



**Middlesex
University
Dubai**

RESEARCH MATTERS

ISSUE 9 | SPRING 2020

FACULTY AND STUDENT RESEARCH BOOT CAMP

STUDENT RESEARCH ACHIEVEMENTS

MIDDLESEX UNIVERSITY DUBAI CONFERENCES

250TH WEDNESDAY RESEARCH SEMINAR

2019 MDX BCS STUDENT RESEARCH CONFERENCE



MIDDLESEX UNIVERSITY DUBAI RESEARCH COMMITTEE MEMBERS

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EDITORIAL NOTE

A warm welcome to this new decade's first issue of Research Matters.

In this issue, we have several great features. Our students have been busy over the past few months, illustrating their research talents at conferences and competitions both nationally and internationally, across a range of disciplines. Middlesex University Dubai faculty have also been working on many research endeavors. This issue showcases several initiatives and achievements at the university level, as well as individual faculty and student achievements.

We wish you well for the rest of this academic year, and we look forward to even more research accomplishments in 2020!

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MDX DUBAI HOSTED ITS FIRST INTERNATIONAL CONFERENCE ON TECHNOLOGY, INNOVATION, AND SUSTAINABILITY IN BUSINESS MANAGEMENT (ICTIS)

Middlesex University Dubai hosted its first International Conference on Technology, Innovation and Sustainability in Business Management (ICTIS) on 2 May 2019. The one-day conference attracted approximately 120 delegates from multiple disciplinary backgrounds. Participants included Middlesex University Dubai students and staff, and external delegates representing over 40 universities from the UAE and around the world including India, Pakistan, Turkey, Oman, China, Nigeria, Canada, and Germany. The conference also witnessed strong representation from MDX students/alumni presenting/co-presenting their research with our faculty.

The Conference started with two excellent keynote speeches by Professor Ajit Karnik on 'Issues in Measuring Sustainable Development' and Namrata Balwani on the 'Impact of Digital Transformation on Business'. This was followed by 52 oral presentations across 12 individual sessions. Additionally, the visual paper session featured student research from both UG and PG students from Marketing, IT, and Psychology.

A group of our 2nd-year Psychology students, (Fadhila Ahamed Mohideen, Hafseena Bind Ashraf, Sachi Kariappa, Tisha Virani, Tanvi Telang) won the award for "Best Student Poster" for their research Global Perspectives - Understanding Cross-Cultural Friendships in the UAE.

The conference wrapped up with an excellent and stimulating industry panel session on 'Technology, Innovation, and Sustainability' moderated by Supriya Kaitheri and

Rory McConnon that featured Krishnadas Nanath, Senior Analytics SOAT Lead at Majid Al Futtaim; Anup Namboodiri, Senior Client Advisor Government Relations at SAS; Matteo Boffa, General Manager, Luxury Recycling Products at ETUI; Prakash Rao, Group Head, Supply Chain Projects at Landmark Group; and Muddassir Ahmed, MEA Regional Planning and Operations Manager at Bridgestone EMEA. The conference concluded with a ceremony that presented delegates with 'best research paper' and 'best student poster' awards.

The conference received excellent feedback from the delegates. Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director at Middlesex University Dubai congratulated the Conference Chairs Dr Sreejith Balasubramanian, Senior Lecturer, and Chair of Research Committee; Dr Supriya Kaitheri, Senior Lecturer in Data Analytics; and Rory McConnon, Senior Lecturer and Campus Programme Coordinator for putting together an excellent conference programme.

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MIDDLESEX UNIVERSITY DUBAI SUCCESSFULLY CO-HOSTED ITS 2019 BCS STUDENT RESEARCH CONFERENCE

Middlesex University Dubai hosted the **'2019 BCS Conference and Middlesex University Dubai Student Research Conference'** on campus on 24 October. This was followed by an awards ceremony at the Anantara Eastern Mangroves Hotel in Abu Dhabi on October 27th

during the second day of the BCS Conference. The programme on this day included addresses by HE Sheikh Nahayan Mubarak Al Nahayan, UAE Minister of Tolerance, and HE Patrick Moody, British Ambassador to the UAE.



This year's theme revolved around the themes of tolerance, sustainability and women empowerment. More than 50 students (from multiple disciplines) participated in the conference from universities around the region in three parallel sessions: PG Oral Presentations, UG poster presentations, and Demos. Top projects were selected by a panel of esteemed external judges from industry/academia.

The top three projects in each category were awarded at the ceremony in Abu Dhabi by Eng. Al Hashmi from BCS. Students in 1st place were recognised with a cash prize of AED 3,000 along with the BCS trophy and certificate of achievement, and 2nd and 3rd place winners received BCS trophies and certificates.

The winning student researchers were as follows:

1. PG Oral Presentations:

Hanin Almahmoud, University of South Carolina (1st place), Gihanka Malith Hapuarachchi, MDX Dubai (2nd place), and Mahima Parnami, MDX Dubai (3rd place)

2. Demos:

Muhammad Asad, Zaid Hassan, and Divya Syam, MDX Dubai (1st place), Danish Nihal, MDX Dubai (2nd place), and Lavesh Bhatia and Reham Salman MDX Dubai (3rd place)

3. UG Posters:

Marco Kilada and Archana Raghavan, both from MDX Dubai (jointly awarded 1st place), Nikhil Suresh, MDX Dubai (2nd place) and Sibgatulla Sharieef (University of Bolton, Ras al Khaimah (3rd place)

Hopefully, these students will take their research to the next level and submit papers for publication.

THE FACULTY SUMMER RESEARCH BOOT CAMP 2019



Following on the success of the previous Research Boot Camps, the MDX Dubai Research Committee held the 2019 Boot Camp from June to July 2019. The goal of the MDX summer 'research boot camp' is to provide faculty with the support needed to develop their research abilities, to provide a collaborative research environment, and to provide support to faculty in making the most of the non-teaching time to develop their research outputs. Each participant sets their research objectives for the boot camp. The boot camp featured several focused and hands-on sessions on qualitative and

quantitative research methods, secondary research, applied and evaluative research, and conceptual research. Also, a special 'Quality Café' session on sharing best practices for supervising student research was held. The boot camp was attended by more than 50 academic and non-academic staff from multi-disciplinary backgrounds.

The details of the 22 facilitated sessions, including seven specialised sessions on SPSS and two sessions on AMOS covering basic to advanced statistical analysis, are listed below.

