



Middlesex  
University  
Dubai

FIFTH INTERNATIONAL CONFERENCE ON  
**EMERGING  
RESEARCH  
PARADIGMS  
IN BUSINESS AND  
SOCIAL SCIENCE  
(ERP BSS-2020)**

14 - 16 JANUARY 2020

# **CONFERENCE CHAIR**

**DR SREEJITH BALASUBRAMANIAN**

# **PROGRAMME COMMITTEE**

**PROF AJIT KARNIK**

**DR CODY PARIS**

**DR DAVID TULLY**

**DR FEHMIDA HUSSAIN**

**DR LYNDA HYLAND**

**RORY MCCONNON**

**DR SUPRIYA KAITHERI**

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# WELCOME FROM THE PRO VICE-CHANCELLOR MIDDLESEX UNIVERSITY DUBAI



On behalf of Middlesex University Dubai, it is my pleasure to welcome you to the Fifth Emerging Research Paradigms in Business and Social Sciences (ERPBS) conference. Middlesex University Dubai has a rich history of fostering research, and over the last nine years, our biennial conference, one of the highlights of the University's calendar, has attracted

hundreds of delegates from leading institutions from around the world. The theme of this year's conference is quite timely, aligned with the Dubai EXPO 2020 themes of Sustainability, Mobility, and Opportunity to address the increasingly complex global and local challenges in a sustainable manner.

I want to thank the conference chair, and all the members of the organising committee for putting together a fantastic program related to the conference themes that includes more than 100 oral and student poster presentations, plenary and panel sessions. I have been hugely impressed by the diversity and high standard of submissions received from this region and beyond.

At Middlesex, we take great pride in the research achievements of our staff and students. Our international faculty, many of whom have significant industry experience, are some of the top researchers in their field. Our student research has been recognised at conferences and competitions locally and internationally. I am delighted that many of our faculty and students are presenting at this conference including several student-faculty collaboration, and will support the University's vision of "Transforming Potential into Success".

I sincerely hope that you find the conference intellectually stimulating as well as a platform to engage in meaningful discourse with researchers and practitioners from diverse fields. I wish you a memorable conference.

Dr Cedwyn Fernandes  
Pro Vice-Chancellor & Director  
Middlesex University Dubai



# WELCOME FROM THE CONFERENCE CHAIR

On behalf of the organising committee, I am delighted to welcome you to Middlesex University Dubai's Fifth International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBS 2020). This year's conference brings practitioners and scholars together to discuss, debate, and initiate a dialogue towards a sustainable future on the Dubai

EXPO 2020 themes of Sustainability, Mobility and Opportunity as well as related sub-themes of Inclusivity, Tolerance, Empowerment, Creativity, and Happiness, and Innovation.

We are excited by the overwhelming interest we have received for this conference from the multidisciplinary and international body of academics and practitioners. The three day conference programme will feature more than 150 international delegates across several plenary sessions, panel sessions, student poster session, and over 90 oral presentations. The organisation of a conference like ERPBS is very much a team effort. First and foremost, I would like to thank Dr Cedwyn Fernandes, Pro Vice-Chancellor and Director of Middlesex University Dubai, and Dr Cody Paris, Deputy Director of Academic Planning and Research, Middlesex University Dubai for their unconditional support and guidance for the conference. I also extend my deepest thanks to all those who have contributed to organising the conference, especially the Research Committee, the Programme Committee, and the Marketing Team. Most of all, I would like to thank our keynote, our plenary speakers, panelists, moderators, session chairs, and all our oral and poster presenters.

I wish you well for your participation in this exciting conference, and I sincerely hope that you enjoy your time at ERPBS 2020!

