional skills. We also had a lot of support from our lecturer and mentor, Dr. Rajesh Mohnot and we are sincerely thankful for his time and effort that went into helping us with this research challenge.

**Mahesh, Edwin, Mahek, & Aishwariya.**





## MDX team: 1<sup>st</sup> Runner-up at KPMG Ace the Case Competition 2018

The MDX team (Edwin Cardoza, Sarah Khuzema, Olivia Dmello, and Pavan Panjabi), mentored by Dr. Vijaya Kumar, won the 1st Runner-up place at KPMG Ace the Case Competition 2018. The competition comprised 28 universities from the region and after the preliminary rounds the top eight teams entered the final round. Our MDX students presented to 12 judges and impressed them with their recommendations for the current position, future growth, and product lines of Corticera Amorim, a company operating in the cork industry. The judges were highly impressed by their presentation, and our students are likely to secure internships or full time jobs with some of the companies involved with the competition.



## AUS Intercollegiate Finance Case Study Competition 2017

Recently we had the fortune of representing Middlesex University Dubai in the first ever inter-collegiate case study competition held by the American University of Sharjah in October 2017. The competition had our team analyse the merger of First Gulf Bank (FGB) and the National Bank of Abu Dhabi (NBAD) to form First Abu Dhabi Bank (FAB), the largest bank in the UAE. The competition had essentially put our team in the shoes of financial analysts; our team had been given the task of preparing a report and presentation after having analysed the financial statements of the two merging banks as well as the merged entity. The presentation held in

American University of Sharjah was chaired by individuals hailing from respected fields related to investment banking and asset management. Although we had only been successful in securing a podium finish for our university, we learnt a great deal on the functioning of the financial markets as well as improving our soft skills which will benefit our future employability. We would like to conclude by thanking our mentors, Dr. Vijaya and Ms. Subhadra for selecting us to represent the university in such a prestigious competition, and for their excellent supervision during the course of preparation.



"The experience I received from the competition is invaluable, as it has helped to better my understanding of my course as well as improve my presentation skills."

**Maresh Menon**

"The competition provided a great platform for me to improve my research and analytical skills as well as develop soft skills."

**Edwin Cardoza**

"I would like to thank my mentors for providing us with this excellent opportunity to showcase our skills. It has been a wonderful learning experience, and I have enjoyed every single moment of it. This exposure has

motivated me to perform better and excel on various other platforms."

**Nishita Anand**

"It was an honor to represent Middlesex University Dubai on such a huge platform. Through this competition we learnt how to work together as a team, communicate effectively and finally build a skill set that will be useful in our future endeavors. We had a memorable learning experience which would not have been successful without our mentors Dr. Vijaya Kumar and Ms. Subhadra Satapathy."

**Rea D'Souza**



# A hive of creativity: The development of biz\*buzz

Healthy competition between students is seen to motivate them further while boosting confidence, improving presentation skills, and facilitating learning. While there are national and international competitions in the region, they are few and only a handful of students can participate. Our primary focus was to launch a platform that provides all students with the opportunity to participate in competitions and develop soft skills which are critical in the current job market.

Given the clear benefit of competitions, biz\*buzz was launched in 2017. It is a platform where competitions and events can be held, focused towards student employment and career progression. In its maiden year, 4 competitions, 3 intellectual sessions, and 1 field visit were

organised. The overwhelming response from the student body was testimony to the success of the events. Packed classrooms and appreciative comments from internal and external judges suggested the need and benefit of such a platform.

biz\*buzz is a strategic platform developed in line with our university's goal of making our students 100% employable. The platform brings together internal faculty to organise and judge competitions as well as external industry experts to share their experiences. The students gain the most by learning new things in a 'fun' way. This motivates a majority of the students to participate. The huge sponsorships not only added to student motivation but also ensured the success of the events.



# My Ph.D. Journey

by Dr. Sreejith Balasubramanian



patient during this process. In my opinion, apply to multiple universities to increase your chance of acceptance.

## The initial years:

The initial years (in my case the first two years) are the least productive of the Ph.D. years. It is a time I would like to call the 'honeymoon' period, where you and your supervisor will get to know more about each other, you will be exploring more on your research topic (as in my case you could end up significantly different from your accepted research proposal), and you finalize what exactly you want to do in your Ph.D. Despite your enthusiasm, and the urge to finish your Ph.D. faster, this is a period during which you may get frustrated with the perceived lack of progress (it's OK; I guess most people feel the same).

## The beginning:

My Ph.D. journey was accidental. In 2010, I was invited to attend a research seminar in Dubai where I met Dr. Balan Sundarakani (a person I truly admire), who was looking for a research assistant. I expressed my interest and he was happy to take me onboard (it all happened that evening). It opened my doors to the world of academia and research. This first-hand research experience inspired me to start my Ph.D.

## The application process:

Since I was married and living with my wife in the UAE, leaving Dubai to go overseas to pursue my Ph.D. on a full time basis was not an option. Therefore, I started to look for Universities in the U.K. that offered part-time Ph.D. I shortlisted four or five universities and submitted my applications. Unfortunately, I didn't hear from any of them, until, eight months later in August 2011, when I received an email from Dr. Vinaya Shukla from Middlesex University in London, mentioning that he was interested in my research proposal and was happy to supervise me for a Ph.D. I formally enrolled in November 2011. Note: you need to be

## The middle years:

In my opinion, this (typically the third and fourth year in a part-time Ph.D.) is the important phase of your Ph.D. Be prepared for a roller coaster ride. For me this phase was physically demanding and mentally exhausting. You need be prepared to do a lot of hard work during this period. This is the phase in which you will collect data. Designing the data collection instruments (survey instruments, interview protocol) is a time consuming task, and this is before any actual data are collected! You need to ensure there are no flaws in the data collection process. You are likely to feel the stress and tiredness of data collection, but you need to keep going. Don't give up.



### **The final years and submission:**

In the fifth and sixth year, you will start to see the finish line. It's the time when your supervisor will give you the go-ahead to start writing the final thesis. So, encourage your supervisor to be critical. Don't rush during this phase, you will be eager to complete, but you have come so far, so it's fine to spend a few more months perfecting your thesis.

Finally once you submit, the wait continues. It might take 2-6 months for the examiners to give feedback on your thesis, and for the defence/viva to be arranged. In my case it was 3 months. However, it is a good time to focus on career options such as applying to prospective universities, making connections, etc.