SESSIONS	OBJECTIVE
SESSION 1 - Introduction to the Summer Research Boot Camp Facilitators: Dr Cody Paris, Dr Lynda Hyland & Dr Anita Kashi	Welcome to Boot Camp; Aims and objectives of Boot Camp; Planning summer research and goal setting; Enhancing research through collaboration.
SESSION 2 - SPSS Session 1 - Introduction to SPSS Software Facilitators: Dr Sreejith Balasubramanian, Dr Supriya Kaitheri & Dr Lynda Hyland	This session covered data management in SPSS such as creating SPSS data files, exporting data files from Excel to SPSS, define variables, managing different data types, coding, and creating split files. The session also introduced tools for exploring data in SPSS (e.g., frequencies, charts, and scatter plots).
SESSION 3 - SPSS Session 1 - Writing Retreat (a) Facilitators: Dr Daphne Demetriou	The purpose of this session was to support faculty members in progressing their research writing in a short and dedicated time.
SESSION 4 - Managing Online Research Profiles and Digital Tools for Academic Dissemination Facilitators: Dr Cody Paris	The session introduced participants to several platforms including the Middlesex University Repository, Mendeley, PUBLONS, SCOPUS, ORCID, Google Scholar, and Research Gate that can help to disseminate research and track the analytics of the impact via downloads, views, citations, media mentions, and other metrics.
SESSION 5 - Content Analysis Facilitators: Dr Dawn England	This session outlined the utility and ease of conducting content analysis as a tool that requires few resources and allows for impactful examination and dissemination of ideas for both researchers and students.
SESSION 6 - Using Online platforms for Survey Research Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	The session introduced participants to online software tools. This included creating online surveys, sharing surveys online, and maximizing outreach to participants. The session also discussed useful metrics in online survey research such as survey response rate, completion rate, average completion time, typical drop out period, etc., and best practices to maximise the effectiveness of survey research.
SESSION 7 - SPSS Session 2 - Basic Inferential Statistics Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	This session covered descriptive statistics, cross-tabs, and basic inferential analyses such as chi-square, t-tests, and correlations.
SESSION 8 - SPSS Session 3 – ANOVA Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	The session covered One-way ANOVA and Post-Hoc Tests for One-Way ANOVA, and Two-way (factorial) ANOVA using SPSS. It also included the basic assumptions of ANOVA including Levene's test for homogeneity of variance.
SESSION 9 - Writing Retreat (b) Facilitators: Dr Daphne Demetriou	The purpose of this session was to support faculty members in progressing their research writing in a short and dedicated time.
SESSION 10 - Using Qualtrics for Survey Research Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	This session covered the use of Qualtrics software as a tool for gathering survey data for research. Participants learned how to create, manage, distribute surveys and generate reports using the Qualtrics platform.
SESSION 11 - Secondary Data Sources for Research Facilitators: Prof Ajit Karnik	This session introduced participants to a variety of secondary data sources such as World Development Indicators; IMF/World Bank Data; Capital IQ; Barro-Lee Datasets; Economic Freedom Index; Governance Indicators.

SESSIONS	OBJECTIVE
SESSION 12 - Focus Groups and Anatomy of a Research Paper Facilitators: Dr Nishtha Lamba	The session covered the use focus groups for research. The second part of the session discussed the anatomy of a research paper and how to write a paper for a peer-reviewed journal.
SESSION 13 - SPSS Session 4 - Simple Linear and Non-Linear Regression Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	This session covered simple linear and logistic regression models, along with non-linear regression estimation models such as quadratic, cubic, and logarithmic.
SESSION 14 - SPSS Session 5 – Multiple Regression Facilitators: Dr Sreejith Balasubramanian & Dr Supriya Kaitheri	This session covered multiple regression models in SPSS including hierarchical, step-wise, and moderated regression analysis.
SESSION 15 - Applied and Evaluative Research Facilitator: Dr Anthony Murphy	The session discussed the similarities and differences between research types, developed an understanding of the benefits of ensuring our work is more applied, and work collectively to develop ways to make our research work as impactful as possible. The session covered action research, evaluation research, and other research methods.
SESSION 16 - A special Quality Cafe session on sharing best practices for supervising student research Facilitators: Mohammad Meraj & Dr Cody Paris	The informal session discussed best practice guide for dissertation/student research supervision. The participants reflected and shared their own experiences, challenges, uncertainties and best practices.
SESSION 17 - SPSS Session 6 - Multivariate analysis - Exploratory Factor Analysis and Construct Validation Facilitator: Dr Sreejith Balasubramanian	The session covered exploratory factor analysis (constrained and unconstrained). The session also discussed methods to test convergent validity, discriminant validity, and reliability of constructs.
SESSION 18 - SPSS Session 7 - Multivariate analysis – Clustering Facilitator: Dr Supriya Kaitheri	The session covered Cluster Analysis such as the K-Means Cluster, and Discriminant analysis in SPSS.
SESSION 19 - Conceptual Research Facilitators: Dr Cody Paris & Dr Dawn England	The session introduced participants to different 'styles' of review papers including Theoretical reviews, State-of-the-Art reviews, Systematic Reviews, and highlighted aspects they need to consider while preparing a review-based conceptual paper for submission.
SESSION 20 - Faculty-Student Research (Drop-in) Facilitator: Dr Cody Paris	The drop-in session with faculty discussed ways to convert student projects into potential publications and discussed queries on authorship, conflict of interest, and ethics.
SESSION 21 - Introduction to Structural Equation Modeling and AMOS Software Facilitator: Dr Sreejith Balasubramanian	The session introduced Structural Equation Modeling (SEM), a statistical methodology that is widely used by researchers in the social, behavioural and educational sciences. The session also introduced AMOS, its features, how to import data from SPSS, and draw basic models in AMOS.
SESSION 22 - Structural Equation Modeling using AMOS - Testing and Improving your Model Facilitator: Dr Sreejith Balasubramanian	This session covered confirmatory factor analysis (first-order and second-order), causal modeling with latent variables, and Model-fit indices.

RESEARCH COMMITTEE HOLDS 'WRITING RETREAT' FOR ALL FACULTY

Middlesex University Dubai's Research Committee held a two-day 'Writing Retreat' in June 2019. The sessions were facilitated by Dr Daphne Demetriou, Senior Lecturer in the Department of Law and Politics. The purpose of these sessions were to support faculty in progressing their research projects in a focused and

supportive environment. The session began with initial planning and goal setting for the day with faculty then focusing on writing in one-hour slots. Several colleagues benefited from the 'writing retreat' in progressing their research writing.

THE STUDENT RESEARCH BOOT CAMP 2019

Drawing upon the success of Faculty Research Boot Camp and feedback from research students and supervisors, the research committee in collaboration with the Centre for Academic Success organised the student research boot camp from June – September 2019. The Dissertation Boot Camp aimed to provide supplemental support for students to progress towards the completion of their dissertations. With an intense focus on writing, the camp provided the structure and motivation to overcome typical roadblocks in the

dissertation process. A series of five developmental workshops were offered to provide an opportunity for support and peer engagement. The Dissertation Boot Camp helped students learn to write more effectively, and often to produce better academic writing, by providing critical elements such as a space with minimal distractions, peer motivation and support, and feedback by writing consultants. The details of the facilitated sessions are listed below.

