



INSTITUTE  
OF SUSTAINABLE  
DEVELOPMENT  
Middlesex University Dubai



Middlesex  
University  
Dubai

# UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT

WE SUPPORT



MARCH 2021

# Contents

<b>Introduction</b> .....	3
<b>University Contribution to SDG Goals</b> .....	4
<b>Pro Vice-Chancellor and Director’s Message</b> .....	6
<b>Deputy Directors’ Message</b> .....	7
<b>Testimonial</b> .....	9
<b>Middlesex University Dubai Partners</b> .....	10
<b>University Strategy</b> .....	11
<b>COVID-19 – Addressing the challenges in teaching and learning</b> .....	12
<b>University Contribution to Equality, Inclusion and Wellbeing</b> .....	13
<b>Spotlight on SDGs</b> .....	15
<b>Programmes Spotlight</b> .....	15
<b>Research and Thought Leadership</b> .....	21
<b>Selected Research Papers</b> .....	22
<b>Edited Special Issues</b> .....	26
<b>Research Conferences</b> .....	27
<b>Research Seminar Series</b> .....	31
<b>Centres and Lab Launches</b> .....	33
<b>Staff and Student Engagement</b> .....	35
<b>Case Studies</b> .....	36
<b>About Middlesex University Dubai</b> .....	53
<b>Conclusion</b> .....	54



# Introduction

This report outlines some of the achievements of Middlesex University Dubai (MDX) from 2018 until October 2020 in terms of implementing the Sustainable Development Goals (SDGs) within our community. This is the University's second report for the UN Global Compact (UNGC). Middlesex University Dubai is committed to a fostering and promoting a more sustainable, inclusive, and equitable environment for our students, staff and the wider community.

Universities are fundamental drivers in working towards implementation of the SDGs. Middlesex University Dubai is committed to balancing the great potential and substantial challenges posed by contemporary issues including globalisation, technological innovation, natural environment and more recently in addressing the challenges of COVID-19. The University is focused on prioritising initiatives that embed sustainable development into our teaching and learning, student experience, research, professional practice, knowledge exchange and stakeholder engagement. Recent achievements have been a result of the dedication and commitment of the faculty, staff, and students, the development of state-of-the-art laboratories, launch of specialised centres and institutes, development of industry partnerships and cutting-edge research projects, and the organisation of specialised skill development workshops and trainings for staff, students and other stakeholders. Along with offering high quality academic programmes and courses on sustainability, Middlesex University Dubai provides a platform for staff, students, researchers, experts, industry professionals and the community to engage in research and development, collaboration, consultancy, innovation and entrepreneurship through the MDX Institute of Sustainable Development.

The Institute of Sustainable Development (ISD) main focus is to lead and champion the advancement of sustainability within the University, the local community and beyond. Through outreach, research and training, the ISD is a thought leader in sustainability - advocating for and promoting the SDGs. The objectives of the Institute are to strengthen stakeholder collaboration by aligning academic knowledge and professional practice and by promoting partnerships with businesses, civil society and government in order to meet the Goals by 2030.

This report highlights the initiatives that Middlesex University Dubai has in place to promote sustainability in terms of education, engagement with students and building of relationships with the public and private sector. The report highlights the steps the university has taken in addressing the recent challenges posed by the COVID-19 pandemic. The University has been at the forefront of a seamless transition to online teaching, focusing on prioritising the needs of our students as well as faculty. Moreover, our faculty has been engaged in important research in terms of the impact of the pandemic and the steps that need to be taken to reduce the inequality and challenges that we currently face.

Mr. Andrew Mackenzie, Head of the Institute of Sustainable Development, is the lead author of this 2<sup>nd</sup> Communication of Engagement of Middlesex University Dubai and was supported by Rory McConnon, Senior Lecturer in Management and Mahine Rizvi Ahmad, Senior Lecturer in International Relations. Ajoke Adetolabo Adeyomoye from the Quality Office was responsible for the data collection and analysis and was a key contributor to this report.

For more information about the United Nations Sustainable Development Goals please refer to [www.sdgcompass.org/sdgs/](http://www.sdgcompass.org/sdgs/)

# University Contribution to SDG Goals

## **“Ensure inclusive and equitable quality education and promote life long learning opportunities for all” (SDG 4)**

Six years after the adoption of the Sustainable Development Goals, universities across the globe are continuing to work towards their implementation, focusing on areas including access to quality education, gender equality, environmental sustainability and the reduction of inequalities. Middlesex University Dubai recognises the importance of the SDGs and has prioritised embedding these goals into the range of programmes it offers, as well as recognising the importance of innovation in the areas of Science and Technology, Business, Accounting and Finance, Law, Psychology, Media, Arts and Design, Tourism, and Education. Middlesex Dubai is also committed to providing a comprehensive educational experience, ensuring that all our graduates have a well rounded and holistic understanding of the challenges facing the world.

As part of the effort to improve environmental sustainability, Middlesex University Dubai became the first University in the UAE to be part of a sustainable system for recycling 'waste' back into everyday products, such as clothing and accessories. Equipping students, staff and faculty with reusable water bottles and reusable cups, providing water dispensers and easy to use recycling stations across campus and driving active recycling habits, are just some of the steps the University is taking to promote the United Nations Sustainable Development Goals (SDG).

In order to raise awareness and encourage social change, Middlesex University Dubai hosted workshops, guest lectures and international conferences on technological advancement, innovation and sustainability. These events brought together researchers and practitioners from diverse industries and sectors to disseminate findings, discuss, and explore collaborative opportunities focused on the advances in technology, innovation, and sustainability.

The imperative to discover, and navigate, a transition to a sustainable future means that research into sustainability has become increasingly important. Middlesex University Dubai promotes academic research focused on addressing a variety of key issues aligned with the SDGs. The University faculty members have disseminated findings through the publication of journal articles, conference papers, and book chapters, contributed to the organisation of international organisations, and developed industry partnerships and collaborations. The university promotes collaborative research projects between faculty and students, including developing their undergraduate or postgraduate dissertations into academic publications and facilitating applied 'real world' projects.

As part of the University's commitment to safeguarding the wellbeing and happiness of its students, it offers weekly Wellness Support Groups for students across all programmes. This is especially necessary now, as many students have been impacted by COVID-19, with many feeling isolated and experiencing both physical and mental stress. The wellness support group is a peer-driven initiative that aims at creating a safe environment that allows students to openly discuss their issues, connect with others that may be facing similar challenges and to support those who are going through a difficult time.

Middlesex University Dubai believes that everyone should have the opportunity to pursue a university degree, and it prides itself on its inclusivity policies to ensure that no student is discriminated against, based on their race, colour, national, or ethnic origin, or any physical, mental, cognitive, or communicative impairment that they may have. The University held multiple events to drive inclusivity and gender equality to report in this COE. Middlesex fully supports the Dubai Government and KHDA's Inclusive Education policy framework. The Centre for Academic Success leads university initiatives and provides the support and awareness to ensure that students from different backgrounds and different abilities are able to learn together in an inclusive and supportive environment.

# University Contribution to SDG Goals

Additionally, the Middlesex University Dubai Wellness Office has been established to foster a positive learning environment for students and a supportive working environment for staff. The Wellness Office undertakes and supports wellness initiatives in four key areas: Integrated wellness curriculum, mdxMindset webpage, Research, Collaboration and Outreach. These measures aim to increase awareness and build coping mechanisms outside formal psychological intervention; provide staff and students with a greater sense of control in order to improve focus, retention, satisfaction, achievement, and overall wellbeing; build community resilience to deal adverse events in order to minimise dependence on external organisations; and mitigate the effects of the global crisis on staff and students within the organisation.



MDX Dubai presents at the FCSA consultation to the Private Sector Council on Goal 5 Gender Equality

**WE SUPPORT**



# Pro Vice-Chancellor and Director's Message



Middlesex University is delighted to present our second report on the sustainability practices implemented at the Dubai campus, to the United Nations Global Compact Network UAE, for the period from 2018 to 2021. Middlesex University Dubai was awarded a 5-star rating in the 2020 KHDA Higher Education Classification developed in partnership with QS™. The University scored five stars across Employability, Internationalisation, Research, Facilities, Happiness and Wellbeing, and Inclusiveness, and was driven by our commitment to the principles of sustainable development.

Supporting the vision of the UAE Federal Government and the UAE National Committee on Sustainable Development, Middlesex University Dubai recognises the importance of taking action to implement the Sustainable Development Goals (SDGs). The University's commitment is demonstrated through our membership of the United Nations Global Compact (UNGC). The University is also a signatory of the WEPs (Women Empowerment Principles), Taskforce of United Nations Global Compact (UNGC), and UN Women –creating a gender equal workplace, marketplace and community being some of our goals.

The report reveals the outstanding involvement of our faculty, administrative staff and students to advance the implementation of the SDGs within the university and the international community. During the last 2 years, the University demonstrated extensive research and thought leadership through presentations at seminars and published papers, the launch of a sustainability programme, the championing of gender equality events, and the delivery of sustainability training in industry.

I thank everyone at Middlesex University Dubai for the innovative engagement and commitment to building a sustainable future. This was particularly evident during the challenges of the pandemic, when we launched community campaigns, wellness support groups, mental health panel discussions, and virtual fitness and music activities to foster campus spirit and boost wellbeing. The University's seamless move to interactive and inclusive online delivery during the COVID-19 pandemic was outstanding, ensuring continuity of learning for all of our students.

***Dr Cedwyn Fernandes***

Pro Vice-Chancellor, Middlesex University  
Director, Middlesex University Dubai

# Deputy Directors' Message



We are proud to support and lead the engagement of Middlesex University Dubai with the UN Global Compact, the world's leading voluntary corporate citizenship initiative. Through this compact, our University is connected to over 680 academic institutions from around the world and thousands of other stakeholders from all sectors of economy, business and society, in the mission of integrating the UN Sustainable Development Goals and the UN Global Compact principles with academia.

Universities play a leading role in promoting the universal values and principles of the UN Global Compact, shaping the skills and mindsets of future leaders in business, academia, technology, innovation entrepreneurship and politics. They have the potential and are in a position of making significant contributions to business ethics, corporate social responsibility, inclusive and stable labour markets, equality, inclusion and human rights that lay the foundations of a prosperous and sustainable society.

MDX was the second university in the UAE and the first within the Emirate of Dubai to join the initiative in 2016. Since then, the University has continued to embrace this commitment to the UN Global Compact principles as a strategic priority, which is reflected in our day-to-day undertakings and our wider campus culture. We communicate this commitment regularly to all our stakeholders, including students, staff, parents, and partners. We urge all faculty, staff and students to promote and advocate for the UN Global Compact values and principles through their teaching and learning, research and knowledge exchange, professional practice, partnerships and community engagement.

This Communication of Engagement provides us the opportunity to highlight and reflect upon our efforts and successes over the past two years and provides us an opportunity to identify ways to further integrate the UN Global Compact values and principles in our work, to continue to promote meaningful work with our community and stakeholders, and to continuously strive to enhance our impact in the development of responsible corporate citizenship. With the present report, we wish to communicate our engagement with the UN Global Compact principles and the UN Sustainable Development Goals through all our operations ranging from our institution leadership to our community outreach and from research to teaching and learning, both in terms of content and pedagogic practice.