Once you receive your defence/viva date, start preparing for it. Ensure you are clear with everything you have written in the thesis. The outcome of the defence/viva is most often to make revisions. You must be prepared for revisions as it is very unlikely that you will get a straight pass and award of Ph.D. Again, don't rush your revisions, take time to go through each required revision and address them one by one. You don't want the thesis to come back again for another round of revisions! For me it was minor revisions, and it took me a month to address them. Once you are confident, submit your revised thesis, and hope for the best.

### **Award and acknowledgement:**

Finally, after 5 years and 11 months, in October 2018, I received the conferral letter stating that I was awarded my Ph.D. For me it was more of a relief than joy. However, when I look back now, the journey matters as much, or more, than the final destination.

It is also important to acknowledge that your Ph.D. would not have materialised without the support of several people around you. For me, first and foremost, I would never have completed my Ph.D. without my supervisor's unconditional support, patience, and encouragement, nor without the selfless support and sacrifice of my wife and my son. My son was only one month old when I started my Ph.D. Also, the journey would not have been smooth without the support of organisations and people who were willing to give their time for participating in this study, and the research office at Middlesex University for providing administrative support and guidance during the different phases of my study.



# Wednesday Research Seminars 2017-2018

## The Effect of Resilience, Culture, and Employment Status on Happiness among Married Expatriate Women Residing in Dubai

**Dr. Anita Shrivastava Kashi**  
Middlesex University Dubai

### Abstract

Happiness has been reported to influence, and be influenced by, internal and external factors. Among expatriate women of different cultural backgrounds, employment status and ability to cope with stressors seem to have an influence on happiness. In the present study we investigated the effects of culture and employment status on happiness, whilst controlling for self-reported resilience in 127 married expatriate women living with their families in Dubai. These expatriate women were assessed using the Resilience Scale, the Oxford Happiness Questionnaire, and a questionnaire containing an open-ended question regarding reasons for participants' current employment status. Responses to the open-ended question were thematically analysed. ANCOVA analysis found resilience to be significantly related to happiness. However no significant differences emerged in happiness between individualistic/ collectivistic cultures and between

employed/ unemployed status. The reported frequency of qualitative themes did not differ with regards to employment status. Our results indicate resilience as a main driver of happiness within this population.

**Keywords:** Resilience; Individualistic culture; Collectivist culture; Happiness; Employment

### Biography

Dr. Anita Shrivastava Kashi is the Programme Head for undergraduate and postgraduate psychology programmes at Middlesex University Dubai. As a clinical psychologist, she has several years of experience in teaching, research, and clinical practice. She is a life member of the Indian Association of Clinical Psychology. Her research interests include schizotypy, social aspects of mental illness, humour, and individual differences.

## Current issues in global and local gender: Why feminism is important again and why it's for men too

**Dr. Carol Webb**  
Middlesex University Dubai

### Abstract

This seminar will outline current developments in society at the global and local level pertaining to current issues in gender. Principally, this equates to a resurgence in activities and movements which could once more be labelled feminist, in seeking to continually strive to achieve the UN goal of #Planet5050 in harmony with the global sustainability goal of gender equality. Obstacles and challenges in achieving these goals differ from country to country, social group and culture – as always, diversity abounds. Of key relevance locally are some strong case studies of initiatives led by HH Sheikh Mohammed bin Rashid Al Maktoum, where in particular, his Leadership Development Programme is helping to even up lack of female representation at senior levels

of Emirati leadership and decision making, seeing women break into hitherto male dominated industries and sectors such as oil and gas in the desert, high profile legal case work, and cabinet membership. In the UK, Minister Justine Greening has led the initiative requiring all organisations to reveal gender pay gaps by April 2018. As a result, we have already seen the backlash from high profile female BBC presenters who have discovered how much less they are paid than their male counterparts. It is stated that by eliminating the gender pay gap in the UK that GDP could be boosted by 150billion GBP yearly. In a post Brexit world this is a key economic driver that will now no doubt be addressed. The UN has launched a variety of initiatives such as #HeForShe to make the issue one for both



men and women in global society. However, many challenges exist that make gender equality, as most social inequalities, a systemic and structural issue. This seminar will explore the topic further and raise questions about what interventions could be led to make further advancements in this arena.

### Biography

Dr. Webb obtained her Ph.D. in management learning in 2006 from Cranfield University. She has worked in education as a teacher in a variety of roles and at a variety of levels since 1996. This has brought her a significant breadth and depth of knowledge and experience in both adult and secondary education in a wide range of national and international settings,

including: HE, FE, government-funded training establishments, offender learning environments, LA/academy status secondary schools, and a private, independent international all-through school. Dr. Webb has more than 6 years of experience as an active researcher working across multidisciplinary fields and has supervised the completion of more than 15 masters level dissertations. She has also lectured on undergraduate, masters, and MBA courses, and led many Ph.D. level workshops and contributed to Ph.D. level supervision activities having had the benefit of Ph.D. supervision training. See her giving a 6 minute presentation at the 2014 SLT Teachmeet in Stratford: <https://vimeo.com/100649496>

## An investigation in using Audio Psycho Phonology (APP) as a foundational tool in treating individuals with learning challenges

**Damian A. Riviez, Ph.D.**  
Middlesex University Dubai

### Abstract

The development of language, communication and literacy is at the heart of human development. The acquisition of language skills in early childhood development and the growth and retention of those skills over a lifetime, serve as the barometer for diagnosis in addressing variances of ability and use. Moreover, these skills serve as a critical value in providing tangible proof of perceptual cognitive performance, action and behavior. The purpose of this project is to investigate the use of Audio Psycho Phonology (APP) as a foundational tool for individuals with learning challenges. A literature review was conducted in determining the viability of

APP as an effective intervention for those with learning difficulties. Results indicate moderate success, albeit, variable in diverse cases. Further, a discussion on a relevant case study will be presented.

### Biography

Damian Riviez's research interests include innovative platforms of human learning and development in business, communities, and education. Damian has a passion for studying new applications for learning to address diversity in human development.

## Dyslexia Awareness: Indicators of dyslexia and how to support students with dyslexia

**Siobhan McNiff**  
Middlesex University Dubai

### Abstract

This interactive seminar will involve discussion of theories regarding potential causes of dyslexia. This seminar will further explain some key features of dyslexia

and how it can affect study at university. Participants at this seminar will be encouraged to reflect upon what it would be like to have dyslexia, and to consider what can they might do to maximise students' learning potential.

The Equality Act (2010) will be discussed, along with reasonable adjustments faculty can make to support learning and academic achievements of students with dyslexia.