Dr Sreejith Balasubramanian

Chair of the Research Committee & Conference Chair, ERPBS 2020

Middlesex University Dubai

# TUESDAY

## 14 JANUARY 2020

Time	Event			Venue
08:30-09:30	Registration			Lobby, Block 16
09:30-09:45	Opening ceremony and welcome address			Oasis Theatre, Block 16
09:45-10:30	Keynote address: "Human Legacy" - Hugh Ragg, Senior Manager Learning & Development at Expo 2020 Dubai			Oasis Theatre, Block 16
10:30 – 11:00	Tea break			Block 17, Room 007
11:00-11:30	Plenary Session – Mobility: "Backhauling in Thailand: Practical implementation, challenges and benefits" - Dr Janya Chanchaichujit, Director Logistics and Business Analytics Center of Excellence, Walailak University Thailand			Oasis Theatre, Block 16
Time	Sessions			
11:40-13:00	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session A1	Session A2	Session A3	Session A4
	Ndubuisi Ukwuani and Engie Bachir  An Investigation of an Integrated Methodology for Smart City Benchmarking, and the Influence of Technology in Benchmarking & in Dubai's Smart City Mission	Stanley Lazarus, Roslin Lazarus and Ambigai Siva Kumar  The Roles, Challenges and Benefits of Internal Auditing in Organizations: Evidence from Oman	Swapan Deep Arora and Sameer Mathur  Effect of Airline Competition and Seasonality on Flight Delays	Salisu Alhaji Uba, Ibrahim Labaran Ali and Ian Robert Whitfield  An assessment of the role of organisational culture in the implementation of Blockchain technology in supply chain.
	Stephen King  Agenda 2030: An Involuntary National Review Perceived Sincerity in Supporting, Implementing and Reporting the UN Sustainable Development Goals: a case of UK Gov	Umar Farouk Abdulkarim, Lawal Mohammed and Lawal Ibrahim  Effect of firm specific characteristics and interest rate on lease financing of listed consumer goods companies in Nigeria	Akinori Minazuki and Hidehiko Hayashi  A Study of Supported System for Long-distance Movement Maternity	Radhika Menon and Rekha Ramu  Impact of Cross Culture on Women's Empowerment in Hospitality Industry
	Jacinta Dsilva and Jeremy B Williams  Can Dubai become the world's most sustainable city?	Sudipa Majumdar and Rashita Puthiya  Role of Information Asymmetry in Sukuk issuance – an empirical analysis of the bond Market in the United Arab Emirates	Michael Kloep  Current Factors Contributing to the Success of Supply Chain Management Entrepreneurs (Preliminary Findings of a Literature Review)	Jessica Bellingham  When West meets Middle East: understanding how unexpected employee attitudes toward the workplace emerge from situations of crossvergence to reveal a missing link in values evolution.
13:00-14:15	Networking lunch - Block 17 – Room 007			