SESSIONS / FACILITATORS	OBJECTIVE
SESSION 1 - Denise Andrzejewski	<ul style="list-style-type: none"> • Review components of dissertations • Search tricks to find relevant sources • How to outline your dissertation to create a coherent and convincing argument • The anatomy of the introduction and literature review
SESSION 2 - Denise Andrzejewski	<ul style="list-style-type: none"> • How to read literature efficiently and effectively • How to build your language and writing toolkit • How to organise literature for easy dissertation writing • Creating a dissertation plan
SESSION 3 - Denise Andrzejewski & Dr Sreejith Balasubramanian	<ul style="list-style-type: none"> • Presenting qualitative and quantitative methods/results • General questions about SPSS • General questions regarding the analysis of qualitative data • Interpreting results and linking to literature • Structuring Methods and Results sections
SESSION 4 - Denise Andrzejewski	<ul style="list-style-type: none"> • How to paraphrase, synthesise and summarise your notes • How to create paragraph transitions that work • Creating flow throughout your dissertation • Setting writing goals for the next 4 weeks
SESSION 5 - Denise Andrzejewski	<ul style="list-style-type: none"> • How to edit like a Pro • Referencing and Formatting, cover pages, table of contents • Open Q&A session • Preparing for the last stretch of your final dissertation

While the programme focused on helping students improve writing productivity, we also hope that students took away some writing habits and strategies that will benefit them in future writing projects. Being one of the first initiatives to assist students in completing their dissertations we were delighted that more than 50 students from multi-disciplinary backgrounds benefited from these workshop sessions. Feedback from attendees was very positive:

“ I thought it was really helpful and happened at the right time. Although much of the content was repeated from the term, the fact we had our dissertation in front of us enabled the content to sink in. I was really happy.”

“ It was a great initiative, I only got to attend one of the sessions, but just that one session helped me greatly with structuring and understanding how to begin the process of writing and the details of writing that I was unaware of. Very helpful!!”

THE SUMMER STUDENT RESEARCH ASSISTANT PROGRAMME 2019

The MDX Dubai research committee successfully organised the Summer Student Research Assistant (SRA) Programme from all Undergraduate students and first-year Postgraduate (part-time) students. This scheme provided research internship opportunities for students to spend their summer (June–September) working on a research project with a Middlesex University Dubai faculty member.

The programme matched the expertise of students with the expertise sought by faculty mentors. A total of

16 students from multi-disciplinary backgrounds completed the programme with a faculty mentor. It offered students a valuable opportunity to learn the research process first-hand and enhance their academic and practical skills, such as problem-solving, data analysis, administration, teamwork, and self-discipline. These experiences will also benefit students in their dissertations or final year research projects, as well as in their future studies (PG/Ph.D.). A certificate-awarding ceremony was held for all students who completed the programme.

STUDENT SUCCESS AT SEVENTH ANNUAL UNDERGRADUATE RESEARCH COMPETITION HELD AT ABU DHABI UNIVERSITY

Middlesex University students participated and won accolades at the 7th Annual Undergraduate Research Competition held at Abu Dhabi University on 29 April 2019. Third-year psychology student, Khushboo Manghnani, supervised by Dr Nishtha Lamba, won first place in her category. Her research "How the social sphere influences the self: The impact of social media usage on self-esteem" was well-received by the judging panel.

We had other fantastic representation from our students at the competition. Third-year IT and BIS students, Divya Syam, Syed Ziad Hasan, and

Muhammad Asad, Ullah Khalid, supervised by Engie Bashir presented their study on "Social Appetite". First-year IT and Second year Accounting and Finance students, Lavesh Bhatia, Reham Salman, and Nikita Bhatia, supervised by Dr Vijaya Kumar and Jaspreet Singh Sethi, presented their research on "How to make mobile banking more efficient". Second-year Psychology students, Afshan Khan, Asma Bader Siddiqui, and Krishnapriya Jayachandran, supervised by Lynda Hyland presented their work "Building an empire away from home: A phenomenological insight into the experiences of female expat entrepreneurs in the UAE."



STUDENTS PARTICIPATED AT THE 3RD AMERICAN UNIVERSITY IN THE EMIRATES RESEARCH COMPETITION

Several students participated in the 3rd American University in the Emirates Research Competition held between 25 - 26 March 2019 and their research was very well-received. An oral presentation was given by Surbhi Mathur, Shreyas Beedu, Samina Burhani and Nida Hingwala on "UAE Islamic Banking Growth by Fintech Developments". Students also had wonderful poster presentations at the competition. Second-year Psychology students, Clea D'Souza, Vineeta Aroz, Nabeeha Shadab, and Somer Rodrigues presented their

work "Influence of Time Spent and Cross-Cultural Friendships in UAE, on our Multicultural Attitudes". Second-year Psychology students, Hafseena Bind Ashraf, Fadhila Mohideen, Sachi Kariappa, and Tisha Virani presented their work "GLOBAL PERSPECTIVE: Understanding Cross-Cultural Friendships in the UAE". Divya Syam, Syed Zaid Hassan and Muhammad Asad Ullah Khalid presented their work "Social Appetite: Smart Solution to reduce Food waste through donation"



COMPUTER ENGINEERING AND INFORMATICS STUDENTS EXCEL IN RESEARCH COMPETITIONS

The year of 2019 has been very successful for the students of Computer Engineering & Informatics (CEI) with more than 50 of them participating across four research competitions and ten project competitions and Hackathons, among which there were 4 top prize winners.

Second-year BSc Honours Information Technology students Reham Salman and Lavesh Bhatia won third place at the 3rd Annual Travel Tech Middle East Innovation Challenge. The competition was launched in the summer of 2019 where University students are challenged to come up with an innovative business idea, leveraging technology and impacting the travel sector. Reham and Lavesh received praise for their idea which centred around an app named "visionDubai" to help visually impaired individuals to navigate their surroundings and also serves as a booking assistant to allow access to various services such as cab and hotel bookings. Both students were

awarded certificates for being among the winners and will be provided with an internship opportunity.

In September 2019, CEI student, Danish Nihal, won first prize at the IN5 Blockchain Hackathon, organised in collaboration with Oracle Middle East and Emirates NBD Bank. The pre-hackathon workshop included a webcast by the Oracle team to demonstrate how their cloud services can be used to build the Blockchain project. During the hackathon event, each group had to design and build the necessary Blockchain artifacts which included appropriate front-end (JS, HTML, CSS) and Back-end / chain-code (Go, Node, Java) components. A representative from Emirates NBD presented a real-life challenge whereby participants were required to design and build a Blockchain-based solution to solve the challenge. Danish and his team won a cheque for AED 5,000 and a complimentary IN5 membership for 5 months.