### Biography

Siobhan McNiff holds a BA (Hons) English Literature from Southampton University, a Certificate in Education from the University of Warwick, and a Postgraduate OCR

Diploma in Teaching Learners with Specific Learning Difficulties. Siobhan is a lecturer on the IFP programme and a member of the Centre for Academic Success. She is an expert study skills tutor with a clear understanding of college and university level writing skills and disability support. She is an enthusiastic staff trainer in areas of disability awareness, including legal compliance. As part of her role, she negotiates and implements individual learning plans to enhance learning potential.

## Examining Granger Causality in the Behavioural Reactions of Institutional Investors: Evidence from India

**Dr. Rajesh Mohnot**  
Middlesex University Dubai

### Abstract

Institutional investors have played a significant role in the growth and development of capital markets. Developed countries' capital markets have a proven record of success in terms of transforming funds from surplus units to deficit units. Both domestic institutional investors (DIIs) and foreign institutional investors (FIIs) have been instrumental in establishing key functional areas of stock markets and enhancing efficiency in the operations of such markets mechanisms. Domestic institutional investors try to facilitate funds availability in the core sectors of the economy; foreign institutional investors, on the other hand, provide funds to generate economic benefits from large scale projects like infrastructure. Both investor classes use stock markets to channel their funds for investment purposes and maximise their wealth. The study examines the behavioral reactions of foreign and domestic institutional investors in the context of Indian capital markets. It poses some critical issues whether these two types of institutional investors have common investing behavior, and whether foreign institutional investors affect domestic institutional investors' strategies. Vector error correction model (VECM) is used to determine the linear interdependencies in the trading and investing behavior of these institutional investors. Granger causality test is

used to check if foreign institutional investment strategy influences domestic institutional strategy or vice-versa. The results indicate that neither FIISELL affects DIISELL nor DIISELL affects FIISELL. This may have crucial policy implications that both institutional investors have independent trading strategies especially when it comes to selling stocks. But both institutional investors' sale transactions do affect their buy transactions implying that any of the institutions' selling activities should be supported by their buying activities in opposite direction.

### Biography

Dr. Rajesh Mohnot is a Senior Lecturer in Accounting and Finance at Middlesex University Dubai. He earned his Ph.D. and his Master's degree from JNV University, India. Since the beginning of his career, Rajesh has been actively involved in research and training, and has delivered training programmes to bankers and corporate executives in the area of financial planning and analysis. Prior to joining Middlesex University, Rajesh worked in Singapore and Malaysia. He is a member of the American Academy of Financial Management. His research interests include volatility in financial markets, predicting stock market returns, market efficiency, FDI and growth, and value creation in banks.



## Block mode teaching: challenges and strategies

**Shalini Manghat, Abu Dhabi School of Management**  
**Dr. Sreejith Balasubramanian, Middlesex University Dubai**

### Abstract

Block mode of delivery\*, a distinct form of accelerated/intensive course, has witnessed significant increase in recent years in higher education. However, despite the increase in popularity, academic enquiry into block mode teaching is scarce. Consequently, institutions have limited understanding on the specific challenges associated with block mode teaching as well as effective strategies for successful delivery. This forms the focus of the present study where a comprehensive understanding on the challenges and effective strategies for improving block mode teaching is developed based on multiple interviews with academics involved in block mode teaching. Overall, the findings including the one-to-one mapping framework between strategies and challenges is expected to contribute significantly in improving block mode teaching.

\*Block teaching format is long hours extending up to a full day. Students generally complete one course at a time over a duration of a week or shorter with the same number of contact hours as in regular mode.

### Biography

Shalini Manghat currently holds the position of Institutional Effectiveness Manager at the Abu Dhabi School of Management. In this role, she is responsible for managing institutional research, QA and accreditation activities. Shalini has been working in the UAE higher education sector for over a decade in the area of institutional effectiveness and quality assurance and prior to joining ADSM, she served as the Head of Quality

at the British University in Dubai. Shalini's qualifications include a Master of Business Administration and a Master of Quality Management from the University of Wollongong and a Bachelor of Computer Applications degree from Mahatma Gandhi University. Shalini completed both of her master degrees receiving the Top Graduate Award. Shalini is currently pursuing a Ph.D. in Higher Education at Lancaster University. Shalini's research interests include transnational higher education management, governance and quality assurance in higher education. Shalini is also a trained European Framework for Quality Management (EFQM) Assessor as well as an ISO 9001:2000 internal auditor. She has also been a Senior Assessor for the Dubai Human Development Award.

Dr. Sreejith Balasubramanian is a Lecturer in Supply Chain Management at Middlesex University, Dubai. Sreejith completed his Ph.D. from Middlesex University Business School, London. He also holds a Master's degree in International Business from University of Wollongong and a Bachelor's degree in Electronics and Communication Engineering from University of Calicut. He has more than 10 years of experience in teaching, research, consultancy and project management. Prior to joining academia, he served as an IT Consultant for leading companies in the United Arab Emirates. His main research interest are in green supply chain management, sustainability and carbon footprint modelling. His work has been published in leading international journals and conferences.

## Family Mediation in England and Wales: A Focus on Models and Children

**Amel Ketani**  
**BPP University**

### Abstract

It is said that 'love is blind'. Love can also grow, develop and possibly lead to a union between two people. However when things go wrong, separation or divorce can become inevitable. It can also be said that the end of the relationship and the separation period can lead to the 'couple's deafness' where the ex-partners refuse to hear each other and only focus at times on how best to hurt each other. In every mediation, the interests and needs of the parties tend to be the focus of the mediator and the participants. However with family mediation, an additional interest and need has to be considered and that is the one that belongs to the children. Also many other participants who are physically absent during the family mediation, such as grandparents and new partners, sometimes have to be included in the overall outcome and agreement of the family mediation. This makes family mediation unique in its complexity and intricacy. This presentation will aim to consider how best to approach family mediation through models, theoretical frameworks and stages. This presentation

will also include children's needs and interests in family mediation. The advantages and disadvantages of child-inclusive mediation will also be considered along with the role of the mediator in this context. This presentation will demonstrate that family mediators need to be aware of the children's wishes and concerns and that there are different ways family mediators can approach and implement this.

### Biography

Amel Ketani is a Barrister, a Senior Law Lecturer and a Mediator. She taught at several institutions (public and private) in the United Kingdom. Amel taught on the LLB, GDL and Diploma Programmes. She is currently the LLB Programme Leader at BPP University. She has a particular interest in Mediation. She is currently completing her PhD at the University of Surrey on the topic of family mediation. Amel has presented on national and international conferences and published on the topic of family mediation and consumer law.