# TUESDAY

## 14 JANUARY 2020

14:15-15:15	Panel Session – Mobility (Oasis Theatre, Block 16) Moderator - Michael Stockdale Panel members - Janya Chanchaichujit, Prakash Rao, Muddassir Ahmed, and Ghanim Wogayeh			
15:15-15:45	Tea Break - Block 17 – Room 007			
15:45-17:25	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session B1	Session B2	Session B3	Session B4
	Madduma Hewage Ruchira Sandeepanie, Dinoka Perera, Lasanthika Sajeewanie and Prasadini Gamage  Impact of Talent Management Practices on Perceived Employer Branding and the Role of Psychological Contract, Generational Cohort and Occupational Stress: Conceptual Model Development for the Sri Lankan IT and Software Service Sector	Mohammad Jebreel and Jeremy B Williams  Is social impact reporting helpful? A review of current impact investment reporting frameworks	Louise Edensor  The Native Companion: E. J. Brady's 'home-grown' literature and Modernist aesthetics	Avneet Kaur, Asima Shirazi and Jaspreet Singh Sethi  Enhancement of Student Performance and Motivation through Gamification
	Mohit Yadav  Influence of LMX and job stress on service quality of police personnel: A Moderated Mediation Model with Job satisfaction and Social Support	Jemma V Williams and Jeremy B Williams  Why nature must be valued but not priced	Sophie Azoury  Who I am: Examining the Way Students Construct their Sense of Self Through Narratives of Ill Physical Health	Faiza Umar and Siobhan McNiff  The efficacy of integrating various pedagogical approaches to customise learner support in a British university in the UAE.
	Clea D'Souza, Ashley Paulson, Vineeta Aroz, Somer Rodrigues, Zainab Udaipurwala, Fadhila Mohideen, Tisha Virani, Sachi Kariappa, Hafseena Bind Ashraf, Tanvi Telang, Aishwarya Patil and Nishtha Lamba  Impact of Cross-cultural friendships and Residency status on Socio-cultural development and Social cynicism	Deena Kassab, Mohammed Ahmed Alghamdi, Reem Motie Fleifel and Jacinta Dsilva  Is healthcare Industry contributing to sustainability?	David Tully  Compulsions: Richard Fleischer's Cinema of Crime	Thomas Mc Donagh  Right to Education
	Izzihar Alssrouri and Jeremy B. Williams  Tackling plastic pollution: Could a social impact investment strategy rehabilitate a corporation like Nestlé?	Amani Omer  A Club Model of Biodiversity, Climate and Productivity Enhancement in Agro- ecosystems	Rebecca Keogh  Media Representations of Land Clearing in Northern Queensland: An Eco linguistic Discourse Analysis	Meike Schulte  The Gap between Theory and Practice and the Gap between Education and Management- An Alignment of Misalignments
	Jyothi Kumar  Economic Sustainability: Technical efficiency analysis of the critical factors influencing long term profitability.	Ali Rehan and Jelena Janjusevic  Market synchronicity, Impact of oil price volatility on stock market Index		

# WEDNESDAY

## 15 JANUARY 2020

Time	Event			Venue
09:00-09:30	Registration			Foyer, Block 16
09.30-10.00	Plenary Session Opportunity 1: “Inclusive Education in Dubai Private School Sector” Sean Pavitt, Director of inclusive education programmes, Knowledge and Human Development Authority			Oasis Theatre, Block 16
10.00-10.30	Plenary Session Opportunity 2: “Expanding Opportunities at the Top: Compensation, Diversity, and Innovation in the C-Suite and Corporate Boards” Dr Virginia Bodolica, Professor, American University of Sharjah & The Said T. Khoury Chair of Leadership Studies			
10.30 -11.00	Tea Break - Block 17 – Room 007			
Time	Sessions			
11:00-12.20	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session C1	Session C2	Session C3	Session C4
	Nidhi Sehgal and Saboohi Nasim  Graduates’ perception on the predictors of employability in information technology sector	Aneta Pawłowska-Legwand and Mirosław Mika  DMOs & ICT: New approach to promote a destination in Poland. Regional perspective on promoting destinations via digital tools	Qussai Jamal Serhan and Vijay Pujari  Influence of Digital Platforms in the Food & Beverage sector of UAE	Nariman Maalouf and Jeremy B Williams  An Environmentally Safe, Socially Just Operating Space for Humanity: An Insurance Industry Perspective
	Murtala Sale  Non-formal education programs and public enlightenment in the effective attainment of youth skills acquisition in Faskari local government, Katsina State, Nigeria	Isabel Giannina Feldbauer and Heather Jeffrey  They are not all the same: Muslim women and tourism	Jeffrey Siekpe-Sambo and Aurore Kamssu  Exploring Major Trends in Information and Communication Technology	Neeharika Senthilkumar, Neeru Sood, Trupti Gokhale and Mrutujanaya Sahu  Bioethics and Biosafety Policies and Practices in UAE: A Critical Review
	Syed Ali Husain and Mohammad Ali Meraj  Open for Talent: Understanding mobility and motivation of expatriate teachers coming to the UAE	Magdalena Kubal-Czerwińska  Do We Still Have Space for Living?: Tourism and the Everyday Life of Residents – Perspectives from Krakow, Poland	Mahima Parnami  Towards A Model Of Optimizing Carbon Emissions In The Data Centre And Cloud Design: A Green Cloud Broker Perspective	Jamilu Mohammed and Leon Moller  How sustainable is Nigeria’s effort of ending gas flaring and unlocking gas potentials – A review of the country’s anti-gas flaring legal and policy frameworks.
	Torpev Terver Francis  Family Stability: A Panacea for Sustainable Business Enterprise and Graduate Employability in Nigeria	Sreejith Balasubramanian, Supriya Kaitheri, Krishnadas Nanath, Sony Sreejith and Cody Paris  Leveraging Smart Technologies for Connected Tourist Experiences – The Case of Dubai	Iman Saeed, Sarah Baras, Wedad Ahmed and Modafar Ati  Privacy and Security in Smart Home	Anita Baku  SDG 8, Local Authority and Informal Sector Worker Occupational Safety in Two Urban Local Authorities in Ghana