Thank you to all the students, staff, partners, and collaborators of Middlesex University Dubai for the continued contributions towards a more sustainable future.

**Dr Cody Paris**, Deputy Director Academic Planning and Research

**Dr Tenia Kyriazi**, Deputy Director Academic Operations

# Message from Head of Institute of Sustainable Development



Middlesex University Dubai is committed to acting as a key partner in the implementation of the Sustainable Development Goals (SDGs). The United Nations Transforming Our World: The 2030 Agenda for Sustainable Development is a global framework for the achievement of sustainable development through 17 goals and 169 targets. This agenda is a priority for the globe and Middlesex University Dubai is committed to a sustainable and inclusive environment for our students, staff and community.

Our Institute of Sustainable Development (ISD) is responsible for the planning, implementation and evaluation of the sustainability programme. Working closely with internal and external stakeholders, the ISD develops and designs sustainable solutions by aligning its objectives with the United Nations Sustainable Development Goals (SDGs). Addressing these goals in a

local context, Middlesex University Dubai will contribute to internal, local and global sustainability practices.

It is important to note that sustainability addresses society, equality, economy and the environment with the goal to meet our current needs while we also address those of future generations. Environmental management and sustainability are about ensuring we use precious resources wisely and efficiently, while reducing our impact on finite resources. The objectives of ISD are to strengthen stakeholder collaboration by aligning academic knowledge and professional practice and by promoting partnerships with businesses, civil society and government to reach a sustainable future. Through our 'Reduce, Reuse, Recycle' programme and recycling initiative #Simplybottles, we have diverted over 60,000 plastic bottles from reaching landfill and almost eliminated Single Use Plastic.

This publication shows our commitment to creating a culture of collaboration between various stakeholders such as youth, local government, civil society and private sector. We encourage and share Best Practice in the implementation of SDGs, build internal organisational capacity and monitor, evaluate and report the implementation of the SDGs using UN guidelines.

## **Andrew Mackenzie**

Senior Lecturer in Marketing and Innovation



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Middlesex University Dubai

# Testimonial



“Middlesex University Dubai was the first university in Dubai to join the United Nations Global Compact Local Network UAE. It continues its active participation along with commitment to the United Nations Women Empowerment Principles. It is inspirational to see a university take a lead role in these important international standards. Middlesex University Dubai has also contributed to the UAE’s SDG Report presented at the UN General Assembly, sharing insights from their Master’s in Sustainable Development and strong executive management programme.

The students are dynamic and many of them have participated in the Local Network’s youth programme, reminding companies that this generation demands more from its employers. I have been periodically invited to the university to attend inspirational speaker sessions and have been asked to speak and participate on panels – this all speaks to the

dynamic, committed, and passionate university professors who actively create a bridge between their students, values of sustainable development, and the real world. I look forward to continued collaboration with the Middlesex University Dubai”.

As Founder of ampUz, Ayla has used her background in sustainability to fuse the worlds of tech and sustainability to create a solution that help organisations measure and report on their impact. She assists companies, universities, and charities execute best practice in line with their values, impact areas, national priorities while minimising their reputation risk and legal liabilities.

## **Ayla Bajwa**

Founder of ampUz - Impact, Sustainability, UN frameworks Board Member Global Compact Local Network UAE



# Middlesex University Dubai Partners

The Institute has partnered with:



A complete list of the University's partnerships can be found at <https://www.mdx.ac.ae/business-partnerships>

# University Strategy

Middlesex is about transformational journeys, empowering its students with the tools, attributes and opportunities to turn their potential into success. To do this, the University understands how important it is to get students on to the right learning pathway, by providing a high-quality education that is relevant for the modern world. The University's courses, with clearly defined routes into career opportunities, are a cornerstone of its offer and commitment to its students' futures. With personalised support and flexible learning, the University prioritises providing innovative solutions in terms of teaching and learning for its students.

Middlesex University Dubai's distinctive student experience is strengthened in terms of the engaging and vibrant campuses that it offers, here in Dubai as well as in the UK, Malta and Mauritius, and the richness of its diversity in terms of students and faculty alike. Students engage in active, practice-based learning, supported by personal tutors, availing the ground breaking research and practice of various faculty members, to ensure they are at the cutting edge of their subjects and professions. They will stand out as Middlesex graduates, equipped with the skills and attributes they need to succeed in a constantly changing and challenging environment.

Middlesex not only values diversity but also harnesses its potential to enrich learning and personal development. By capitalising on its diversity both in terms of identity and ability, it aims to empower students with the skills and mind sets needed to work with different ideas and perspectives, whether to create new designs and artworks, solve technical and business problems, or improve professional practice.

Students' journeys do not end when they graduate. They go on to shape the world and keep learning. As an institution, the University look outwards and uses its expertise and capabilities to be part of the bigger conversations that matter to students and their future lives, from tackling barriers to social mobility, to sustainable and inclusive economic growth.

The Strategy sets out the University's direction for the next five years.

## **1. Inspiring success**

Provide an inspiring choice of courses and learning pathways that empower students with the ambition, skills and knowledge to succeed in graduate employment.

## **2. Practice-based learning**

Engage our students in active, practice-based learning, with teaching enriched by research and innovative practice that creates highly employable graduates.

## **3. A vibrant student experience**

Create a vibrant student experience that promotes wellbeing and builds a sense of belonging and commitment.

## **4. A values-driven culture**

Foster a values-driven high-performance culture that enables us to realise our vision.

## **5. Research that benefits our students**

Undertake high-quality research, practice and knowledge exchange that benefit our students.

## **6. Building support for our mission**

Further our mission through corporate, policy and community engagement, building support for the University and setting agendas in tertiary education and skills.

# COVID-19 – Addressing the challenges in teaching and learning.

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At Middlesex University Dubai, we have had great success with our expedited transition to distance learning. In March 2020, the University reacted with agility and efficiency to the challenges faced by measures imposed by the UAE government, moving all educational institutions to distance learning. We were able to quickly transition to online classes, setting up learning platforms and adapting our teaching accordingly. Currently we are using a blended teaching model, ensuring that students have the option to continue with face-to-face and online teaching.

Our initiatives so far have demonstrated outstanding commitment to student success. Fundamental to our focus is the continuity in students' learning and the opportunity to complete their studies with minimal disruptions caused by the challenges we are currently facing. We have also learned a lot during this period, particularly in relation to the various challenges of distance learning in terms of academics and the overall well-being of our students and staff.

To address and mitigate any risks, the Teaching and Learning Committee developed and delivered the Continuity of Teaching and Learning Training Programme in September 2020. The training programme was very well attended and welcomed by a great number of full time and adjunct colleagues. Most importantly, a remarkable level of engagement among participants was achieved, which resulted in the establishment of an active community of pedagogic practice. This community continues to operate through an MS Teams platform that hosts the exchange of ideas, requests for support and sharing of resources, focusing on providing an inclusive education to all.

Middlesex University Dubai has staged a series of initiatives to support both faculty and students during the coronavirus (COVID-19) outbreak. Community campaigns, mental health panel discussions and virtual fitness and music activities are pro-active measures used to foster school spirit and boost wellbeing. The switchover to online academic delivery was both seamless and a resounding success.

# University Contribution to Equality, Inclusion and Wellbeing

In April 2019, the University's Task Force on Happiness and Well-being (TFHW) launched the Wellness Support Groups (WSG). The WSGs were offered across all programmes, as part of the University's commitment to safeguarding the wellbeing and happiness of its students. These peer-driven initiatives, aimed at creating a safe and non-judgmental environment, allowed students to openly discuss their issues, connect with others that may be facing similar challenges and support those who are going through a difficult time. The fundamental idea of a peer support group is a collection of people, gathering to share their feelings, drawing inspiration from the struggles of each other, and finding solace in the knowledge that they are not alone.

WSGs workshops provided the opportunity for instructors to further develop an inclusivity framework through which they developed skills to enhance the learning journey of students. Instructors developed awareness of culturally responsive teaching principles to gain an understanding of the University's inclusivity policies and implementation of the student complaints and disciplinary procedures.

COVID-19 created a new set of challenges in terms of wellness and wellbeing and the University continued to prioritise the wellbeing of staff and students and continued to focus on new initiatives to support the community. The University registered with the Community Development Authority (CDA) as a volunteer organisation and collaborated with Lifecare to bring health webinars and free mental health support to staff.

## Equality and Inclusion

“Without discrimination and on the basis of equal opportunity, States Parties shall ensure an inclusive education system at all levels” (Article 26 Convention on the Rights of Persons with Disabilities).

Middlesex University Dubai promotes equality and inclusion focusing on the provision of equal opportunities to students, irrespective of any disabilities or learning differences they might experience. To achieve this goal, the University takes a holistic three-tiered strategy towards fostering inclusivity, to remove, not only the physical, but also any social, emotional and attitudinal barriers that might serve as an impediment towards knowledge acquisition.

Firstly, steps have been taken to create awareness regarding inclusivity amongst the student body through the induction process and activities where students are made aware of the support services that the institution offers. The University provides individual appointments with students with learning differences throughout the year, offering customised interventions and wellness support groups that provide students with suitable platforms to raise any concerns regarding inclusivity.

In addition to this, staff awareness regarding inclusivity has been fostered through information seminars and training regarding inclusion. These provide staff with the opportunity to share approaches and best practices and have led to the development of meaningful strategies, which ensure the creation of an inclusive culture within the institution.

Finally, the University targets the wider community to promote a holistic culture of inclusivity. This was achieved by inviting student support and counselling professionals, parents and other caregivers to share experiences and good practices for promoting inclusivity.

# Equality, Inclusion and Wellbeing

## Wellness

During the 2019-2020 academic year, especially with the onset of the pandemic, the Happiness and Well-being task force operated with the dual aim of assessing the wellness needs of students, staff, and community while providing resources and opportunities for the development of a wellness culture on campus. The TFHW first sought to align with global wellness-related events and 'World Day' celebrations, in order to bridge gaps between the campus and the community.

The TFHW then set an agenda to support wellness-related activities through cross-departmental and external collaborations. Several local SMEs from the health and wellness industry were invited to be involved in our initiatives, offering students and staff an extended network of resources and tools within their own community and encouraging support for these businesses to grow.

A series of wellness panel talks were held every month where a new topic was discussed by industry specialists, students, and faculty members in order to gain perspectives from both professional and lived experiences. These talks grew in popularity and demand after the COVID-19 closures and were quickly adapted to webinars on topics related to the pandemic, including sudden changes, isolation, fear and anxiety, assessment period, and careers.

Due to the success of the initiatives and growth of wellness culture at the University, the TFHW was changed into a permanent Wellness Office (WO). The WO has established goals for applied research in health and wellness as well as areas for further collaboration, outreach, and student involvement. During the first half of the academic year, the WO supported staff returning to campus during COVID-19 through staff wellness events, including workshops on mindfulness, self-compassion, healthy eating, distanced outdoor exercise sessions and disease management. Staff and faculty have been introduced to the importance of integrating wellness into both the academic and non-academic domains at the University.



# Spotlight on SDGs

The following sections highlight activities at Middlesex University Dubai that promote the UN SDGs.



## Programmes Spotlight

Middlesex University Dubai strives to incorporate all aspects of the SDGs into the course components of its curriculum. With the aim to provide a holistic, well rounded education, it focuses on instilling in students the drive, values and motivation to take action in terms of prioritising sustainable development not only in their careers but also in their personal lives and within the society at large. The University contributes to the Sustainability Development Goals through its programme and module offerings.