## Sustainability Goals and BREXIT. Where to go from here?

**Stephen King**  
**Middlesex University Dubai**

### Abstract

Between 2015 and this summer, I conducted workshops across the UAE and Europe related to the UN Global Goals. The most recent of these concluded in London in August. It focused on the impact of BREXIT on the SDGs. Although 'academic research' was not the objective of these workshops, the number of these events, the variety of participants as well as the geographic scope provide some interesting insights into personalities working on or around these key issues. Join us on Wednesday and help workshop how we might take this anecdotal evidence to a higher level.

### Biography

Stephen is currently lecturing with the School of Media

& Performing Arts where he teaches second year digital journalism and first and second year advertising and PR students. Prior to joining Middlesex he launched and operated a successful 'short-form' video practice out of twofour54 in Abu Dhabi and continues to offer ad-hoc consultancy projects. Earlier he was the group senior manager for corporate social responsibility for Etisalat supporting communication teams for the UAE telco in India, Sri Lanka, Afghanistan, Egypt, Tanzania, Sudan, Nigeria, Saudi Arabia, Pakistan, and the UAE. Before this he was the head of ASDA's A Burson-Marsteller's Etisalat team, PR director of Weber Shandwick's Abu Dhabi office, and the lead on regional communications for Nokia and Cisco amongst others at MS&L Worldwide which is part of the Leo Burnett family of companies.



## UAE National Retention - Will the introduction of the new legislation for flexible working hours for female and male UAE Nationals improve retention in the public sector?

**Janine Lau-Pope**  
Middlesex University Dubai

### Abstract

The Abu Dhabi Government has established a key initiative for all Government Departments and Government Related Entities (GREs) to increase the level of Emiratisation across the workforce. An initiative established to both address the unemployment situation across the younger generation of Nationals and for security purposes; simply put the Emirate should not be reliant upon an expatriate workforce.

For the company analysed in the research assignment, and for the government sector in general, this is a challenge; driven by a number of underlying factors, including: cultural difficulties facing female citizens who are expected to run the home and accept a deferential position to their male counter-parts; UAE Nationals receive premium remuneration packages making these initiatives expensive and causing conflict with the profit motive of many GREs; despite high investment in recruitment and training (incl. university sponsorship and substantial training levels once such individuals graduate and join the workforce) many entities face high turnover levels across its UAE National employees - the simple fact being that they are 'in demand' with many entities seeking to meet their employment quotas such that a sellers-market exists - in the context of an underlying desire for material rewards such personnel will change positions and employers regularly with each new job bringing an enhancement to their profile and remuneration package.

In addition 'generational' issues have been identified wherein UAE Nationals in the 50+ age bracket tend to show immense loyalty to their employers, such individuals having 'grown up' with their nation and remember when their families had little in terms of material assets and disposable income; the situation of these individuals is in marked contrast to the younger generation who were born into a high wealth nation and have enjoyed a high standard of living throughout their lives.

The research assignment specifically considers whether the introduction of flexible working arrangements (flexi-time, part-time work etc.) could be successfully applied to redress the current problems faced and enhance the level of UAE National retention.

### Biography

Educated at the University of Worms, Germany, with a Bachelors Degree in Business Administration, and has recently completed her Master's Degree studies in Human Resource Management at Middlesex University Dubai, Janine is a results oriented HR professional who has worked for the Government of Abu Dhabi for more than 10 years.

Since 2006 Janine has worked for the Senaat Group of Companies; Senaat is one of the UAE's largest industrial investment holding companies, mandated by the Abu Dhabi Government to create, optimise, promote and champion capital-intensive industrial assets. As a key contributor to Abu Dhabi's Economic Vision 2030, Senaat operates in four industrial sectors: metals; oil and gas services; construction and building materials; and food and beverage manufacturing.

From October 2010 until February 2017 she has worked as VP HR with one of Senaat's largest operating companies; National Petroleum and Construction Company (NPCC) - a major EPC contractor to the oil and gas sector with a workforce of over 12,000 personnel. Prior to this she worked with Abu Dhabi Basic Industries Corporation PJSC, now merged with Senaat, an entity which was established in 2006 to drive the development of the industrial sector in Abu Dhabi.

Janine's previous experience was established in a number of private sector companies working across a number of diverse economies, including the Middle East, Europe, the United States and the Indian sub-continent.

## Teacher Care and Motivation: A New Narrative for Teachers in the Arabian Gulf

**Nicole Shammass and Aleya James** | Higher Colleges of Technology

### Abstract

Based in a UAE tertiary institution, this research explores the motivational factors which drive or deter Emirati women in Higher Education and highlights the mismatch of beliefs between expatriate faculty and local students. Findings indicate the philosophy of care is imperative in developing intrinsic motivation for Gulf female student and leads to increased academic achievement and developed self-efficacy.

### Biography

Aleya James works as General Studies Faculty at the Higher Colleges of Technology, Dubai Women's Campus where she teaches Globalization and the GCC, Global Media Trends, Intercultural Intelligence and Academic Communication Courses. She has an MA TEFL from the University of Reading, UK. She is enrolled on an Educational Doctorate program with the University of Bath, UK currently working on her dissertation entitled Space, Subjectivity and Emirati students. Her current research interests include: Motivation of Students, Ethics

of Care, Gender and Identity, and methodologies of the lived experience. She has taught in Egypt, the UK and Oman and has been at Dubai Women's Campus in the UAE since 1998. Aleya's current professional teaching interests emerge from Content and Language Integrated Learning pedagogy.

Nicole Shammass teaches a range of General Studies courses from Intercultural Studies to Academic Reading and Writing at the Higher Colleges of Technology, Dubai Women's Campus. She has a Master of Arts in Language Teaching from the School for International Training, Vermont and a Doctorate in Education from the University of Southern Queensland. Her teaching interests include: Intercultural Intelligence, the use of technology in the classroom, material design, teacher training, virtual international exchanges and anything that motivates her students. She has taught in South Korea, New Zealand the Dominican Republic and has been at Dubai Women's Campus since 1999.

## The life cycle of a research project, from funding to publishing

**Dr. Martin Sposato** | Middlesex University Dubai

### Abstract

This presentation focusses on the life cycle of research by presenting my personal experience as an early career academic researching work-life balance. Work-life balance is currently one of the most studied areas within organisational studies and this project was based in Malaysia, a developing regional hub for Higher education, which has attracted international academics and institutions. Various stages in the research process are highlighted, such as identifying sources of funding, the application stage, creating research teams, conducting the actual research and the developing strategies for publishing in reputable academic journals (3\*), among many other things. My emphasis will not only be on the decisions that were taken but also the reasons behind those decisions, as well as potential alternatives.