# WEDNESDAY

## 15 JANUARY 2020

12:20-13:00	<p><b>Poster Presentation – Block 16, Foyer</b></p> <p>Archana Raghavan and Nishtha Lamba -Exploring Shyness and Social Interaction in Women: A Mixed-Methods Study</p> <p>Ajab Mustafa and Aditi Bhatia -“I can go through this myself”: Exploring the barriers and facilitators towards seeking help for mental health in South Asian male youth</p> <p>Marco Kilada and Anita Shrivastava Kashi -Impact of Social Role in Aggressive Behaviour on Subjective Well-being and Internalising Symptoms in Young Adults</p> <p>Shahid Mustafa -Towards a Model for Performance Evaluation of Cloud Machines</p> <p>Darsa Madhusudanan, Faiza Abdul Aziz, Aiyda Binth Shafi, Mahnoor Abbasi, Safa Ahmed and Sumayya Abdul Salam - The Effect of Instagram Usage on Life Satisfaction and Healthy Eating Attitudes</p> <p>Hanan Chaaibi - The Securitization of Migration in the EU and the UK</p> <p>Khadija Abubakar -The Politics of Diversity and Inclusivity; Quotas, Affirmative Action, Structural Change vs the Discourse of Representation</p> <p>*Poster presenters should be present at 11:30am to set up their posters</p>
13:00-14:15	Networking lunch –Block 17 – Room 007

# WEDNESDAY

## 15 JANUARY 2020

14:15-15:45	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session D1	Session D2	Session D3	Session D4
	<u>Special Session</u>  Moderator – Alun Epps  Panellists - Matthew Brown, Krishnadas Nanath, Lynda Hyland and Rim Hamacha.  101010 - An interdisciplinary philosophical discussion of the digital answer for minors to the ultimate question of life, the universe and everything	Deepak Singh, Balvinder Shukla and Manoj Joshi  Data Science & Artificial Intelligence: The next generation of Entrepreneurial Innovation by Lean Startups  Sameer Kishore, Daniel Freeman, Polly Haselton, Jason Freeman, Bernhard Spanlang, Emily Alberty, Megan Denne, Poppy Brown, Mel Slater and Alecia Nickless  Automated psychological therapy using immersive virtual reality for treatment of fear of heights: a single-blind, parallel-group, randomised controlled trial	Jyotheeswar Adhi and Sudipa Majumdar  Impact of abenomics on the Japanese banking sector  Achintha Nirman Senanayake and Pallavi Kishore  The effect of Non-Interest Income on Banks profitability in top 23 publicly listed banks in GCC Region	Huma Shaafie  Green Accounting in UAE: Current Status and Future Trends  Anqi Liu  Positioning of Consumers in the Value Chain of Green Economy: A Cross Case Analysis of Listed Companies and Social Enterprises in China
		Chinnu George  Review of Source and Sink Node privacy preservation techniques in Wireless sensor networks	Zainab Lawan Gwadabe, Maryam Lawan Gwadabe and Fatima Usman Sabo  Impact of social media marketing on micro and small businesses in Kano state	Sameer Mathur  The influence of Green Globe Certification and Sustainability Investments on Hotel Rents in Dubai
		Bhumika Gambhir  Artificial intelligence and automation in the accounting and finance sector: analysis of the skillsets required for the future job market		Sony Sreejith and Bushra Khan  Green Human Resource Management: From a Literature Review to a Conceptual Framework
15:45-16:00	Tea Break - Block 17 – Room 007			