ACCOUNTING AND FINANCE STUDENTS WON ACCOLADES AT CFA INSTITUTE RESEARCH CHALLENGE

In March 2019, Middlesex University Dubai Accounting and Finance students were in Jordan for the CFA MENA Investment Research Challenge, in Jordan, where they put up a spectacular show to win a runners-up trophy. Earlier, the team put up a fantastic professional presentation at the CFA Research Challenge held in Dubai. Representing Middlesex University Dubai, the student team consisting of Mariyam, Maraheb, Shreyas, Samina, and Reem delivered an effective presentation on the valuation and investment strategy covering a sample company – Dubai Islamic Bank.

The CFA Institute Research Challenge is an annual global competition that provides university students with hands-on mentoring and intensive training in financial analysis. Students gain real-world experience as they assume the role of a research

analyst and are tested on their ability to value a stock, write an initiation-of-coverage report, and present their recommendation (Buy, Sell or Hold).

Several university teams participated in this year's CFA Research competition and Middlesex students made it to the final round consisting of 4 teams. A panel of three judges observed and evaluated the presentations. Judges, by qualification, were CFA charter holders and, by profession, equity and finance analysts at leading companies. They were highly impressed with the Middlesex students' professional presentation style and defense skills. MDX students bravely handled judges' tough questions and impressed them with their poise. The team was mentored by Pallavi Kishore and by industry mentor Mr Mustafa Nadeem.



STUDENT SUCCESS AT MODEL UN COMPETITIONS

The Model UN Society at Middlesex University Dubai facilitates educational simulation and academic activity involving students learning about and enacting:

- International relations
- Diplomacy
- Workings of the UN system



An award-winning student-led society organises workshops, training, and simulation of Model UN conferences. The society offers opportunities for members to develop their debating, negotiation, and research skills, and get training and feedback from senior students who act as mentors. Society members can attend Model UN Conferences around the UAE.

The 5th Annual Model UN at the American University of Dubai (AUD) was held from 31 October to 2 November 2019. Fifteen students

from MDX Model UN Society competed at the event. Overall the students did a great job and showed great commitment and excellent debating and communication skills. Two students won top awards - Zainab Dhillwala 1st Year Psychology – Best Researcher Human Rights Committee; Meshkat Babeker Omer Ibrahim 3rd Year LLB – received an Honourable Mention from a group of 77 students.

The Model Congress at the American University of Sharjah (AUS) was held from 7 – 9 November 2019. A small team of 3 students competed at the AUS Model Congress. This was a unique experience for all, as instead of being a model UN, it was a simulation of various arms of the US government. Two of our students won top awards including the Top Award of the conference. Mohamed Nor (Third Year LLB) won the Top Delegate Award – Associate Justice Alito of the US Supreme Court – the top award of the conference. Hashim Riyan (First Year Journalism and Communication) received an Honourable Mention – European Specialist Central Intelligence Agency (CIA). The students immersed themselves in the US political system and were well informed about issues ranging from the “Muslim” travel ban to abortion rights and the use of surveillance on the internet.



STUDENT RESEARCH SOCIETY SUCCESS DURING 'WEEK OF WELCOME'

The Student Research Society, the University's first and only society dedicated to encouraging research amongst students, had a stand during the Week of Welcome. The 134 sign-ups during this week were typically already interested in research and were excited to find a society where they could meet other like-minded people. Some had already completed research projects of their own, some had been looking for a way to improve their writing and research skills, and some were simply drawn to the chocolate we were handing out after completing the activities we set up on the stall!

These activities included a 'fake news' game that required students to research whether the statements written on it were true or false, a research ethics quiz that tested students' understanding of the principles behind ethical research and a paraphrasing activity that saw students scanning a QR-code and

paraphrasing descriptions of the society on its online posters. Seeing students engage with these activities was very rewarding for the society's volunteers at the stall. Many chocolate bars were handed out for the enthusiasm of new members alone - regardless of their success or failure at the activities.

The enthusiasm of the students who had signed up at the stall has strongly reinforced the Society's vision of a group of research-active and research-aware members. Its stall during the Week of Welcome is only the beginning of a society that is committed to encouraging its members to be passionate about their research and to be supported by peers who are willing to share their expertise in the different groups the Society has - whether this is events, social media, or otherwise - and to take part in the many other activities the Society has in mind for the future.

MDX DUBAI'S TEACHING AND LEARNING COMMITTEE HELD ITS FIRST CONFERENCE

Middlesex University Dubai's Teaching and Learning Committee held its first conference on Friday 6 September 2019. The theme for the conference was "Enhancing our Pedagogic Practice: Preparing Students for the Changing World of Tomorrow". The conference began with the live streaming of the opening statement by the former Vice-Chancellor Professor Tim Blackman and the keynote speech delivered by Amatey Doky, former Vice President Higher Education and Deputy President of the National Union of Students.



The conference included an interactive workshop led by Mariam Abonil, which was followed by 18 oral presentations - many of them based on current and past Postgraduate Certificate in Higher Education projects. There were valuable contributions and exchange of ideas in terms of exploration of synergies pursuing the enhancement of the teaching and learning environment at the University. Many great ideas and inspiring initiatives were discussed during the conference.



DISSERTATION STUDENTS SUPPORT BRIDGESTONE'S SUPPLY CHAIN NETWORK REDESIGN PROJECT

Middlesex University Dubai and Bridgestone Middle East and Africa (MEA) signed an agreement that facilitated three MA International Business Management students (Kedar Raut, Mahnoush Gharehdash, and Mahshad Gharehdash), supervised by Dr. Sreejith Balasubramanian, Senior Lecturer in Supply Chain Management, to undertake a four-month internship project so support Bridgestone's Supply Chain Network Redesign Project.

During this project, students worked closely with the Bridgestone's MEA Logistics and Supply Chain Management team to review Bridgestone's existing logistics network in the MEA region and supported them in the redesign of the logistics network in accordance with best practice.

This opportunity has enabled students to apply knowledge and skills acquired in the classroom such as best practices on supply chain network design, best

practices on export operations, and data visualisation to real-world situations, as well as gain the skills and experience necessary for a successful career in global supply chain management.

The students said they were thrilled to be a part of this complex project with Bridgestone, and grateful to Middlesex University Dubai for giving them this opportunity – enabling them to take on an exciting real-life project for a leading global organisation.

The Bridgestone Group is the world's largest manufacturer of tire and rubber products. It currently operates about 180 Production and Development Bases across 26 countries and has a business presence in more than 150 countries. Bridgestone MEA is the regional headquarters for the Middle East and Africa region.



WEDNESDAY RESEARCH SEMINAR MARKED ITS 250TH EDITION

Middlesex University Dubai launched its Wednesday Research Seminar Series in 2008 where presenters include faculty from Middlesex University Dubai and other universities in the United Arab Emirates, as well as researchers from other global institutions. On 24 March 2019, the Wednesday Research Seminar marked its 250th edition where Dr Nishtha Lamba presented her research paper on 'Psychological health, prenatal bonding, and experiences of gestational surrogates'.