### Biography

Born in Argentina to an Italian family Martin began life as he meant to go on, internationally. He went on to complete his bachelor's degree in Business at the University of Technology Sydney, Australia. He then moved to China where he completed his MA in Global business at City University of HK where he took an international business consultancy role before completing his Ph.D. at Middlesex in London. Martin's thesis investigated the gendered nature of leadership in Hong Kong and his main areas of interest are leadership, and gender in management. Martin has also led a funded research project as principal investigator on work-life balance and conflict in Malaysia, which was a collaborative project between several scholars at various institutes. Currently, Martin is a senior lecturer in HRM at Middlesex University in Dubai. Martin is particularly interested in evidence-based learning and teaching that stimulates engagement.



## Teaching and learning compatibility – an emotional intelligence approach

**Shanthi Rajan | Middlesex University Dubai**

### Abstract

Teaching is an art of imparting knowledge in a systematic manner with defined learning outcomes to optimise the attributes of inquisitiveness, conceptual understanding, logical approaches to problem solving, and motivation to learn – and all this with contagious enthusiasm. The onset of the teaching process begins by calibrating the individual and collective attitudes to learning and the inclination to become amenable to be taught. In modern classrooms, this probably is the most difficult phase. To have a perpetual, consistent, and conducive teaching delivery system, a teacher also must know the sequence and the timelines of the learning deliverables. To achieve these objectives effectively and to synergise these attributes a teacher should apply emotional intelligence to form cohesiveness and goal congruence in the learning group. This could be termed as “Learning Compatibility Quotient”. The goal of a good education process delivery should be to teach the students to think intensively and critically. Toward this, teachers should develop and employ emotional intelligence to complement the subject expertise and pedagogical skills offered to the learners. It is worth reflecting on the change should a teacher wish to use emotional intelligence in teaching. The purpose of this research seeks to explore the impact and importance of employing emotional intelligence in teaching and

learning. The findings of this research will help educators not only understand the importance of using EI in teaching but also to develop their own personal style of teaching, and devise appropriate teaching and learning styles essential in the creation of a sustainable learning environment.

### Biography

Shanthi Rajan is a senior HR professional with 17 years of HR corporate experience. She has worked predominantly in MNCs handling senior HR roles. Shanthi started her Academic career in 2009 and is currently teaching at Middlesex University as an adjunct faculty. She also works in the capacity of a Senior Lecturer and Flying faculty at the University of Bolton’s campuses in Ras Al Khaimah and Vietnam. Her core areas of specialisation includes Strategic Human Resources Management, Strategic Change Management, and Organizational Behavior. She is an affiliate member of CILT (UK). She holds a Master’s degree (specialisation in Strategic Human Resources Management) from the University of Wollongong, and is currently doing her Ph.D. and PG Cert from the University of Bolton. Her research interests include OB, HRM, and Emotional Intelligence.

## The Cottingley Fairies of 1917: An event framed by celebrity?

**Louise Edensor | Middlesex University Dubai**

### Abstract

Working from the premise that ‘a celebrity always represents more than him or herself’ and is ‘the vehicle(s) for the creation of social meanings’ (Evans and Hesmondhalgh, 2005) this seminar seeks to explore how the framing in the media of, what would become known as the ‘Cottingley Fairy scandal’, was driven by the elite voices that took up the case. This paper will argue that the timing, the framing, and the involvement of early 20th Century celebrities contributed toward making this incident a self-fulfilling prophecy, having now settled itself firmly within British folklore.

### Biography

Louise Edensor is senior lecturer in Media and Education and Campus Programme Coordinator for the International Foundation Programme at Middlesex University. She is a doctoral candidate at the University of Northampton, UK and her thesis addresses issues of the self in the writings of Katherine Mansfield. Louise has contributed to volumes of essays on Katherine Mansfield’s writings and has worked as Editorial Assistant for Katherine Mansfield Studies, the journal of the Katherine Mansfield Society. Louise enjoys a close relationship with the Emirates Airline Festival of Literature and welcomes internationally renowned authors to Middlesex each year.

## Book launch: ‘Hotel on Shadow Lake’

**Daniela Tully | Middlesex University Dubai**

### Abstract

This seminar involved a reading from Daniela Tully’s debut novel, Hotel on Shadow Lake. This was followed by a question and answer session, facilitated by Louise Edensor. After this, there was a book signing and media interviews were held.

### Biography

Daniela Tully has been working in the field of story-telling for decades, mainly in film and television. While completing her film studies, she began her career working with famed film director Uli Edel (known for

films such as ‘Last Exit to Brooklyn’ and the Oscar-nominated ‘Baader Meinhof Komplex’), learning the craft of film making on sets all over the world. She then went on to work as head of script development, and later as film producer, both in television and film. She has been involved in projects such as the critically-acclaimed ‘Fair Game’, the box-office hits ‘Contagion’ and ‘The Best Exotic Marigold Hotel’, and the Oscar-winning ‘The Help’. Hotel on Shadow Lake is her debut novel.

## The Perils of Cultural Border Crossings

**Peter J. Hatherley-Greene | Emarise**

### Abstract

I will explore the cultural, socio-economic, and political landscape that appears to hinder the uptake of male Emiratis into the country’s private sector. Offering a new tool to assist young school-leavers to evaluate their preparedness to work in the private sector or study at a university where the language of instruction differs from their own, I will draw upon 22 years of working with Emiratis and other Gulf Arabs, both in the education and training sectors.

### Biography

Peter has lived and worked in the UAE for over 22 years, and has a Ph.D. in Middle Eastern culture and education from Curtin University, Perth, Australia. A published author, commentator and writer on local and regional issues, Peter’s articles are regularly published in the local media. His consultancy company, Emarise, focuses on improving National recruitment and retention. Peter has recently presented papers for the German Emirati Joint Council for Industry & Commerce (October 2017) and at the World EQ Summit in Dubai (November 2017).

## Performance Analysis of listed companies in the UAE - using Data Envelopment Approach

**Sudipa Majumdar | Middlesex University Dubai**

### Abstract

This study involves the relative efficiency of 27 listed companies in the UAE with a focus on the impact of the financial crisis and the recovery thereafter. First, the non-financial sector companies were studied to trace their productivity changes during the 2007 - 2014 period. The efficiency factors of the companies were studied further to attribute the recovery to allocative versus technological efficiency parameters. Our study clearly reveals that the top-performing companies in the UAE during the 2007-14 period demonstrated innovation-led growth, aided by the use of better technology, investments in capital equipment, and adoption of new production processes. This research was then taken forward to study the profit efficiency parameters of the banking sector and to highlight the financial regulation norms of the Central Bank of the UAE.