### Sample Programmes that are linked to and build on the Goals include:

#### • BA Business Management (Innovation & Entrepreneurship)

This course provides coverage of key business and enterprise concepts with a strong practical emphasis firmly based on relevant theories. It will develop business knowledge in a manner equipping students with the specialist knowledge and skills needed to start up, manage and grow a viable business. Graduates under this specialism will emerge with the skills and confidence required to support companies to engage in technological changes to improve business performance.

#### • MBA Sustainability and Corporate Responsibility

The MBA Sustainability and Corporate Responsibility ensures students gain an understanding of what sustainability encompasses and how it can be integrated into business strategy and management for the benefit of businesses themselves and wider society. The course explores the broad context of sustainability in society including sustainability frameworks, international governance and agreements, and consumer behaviour. It examines the sustainability challenges facing businesses and the practices that can be used to integrate sustainability into business management and strategy; and assessment and reporting of sustainability practices. Further, the course introduces students to governance and corporate responsibility principles and practices leading to sustainable societies.

## • MA Global Governance and Sustainable Development

With the rise of sustainable development as a major issue of the international policy agenda, it is essential that global intergovernmental and governmental agencies, international organisations, international businesses, and other groups/organisations have access to professionals that hold the necessary analytical skills and knowledge to address these challenging governance issues in varying contexts.

This master's degree aims to provide students with skills to become such a professional - enhancing their knowledge and skills with respect to global governance approaches and instruments focused on environmental sustainability and social justice. Students explore various approaches to how intergovernmental and national strategies, policies and projects pertaining to these global governance issues are formulated, implemented and evaluated. The critical case study approach used in teaching enables students to develop the skills required for working in the private sector or with global and national public or third sector agencies leading and managing change in a global environment.

## • MA Education SEND (Special Education Needs and Disability) pathway

The successful introduction in 2014-15 of the MA Education (Leadership & Management) and MA Education (Teaching and Learning) focused on providing a pathway for teachers with an interest in developing their management and leadership skills. This new pathway module within MA Education provides students with a systematic understanding and critical awareness of models and frameworks of coaching and mentoring. SEND provides students with the experience of coaching in the workplace, including a range of theories related to emotional intelligence, psychology and personal and organisational change and development.

Graduates provide an increasing talent pool of qualified professionals to the industry, and will assist dedicated teachers to enhance their existing skills in the classroom and support their transition into senior leadership positions. Overtime, by utilising coaching and mentoring tools and techniques, this will feed through the education system to enable the increased development of local talent; destined to become leaders and industry professionals in the global economy.

**Additionally, the University offers many modules aligned with the SDGs. This is a sample:**

### Goal 3: Ensure healthy lives and promote well-being for all at all ages

- **PSY3056 Social, Cultural & Community Mental Health**

This module develops the students' knowledge of social approaches to mental health theory, research and practice, and their application to community mental health. Students' will develop a critical understanding of cultural, social, environmental and economic influences on mental health and the relationship between social adversity and mental health problems. Additionally, students will develop the ability to critically evaluate evidence bases and evidence-based mental health care practice in community settings. This module would be well suited to students who are considering careers in clinical psychology, counselling psychology, psychotherapy, mental health promotion and campaigning, social work, human rights advocacy, health management and community mental health.

### Goal 5: Achieve gender equality and empower all women and girls

- **DME3003: Gender, Identity and New Media**

The module will critically examine the role of new media in the shaping of identities off and online and critically interrogate the representation and understanding of gender by online cultures. The module will use contemporary case studies such as the recent 'gamergate' controversy. Gender, identity and new media is a growing research area in digital humanities. This module will include the most up-to-date critical discourses in this subject and draw from feminist theories in order to create a contemporary understanding of the constitution of gender and sexuality in contemporary society and digital cultures in particular.

- **MGT4836 Governance and Sustainability**

This course introduces students to governance and corporate responsibility principles and practices leading to sustainable societies. Students will gain an understanding of what governance and corporate responsibility encompasses and how it can be integrated to business strategy, structure and its impact in the global context. The course explores the broad context of governance for sustainability including governance theory and frameworks, and the reporting of governance impacts. It examines the role and responsibility of stakeholders and how these can be managed. The module will conclude by exploring the future of governance and corporate responsibility and how businesses can contribute to the transition to sustainable societies.

- **MGT4837 Sustainable Organisation Management**

This course introduces students to the business principles and practices leading to sustainable societies. Students will gain an understanding of what sustainability encompasses and how it can be integrated to business strategy and management for the benefit of businesses themselves and wider society. The course explores the broad context of sustainability in society including sustainability frameworks, international governance and agreements, and consumer behaviour. It examines the sustainability challenges facing businesses and the practices that can be used to integrate sustainability into business management and strategy; and assessment and reporting of sustainability practices. The module will conclude by exploring the future of business- sustainability relationship and how business competencies can evolve to address sustainability.

**Goal 9:****Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation****• ACC1125 Corporate Responsibility and Ethics**

This module introduces the concepts of corporate responsibility and business ethics. It aims to introduce knowledge of key stakeholders, together with the rights and responsibilities that businesses have in connection with them. It explores external influences that affect a business in its environment and examines how behaviour at all levels within business should be underpinned by accepted professional ethics and professional values.

**• MGT2600/3318 Sustainable Business**

This module focuses specifically on the development of the competences needed to develop sustainable business. The module aims to provide the knowledge and skills of sustainable business to enable students to make a strong contribution to society, economy and the environment. Students will be enabled through a competency-based approach that links real-world orientation, with personal development and coaching, to the development and management of sustainable business.

**• ACC3145 Ethics and Sustainability**

The aim of this module is to provide you with the critical tools and mind set to analyse and identify responses to modern ethical business challenges. You will be sensitised to different ways of thinking, learning from debating and collaborating with your peers from different cultural backgrounds to build students' methodological, analytical and communication skills.

**• MGT3146 International Management and Ethics**

This module aims to enhance students' critical thinking skills by engaging in an in-depth exploration of ethics and social responsibility in business. It aims to equip students with the knowledge and skills needed to identify, analyse, and develop effective responses to ethical issues and challenges in business. Students will develop an ability to assess issues from different points of view, including from individual, organisational and societal perspectives; and to apply and critically evaluate mechanisms and tools typically used to address ethical and social responsibility issues.

**• MGT3600 Innovation Management**

This module aims to develop a systematic understanding of the role of innovation as a key success factor in dynamic business environment, and the main strategic and organisational challenges firms face in managing innovation. The module provides an up-to-date overview of the main theories and models of innovation, as well as illustrates successful organisational practices through analysis of case studies.

**• MGT4809 Informatics and Innovation in Healthcare**

The aim of this module is to provide students with a broad understanding of the challenges facing healthcare senior executives in managing a health information system. It is also designed to provide context for the growing discussion on health information exchange and its impact on the internal and external environments shaping the healthcare industry. The process of organising and coordinating the performance of a healthcare facility. At the same time, the rapidly growing field of health and human services requires an entrepreneurial and innovative mind-set as well as continuous improvements. This module will help students develop essential competencies through the mastery of international innovative best practices in healthcare information management.

## Goal 10: Reduce inequality within and among countries

- **MKT 1120 Marketing Theory and Practice**

This module on social and green marketing aims to help students understand the role social and green marketing plays in marketing management. Additionally, it stresses on understanding the importance of marketing ethics.

- **ACC2120 Advanced Financing Accounting**

This module incorporates a lecture and seminar session on “Environmental and Social reporting”. The lecture introduces the students to the evolution of sustainability reporting, environmental and social reporting in the annual reports, to identify the issues involved and evaluate how environmental information is communicated in financial statements. Students are introduced to concepts like Triple Bottom Line, Prince’s Accounting for Sustainability, Global Reporting Initiatives and role of International Integrated Reporting Committee in developing integrated reporting framework.

- **LAW2465 UK and European Human Rights Law**

The module aims to engage students in active investigation of the values, principles and detailed application of human rights law in the UK and Europe. It focuses on the European Convention on Human Rights (ECHR) and its incorporation into UK law by means of the Human Rights Act (HRA) 1998. The module equips students critically to analyse legal principles and cases, as well as broader political and normative discourse about the role of human rights in a modern democracy, thereby broadening their horizons and helping to develop their own value systems.

- **LAW2420 Equality and the Law**

This module aims to explore general issues relating to equality and discrimination in the first semester. In the second semester, specific individual areas of inequalities will be examined. The module explores these issues from a legal, ethical, social, political, historical and economic perspective.

- **HRM3007 Equality, Diversity and Inclusion**

The module aims to promote greater awareness and understanding of the importance of diversity issues from both a national and international perspective. This module also provides insight to the implications of diversity from a societal, organisational, and employee standpoint. A range of diversity debates, concepts and practices regarding equality, fairness and inclusion are also explored. This is used as a means for endorsing the significance of diversity management to careers and business sustainability and success. A variety of topics are covered including cross-cultural management, gender disparity, age perception, disability awareness, effective multicultural team- working, and diversity legislation.

- **APM3003 Campaigns and Social Impact**

From angry street protests to sophisticated charity lobbying and from populist political insurgencies to online activism, campaigns designed to change society are an integral part of the Twenty-First Century media environment. This module seeks to help students understand how these campaigns develop, what they mean and how they reflect the way in which power works in our societies. Students will have the opportunity to put these lessons into action as they plan and deliver a campaign designed to address an issue of importance to their community.

**Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels****LAW3407/8 Employment Law**

This module aims to provide a knowledge and understanding of employment law and deepens the student's appreciation of how legal principles encountered in other law modules can be applied to these areas; to encourage a critical appreciation of employment law and enable students to place the subject in the context of both their working and non-working lives. Having taken this module, students will have an appreciation of the role of law in regulating the employment relationship and stopping discrimination.

**LAW3116/61 Child and Family Law**

This module aims to provide students with a knowledge and understanding of the principles of Child and Family Law in order to enable students to extend their ability to evaluate and analyse the development of both the legal and policy framework regulating child and adult relationships. The module will explore the tensions arising from the use of state intervention into the sphere of the family about issues of privacy, autonomy and welfare. Having taken the module students will have not only an appreciation of key areas of law and procedure affecting children and adults but also be sensitive to the complexities of the wider social issues raised.

**LEX4716 International Human Rights Law**

To analyse the international human rights law framework under the United Nations and assess its monitoring procedures and efficacy, engaging the complementary American, African and Asian regional systems. Students will be required to reflect on challenges to the implementation of international human rights law globally, as well as engage strategies that advance thematic and country-specific elements of the human rights bodies under the Office of the High Commissioner for Human Rights. The module will involve critical research on international human rights mechanisms, including treaty-based and Charter-based bodies, as well as regional commissions and courts. The aim is to reach a comprehensive understanding of the full range of civil, political, economic, social and cultural rights and the interaction between domestic, regional and international law in their protection, realisation and fulfilment. Students will be tasked with evolving a rights-based analysis to identify and address gaps that contribute to widespread contemporary global rights violations.