Commercial surrogacy in India began in 2002 and quickly grew into an unregulated \$2.3 billion industry. Convenient regulations such as low costs and allowing the name of commissioning parents on the birth certificate attracted many intending parents from around the globe. The extreme economic and cultural differences between international couples and surrogates, fertility clinics compromising the health of surrogates for profit, stigmatisation of surrogacy in India, and the constant surveillance of these women living in a 'surrogate house', had raised concerns regarding the potentially negative psychological impact of surrogacy on Indian surrogates. Terms like

"womb farm", "baby factory", and "global sisterhood" were frequently used to represent the surrogacy 'market'. However, there was no information regarding the psychological health of women choosing to become surrogates in low-income countries. In this research, surrogate mothers were compared with a matched group of expectant mothers during pregnancy and most of them were followed up 4-6 months after birth. All surrogates were hosting pregnancies for international intended parents and had at least one child of their own. Data were obtained using standardized questionnaires and in-depth interviews and were analysed using both quantitative and qualitative methods.

Dr Nishtha Lamba is a behavioral scientist with a keen interest in policy work. She completed her Ph.D. in Psychology from University of Cambridge in 2017 after completing her MPhil from University of Cambridge and BA from Hunter College, City University of New York. Her research interests include a range of topics, such as language development in children, social media and culture, egg donation, and surrogacy.



DR NISHTHA LAMBA SHARES HER EXPERIENCES OF THE HIGHS AND LOWS OF FIELDWORK



Please tell us a little bit about your research and why it interested you.

I was fascinated by the 'business' of commercial surrogacy in developing nations. In the practice of surrogacy, the surrogate voluntarily gives up a child after delivery for financial benefits (commercial) and/or to help a couple who are unable to have a child of their own. There is a lot of concern regarding the psychological health of surrogates, especially in low-income countries. I wanted to understand their motivations, feelings, and experiences! I also read literature on reproductive rights, informed consent, exploitation etc. Factors such as medicalisation of birth, having a non-traditional family setup, and a non-normative understanding of motherhood (by separating social, genetic, and birth mothers) has created a lot of unease in the acceptance of surrogacy. Policy-makers around the globe are also divided in their beliefs about surrogacy. Commercial surrogacy in India, in particular, was considered exploitative.

For my research, I explored a) experiences of surrogate mothers, b) the nature of bond they develop with the unborn baby during pregnancy and c) if that prenatal bond affects their psychological health, especially after giving up the child.

This research topic helped me merge a lot of my interests! I got to work with women, dwell into such interesting life stories, gained experience of working with a vulnerable population, and further explored the area of mental health. It was also fun to do fieldwork in India. Being a developing nation, moving towards growth and fast economic and cultural change, India offers a platform for interesting research.

How did you plan your fieldwork? e.g., did you need to do much preparation in advance, did you visit the site(s) first, and did you have contacts there?

Fieldwork of course requires its 'homework'. I first identified my research questions and how I wanted to approach data collection. I decided to do a mixed-method research with in-depth interviews and standardized questionnaires. After considering the obvious challenges of a fieldwork (such as travel time and resources), we decided to focus on quality over quantity. Instead of finding different fertility clinics in different cities, we decided to work with one clinic which would provide us with access to surrogate mothers. It is not easy to recruit surrogates – a vulnerable population who prefers to stay invisible due to the stigma attached to surrogacy.

With the help of my collaborators, we spoke to a few clinic heads in Delhi and Mumbai. The idea of our research clicked with the head of a clinic in Mumbai. We visited the fertility clinic (the site for recruitment of participants and interviews). After ensuring that a) the clinic was legal (there are lots of clinics doing bad and illegal medical practice), b) the head of the clinic was willing to collaborate on a research project, and that c) they had enough women (participants) who had started the surrogacy program with them – we started our data collection. When planning to do a longitudinal study, it is important to build reliable connections, or else your research may fall apart midway.

What are the things you wish you knew when you started doing your fieldwork? If you could go back in time, what would you do differently?

My research also had a (demographically matched) control group of expectant mothers who were pregnant with their own children. I underestimated the planning and effort needed in recruiting them - felt that it would be easy to find lots of pregnant women for interviews in public hospitals in India, I was wrong... it was not easy to get permissions to

administer interviews in hospitals. I also had a strict inclusion criteria, so it lead to delays and I ended up interviewing women in four different public hospitals. It was also not easy to follow up with them. A lot of them moved, changed their phone numbers, or were simply not motivated to take part in the second phase of the research.

What was the most enjoyable/rewarding aspect of your fieldwork?

Personally, having the opportunity to hear such moving life stories and experiences related to surrogacy was most rewarding for me. I especially enjoyed meeting the participants during the second phase of the research. Some women told me how they held the baby after the birth and felt extreme sadness of giving up the child but were also grateful that the child had a great home and loving parents

waiting for him/her. Some talked about their feelings of being unable to see the child and were playing the waiting game. Even six months after the birth, they were hoping that the parents would come to see them some day. Some excitedly showed me photos of the surrogacy baby they gave birth to. Other than that, doing something new is also very rewarding. Being the first researcher to have examined

What advice would you give to others who are considering doing fieldwork for their undergraduate or postgraduate dissertations?

Depending on the fieldwork – be prepared that things may not always go your way. You may have to mould yourself and your research as per the situation. Always keep a small journal for your personal notes. My fieldwork took approximately 2 years and my journal helped me organize

my thoughts. It also helped me reflect on how my own beliefs and opinions evolved during my journey as a researcher on this project. Also, consult your supervisors/collaborators at every step. It is helpful to discuss worst outcomes and then prepare yourself accordingly – risk management!

MIDDLESEX UNIVERSITY DUBAI LAUNCHES THE CENTRE FOR INNOVATION IN HUMAN EXPERIENCE (CIH^x)



Middlesex University Dubai launched the Centre for Innovation in Human Experience on 28 October 2019 in the presence of faculty, industry professionals, and experts. The first of its kind in the United Arab Emirates, CIH^x brings together three specialised labs: Insights^x Lab, RoboTech^x Lab, and Immersive VR^x Lab, each equipped with state-of-the-art technology and resources.

CIH^x is comprised of academics from the University and other professionals with varied backgrounds and expertise in the fields of data science, robotics, virtual and augmented reality, and human-centered Design; working together to meet the needs of organisations, entrepreneurs, and government for humanised digital transformation in business and society. The core beliefs and practices of the Centre are innovation, empathy, collaboration, safety, integrity, lawfulness, and excellence.

"We are pleased to launch the Centre of Innovation in Human Experience as we strive to collaborate and build a community that will drive forward research and development across humanised technology," said Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai.