### Biography

Dr. Sudipa Majumdar holds a Ph.D. in Economics from IGIDR, Mumbai and has held faculty positions

at prestigious institutions around the globe including Symbiosis Institute, India; Solbridge School of Business, South Korea; Dubai Women's College, and Middlesex University Dubai. She also served as Research Analyst at organizations including The Confederation of Indian Industries; Newel Consultants; Moody's Investors Services and Euromonitor Plc. Singapore. Sudipa was awarded the prestigious Wharton Business Research Grant from Wharton School, University of Pennsylvania in 2010 for her research on "Ownership Structure and Family Business in the UAE". She has presented her research studies at several international conferences and won 'Best Researcher' awards at the ACBSP Annual Conference at Baltimore, USA in 2012; World Business Institute conference in 2013; INSEAD Business Conference in Abu Dhabi in 2014; and IMT International conference with University of Texas in 2016. Sudipa is on the Reviewer Board of "Contemporary Middle Eastern issues" (Emerald) and "Journal of Quantitative Economics" (Springer).

## The Interbank Market Puzzle

**Oskar Kowalewski | IÉSEG School of Management and the Polish Academy of Science**

### Abstract

This study documents significant differences in the interbank market lending and borrowing levels across countries. We argue that the existing differences in interbank market usage can be explained by the trust of the market participants in the stability of the country's banking sector and counterparties. We test our assumptions by employing different proxies for trust in the countries' banking sectors and by controlling for bank-specific risk. We find that banks originating from a country that has experienced longer periods of banking crises or more bank failures are able to attract less interbank deposits. However, we find that the quality of legal regulations and institutions can help mitigate the adverse impact of the low level of trust in the banking system. Hence, institutional factors might partially

substitute for the limited trust and enhance interbank activity.

### Biography

Dr. Oskar Kowalewski is Associate Professor in Finance at IÉSEG School of Management in Paris and Fellow of the Wharton Financial Institutions Center at the University of Pennsylvania. He was previously Associate Professor at the Warsaw School of Economics, Kozminski University and the Polish Academy of Science. In the years 2004-2005 he was Kosciuszko Fellow at the Wharton School at the University of Pennsylvania, where he was again a Visiting Researcher in the years 2009-2011. In the years 2012-14 he was DAAD Visiting Professor at the European University Viadrina (Frankfurt), Germany. His primary research

areas include financial system development, banking, and corporate governance. Currently, he works on a research study on the interbank markets and performance of multinational banks as well governance of family firms. Oskar received his habilitation in finance

from the Warsaw School of Economics in 2014. He holds Ph.D. and M.S. degrees from the Kozminski University (Warsaw) and an LLM degree from the Maria Curie-Skłodowska University in Lublin.

## Reflections of an outsider

**Dr. Heather Jeffrey | Middlesex University Dubai**

### Abstract

The significance of the role of the researcher in creating knowledge has long been acknowledged in qualitative research. Yet, surprisingly little attention has been given to the topic of interpreters be they cultural or linguistic, due to worries of loss of meaning (Krzywoszynska, 2015). This worry of a loss of meaning and lack of a space dedicated to the role of interpreting insiders within the research process can also be said to reflect an ongoing bias of positivist thinking even in qualitative research when the 'truth' is sought about the 'other'. Whilst, even though the concept of transparent language has been problematised in recent years, researchers still fail to engage with interpretation due to concerns of credibility. In this short presentation, I explore the process of interviewing 15 Tunisian women, my positionality and the role of interpreters and translators. I exemplify the messy nature of qualitative research and investigate understandings, misunderstandings and the ethical situations that can occur when working with translators. Ultimately I argue that we must acknowledge the process of translation and that rather than leading to a loss of credibility it can enrich the data collected.

### Biography

Dr. Heather Jeffrey completed her Ph.D. entitled A Discursive Analysis of Women's Femininities within the Context of Tunisian Tourism at Middlesex University, London. Heather joined Middlesex University, Dubai after having held faculty positions at the University of Bedfordshire, Middlesex University London, and the University of East London. Heather's research interests centre on social inequality, qualitative methods, and gender studies and she was pleased to have been invited to become a member of the European Commission funded International Network for Comparative Analysis of Social Inequalities in 2016. More recently Heather has become an associate for the non-profit organisation Equality in Tourism, she is the treasurer of the Geographies of Leisure and Tourism Research Group and dissertation reviewer for the Gender and Feminist Geographies Research Group at the Royal Geographical Society. In addition to creating scholarly outputs, Heather also writes for the Huffington Post in issues related to tourism, gender and academia.

## Student Engagement and Emotional Intelligence in Higher Education: Challenges and Opportunities

**Sandra Stephenson | Middlesex University Dubai**

### Abstract

Studies into motivation and student learning identify emotion as an "integral part of the interpersonal processes that create classroom contexts" (Meyer and Turner, in Mortiboys, 2012:2). Emotional Intelligence, defined as "the capacity for recognising our own feelings and those of others, motivating ourselves, and for managing emotions well in ourselves and in our relationships" (Goleman, 1995: ibid) is seen by

Mortiboys as an unrecognised, third aspect of what a teacher should offer learners – in addition to the teacher's subject expertise and knowledge of pedagogy (ibid: 3). This "unrecognised, third aspect" of teaching was the focus of an action research project undertaken by the author from 2015-2017. The research explored the feelings of over 450 first-year business school students at Middlesex University, Dubai (three cohorts, over the course of two academic years) with regard



to their experience of their lecturer, and attempted to identify and share strategies for increasing student engagement using an emotionally intelligent approach. The research specifically aimed to explore ways of enhancing the lecturer's own EQ in order to create an environment conducive to deep learning. Focused interventions included flipping from a teacher-centred to a student-centred approach, adjusting teaching goals from good student pass rates and 100% attendance to deeper learning and engaged students, and developing the qualities of an emotionally intelligent teacher. Both the qualitative and quantitative outcomes of the subsequent interventions were overwhelmingly positive, with lecture attendance increasing significantly over the period researched. Whilst expecting 100% engagement 100% of the time remains an elusive and probably idealistic goal in teaching, perhaps the most valuable outcome of this study was that adopting an EQ approach vastly improved the lecturer's experience of, and personal attitude towards, her students as well as her own teaching practices.