# WEDNESDAY

## 15 JANUARY 2020

16:00-17:40	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session E1	Session E2	Session E3	Session E4
	<p>Aparna Bhat and Neeta Inamdar</p> <p>In Quest of Integration: Diasporic Organizations' Negotiations with State for a 'Fairer' Presence</p>	<p>Musa Shuaibu</p> <p>Role of perceived leader integrity on teachers' organizational commitment among teachers of senior secondary school in Nigeria: an exploratory study</p>	<p>Fawaz Alrofai</p> <p>Existential phenomenology of workplace stress and the aid of narrative – identity configurations to employees well – being</p>	<p>Tarek El Kassar</p> <p>The Impact of Listening and Questioning Coaching Skills on Salespeople's Performance: An Exploratory Action Research in a Multinational Organisation</p>
	<p>Isabel Giannina Feldbauer</p> <p>Connecting political ideology with destination image perception and intention to visit: a European case study</p>	<p>Rita Gevorgyan</p> <p>Stakeholders Involvement In Strategic Planning and Implementation Process: A Case study of Armenian State Pedagogical University</p>	<p>Nada Alzara and Mohamed Ben Moussa</p> <p>Understanding Online Selfie Behaviors and Perceptions Among Emirati youth</p>	<p>Amal Saad</p> <p>Can Diversity Help You Sell? Examining the Internal and External Impact of Diversity on B2B Sales people in the GCC.</p>
	<p>Zara Canbary</p> <p>Consumption response to unanticipated changes in income: Gambling Gains</p>	<p>Bagudu Alhaji Adamu and Yusuf Alhaji Yusuf</p> <p>Investigation into the factors responsible for poor performance of public secondary students in mathematics examinations in Katsina local government area of Katsina state Nigeria</p>	<p>Orchida Faye Ismail</p> <p>Paper Title: The Rise of Emoji and GIFs: A Unique Participatory Culture Embodied in the Visual Digital Dynamics of Human Expressions on Social Media</p>	<p>Yahaya Sani</p> <p>Role of Technology in Enhancing Rural Entrepreneurs in the attainment of Sustainable Competitive Advantage. A study from Selected Enterprises in Jigawa State, Nigeria</p>
	<p>Bilqis Amole, Sulaimon Adebisi and Olamilekan Oyenuga</p> <p>Multi-criteria decision analysis of supply chain practices and firms performance in Nigeria</p>	<p>Garba Musa</p> <p>Business educators' perceptions on entrepreneurship skills for business education graduates on socio-economic development in North east Nigeria</p>	<p>Anthony Murphy</p> <p>The impact of gender dyad and types of coercive control on UAE students' judgments of seriousness and blame</p>	<p>Mariam Aslam and Jasmine Stephen</p> <p>Impact of using derivatives as hedging instruments on banks in India and the UAE: A comparative study</p>
		<p>Andrew Mackenzie, Rory McConnon and Lynda Hyland</p> <p>Faculty and Student Experiences of an Integrated Curriculum in a University Transition Programme Module</p>	<p>Mitanshi Dhanwani &amp; Aditi Bhatia</p> <p>Understanding Health Related Quality of Life among University Students in the U.A.E: The Role of Happiness, Resilience and Gender Differences</p>	<p>Rubia Qamar and Sudipa Majumdar</p> <p>Impact of data analytics on increasing the sales of e-commerce business in UAE</p>
19:00-23:00	Gala dinner – Fairmont Hotel, The Palm.			