**LEX4701 Individual Employment Law**

In this, module students gain an understanding of the way the law of contract is applied to the employment relationship and assesses the practical impact of statutory rights on the operation of the contract of employment in the UK. It also provides an understanding of the way the employment relationship can be formed and varied and creates awareness of how the law affects workplace rules and procedures relating to employment protection. The module encourages a critical approach to the legal regulation by examining the social and political context in which individual employment relationships operate in the UK.

**LEX4711 UAE and DIFC Employment Law**

The module provides an understanding of the way in which employment relationships are regulated in the UAE, through an analysis of the basic elements of the UAE Labour Law and the DIFC Employment Law, which respectively govern employment relationships in the UAE and the DIFC Free Zone that operates in Dubai. The module assesses the practical application of the employment contract on the employment relationship and the practical impact of statutory rights. It also provides an understanding of the way the employment relationship is formed and varied and creates awareness of how the law affects workplace rules and procedures relating to employment protection. The module encourages a critical approach to legal regulation and focuses on the unique double-jurisdictional context of Dubai.

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# Research and Thought Leadership

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Middlesex University Dubai faculty and students have contributed to impactful research projects and collaborations addressing key issues of sustainable development. A wide range of these impactful research-related activities of our faculty and students are celebrated in our “Research Matters” newsletter, which was launched in 2014. The twice-yearly newsletter usually contains articles written by current and former students to share their research experience. It also provides information about staff research publications, prestigious awards, upcoming conferences and events, and national and international research collaborations.

Furthermore, Middlesex University Dubai supports research and engagement activities with external partners through the Centre for Innovation in the Human Experience, Centre for Academic Research and the Social Psychology Lab.

In 2008, the Middlesex University Dubai Wednesday Research Seminar series was launched to provide a forum for researchers to share their work. To date more than 260 researchers have presented. The seminar series, presenters include faculty from Middlesex University Dubai and other universities in the United Arab Emirates, as well as researchers from other global institutions.

At Middlesex University Dubai, student research is one of the cornerstones of our academic community. We are immensely proud of our students’ research accomplishments. The Student Research Sub-Committee (SRC) was established to encourage, support, and promote student research. The SRC works to develop a strong, positive research culture within the student body. Many of our students have excelled at research including winning numerous national and international research awards, co-authoring academic journal articles, and presenting at academic conferences. The undergraduate research experience helps to prepare students for Post-Graduate study, as well as building analytical and communication skills.

The University organised and participated in several conferences on themes around sustainability. We endeavour to share just a sample of the research achievements directly related to the Sustainable Development Goals. The full list of the most recent publications and activities can be found at <https://www.mdx.ac.ae/research/research-matters>

# Selected Research Papers

## 2018

- Atu, J.\*\*\*, Paris, C. & Marochi, B. (2018). The role of globalization, information and risk perception on global health security: A case study of the 2014 Ebola outbreak. *Journal of Sustainability and Security Issues*, 8(2), 209-220. (Google Scholar h-5 Index: 15, Cite Score: 2.08)
- Balasubramaniam, R., Hartman, E., McMillian, J. & Paris, C. (2018). Ethical Global Partnerships: Leadership from the Global South. In D. Lunds (Ed), *International Handbook of Service-Learning for Social Justice*, Wiley. (pp 375-393)
- Balasubramaniam, S., & Shukla, V. (2018). Environmental supply chain management in the construction sector: theoretical underpinnings. *International Journal of Logistics Research and Applications*, 1-27 (impact Factor 1.820).
- Bhaumik, S. K., Kutan, A. M. & Majumdar, S (2018). 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*. 24(12). (Impact Factor: 0.795; Google Scholar h-5 index: 22, Cite Score: 0.88)
- Demetriou, D. (2018) The Mens Rea of human trafficking: the case of migrant domestic workers. *International Criminal Justice Review*, 29(3), 262-283
- England, D.E., Miller, C.F. (2018). Gender socialization. In M. Bornstein (Ed.), *Encyclopaedia of Lifespan Human Development*. 934-936. Washington DC: SAGE.
- Han, J., Jun, M., Kim, M., & Key, S. (2018). Influence of Congruency between Ideal Self and Brand Image on Sustainable Happiness. *Sustainability*, 10(11), 4076. (Google Scholar h-5 Index: 61, Cite Score: 3.01)
- Hannam, K & Paris, C. (2018). Migration and an expatriate workforce. In Dallen Timothy (ed.) *Routledge Handbook on Middle East Tourism*, Routledge.
- Hine, B.A., Ivanovic K., England, D.E. (2018). From the sleeping princes to the world-saving daughter of the chief: Examining perceptions of 'old' versus 'new' Disney princess characters. *Social Sciences*. 7(9), 161. (Google Scholar h-5 Index: 16, Cite Score: 0.6).
- Jeffrey, H., Riccio, A., & Paris, C. (2018). Let's sit at the table for Women's Empowerment. *e-Review of Tourism Research*, 14(4/5), 440-449. (Cite Score: 0.37)
- Jeffrey, H.L. (2018). Tourism and Women's Rights in Tunisia. In Cole, S. (Ed.). *Gender equality and tourism: Beyond empowerment*. Wallingford: CABI, 96-107.
- Karnik, A. (2018). Growth and Convergence under Uniform and Varying Rate of Change of Technology. *Journal Panoeconomicus*, 65(5). (Google Scholar h-5 Index: 14, Cite Score: 0.79)
- Karnik, A. and Lalvani, M. (2018). State Finances After Fiscal Responsibility Legislation: Genuine Improvement or Illusion? *Indian Review*, 17(4), 397-426, DOI: 10.1080/14736489.2018.1510161 (Google Scholar h-5 index: 9)
- Keane, D., & Kyriazi, T. (2018). The emergent right of human rights education in GCC States; *Asian Yearbook for Human Rights and Humanitarian Law*, 2, 205-244.
- Kumar, V. & Kishore, P. (2018). Macroeconomic and Bank Specific Determinants of Non-Performing Loans in UAE Conventional Bank. *Journal of Banking and Finance Management*, 1(3), 49-60

- Kyriazi, T. (2018) Trafficking in human beings in the Middle East. In Piotrowicz, R. Rijken C. and Uhl B. (Eds). *The Routledge Handbook on Human Trafficking*: Routledge,
- Lamba, N., Jadva, V., (2018). Indian surrogates: Their psychological well-being and experiences, in *CrossCultural Perspectives on Surrogacy and Gamete Donations*. Palgrave Macmillan.
- Lamba, N., Jadva, V., Kadam, K., & Golombok, S. (2018). The psychological well-being and prenatal bonding of gestational surrogates. *Human reproduction*, 4, 646-653. (Google Scholar h-5 index: 69, Cite Score: 5.12)
- Mendonca, C\*., Shrivastava, A., Pietschnig, J. (2018). The effect of adaptive capacity, culture and employment status on happiness among married expatriate women residing in Dubai. *Current Psychology*, 1-9 (Google Scholar h-5 index: 20, Cite Score: 1.73)
- Nasser, A.\*\*, Kyriazi, T., Paris, C. & Ahmad, M. (2018). Impact of Identity Politics on Education in Pakistan: A comparison between Balochistan and Punjab. *Education, Citizenship and Social Justice*, 13(3), 280-294. (Google Scholar h-5 Index: 14, Cite Score: 0.84)
- Saberi, D., Paris, C. & Marochi, B. (2018). Branding and Soft Power in the UAE: Case of the Film and Tourism Industries. *International Journal of Diplomacy and Economy*, 4(1), 44-58.
- Sposato, M & Rumens, N (2018) Advancing international human resource management scholarship on paternalistic leadership and gender: the role of postcolonial feminism. *International Journal of Human Resource Management*. (Published online first). ISSN 0958-5192 (Google Scholar h-5 Index: 53, Cite Score: 2.71)

## 2019

- 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)
- Balasubramanian, S., Al-Ahbab, S. & Sreejith, S. (2019). Knowledge management processes and performance: The impact of ownership of public sector organizations. *International Journal of Public Sector Management*, 33(1), 1-21 (SCOPUS Cite Score: 2.9).
- 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 Behaviour and Personality: an international journal*, 47(1), pp.1-8. (Impact Factor: 0.535)
- Hannam, K., & Ryan, E. (2019). Time, authenticity and photographic storytelling in The Museum of Innocence. *Journal of Heritage Tourism*, 1-12. (SCOPUS Cite Score: 2.6)
- 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. (SCOPUS Cite Score: 5.8).

- 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.L. (2019). Tourism and gendered hosts and guests. *Tourism Review*. 74(5), 1038-1046. (SCOPUS Cite Score: 3.2)
- Le, A. N. H., Jain, M., Tam, T. D., & Tam, L. T. (2019). Attitudinal ambivalence towards green products: an empirical study in an emerging market. *International Journal of Economics and Business Research*, 18(3), 292-303.
- Le, A. N. H., Jain, M., Tam, T. D., & Tam, L. T. (2019). Attitudinal ambivalence towards green products: an empirical study in an emerging market. *International Journal of Economics and Business Research*, 18(3), 292-303. (SCOPUS Cite Score: 0.4)
- 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)
- Nielson, M. G., Martin, C. L., Rogers, L. O., Miller, C. F., & England, D. (2020). Quantifying gender norm resistance. *Journal of Adolescence*, 84, 219-229. (SCOPUS Cite Score: 4.4)
- 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. (SCOPUS Cite Score: 3.3)
- 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)
- Saadeh, H., Almobaideen, W., Sabri, K. E., & Saadeh, M. (2019). Hybrid SDN-ICN Architecture Design for the Internet of Things. In 2019 Sixth International Conference on Software Defined Systems (SDS) (pp. 96-101). IEEE
- Sayani, H., Shoaib, M., Mashood, N., & Kumar, V. (2019). Case study competitions and perceptions of learning among undergraduate students in the United Arab Emirates. *Journal of Education for Business*, 94(2), 101-112.
- Shipman H. (2019) Smart Art for Smart Cities. In Mateev M., Poutziouris, P. (eds.) Creative Business and Social Innovations for a Sustainable Future. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development). Springer, Cham

## 2020

- Atifmal, W.\*\*, Ahmad, M., and Paris, C. (2020). The career women of Kabul and their struggle for an empowered identity. *International Journal of Society Systems Science*, 12(2), 118-135. (Google Scholar h-5 Index 6).
- Balasubramanian, S (2020). A '3P' Soft Power Model: An Agile Approach to Diplomatic Strategy. *UAE Public Policy Forum Report*. [https://www.uaepublicpolicyforum.ae/wp-content/uploads/2020/02/A\\_3P\\_Soft\\_Power\\_Model.pdf](https://www.uaepublicpolicyforum.ae/wp-content/uploads/2020/02/A_3P_Soft_Power_Model.pdf)
- Balasubramanian, S. (2020). Stakeholders' role in delivering sustainable supply chains in the construction sector. *International Journal of Society Systems Science*, 12(2), 165-184. (Google Scholar h-5 Index 6).
- Balasubramanian, S., & Shukla, V. (2020). Foreign versus local firms: implications for environmental sustainability. *Benchmarking: An International Journal*, 27(5), 1739-1768. (SCOPUS Cite Score: 4.0)