#### Biography

Sandra Stephenson is a lecturer in MDX Dubai's Business School. She graduated from Rhodes University

in Grahamstown, South Africa with a Bachelor of Journalism and Media Studies degree. Following this, she worked in the University's Human Resources Division in the field of recruitment and selection for seven years before being appointed as the University's first Academic Planning Officer. Sandra was promoted to Director of Academic Planning and Quality Assurance in 2001, and appointed as Director of Institutional Planning in 2010. As a member of Rhodes University's senior management team, Sandra represented the University on national QA and institutional planning bodies. She was involved in policy development in the field of planning and QA at the institutional, regional and national levels and has delivered papers at nine international conferences and published in international journals. She has undertaken research into international recognition of higher education institutions and has also assisted other South African universities in developing and implementing strategic plans and institutional policies. She completed a Management Development Programme (mini-MBA) in 2000, a Master's degree in Higher Education in 2014, and a PGCHE in 2016.

## The Corporate Governance–Performance Puzzle: New Insights

**Mohammed Zakriya and Ariadna Dumitrescu**  
ESADE Business School, Ramon Llull University

#### Abstract

This paper presents “nG (new Governance) Index”, an unequal weighted measure of corporate governance that dynamically captures the heterogeneity of its individual anti-takeover components, as an alternative to equal weighted G-Index, E-Index and Gov-Score proposed in the related literature. Our findings show that all anti-takeover provisions do not equally influence firms' corporate governance quality and therefore, our proposed nG-Index traces governance – performance relationship more persistently than an equal-weighted measure. Further analysis reveals that an nG-Index based zero-investment hedge, going long on poor governance portfolio and shorting the good governance one, would have generated an abnormal return of over 1.33% per month or about 16% per year. This hedge is completely opposite to the long good governance – short poor governance strategy suggested in prior literature. We posit that such hedge reversal is an indication that, in recent years, investors underreact to good governance

signals and/or seek compensation for high riskiness associated with poorly governed firms.

#### Biography

Mohammed Zakriya (Zack), is currently a Ph.D. candidate in Management Sciences and Student President of ESADE Doctoral Society at ESADE Business School (Ramon Llull University), Barcelona. He is currently working on empirically testing investor behavior towards firms' governance structures. His research broadly focuses on the interplay between corporate policies (through the lens of corporate finance theories) and the stock prices (using multiple asset pricing models). He has presented his research in several conferences and seminars across the globe including FMCG 2017 Conference, Wellington, New Zealand; Multinational Finance Society Annual Conference 2017, Bucharest Romania; and 25th Finance Forum of Spanish Finance Association.

## Minimal models of collective motion from the engineering, statistical physics, and biological perspective

**Dr. Eliseo Ferrante | Middlesex University Dubai**

#### Abstract

Swarm robotics studies the design of collective behaviours for swarms of robots by the development of controllers that only use local sensing and communication. One of the fundamental questions we ask in swarm robotics is how can we reduce the individual robot capabilities as much as possible and still obtain the desired collective behaviour. This is very important if we want to use robots with limited sensing capabilities, such as drones with payload restrictions. In this talk, I will describe a minimal swarm robotics model we developed to reproduce coordinated motion behaviour as seen in birds and fish.

This model required robots equipped with sensors able only to detect the relative position and angle of neighbours, and did not require the relative orientation of neighbours as in the classical Reynolds model. We showed that it achieved collective motion even in cases when no robot had a preferred direction of motion. Subsequently, we converted this mechanism into a novel statistical physics model which we called AES (Active Elastic Sheet). AES is based only on attraction-repulsion interactions as opposed to alignment-only interactions that characterise the standard statistical physics model of collective motion (the Vicsek model). In contrast with the Vicsek model, in a follow up work we also showed that AES is able to reproduce the same type of scale-free

correlations as observed in natural starling flocks.

#### Biography

Dr. Eliseo Ferrante holds a senior lecturer position at the Middlesex University Dubai. He has a Ph.D. in Applied Sciences awarded by the Université Libre de Bruxelles (ULB) in 2013. Dr. Ferrante has authored more than 30 peer-reviewed publications, among which 17 publications in international journals with peer review, and 20 articles between peer-reviewed conference, workshops, and video proceedings. Some of Dr. Ferrante journal articles have been published in prestigious journals with high impact factor, including Physical Review Letters (IF 2016: 8.46), IEEE Transactions in Cybernetics (IF 2016: 7.38), and Plos Computational Biology (IF 2016: 4.59). He also authored a survey article with around 500 citations since 2013. His Google Scholar H-index is 16, and the total number of citations is over 1500. Dr. Ferrante's research was featured on international and national magazines, including Science Magazine, IEEE Spectrum, Sciences et Avenir (France), the Italian National News Agency (ANSA), and La Repubblica (Italy). According to the Altmetric website, Dr. Ferrante's Plos Computational Biology article has scored very high in terms of impact, being among the top 40 articles published in the same journal and in the 99th percentile of all articles ever tracked by the website.

## Celebrity Humanitarianism: Contamination of Capitalism

**Najmeh Mohammadkhani | Freelance Journalist**

### Abstract

Celebrity humanitarianism refers to the rise of celebrity forms of charities and humanitarian works around the world. Since two decades ago, many stars, billionaires, royal family members and media activists are running charities in order to help people in need. Slavoj Zizek, Slovenian philosopher has criticised this phenomenon. He claims these charities are not just self-promoting, but also justifying and worsening the global inequality created by capitalism. He claimed, celebrity humanitarianism is at the service of western nations. They all are instrumentalising the poor and acting ideologically. At the same time, they are depoliticising, in a way that they focus on symptoms rather than core problems. The rise of celebrity humanitarianism termed as post-political and post-democratic order, so that everything is on show and can be solved by objectifying

problems. This presentation, as solely theoretical discussion will elaborately investigate the Slovenian philosopher's reading of celebrity humanitarianism.

### Biography

Najmeh Mohammadkhani earned her Bachelor's degree in sociology and Master's degree in American Studies both from University of Tehran. As a freelance Journalist, she has been a columnist in Modern Times Review, Norway's largest monthly international oriented newspaper, published every mid-month since 2006. She regularly writes about Iran's social and cultural issues. She worked as managing editor of a quarterly journal of Iranian Cultural Research from 2007 to 2012. Her area of specialisation is media and communication. She has been working on social networks in Iran and UAE for last couple of years. She aspires to pursue a Ph.D. in Media.