# THURSDAY

## 16 JANUARY 2020

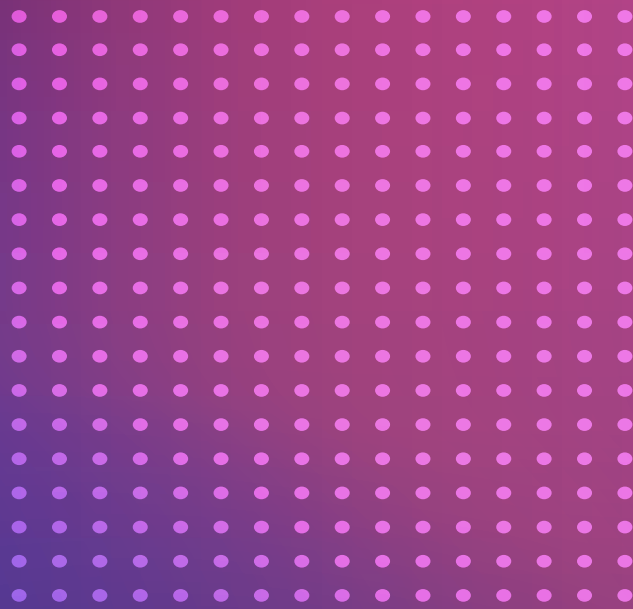
Time	Sessions			
09:30-10:00	Registration - Foyer, Block 16			
10:00-11:20	Block 17 - Room 008	Block 17 - Room 011	Block 17 - Room 012	Block 17 - Room 013
	Session F1	Session F2	Session F3	Session F4
	Salima Hamouche and Alain Marchand  Work-related psychological distress: the role of human resource management practices	Sony Sreejith  Managing Organizational Change in a Multigenerational Setting: Towards a Conceptual Framework	Yousef Al Sadi and Michael Kloep  SME's Access to Finance	Neelofer Mashood and Vijaya Kumar  Sustainable Assessment: Learning beyond Assessment
	Sulaimon Olanrewaju Adebisi, Bilqis Bolanle Amole and Olamilekan Gbenga Oyenuga  Modeling the determinants of tax avoidance and compliance among small and medium scale enterprises using analytical hierarchy process	Aloysha Mendonca and Faizul Haque  Impact of Corporate Governance Mechanisms on Financial Performance, Risk-Taking and Basel Compliance of Islamic Banks	Lavesh Bhatia, Nikita Bhatia and Reham Salman  Rural Empowerment	Angelique Van Tonder and Nishtha Lamba  You are not alone: Support structures available to mothers with children with Autism.
	Uzairu Abdu Garki  MDGs and Poverty Eradication Program in Garki Local Government Area Jigawa State, Nigeria: Lesson for the SDGs	Edward Bace  Sustainable Banking: The Pivotal Role of Liquidity Management	Aditya Singh Rathaur, Siddhartha Mahendra and Mrutujan Sahu  The Amazons of the Business World: Research Review and Further Directions	Abubakar Muhammad Bagudo  Entrepreneurial Attitudes among Nigerian Students: The Role of Entrepreneurship Education
	Danladi Bashir  The effects of Corruption on Economic Growth in Nigeria (1999-2016)	Abdulsalam Waheed Abdulfatah  Tourpreneur: A window of promoting innovation and creativity for job creation in Nigeria.		
11:20-11:40	Tea Break - Block 17 – Room 007			
11:40-12:40	Panel Session – Sustainability (Oasis Theatre, Block 16) Moderator - Rory McConnon & Lynda Hyland Panel members - Matteo Boffa, Edward Bace, Amit Kapoor, and Namrata Balwani			
12:45-14:15	Networking lunch; best paper awards; close of conference – Block 17 - Room 007			

# KEYNOTE ADDRESS HUMAN LEGACY



Hugh Ragg is the Senior Manager for Learning & Development at Expo 2020 Dubai. Hugh is responsible for developing and implementing the contractor and participant training strategy to support the workforce of over 50,000 to deliver an exceptional Expo. He also oversees the implementation of the online training platform of the Expo 2020 Event Time Workforce of over 70,000 to deliver general training and micro-learning development as well as support in conducting the Training Needs Analysis that will enable the development and delivery of a highly engaging learning journey for the Event Time Workforce. At Expo 2020, Hugh was instrumental in the redesign and implementation of the induction and on-boarding journey to ensure that employees are integrated well into and across the organization and equipped with the required information to quickly contribute to organizational success. He is also the project manager for the delivery of the 'Expo Generation' which will attract, develop and deploy 350+ UAE National Graduates into leadership roles during the event. Earlier, Hugh was responsible for developing and implementing the recruitment procedures for the Expo 2020 Dubai as well as overseeing the end-to-end operational recruitment across all business units.