- Balasubramanian, S., Shukla, S., Gharehdash, M.\* & Gharehdash, M.\* (2020). Supply Chain Network design models for a circular economy: A Review and a case study assessment. In *Circular Economy for the Management of Operations*. CRC Press, Taylor & Francis Group.
- Balasubramanian, S., Shukla, V., & Chanchaichujit, J. (2020). Firm size implications for environmental sustainability of supply chains: evidence from the UAE. *Management of Environmental Quality: An International Journal*, 31(5), 1375-1406. (SCOPUS Cite Score: 3.4).
- Bashir, E., Nanath, K., & Hussain, F. (2020). Industry Academia Outreach: A Study of Student Perception. *Int. Journal of Technology Enhanced Learning*, in press (SCOPUS Cite Score 2.0)
- Chanchaichujit, J., Balasubramanian, S., & Shuka, V. (2020). Multi-objective decision model for green supply chain management. *Cogent Business & Management*, 7(1), 1783177. (SCOPUS Cite Score: 1.6)
- Chandrasekaran, R., Mehta, V., Valkunde, T., & Moustakas, E. (2020). Twitter talk on COVID-19: A temporal examination of topics, trends and sentiments. *The Journal of Medical Internet Research (JMIR)* (In Press) (Impact Factor: 5.03, SCOPUS Cite Score: 3.9)
- Chandrasekaran, R., Khattula, V., & Moustakas, E. (2020). Use of Wearable Healthcare Devices by US adults: Patterns of Use and Key Predictors. *The Journal of Medical Internet Research* (In Press). (Impact Factor: 5.03, SCOPUS Cite Score: 3.9)
- Demetriou, D. (2020) Assessing Human Trafficking: The Slavery Nexus and its Impact on Migrant Domestic Workers. In Bulla, D. (eds.) *Why Slavery Endures: Its Past, Present and Future*. Cambridge Publishing Scholars
- Eger, C., Vizcaino-Suárez, P., & Jeffrey, H. (2020). Introducing Critical Debates on Gender-Based Violence in Tourism. In *Tourism and Gender-Based Violence: Challenging Inequalities* (pp. 1-13). CABI Publishing.
- Hermann, I. & Paris, C.M. (2020). Digital Nomadism: The Nexus of Remote Working and Travel Mobility. *Information Technology and Tourism*, 22 (3). Special Issue on Digital Nomadism (SCOPUS Cite Score: 4.5).
- Jeffrey, H.L. (2020) Maternity Protection and the Tunisian Tourism Industry. In: T. Baum and A. Ndiuini (Eds.), *Sustainable Human Resource Management in Tourism*. Springer
- Karnik, A. (2020) Spatial Effects of COVID Transmission: An Analysis of Cases in the City of Mumbai, *Economic and Political Weekly*, 55(36), 15-20 (SCOPUS Cite Score: 0.5)
- Karnik, A., Kishore, P., & Meraj, M. (2020). Examining the Linkage between Class Attendance at University and Academic Performance in an International Branch Campus Setting. *Research in Comparative and International Education* (In Press). (SCOPUS Cite Score: 1.5)
- Kloep, M. (2020). Innovation and Entrepreneurship for Supply Chain Management & Logistics. *International Journal of Supply Chain Management*, 9(1), 1088-1090 (SCOPUS Cite Score: 1.0)
- Kyriazi, T (2020) Trafficking in Human Beings in the Tourism Industry: Trends and Approaches. in Vizcaino, P. Jeffrey, H.L. and Eger, C. (eds.) *Tourism and Gender-based Violence*. Wallingford: CABI
- Kyriazi, T., & Demetriou, D. (2020). Mixed migration flows into Europe: discharging state anti-trafficking obligations through the proper identification of trafficking victims. *International Journal of Sustainable Society*, 12(1), 76-92. (SCOPUS Cite Score: 0.8)
- McConnon, R. (2020). Measures to facilitate the scale-up of education for sustainable development in higher education. *International Journal of Sustainable Society*, 12(1), 36-50. (SCOPUS Cite Score: 0.8)

- Nyaupane, G.P., Paris, C.M. and Li, X.R. (2020). Domestic Tourism in Asia. *Special Issue in Tourism Review International*. DOI: 10.3727/154427220X15845838896305 (SCOPUS Cite Score: 0.8)
- Saadeh, M., Sleit, A., Sabri, K. E., & Almobaideen, W. (2020). Object Authentication in the Context of the Internet of Things: A Survey. *Journal of Cyber Security and Mobility*, 9(3), 385-448 (SCOPUS Cite Score: 1.3)
- Schulte, M.\*, & Paris, C. (2020). A Qualitative Study Exploring Retailers Perspectives of the Significance of Supply Chain Transparency and Ethical Sourcing in the UAE Diamond Industry. *International Journal of Intelligent Enterprise* (In Press). (SCOPUS Cite Score: 0.8).
- Schulte, M.\*, & Paris, C. M. (2020). Blood diamonds: an analysis of the state of affairs and the effectiveness of the Kimberley Process. *International Journal of Sustainable Society*, 12(1), 51-75. (SCOPUS Cite Score: 0.8)
- Shipman H. (2019) Smart Art for Smart Cities. In: Mateev M., Poutziouris P. (Eds) *Creative Business and Social Innovations for a Sustainable Future. Advances in Science, Technology, & Innovation (IEREK Interdisciplinary Series for Sustainable Development)*. Springer, Cham
- Sposato, M. (2020). *A critical perspective on Gender and Paternalistic leadership in China*. International Journal of Business Innovation and Research. (In Press) (SCOPUS Cite Score: 1.1)
- Thorpe, O., Walker, D., & Maghalseh, D. (2020) A case study investigating faculty work related quality of life (WRQoL) and the efficacy of the WRQoL Scale in a medium-sized private Gulf higher education institution. *Journal of Educational and Social Research*, 10(2). (SCOPUS Cite Score: 0.3).
- Vizcaino, P. Jeffrey, H.L. and Eger, C. (2020) *Tourism and Gender-based Violence*. Wallingford: CABI has now been published with CABI. [www.cabi.org/bookshop/book/9781789243222/](http://www.cabi.org/bookshop/book/9781789243222/)
- Vreckova, A.,\* Paris, C., & Jeffrey, H. (2020). A gender analysis of intercultural sensitivity among flight attendants. *e-Review of Tourism Research*, 18(3), 363-374.

## Edited Special Issues

- Balasubramanian, S., Hyland, L., Paris, C. (2020). Sustainability, Mobility, and Opportunity. *e-Review of Tourism Research*, 18(3). Editorial 339-341.
- Nyaupane, G., Li, X., & Paris, C. (2020). Domestic Tourism in Asia. *Tourism Review International*, 24 (1). Editorial page 1-4.
- Hermann, I. & Paris, C (2020). Digital Nomadism. *Information Technology & Tourism*. 22, editorial page 329-334.
- Paris, C. Demetriou, D., & Balasubramanian, S. (2020). "Sustainable Development and International Business" in *International Journal of Society Systems Science*, 12 (2). Editorial 101-104.
- Paris, C., Demetriou, D., & Balasubramanian, S. (2020). "Sustainable Development and International Business" in *International Journal of Sustainable Society*, 12(1). Editorial (1-4).
- Hyland, L., Kashi, A., & Paris, C. (2019). "Diversity and Inclusion in the Workplace" in *International Journal of Work Organisation and Emotion*, 10(3) editorial 177-179.

# Research Conferences

## Middlesex University Dubai Emerging Research Paradigms in Business and Social Sciences (ERPBS) Conference.



Middlesex University Dubai concluded the fifth edition of the Emerging Research Paradigms in Business and Social Sciences (ERPBS) Conference. The 5<sup>th</sup> edition, at Middlesex University Dubai, on the Dubai EXPO 2020 themes of Sustainability, Mobility and Opportunity was held from the 14<sup>th</sup> to 16<sup>th</sup> January 2020. Building upon the success of its previous editions, academics discussed new concepts, progressive methodologies, and innovative practices in line with the conference themes that included Inclusivity, Tolerance, Empowerment, Creativity, Happiness, and Innovation. This event saw over 180 delegates including researchers, practitioners and professionals from various disciplines, representing over 60 universities and institutions from the UAE and around the world.

Speaking on the successful fifth edition of ERPBS, Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai said, “Middlesex University Dubai takes pride in concluding another successful edition of ERPBS Conference. I have been hugely impressed by the diversity and the high standard of papers presented by extremely talented and informative professionals from this region and beyond. I want to thank the conference Chair, Dr Sreejith Balasubramanian, and all the members of the organising committee for putting together a fantastic programme. We hope to continue this run of success in the next edition of the conference in 2022.”

The conference wrapped up with an excellent and stimulating industry panel session on Sustainability, and a ceremony that presented delegates with ‘best research paper’ and ‘best student poster’ awards.

To learn more about the conference, please visit: <https://mdx.ac.ae/erpbss2020>

## International Conference on Technology, Innovation and Sustainability in Business Management – May 2019

On 2 May 2019, Middlesex University Dubai hosted its first International Conference on Technology, Innovation and Sustainability in Business Management (ICTIS). The conference attracted approximately 120 delegates from multiple disciplinary backgrounds. Participants included Middlesex University Dubai students, 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 an excellent keynote speech by Professor Ajit Karnik on 'Issues in Measuring Sustainable Development'. 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 a stimulating industry panel session on 'Technology, Innovation, and Sustainability' moderated by Supriya Kaitheri and Rory McConnon. It 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.



Rory McConnon, Dr Supriya Kunnath Kaitheri, Dr Cody Paris and Dr Sreejith Balasubramanian

## BCS Conference: Tolerance, Sustainability & Women Empowerment and Middlesex University Dubai Student Research Conference Jan 2019



As part of Middlesex University Dubai's commitment to enhancing student experience and encouraging growth, alongside the UAE's national objectives for 2019, the '2019 BCS conference and Middlesex University Dubai Annual Student Research Conference' was hosted at its Knowledge Park campus on 24<sup>th</sup> October.

This year, the conversation revolved around themes of tolerance, sustainability, and women's empowerment. The conference welcomed abstracts from students with a focus on discussing, supporting, or challenging contemporary theory and practice through research and technology. More than 50 students from universities across the region participated.

Dr Cody Paris (Deputy Director, Academic Planning & Research, Middlesex University Dubai) opened the first day of the conference with a discussion on the importance of student research. Eng. Adel Al Hashmi (Chairman, BCS Middle East), delivered the keynote speech, followed by parallel track sessions on student projects in oral, demo and poster presentations. The first day of the conference was closed by Dr Tenia Kyriazi (Deputy Director Academic Operations, Middlesex University Dubai), who announced the top projects in each category, selected by a panel of esteemed judges including industry experts and researchers.

"It was an honour to host the first day of the BCS conference at Middlesex University Dubai. It provided students across the region with an exceptional opportunity to develop their research skills and present their ideas around the conference themes," said Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai.

For more information about the conference, please visit [www.mdx.ac.ae/bcis](http://www.mdx.ac.ae/bcis)

## 7th Annual Conference of Applied Psychological Research in the Middle East



Middlesex University Dubai's Psychology Department held its 7<sup>th</sup> Annual Conference of Applied Psychological Research in the Middle East on 28 February 2019. The event further built on the success of previous conferences and drew immense interest from researchers, practitioners, and students. The conference attracted an audience of over 160 people from diverse backgrounds representing a multitude of different organisations, clinics and universities.