## The HR Scorecard measures in a service firm in the UAE

**Neelofer Mashood and Rhoderick Romano | Middlesex University Dubai**

### Abstract

All organisations have an obligation to their stakeholders to perform well. They depend on the quality, dedication, enthusiasm, expertise, and skills of the people working with them at every level. Research shows that good HR practice and firm performance are correlated. The HR policies created by an organisation affect HR practice and these in turn influence employee attitudes and behaviors which will, in turn again impact on service offerings and customer perceptions of value. Hence it becomes imperative that organisations develop and implement HR strategies that are integrated with business strategies and support their achievement. This study aims to explore how a strategy-focused HR impacts an organisation with measurable results, i.e., the bottom-line. The study identifies what HR measures are monitored and which of these are linked to strategy. The study makes an attempt to fill the gap in the literature that focuses on firms in the United Arab Emirates.

### Biography

Neelofer Mashood is a lecturer at Middlesex University Dubai. She teaches Human Resource Management

and Services Management at the University's Business School. She has a BSc and an MBA degree from Aligarh Muslim University, in India; an MA in Education in leadership Management and Change and a PG CertHE from Middlesex University. Neelofer has been teaching for the last 17 years and has research interests in Cross Culture Management; Localization policy; Entrepreneurial Research and Best Practice in Higher Education.

Rhoderick Romano is a lecturer at Middlesex University Dubai teaching modules like Services Marketing Management, International Management & Ethics, and Enterprise & Small Business. He is an MBA graduate from Middlesex University Dubai and did his Bachelors Majoring in Philosophy with The University of Santo Tomas, Philippines. He is a founding member of The Institute for Entrepreneurship and Business Excellence (IEBE) in Middlesex University Dubai. His research interests include Strategic Human Resource Management (SHRM) in the UAE, Antecedents of SME success in the UAE, and Developments of Social Entrepreneurship in the UAE.

## Supporting Students with Autism

**Siobhan McNiff | Middlesex University Dubai**

### Abstract

This seminar will help you understand what autism is and how it can affect life and study at university. It will consider barriers, challenges and positives; identify possible support requirements and help develop good practice. Support offered by CAS at MDX will be explained.

### Biography

Siobhan is an expert study skills tutor with a clear understanding of college and university level writing skills and disability support. She is qualified to diagnose specific learning difficulties including dyslexia, dyspraxia and dyscalculia for educational purposes, and is an enthusiastic staff trainer in areas of disability awareness, including legal compliance. She works to promote inclusion and her expertise and experience help negotiate and implement individual learning plans to enhance learning potential.



# MDX Dubai publications

## Refereed Journal Articles

Name in bold is MDX Dubai Faculty Member; name with \* is a MDX Dubai student

**Abdo, D.\* & Paris, C.** (2017) Social entrepreneurship in the United Arab Emirates: Challenges and Recommendations. *International Journal of Sustainable Society*. 9(1), 41-60. (Google Scholar h-5 index: 12)

Alsaadi, T., **Kassie, S.**, El Hammasi, K., Shahrour, T.M., Shakra, M., Turkawi, L., ... Raoof, M. (2017). Potential factors impacting health-related quality of life among patients with epilepsy: Results from the United Arab Emirates. *Seizure*, 53, 13-17. doi: 10.1016/j.seizure.2017.10.017. Epub 2017 Oct 28. (Impact factor: 2.448; Google Scholar h-5 index: 32)

Alsaadi, T., El Hammasi, K., Shahrour, T.M., Shakra, M., Turkawi, L., Nasreddine, W., ... **Kassie, S.** (2017). Depression and anxiety as determinants of quality of life in patients with multiple sclerosis - United Arab Emirates. *Neurology International*, 9, 75-78. (Google Scholar h-5 index: 11)

Bhaumik, S. K., Kutan, A. M., & **Majumdar, S** (In Press). How successful are banking sector reforms in emerging market economies? Evidence from impact of monetary policy on levels and structures of firm debt in India, *The European Journal of Finance*. (Impact Factor: 0.795; Google Scholar h-5 index: 22)

**Edensor, L.** (2018) 'Before Art can be human again, it must first learn to be brutal': Katherine Mansfield, the Self and Rhythm'. *Tinakori: Critical Journal of the Katherine Mansfield Society*, ISSN 2397-9046

Hine B. & **Murphy, A.** (2017). The impact of victim-perpetrator relationship, reputation, and initial point of resistance on officers' responsibility and authenticity ratings towards hypothetical rape cases, *Journal of Criminal Justice*. 49, 1-13. (Impact Factor: 2.339; Google Scholar h-5 index: 34)

**Jeffrey, H.** (2018). Tourism and gendered hosts and guests. *Tourism Review*. <https://doi.org/10.1108/TR-02-2017-0024> (Google Scholar h-5 index: 15)

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

Keane, D., & **Kyriazi, T.** (2017). Education in the UAE: the relevance of international human rights law and social welfare for a sustainable economy. *International Journal of Diplomacy and Economy*, 3(4), 330-347.

**Kyriazi, T.** (2017). Case Commentary: Chowdury and Others v Greece. *Theory and Practice of Administrative Law*, 5, 483-489 (in Greek).

Keane, D., & **Kyriazi, T.** (in press-2018). The emergent right of human rights education in GCC States; *Asian Yearbook for Human Rights and Humanitarian Law*, 2.

Khaluf, Y., **Ferrante, E.**, Simoens, P., & Huepe, C. Scale invariance in natural and artificial collective systems: a review. *Journal of Royal Society Interface* 2017 14 20170662 (Impact Factor: 3.82; Google Scholar h-5 index: 64).

**Kumar,V., Satapathy, S.**, & Sayani, H. (2017). Analysis of financial strategies of 3PL companies in the GCC. *International Journal of Corporate Finance and Accounting*, 4(1).

Miller, K.,\* **Kyriazi, T.**, & **Paris, C.** (2017) Arab Women Employment in the United Arab Emirates: Exploring Opportunities, Motivations, and Challenges. *International Journal of Sustainable Society*. 9(1), 20-40. (Google Scholar h-5 index: 12)

Mohnot, R., **Mohnot, R.**, & Muralidharan, P. (2017). Role of electronic trading in emerging stock markets performance. *International Journal of Business Forecasting and Marketing Intelligence*, 3(4),

388-406.

**Murphy, A.** & England, D. (2018). The student experience of student-to-teacher feedback. *New Vistas*, 3(2), 13-17

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

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

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