"Above all the Centre is focused on three main pillars: Research and Development, Consultancy, and preparing the next generation of industry-ready IT professionals and entrepreneurs. We are all thrilled to launch this unique initiative in the company of our esteemed partners and industry experts," commented Dr Fehmida Hussain, Head of the CIH^x and Head of the Computer Engineering and Informatics Department at Middlesex University Dubai.

In line with the UAE's National Agenda of transitioning to a knowledge-based economy, promoting innovation and research and development, CIH^x aspires to bridge the gap between academia and industry in using innovative technologies to improve quality of life. It will do this through three specially designed labs:



INSIGHTS^x LAB

The Insights^x Lab is the Data Science hub to connect the analytics community and academic fraternity with organisations willing to derive insights from their data. The lab enables academic researchers and the data science community in the UAE to help companies understand how to better monetise their data through the development and application of new predictive models and by taking an analytical approach.



ROBOTECH^x LAB

The RoboTech^x Lab researches and develops various robots and internet connected devices. Its activities include cover designing, developing and testing a wide range of hardware and software – from a simple plant watering system and distributed energy metre to industrial manipulators and autonomous robots.



IMMERSIVE VR^x LAB

The Immersive VR^x Lab aims to promote research and development in the transformative field of VR. It aims to understand the technology itself and how it can be utilised to push the boundaries across hardware and software. It will also study the underlying cognitive and behavioural aspects of people using these Immersive VR systems. The potential of this technology is limitless in a plethora of fields such as training, education, medicine, and healthcare.



ENTER2020 SPECIAL ISSUES OF E-REVIEW OF TOURISM RESEARCH



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

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

This year's conference theme, "Responsible eTourism" focused on exploring the ways technology can be used to ensure a positive impact of tourism on society, environment, and economy. Each special issue includes Research notes, late breaking results and/or demo short papers presented at the conference.

The papers published in the special issues are related to 'IT and Tourism' in general, are multidisciplinary, cutting across multiple fields including technical areas of Computer Science, Data Science, and Robotics, as well as wider areas of

The Scopus-indexed special issues are open access, and

Vol 17, No 2 (2019) 'Destinations' <https://journals.tdl.org/ertr/index.php/ertr/issue/view/19>

Topics Explored: Overtourism, Smart Cities, Millennials, AI, User Experience, VR, Service Innovation

Vol 17, No 3 (2019) 'Innovation' <https://journals.tdl.org/ertr/index.php/ertr/issue/view/20>

Topics Explored: Design Thinking, VR and Destination Marketing, Co-Creation of experience, Online Privacy, Technology and Pro-environmental behavior, 'inclusive experience' through VR,

Vol 17, No 4 (2020) 'Social Media' <https://journals.tdl.org/ertr/index.php/ertr/issue/view/21>

Topics Explored: Online Reviews, Social media-induced behavior, Customer Loyalty, Peer-to-Peer Accommodation, Social Media and Pro-Sustainability Behavior, Influencers.

Vol 17, No 5 (2020) 'Technology' <https://journals.tdl.org/ertr/index.php/ertr/issue/view/22>

Topics Explored: Service Robots, Technology and Sustainable Futures, Virtual Reality, Facial Recognition, Mobile Apps, Entrepreneurship, Distribution Channels.

Middlesex University Dubai is the host of eRTR Editorial Team comprised of Dr Cody Morris Paris as Editor-in-Chief, and Dr. Heather Jeffrey, Senior Lecturer at Middlesex University Dubai as Managing Editor. During its 15 years of publication, eRTR is SCOPUS-Indexed and strives to be a space for publishing quality research, and is devoted to supporting emerging research scholars from around the world, promoting values of open access, Inclusivity, and learning.

INTERNATIONAL TOURISM MANAGEMENT STUDENTS VISIT ATHENS

Second year BA Honours International Tourism Management students returned from their overseas field trip to Athens. The trip is part of the Researching People and Places module, which allows students the opportunity to practice and improve their data collection and analysis skills. Alongside this, students collect questionnaires, interviews, and observations, which can help to build confidence as well as research skills.

Students explored heritage preservation and representation while visiting the Acropolis, and the politics of heritage at the New Acropolis Museum. Students could compare and contrast these issues when they visited Corinth, and they explored domestic tourism as a viable development option when they visited the Island of Aegina. Dr Heather Jeffrey, Senior Lecturer at Middlesex University Dubai, led the international trip and was impressed by the student engagement in field work, commenting "I think research really comes alive when the students experience field work for themselves, and certainly that has been the case on this trip".

Lulu Baddar, Senior Lecturer and Campus Programme Coordinator for the International Tourism Management Programme, also accompanied the students on the trip and commented "these trips help the students to broaden their horizons, be independent, take responsibility for their work and learn about other cultures. All of these aspects contribute to their learning experience, which in the future they could reflect on in their working lives".

Maryam Farouk, second year International Tourism Management student added "visiting and staying in Athens has definitely given me an incredible travelling experience. From walking up the steep roads towards the highest point in Athens, Mount Lycabettus, to being blown away by the powerful winds at the Corinth Canal, and to riding to the island of Aegeana on a cruise ship, everything about the trip was phenomenal. Alongside the beautiful views, the trip was also so educational thanks to our tour guide who left out no detail about the history, current events and culture of Greece".



MDX STUDENT-FACULTY COLLABORATIVE PROJECT PUBLISHED IN A TOP-RANKED JOURNAL

Congratulations to Hamna Ashraf (BA International Tourism graduate), Dr Cody Morris Paris, Dr Heather Jeffrey on their publication success in the journal *Tourism Geographies*. This paper is the culmination of three years of work and collaboration that started in late 2016 when Hamna Ashraf embarked on her UG dissertation research exploring the use of Snapchat by tourists. In her research, she employed a 'mobile-virtual ethnographic method' to adapt to the challenges of conducting observations on Snapchat. Her dissertation uncovered many interesting insights in regards to the use of Snapchat to connect and tell stories, record memories, and more while traveling.

After completing her research, she and her supervisors received an opportunity to submit to a special issue of *Tourism Geographies* on 'Creative and Disruptive Methodologies' and her research started to take shape as both a critique and extension of existing netnographic methods, research ethics in online observations, and the implementation and adaptation of these methods to 'temporal' and 'mobile' online context.

The publication in *Tourism Geographies* is quite an achievement as it is an excellent top tier journal (Impact Factor 2.747, Google Scholar h-5 Index: 32, SCOPUS Cite Score: 3.01). It is a top quartile (Q1) of journals in SCOPUS for Tourism, Leisure, and Hospitality Management, and is in the top 10% in Geography, Planning, and Development. The paper may also be useful for any faculty or student, regardless of discipline, who is doing 'online observation research', netnography or similar methods.