The conference witnessed 16 presentations with a motivating concluding panel discussion on 'Indicators of Happiness and Wellbeing in the UAE'. The event highlighted a variety of important areas in psychology, including topics such as cultural intelligence, play therapy, wellbeing, and resilience. Studies were presented from across the world including Japan, Iran, Scotland, USA, Hungary, and the UAE, which brought a variety of cultural perspectives – broadening the horizons of psychological understanding within the Middle East.

A unique characteristic of the conference is its emphasis on research culture amongst students, evident by the number of students volunteering, attending and participating in the event.

You can find out more about our psychology programmes at [www.mdx.ac.ae/courses](http://www.mdx.ac.ae/courses)

# Research Seminar Series

Middlesex University Dubai's Research Seminar Series began in 2008 and has featured more than 260 presentations. The weekly research seminar provides an opportunity for faculty from Middlesex University Dubai and other universities in the United Arab Emirates, as well as researchers from global institutions to gather to share and discuss cutting-edge research. This seminar series provides a forum for researchers to share their work and engage in productive discourse. It has also seen the genesis of many new research projects and has informed national and international research collaborations.

The research seminar has been organised each academic term by current Research Committee Chair Dr Sreejith Balasubramanian and his predecessors Dr Lynda Hyland, Dr Cody Morris Paris, Dr Alun Epps, and Dr Marcus Stephenson. A small sample of the research presented during the MDX Research Seminar Series is as follows:

## **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*

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.

## **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*

The current developments in society at the global and local level pertaining to current issues in gender. A resurgence in activities and movements, in seeking to continually strive to achieve the UN goal of #Planet5050 in harmony with the global sustainability goal of gender equality.

## **Dyslexia Awareness: Indicators of dyslexia and support of students with dyslexia**

*Siobhan McNiff, Middlesex University Dubai*

The Equality Act (2010) and the key features of dyslexia and how it can affect study at university, with reasonable adjustments faculty to support learning and academic achievements of students with dyslexia.

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

*Stephen King, Middlesex University Dubai*

The impact of BREXIT on the SDGs.

## **"Fintech Innovations: A Paradigm Shift in SME Finance"**

*Anita Mirchandani, Amity University Dubai*

Focused on how FinTech aids the Small and Medium Scale Enterprises (SMEs), neglected by traditional banking sector, in securing adequate funding for their operations.

## **‘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*

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.

### **“The Future of Entrepreneurship”**

*Wasif Minhas, Higher Colleges of Technology*

Focused on the future of entrepreneurship in the 4th industrial revolution and explores opportunities available to Millennials and Generation Z.

### **“Views from the “dustbin”: Experiences of diagnosis, care and treatment, and parenting with severe Borderline Personality Disorder”**

*Anthony David Murphy, Middlesex University Dubai*

Highlighted negative attitude among different health and social care professionals towards individuals diagnosed with borderline personality disorder (BPD) and efforts to understand the extent to which these attitudes are internalised by service users. Aimed to increase understanding from the perspective of BPD-diagnosed parents.

### **“Mapping sustainability practices at Middlesex University Dubai”**

*Belisa Marochi, Middlesex University Dubai*

As a signatory of the UNGC, Middlesex University Dubai shows its commitment to creating a just and prosperous world by being the first university in the UAE to report campus-wide activities based on sustainability principles. In 2018, ISD presented the Communication on Engagement (COE) Report submitted to the United Nations Global Compact (UNGC).

### **“IoT and Smart Services”**

*Maha Saadeh, Middlesex University Dubai*

Focused on the Internet of things: components, importance, challenges and presented recent studies that were published relating to IoT smart services mainly, objects’ authentication and smart transportation.

### **“Innovation in Marketing”**

*Matthew Brown, Middlesex University Dubai*

Concepts of innovation in marketing utilizing a range of contemporary theories and case studies to demonstrate how theory is being applied to modern business, in a variety of sectors.

### **“An international exploration of what truly matters for student engagement”**

*Dawn England, Middlesex University Dubai*

Contemporary perspectives on student engagement and a new perspective on the importance of belongingness and career relevance to students.

# Centres and Lab Launches

## Centre for Applied Research

February 2019. Middlesex University Dubai announced the launch of the Centre for Applied Research, an extension of the University's commitment to providing research-driven platforms for industry partnerships and educational development. To celebrate the launch, the centre held its first round table in the presence of industry leaders, including key stakeholders from the Dubai Police, the Dubai Independent Financial Centre Courts, Lexis Nexis, Psychology clinical practice centres, specialist educational centres, and legal decision-makers. Discussions focused on the role the centre can play in enhancing insight, driving evidence-based practice, and understanding the research, evaluation, and assessment needs practitioners.

The Centre for Applied Research – Psychology, Health, Education, and Law (PHEaL), provides research and industry expertise in psychology and health practitioner contexts, education, educational inclusivity, and education management, law, criminology, and policy, as well as broader research and consultation on practice, evaluation, and assessment. We aim to provide a comprehensive service to public, private, and non-profit organisations to meet local, regional, and international research and evaluation requirements.

For more information, please visit <https://www.mdx.ac.ae/car>

## Centre for Innovation in Human Experience

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

The core beliefs and practices of the Centre are innovation, empathy, collaboration, safety, integrity, lawfulness and excellence. In line with the UAE's National Agenda of transitioning to a knowledge-based economy, promoting innovation and research and development, CIHX aspires to bridge the gap between academia and industry in using innovative technologies to improve quality of life.

For more information, please visit <https://www.mdx.ac.ae/cihe>



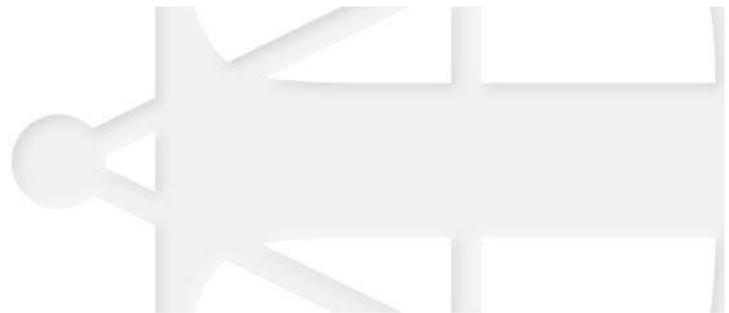
### **Social Psychology Research Lab.**

2020 saw the launch of the Social Psychology Research Lab (SPRL). The focused on researching social processes, mental health, interpersonal relationships, and psychological well-being. Recent research projects have examined mental health and faith in institutions related to COVID-19, religious practices and death anxiety, cross-cultural friendships and multicultural attitudes in the UAE, longitudinal psychological health of surrogates, perception of marital relationships, and experiences of mothers with children with autism.

The SPRL have established key international collaborations with academics at University of Cambridge, University of Oxford, Columbia University, University of Amsterdam, Lomonosov Moscow State University, and University of Limerick. The SPRL is a forum for knowledge exchange between academics from psychology and related disciplines.



**SOCIAL  
PSYCHOLOGY  
RESEARCH LAB**



# Staff and Student Engagement

The Sustainable Development Goals are a bold commitment addressing the greatest challenges facing the world. They aim to be transformative by propelling the world towards a more sustainable path. At Middlesex University, our community contribution is significant to our overall environmental and social impact. The University plays an active role in engaging students, staff and industry in sustainable practices that enhance learning, development and studies related to sustainability and sustainable development.

The involvement of students and staff at Middlesex University Dubai, through case studies, activities, industry engagement, collaborative research, workshops, campaigns, competitions and experiential learning, has significantly enriched the culture of learning at the University.

Middlesex University Dubai introduced a 'Re-duce, Re-use, and Re-cycle' initiative, and collaborates with #SimplyBottles, a programme that recycles PET plastic and reduces plastic pollution. The University has diverted over 60,000 bottles from landfills, has increased environmental sustainability practices through behavioural change and eliminated the use of Single Use Plastic (SUP) on campus. The students continue to raise awareness of the importance of clean, green living and the small ways in which individuals can make a significant difference to protecting the planet.

Middlesex University staff and students join to raise awareness of cancer by organising events that feature various activities including panel discussions on early detection and support mechanisms. On 13 March 2018, Middlesex University Dubai brought together student support and counselling professionals to host a conference on Inclusivity in Higher Education. The conference featured a mental health discussion revolving around people with depression, anxiety, bipolarity, life transitioning, self-development and identifying their true purpose in life.

The University conducts trainings and workshops to educate and motivate staff, students and the society. In March 2019, the Middlesex University Dubai Institute of Sustainable Development collaborated with Airbus and DP World to host a training session to promote women empowerment. The session expanded on the principles of gender equality and encouraged companies to share ideas about how to design and implement initiatives to attract and retain women in male dominated industries.

The Centre of Innovation and Excellence is involved with the creation, development, adoption and integration of new and renewed concepts, systems, and practices that put people and the planet first. The centre fosters an environment for innovations to flourish by providing knowledge and inspiration to all staff and students through training programmes, events and workshops.

Middlesex University Dubai students participate in a variety of competitions. More recently, students from Media, Fashion and Business programmes took part in the L'Oreal's 2020 sustainability competition. This is an international competition to find solutions to plastic in the beauty industry. Students participate in teams of three, with the top prize being the opportunity to work with L'Oréal in Paris.

The following sections showcase the sustainability activities of staff and students at Middlesex University Dubai.

# Case Studies

## Colloquium on Inclusivity in Higher Education in the UAE (2018 and 2019)

MDX's Centre for Academic Success (CAS) hosted the 'Colloquium on Inclusivity in Higher Education in the UAE' which took place on campus on 13 March 2018. The event brought together student support and counselling professionals from 15 different UAE universities to share their experiences and good practice for promoting inclusivity within Higher Education.



Dr Sean Pavitt, Senior Inspector for Inclusive Education at KHDA, shared the government's vision, including the Dubai Inclusive Education Policy Framework. He encouraged educationists to see the value in supporting the student rather than focusing on the disability, and the importance of ensuring an inclusive culture within all educational institutions. Ms Siobhan McNiff, Learning Support Counselor at Middlesex University Dubai shared her expertise in specific learning disabilities and provided an overview on steps that Higher Education institutions can take to promote inclusivity. Participants reflected on how universities can work to become fully inclusive by encouraging disclosure and avoiding discrimination. The networking event provided invaluable insight into the challenges faced by students of determination as well as steps that Higher Education institutions should take to remove the barriers to inclusivity.

## Breast Cancer Awareness Day

In November 2018, Middlesex University Dubai, in collaboration with Brest Friends and Al Jalila Foundation under the patronage of Her Highness Princess Haya Bint Al Hussein, hosted a day of activities to raise awareness of cancer. Students organised live performances, quizzes and games which opened up discussions on early detection and



support mechanisms. A panel discussion was held featuring two brave survivors led by our Senior Psychology Lecturer Dr Lynda Hyland, who discussed illness related fears and the journey to healing. All proceeds from the charity bazaar went towards this joint venture in support of cancer research and treatment in the UAE.

# Case Studies

## Technology in Sustainability: the case of Dubai Sustainable City



In November 2018, The ISD hosted Philip Sinclair, an experienced IT leader, for a guest lecture on “Technology in Sustainability: the case of Dubai Sustainable City” to celebrate UN World Cities Day. Not only does Philip enjoy living in Dubai Sustainable City, but he also initiated the collaboration between the City, Google Cloud Platform, Snaplogic and Shift Technologies providing innovative methods to help the City gain better insights from its Sustainability data. “Dubai Sustainable City is an inspiring example of what the future could look like,” shares Khadija Abubakar, a MA International Relations student who attended the event. As the first operational Net Zero Energy city in Dubai, The Sustainable City is modelled to become an international showcase for sustainable living, work, education, and recreation.

### Lecturers and students present at Forum on Zayed and Social Responsibility

In November 2018, The Institute of Sustainable Development represented Middlesex University Dubai at the “Forum on Zayed and Social Responsibility” at Abu Dhabi University. Dr Belisa Marochi, former Head of the Institute, presented the Communication on Engagement (COE) report submitted to the UN Global Compact (UNGC) and the University’s progress towards a sustainable future.

Lecturers Dr Andrew Mackenzie, Rory McConnon and Dr Anthony Murphy also participated in a panel discussing social responsibility of higher education institutions. Twelve students representing the BA International Politics, MA International Relations and MA Global Governance and Sustainable Development also attended the event. “The Forum was a great initiative. It was very nice to hear various universities explaining their role in university social responsibility,” Salma Shanni, MA International Relations student shared. “It was very insightful, informative and eye-opening,” Sherwet Mohamed, BA International Politics student added.



# Case Studies

## Corporate Social Responsibility Masterclass invites private sector to celebrate the Year of Zayed

November 2018. The Institute of Sustainable Development hosted fifty participants from the private sector, civil society and students to a Corporate Social Sustainability (CSR) Masterclass to celebrate the Year of Zayed. Nicole Malick, Visiting Lecturer in the School of Law, and Dr Marochi, former Head of the Institute of Sustainable Development, taught the importance of the private sector in reaching a sustainable world in this half-day Masterclass.

Representatives from Emirates, Dubai Airports, Khaleej Times, NRS International and other companies attended the event. “The CSR Masterclass provided an excellent overview of sustainability as a topic, in a fun, informal way. I enjoyed networking with other guests and interacting with the lecturers. I look forward to attending future events in the same vein,” shared Annie Meikle, Director, Social Shop by Aurora.



## Guest lecture: The United Nations International Day for the Elimination of Violence against Women

December 2018. The Institute of Sustainable Development hosted a guest lecture by Abdulrahman Mohammed, a LLB student at Middlesex University Dubai to mark the United Nations International Day for the *Elimination of Violence* against Women. Lecturer Donya Saberi and Dr Belisa Marochi, former Head of the ISD, hosted Abdulrahman who addressed more than 60 International Foundation Programme (IFP) students on the role of the performing arts in raising awareness on the issue of violence against women.



# Case Studies

## Soul Space Dubai Wellbeing Workshop



January 2019. Kate Sheikh, Sarah Babiker and Komal Patel from Soul Space Dubai visited our campus and conducted a highly engaging and informative Wellbeing Workshop for our International Foundation Programme students. The session focused on the CHANGE Model of Positivity Psychology Life Coaching – including envisioning a future life based on their goals and aspirations, overcoming challenges using mindfulness techniques including breathing exercises and nutrition, and emphasising individual strengths and skills.

### ISD Impact for Good Impactathon

February 2019. PG students from different programmes including MA International Relations, MA Global Governance and Sustainable Development and MA Tourism took part in an impactathon. The focus of the event was on the two issues: How can organisations solve global development challenges and how can organisations make social impact for good?

Taking place on the margins of the 2019 World Government Summit in Dubai, teams of students proposed solutions to real-world problems of 3 NGOs Bring Hope, Project Maji, The Zahra Beau Foundation and designed innovative solutions. The winning team received a commitment from the NGO to champion the solution.

# Case Studies

Airbus, DP World and Middlesex University Dubai collaborate to promote women empowerment.



In February 2019, Airbus and DP World hosted a training session organised by DP World and the Institute of Sustainable Development. Dr Belisa Marochi, former Head of the Institute designed and led the interactive session aimed at training 50 attendees representing over 25 companies on the UN Women Empowerment Principles (WEPs).

“At Airbus we strongly believe in the positive impact of inclusion and diversity on innovation, performance and communities. We are a proud signatory of the Women Empowerment Principles (WEPs) and it was a great pleasure co-hosting with DP World their breakfast series to raise awareness about the WEPs and meet with peers who are engaged to do the same,” shares Hania Tabet, International Director for Responsibility & Sustainability at Airbus.

# Case Studies

## Fostering Inclusivity Champions in Higher Education (2019)



Middlesex University Dubai hosted a second inclusivity colloquium entitled *Fostering Inclusivity Champions in HE*. This time, the focus was on the student body and how they can contribute to promoting inclusivity in UAE universities. Students who have experience of having persons with determination within their classes had expressed a strong desire to understand their peers' differences, a willingness to prevent marginalization and to include them in order to achieve the learning potential of the entire cohort.

The event was attended by students and staff from 7 higher education institutions in Dubai as well as representatives from the KHDA, Sean Pavitt and Noora AlSaadi, and Dr Jigar Jogia from Zayed University. Three students from Middlesex University Dubai shared their personal experiences of dyslexia, ADHD and mental health, accompanied by Sean and Dr Jigar sharing their expertise. The objectives of the colloquium were to provide attendees with a valuable insight into the challenges faced by students of determination. It aimed to enable attendees to understand how students can cope with difference and provide an understanding of UAE universities' aspiration to remove the barriers to inclusivity in HE. Finally, students and staff from universities who attended were encouraged to become inclusion champions within their respective institutions.

# Case Studies

## Presentation at the FCSA consultation to the Private Sector Council on Goal 5 Gender Equality



In May 2019, the Secretariat of the National Committee on SDGs in coordination with the UAE Gender Balance Council organised a dialogue session between government policymakers and private sector senior executives on Gender Equality. Dr Belisa Marochi, former Head of Institute of Sustainable Development, represented Middlesex University Dubai. The dialogue session was an opportunity for the private sector to engage with public officials to reach the common goal of gender equality. Unilever, SAP Next-Gen Labs, ADNOC and TECOM Group were amongst the participants. The ISD fosters the advancement of sustainable development into the university, community and global practices.

# Case Studies

## Dr Belisa Marochi Conducts Training Session on Gender Equality at Airbus Americas Headquarters



In September 2019, Dr Belisa Marochi, former Head of the Institute of Sustainable Development at Middlesex University Dubai, conducted a training session on Gender Equality at Airbus Americas Headquarters just outside of Washington DC. Attended by more than 20 employees, the goal of the session was to inspire the team to develop initiatives and to promote gender equality at Airbus. Hania Tabet, International Director at Airbus Foundation and Airbus Responsibility and Sustainability, and Linda Herbert, Vice-President of Leadership, Inclusion and Cultural Evolution at Airbus Americas organised the event to promote the Women's Empowerment Principles (WEPs) from the United Nations. Both Airbus and Middlesex University Dubai are signatories and active members of WEPs.

# Case Studies

## Juan Pablo Celis Garcia of the UN Association of New York visits MDX Dubai!



In October 2019, Middlesex University Dubai hosted Juan Pablo Celis Garcia, a youth activist with the UN Association of New York, who offered a series of inspiring talks on the UN and sustainable development to approximately 200 of its students. He was invited by University's Institute of Sustainable Development with the aim of promoting sustainable practices, research and advocacy. Juan Pablo Celis Garcia held the position of youth representative and communications associate with the United Nations Association of New York (UNA-NY) and is an active member of the Civil Society Youth Representatives Steering Committee of the United Nations' Department of Global Communications.

# Case Studies

## 'Serious About Sustainability' is a Huge Success!



## 'Serious About Sustainability' is a Huge Success!

Middlesex University Dubai's 'Serious About Sustainability' week concluded on Thursday 24<sup>th</sup> October 2019. The initiative, launched in collaboration with the University's Institute of Sustainable Development, saw over 1,000 attendees throughout the week, with the aim of raising awareness of the need to recycle and drive a change in behaviour. The University is already leading in the field of recycling having recently announced it would be the first university in the UAE to adopt a closed loop system for recycling.

Students commented that they had never witnessed such a level of commitment to recycling in so many young people during the 'Serious About Sustainability' week. More than 150 students worked on the week's events, with guidance from their lecturers, the students themselves created educational games and other activities to raise awareness of the importance of recycling and its impact on the environment. Within hours of the week concluding, over 2,500 bottles that had been placed in the newly installed recycling bins were collected and diverted from landfill.

"Recycling is a fundamental part of the University's strategy to develop sustainable practices, supporting the UAE government's Vision 2021, and beyond." Commented Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai.

Andrew Mackenzie, Senior Lecturer in Business and coordinator of the event said "I know the week was a huge success, not only for raising awareness but also the learning and development experience of over 150 foundation students who planned, set-up, and ran the events each day. Such experience of managing a live event is invaluable." By recycling plastic bottles, organisations can play a key role in preventing plastic pollution and contributing to a circular economy – where plastic is recycled to make new products such as clothing and accessories.

# Case Studies



## Eco-Warrior Kehkashan Basu returns to MDX Dubai

In November 2019, Middlesex University Dubai's Business and Media schools combined to offer students the opportunity to hear from global eco-warrior Kehkashan Basu. As well as being the recipient of the International Youth Peace Award, Kehkashan has established a global network of environmentalists and is a renowned speaker on human rights, climate change and gender equality. The event also connected to a global campaign that begins on Wednesday evening from the Climate Reality Project. This will see former US Vice President Al Gore launch 24 hours of talks that are scheduled to take place around the world. Our journalism students are editing content from Kehkashan's talk, which may be shared with that organisation to support global efforts to tackle the climate crisis. The Climate Reality Project will oversee the planting of 40 trees on behalf of our students who attended.

## Tourism team raises awareness on International Day for the Elimination of Violence against Women

In November 2019, to direct attention towards the UN International Day for the Elimination of Violence against Women, Senior Lecturer in Tourism, Dr Heather Jeffrey and Sara Ali Abdelghani Abdelmonem presented research



on the profiles of activist groups working towards the elimination of violence against women at the Institute for Sustainable Development. The research is to be included in a book on gender-based violence in Tourism edited by Dr Paola Vizcaino, Dr. Heather Jeffrey and Dr Claudia Eger to be launched next year.

# Case Studies

## MDX Model UN Society students compete at the American University of Sharjah Model Congress

November 2019. A team of 3 students from the MDX Dubai Model UN Society competed at the American University of Sharjah Model Congress. It was a unique experience for the students, as this conference was a simulation of various arms of the American government. 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. Two of our students won top awards at the Model Congress. Mohamed Nor (Third Year LLB) won the Top Delegate Award (Associate Justice Alito of the US Supreme Court) – the top award of the conference.



## Institute of Sustainable Development Launches 1st Female Quotient (FQ) Lounge in the Region

On 5 December 2019, the ISD at Middlesex University Dubai, SAP Next-Gen and The Female Quotient partnered to launch the first FQ Lounge in the region at the University campus. The goal of the FQ lounge is to promote global change makers and support the development of the next generation of female leaders. The launch included distinguished speakers, Fatima Alloghani, Head of Expo Academy & Emiratisation at Expo 2020 Dubai, Dr Tenia Kyriazi, Deputy Director of Academic Operations at Middlesex University Dubai, Wissam Kadi, Global Director at SAP Next-Gen, Mariam Farag, Head of Corporate Responsibility and Social Impact at MBC Group and Aishwarya Srivastava, LLB with International Relations Student at Middlesex University Dubai. Dr Belisa Marochi, Head of the Institute of Sustainable Development moderated the session.