Reference:

Jeffrey, H., Ashraf, H. & Paris, C. (2019). Hanging out on Snapchat: Disrupting passive covert netnography in tourism research. *Tourism Geographies*.
<https://doi.org/10.1080/14616688.2019.1666159>

WEDNESDAY RESEARCH SEMINARS

2018-2019 (TERM 2)

DATE	PRESENTER	SEMINAR TITLE
January 23, 2019	Judhi Prasetyo	The best-of-n problem with dynamic site qualities: Achieving adaptability with stubborn individuals
January 30, 2019	Martin Sposato	Inside-out interviews: cross-cultural research in China
February 6, 2019	Glenn Williams	What is the link between leadership character, organisational culture, and long-term success?
February 13, 2019	Louise Edensor	The Nature of Narrative
February 20, 2019	Andrew Mackenzie	Education and Marketing of sustainability programs and its effect on behaviour in society
February 27, 2019	Charlotte Conrad	New ideas on language comprehension and communication
March 6, 2019	Jacinta Dsilva	Research Culture and Challenges in the UAE
March 20, 2019	Nishtha Lamba	Psychological health, prenatal bonding, and experiences of gestational surrogates
March 27, 2019	Pallavi Kishore and Mariam Aslam	Evidence on the Nature and Extent of Fall in Oil Prices on the Financial Performance of Listed Companies: A Ratio
April 3, 2019	Aditi Bhatia, Anita Kashi, and Lynda Hyland	Analysis Case study of the Insurance Sector in the UAE Midlife - crisis or contentment? A mixed-method exploration of meaning in life during middle adulthood
April 10, 2019	Supriya Kaitheri	Factors Discriminating the Success and Failure of ICT for Development Projects
April 24, 2019	Muddassir Ahmed	Creating a Supply Chain Strategic Plan for your Business

2019-2020 (TERM 1)

DATE	PRESENTER	SEMINAR TITLE
October 2, 2019	Krishnadas Nanath	An investigation of common factors in successful data science projects: A journey of three use-cases
October 9, 2019	Venkatachalam Ramanathan	A Fresh Approach to Current Ratio with respect to Airline Industry
October 16, 2019	Belisa Marochi	Mapping sustainability practices at Middlesex University Dubai
October 23, 2019	Middlesex University Dubai Student Research Society	Official Launch of Student Research Society (SRS) & Student Panel Discussion
October 30, 2019	Heather Jeffrey	A Lonely Planet for Women Travelers
November 6, 2019	Zara Canbary	The marginal propensity to consume for different socio-economic groups
November 13, 2019	Sameer Kishore	Using Immersive Virtual Reality to Become Einstein
November 20, 2019	Louise Edensor	Rhythm and the Short Story
November 27, 2019	Maha Saadeh	IoT and Smart Services
December 4, 2019	Dawn England	An international exploration of what truly matters for student engagement
December 11, 2019	Laura Aymerich-Franch	Conducting experimental research with emerging communication technologies: from virtual reality to social robots
December 18, 2019	Matthew Brown	Innovation in Marketing

MDX DUBAI RESEARCH PUBLICATIONS

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

(* indicates PG Student Author, ** indicates UG Student Author):

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Al Ahbabi, S. A., Singh, S. K., **Balasubramanian, S.**, & Gaur, S. S. (2019). Employee perception of impact of knowledge management processes on public sector performance. *Journal of Knowledge Management*. (Impact Factor: 2.551, Google Scholar h-5 Index: 45, Cite Score: 3.12)

Alsaadi, T., **Kassie, S.**, Mohamed Ali, O., Mozahem, K., Al Fardan, S., & Ahmed, A. M. (2019). Psychiatric Comorbidity in Neurological Disorders: Towards a Multidisciplinary Approach to Illness Management in the United Arab Emirates. *Frontiers in psychiatry*, 10, 263. (Impact Factor: 3.161, Google Scholar h-5 Index: 50, Cite Score: 3.13)

Andrews, N.C.Z, Martin, C.L., Cook, R.E., Field, R.D., **England, D.E.** (2019). Exploring dual gender typicality among young adults in the United States. *International Journal of Behavioral Development*, 43(4), 314-321. (Impact Factor: 2.015)

Aymerich-Franch, L., **Kishore, S.**, & Slater, M. (2019). When Your Robot Avatar Misbehaves You Are Likely to Apologize: An Exploration of Guilt During Robot Embodiment. *International Journal of Social Robotics*, 1-10. (Impact Factor: 2.296, Google Scholar h-5 Index: 36, Cite Score: 3.17)

Balasubramanian, S., Al-Ahbabi, S. & **Sreejith, S.** (2019). Knowledge management processes and performance: The impact of ownership of public sector organizations. *International Journal of Public Sector Management*. Online pre-print (Cite Score: 2.42).

Bertl, B., **Andrzejewski, D.**, Hyland, L., **Shrivastava, A.**, Russell, D., & Pietschnig, J. (2019). My grade, my right: linking academic entitlement to academic performance. *Social Psychology of Education*, 1-19. (Impact Factor: 1.798, Google Scholar h-5 Index: 29, Cite Score: 2.28)

Clark, L., Lekka, F., **Murphy, A.** Perrino, L., Bapir-Tardy, S., & Barley, E. (2019). The use of Positive Behaviour Support Plans in mental health inpatient care: A mixed-methods study. *Journal of Psychiatric and Mental Health Nursing*. (online preprint) (Impact Factor: 2.009).

Endendijk, J.J., Andrews, N.C.Z, **England, D.E.** & Martin, C.L. (2019). Gender-identity typologies are related to Gender-Typing, Friendships, and Social-Emotional Adjustment in Emerging Adults. *International Journal of Behavioral Development*. 43(4), 322-333. (Impact Factor: 2.015)

Han, J., Jun, M. and Kim, M., 2019. Impact of online community engagement on community loyalty and social well-being. *Social Behavior and Personality: an international journal*, 47(1), pp.1-8. (Impact Factor: 0.535)

Han, Jeongsoo, Mina Jun, Miyea Kim, and Sookyoung Key (2019), "Influence of Congruency between Ideal Self and Brand Image on Sustainable Happiness." *Sustainability*, 10(11), 4076. (Impact Factor: 2.592, Google Scholar h-5 Index: 61, Cite Score: 3.01)

Hannam, K., & **Ryan, E.** (2019). Time, authenticity and photographic storytelling in The Museum of Innocence. *Journal of Heritage Tourism*, 1-12. (Google Scholar h-5 Index: 17, Cite Score: 1.44)

Hine B. & **Murphy, A.** (2019). The influence of 'High' vs. 'Low' rape myth acceptance on police officers' judgements of victim and perpetrator responsibility, and rape authenticity. *Journal of Criminal Justice*, 60, 100-107. (Impact Factor: 3.973, Cite Score: 4.80).