"SAP is a strategic partner of the Female Quotient (FQ) globally and we are delighted to partner with Middlesex University Dubai to launch and introduce the FQ Lounge to the MENA region for the first time."



# Case Studies

## Middlesex University Dubai Leads The Way Being The 1st University In The UAE To Reduce, Reuse And Recycle Plastic - January 2020



Middlesex University Dubai is the first University in the UAE to be part of a sustainable system for recycling 'waste' back into everyday products, such as clothing and accessories. The University is partnering with #SimplyBottles, a programme that recycles PET plastic and reduces plastic pollution. The initiative, launched by the ISD, will encourage its staff and students to increase the recycling of plastic water bottles in the UAE, increase environmental sustainability practices through behavioural change and eliminate the use of Single Use Plastic (SUP) on campus. "As a University we are committed to reducing our environmental impact and to promoting the importance of sustainability. Our ambition is to become a leader in environmental friendly practices in the UAE - in line with the country's National Agenda for 2021" emphasised Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai. "

Over 150 students are actively involved in helping drive the awareness of the closed loop recycling initiative. "It is vital to engage the student body to educate, participate and inspire others to recycle, to contribute to the 2021 UAE vision to divert 75% of all waste from landfill" said Andrew Mackenzie, Senior Marketing Lecturer, and Head of the Institute of Sustainable Development. Middlesex's goal is to significantly increase recycling rates, helping to drive a circular economy and reduce plastic pollution in the UAE. Equipping students, staff and faculty with reusable water bottles and reusable cups, providing water dispensers and easy to use recycling stations across campus and driving active recycling habits, are just some of the steps the University are taking to promote the United Nations Sustainable Development Goals (SDG)

As of the date of publication, the recycling initiative has diverted over 60,000 plastic bottles from landfill to be recycled into clothing.

# Case Studies

## MDX Students take part in L'Oréal's 2020 Sustainability Challenge



February 2020, students from our Media, Fashion and Business programmes came together in the Oasis Theatre to learn more about L'Oréal's 2020 sustainability challenge - to reduce or eradicate plastic from the beauty industry. Four L'Oréal senior representatives spoke to students about L'Oréal as an employer, about its different brands, and most importantly, about the L'Oréal Brand Storm challenge.

## MDX Model UN Society students compete at the American University of Sharjah Model United Nation



February 2020. Nine Middlesex students comprising the MDX Model UN Society competed at the annual AUS Model UN. This was the largest MUN ever held with over 1,400 students participating. Five of our students won top awards.

# Case Studies

## MDX Health Out Loud/Re:Set Dialogues panel discussion, 'Looking ahead: How we're adapting to what's next.'

In May 2020, our third Health Out Loud x Re:Set Dialogues panel discussion focused on student life in the wake of COVID-19. As the world dealt with the damage caused by the pandemic, students were left wondering what the 'new normal' would look like. Dr Anusha Shrivastava, Director of Career Development and Alumni Relations at the Department of Statistics at Columbia University joined faculty panellist Mahine Rizvi Ahmad and IR student panellist Aishwarya Srivastava to discuss important points for educators, students and parents. Topics for this session included dealing with change and uncertainty, career outlooks, maintaining/establishing networks in the new social set-up, productivity in the current climate, resources for students, and the future university environment. 90 people, the majority of which were MDX students attended.

## Analytics for Food Safety Hackathon: A huge success

In August 2020, Middlesex Insights Lab successfully wrapped up a month-long analytics hackathon on Food Safety and Sustainability. The competition saw a huge response, with over 170 teams competing around the world. The teams were a mix of students, professionals, and freelancers from 21 countries. All the stages of this hackathon were entirely online, and it was the first hackathon in the Middle East that targeted exclusively on food safety. Tejas Viswanathan's team from Middlesex University Dubai (Business Analytics) was declared the runner-up.

The closing ceremony of this hackathon had a special session from Mr. Anup Namboodhiri, who is the Insights Lead at Abu Dhabi Early Childhood Authority. He highlighted the importance of Data Analytics in solving problems related to UN Sustainability Goals. All the participants were given real-world data on food safety by the data partner of this event- RUBICS Smart Solution headed by Mr. Mohannad Salam. Teams had to use a mix of analytical methods to come up with the best insights on sustainability and food safety. The hackathon idea was proposed by Dr Krishnadas Nanath who is the head of the Middlesex Insights Lab and Associate Professor at Middlesex University Dubai.



# Case Studies

## Book Launch – a discussion of Tourism and Gender-Based Violence



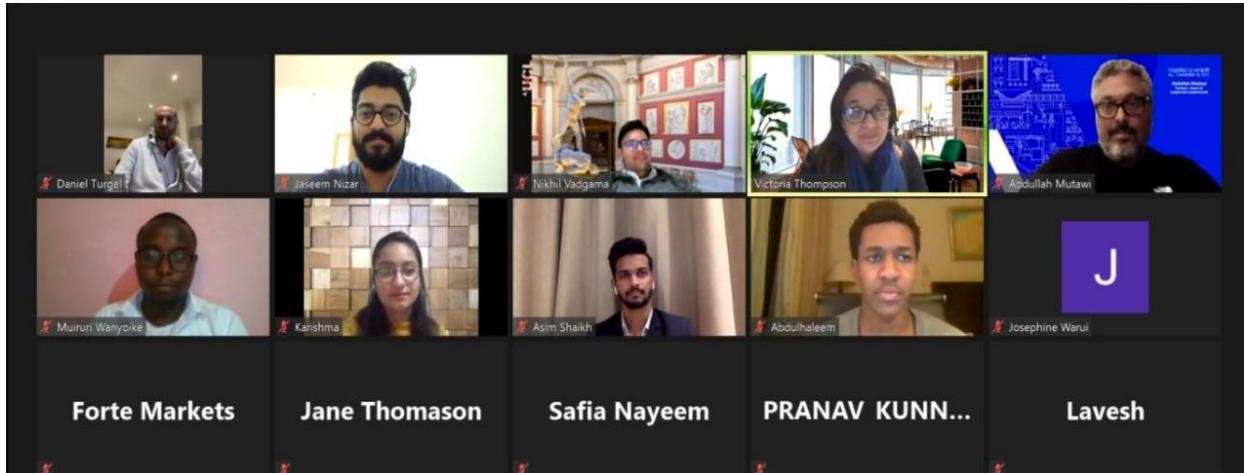
In September 2020, Dr Heather Jeffrey Course Programme Coordinator for postgraduate tourism, hospitality and events has recently co-edited a book on the topic of tourism and gender-based violence. The launch of the book edited by doctors Paola Vizcaino, Heather Jeffrey and Claudia Eger will include dialogue with contributors, editors, and grassroots organisations.

The book provides a critical approach to gender-based violence as part of broader social structures of inequality and discrimination in the tourism and hospitality industries. It draws on a range of disciplinary approaches, including gender studies, geography, international relations, law, sociology and tourism studies.

You can get a copy of the book now from the CABI store.

# Case Studies

## Smart Contracts Hackathon



From 7-9 December 2020, teams from Middlesex University Dubai comprising of Law and IT students took part in the Smart Contracts Hackathon. The three-day event was an opportunity for students to collaborate in teams on market research and develop a prototype under selected United Nations Sustainable Development Goals (SDGs). Students chose two SDGs - partnerships and building resilient infrastructure, promoting sustainable industrialization and fostering innovation to harness the potential of digital technologies.

Projects presented by students included an application to facilitate population census and provide transparency on the use of the collected data by governments and another application to sell crops directly from farmers to retailers and consumers without recourse to brokers. MDX students Rithika Raghunatha, Balsm Abuzakuk, Asim Shaikh and Karishma Sukhwani were the runners up in the Hackaton. Their app named 'Census' aimed at developing smart solutions to transform population census in rural communities.

# About Middlesex University Dubai

Middlesex University Dubai is the first overseas campus of the internationally renowned Middlesex University (London). The campus, which opened in January 2005, has over 3,800 students from more than 118 different nationalities, and offers undergraduate and postgraduate programmes in a wide variety of subject areas such as Business, Law, Psychology, Graphic Design, Marketing, HR, Computer Engineering, Education, Accounting and Finance and more. Middlesex University is a global university committed to meeting the needs and ambitions of a culturally and internationally diverse range of students, by providing challenging academic programmes underpinned by innovative research, scholarship and professional practice. Middlesex University Dubai prepares its students to be professional, skilled individuals fitted for the modern world, committed to lifelong learning and able to contribute to the communities in which they live and work.

Availing all the advantages associated with being a British university, Dubai campus students can benefit from all the opportunities afforded by a rapidly developing modern city in the heart of the Middle East, while experiencing the diverse nationalities and cultures that make up the population of Dubai. The Campus is in Dubai Knowledge Park, occupying spacious classrooms and study areas within four buildings. Dubai Knowledge Park itself was set up in 2003 for international institutions that promote learning. Middlesex University Dubai students are part of a much wider student community.

Our Alumni are highly successful individuals who have gone on to exceptional careers. They are leading teams and consulting for major organisations both nationally and across the globe, in companies such as Oracle, Microsoft, Etihad Airways, Cleveland Clinic, Samsung, and Adidas. Many of our Alumni are also successful entrepreneurs, building up new businesses and introducing innovations. Our industry links strengthen the opportunity for work placements, internships, and ongoing graduate careers.

Our academic and administrative staff are fundamental to our success, coming to us from all over the globe. We employ more than 200 staff, including many recognised leaders in their field of research, as well as active practitioners who bring in their invaluable practical experience. Driven by honesty, integrity, ambition and mutual support, our community forms the foundation of our world-class institution. They work tirelessly to harness the creative, innovative and enterprising spirit that has guided our university since its inception.

In 2017 the Middlesex Institute for Sustainability was founded with the mission to “promote a sustainable future through information exchange, capacity-building and innovation and to address global challenges through research, education and engagement, preparing tomorrow’s leaders for life and work”.

# Conclusion

Middlesex University Dubai continues to engage with the initiatives of the United Nations Global Compact through its best practices that puts people and the planet first. The University promotes sustainability through its programme and module offering, cutting edge research, innovation, campaigns, and sustainability-oriented workshops and trainings provided to staff, students and the society at large.

Having launched specialised centres which are dedicated to educating staff, students and the international community about technology, innovation and sustainability as well as providing the community with the spaces, connections and resources they need to work, connect, create and transform, Middlesex University Dubai continues to prioritise wider social and environmental issues.

The University continues to develop university-wide policies that ensures sustainable practices in various parts of its operations. Staff and students continue to raise awareness about sustainability as well as engage in sustainable-oriented activities thereby promoting the Sustainable Development Goals. The University has successfully adapted itself to the challenges being faced as a result of COVID-19, both in terms of teaching and learning, but also in terms of focusing on inclusivity and inclusion for all, in line with SDG4.

Compiled by:

**Andrew Mackenzie**, Head of Institute of Sustainable Development.

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With support from:

Ajoke Adetolabo Adeyomoye



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