Jadva, V., Vilsbol, T., Ayed, N., Imrie, S., Jones, C. M., **Lamba, N.**, McConnachie, A., Vasques, S., Golombok, S. & Zadeh, S. (2019). The ART of performance: engaging young people with assisted reproductive technologies. *International Journal of Science Education, Part B*, 1-12. (Impact Factor: 1.325, Google Scholar h-5 Index: 38, Cite Score: 1.89)

Jeffrey, H. (2019). Tourism and gendered hosts and guests. *Tourism Review*. 74(5), 1038-1046. (Google Scholar h-5 index: 15, Cite Score: 1.83)

Jeffrey, H., Ashraf, H. ** & Paris, C. (2019). Hanging out on Snapchat: disrupting passive covert netnography in tourism research. *Tourism Geographies*. (Impact Factor 2.747, Google Scholar h-5 Index: 32, Cite Score: 3.01)

Karnik, A., Lalvani, M., and Phatak, M. (2019). Determinants of Electoral Outcomes - An Analysis of General Elections in India. *Economic and Political Weekly*, 54 (13), 83-89.

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Murphy, A., & Hine, B. (2019). Investigating the demographic and attitudinal predictors of rape myth acceptance in UK Police officers: developing an evidence-base for training and professional development. *Psychology, Crime & Law*, 1-21. (Impact Factor: 1.598 Google Scholar h-5 index: 26, Cite Score: 1.85)

Plunkett, D., Fulthorp, K., & **Paris, C. M.** (2019). Examining the relationship between place attachment and behavioral loyalty in an urban park setting. *Journal of Outdoor Recreation and Tourism*, 25, 36-44. (Google Scholar h-5 Index: 19, Cite Score: 2.49)

Prasetyo, J., De Masi, G., & Ferrante, E. (2019). Collective decision making in dynamic environments. *Swarm Intelligence*, 1-27. (Impact Factor: 2.208, Google Scholar h-5 Index: 32, Cite Score: 3.82)

Sposato, M. (2019). Understanding paternalistic leadership: how to work with Chinese leaders. *Development and Learning in Organizations: An International Journal*. 33(6), 19-21 (Google Scholar h-5 Index: 11, SCOPUS Cite Score: 0.32)

Sposato, M. (2019). Understanding paternalistic leadership: a guide for managers considering foreign assignments. *Strategy & Leadership*, 47(5), 47-52. (Google Scholar h-5 Index: 20, SCOPUS Cite Score: 0.76)

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Mosanya, M. (in press). Can Cultural Intelligence support Academic success? Exploring CQ Relationships with Growth Mindset, Grit, Constructive Conflict Coping and Academic Stress in the United Arab Emirates. *Middle East Journal of Positive Psychology*.

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Brown, M. (2019). *Innovation in Marketing*. Maidenhead: Chartered Institute of Marketing UK

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

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

Khan, Z. R., & **Balasubramanian, S.** (2019). An ISM approach to modeling: Antecedents of e-Cheating in Higher Education. In *Prevention and Detection of Academic Misconduct in Higher Education* (pp. 137-158). IGI Global.

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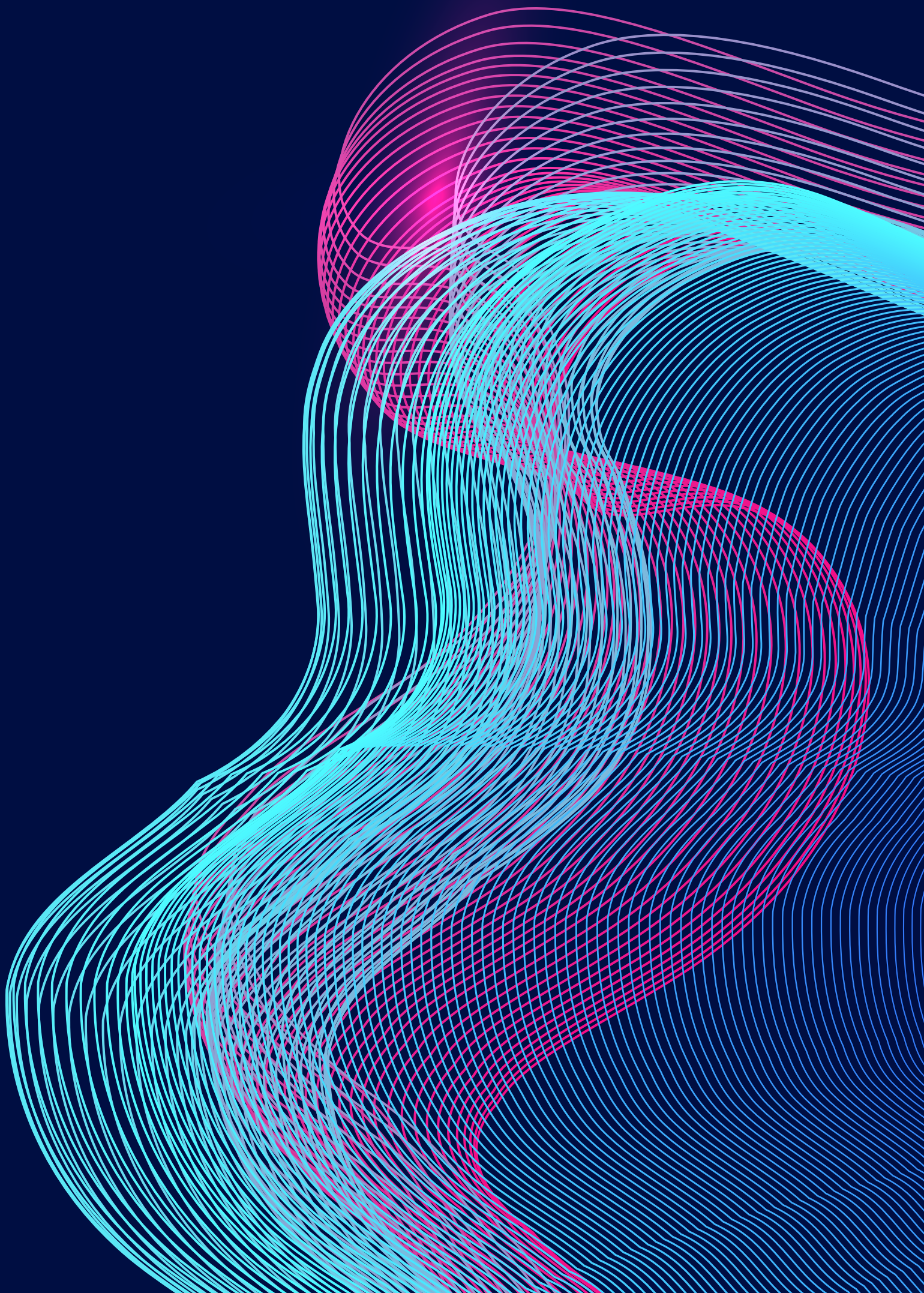
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Pesonen, J., Neidhardt, J. and **Paris, C.** (2019). Introduction to the ENTER2019 Special Issue of eRTR. *e-review of Tourism Research*, 16 (2/3).





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