Hugh Ragg  
Senior Manager Learning & Development  
Expo 2020 Dubai



# PLENARY SESSIONS



# BACKHAULING IN THAILAND: PRACTICAL IMPLEMENTATION, CHALLENGES AND BENEFITS



## DR JANYA CHANCHAICHUJITT

DIRECTOR LOGISTICS AND BUSINESS ANALYTICS  
CENTER OF EXCELLENCE,  
WALAILAK UNIVERSITY THAILAND

Janya Chanchaichujitt is an Assistant Professor in Logistics management in the School of Management at Walailak University in Thailand. Prior to work at Walailak University, she was a lecturer at Curtin University in Australia to postgraduate students in Logistics Analytics, Global Distribution and Transportation.

Dr Chanchaichujitt holds a PhD in Logistics and Supply chain management from Curtin University in Australia, an MSc in Operational Research from the University of Hertfordshire in the UK, and a BSc in Mathematics from Mahidol University in Thailand. She also holds a Graduate Diploma in Management from the Japan-American Institution of Management Science in the USA, and a Certificate in Logistics management from the Association for Overseas Technical in Japan.

Dr. Chanchaichujitt has more than ten years industrial work experience in manufacturing operations, production planning, distribution, and logistics program design. She also responsible for upgrading and transforming IT solutions for transportation and distribution. Her work spans multinational companies in Thailand and affiliated companies in Austria, the USA, Brazil, China, and Japan.

Dr Chanchaichujitt's research interest is in digital transformation to optimise logistics and transportation management. Her research focuses on incorporating various aspects of operational research applications, mathematical modeling techniques, simulation, data analytics and technologies into the design and operation of transportation and freight management. Her aim is to enhance industry competency through a digital transformation to assist with decision analysis and problem solving in dealing with economic and environmental issues.

# INCLUSIVE EDUCATION IN DUBAI PRIVATE SCHOOL SECTOR



## SEAN PAVITT

DIRECTOR OF INCLUSIVE EDUCATION PROGRAMMES,  
KNOWLEDGE AND HUMAN DEVELOPMENT  
AUTHORITY (KHDA)

Sean Pavitt is the Director of inclusive education programmes at The Knowledge and Human Development Authority.

He has worked in the special education sector for over 25 years and has a proven track record of leading high level improvement in failing mainstream and special schools. Sean's career path has been driven by his childhood

experience of being in a coma after a severe head injury and the many years of emotional and social disaffection that followed.

At the age of 27 Sean became one of the youngest Headteachers in the UK. In 2007 he took over the leadership of one of the most challenging special schools in the country and led it to becoming judged as 'Good with many outstanding features' in less than 3 years. Sean has been the Headteacher of three special schools (Autistic Spectrum Disorder, Social, Emotional and Behavioural Difficulties and Moderate and Complex Learning Needs) and has worked as a school improvement specialist across the UK. The impact of his leadership has been identified as outstanding by both HMI and Ofsted during four consecutive school inspections (2008, 2010, 2011, 2013). Additionally, Sean has worked as an advisor for local authorities on matters related to disability, inclusion, emotional health and school improvement, has fulfilled the role of a 'Professional Partner' (accredited by NCSL), was identified as the designated lead mentor for the 'National Program for Specialist Leaders of Behaviour and Attendance' and appointed as a member of the 'Southern Education Leadership Trust'.

Sean has facilitated a number of leadership development programs including the 'National Professional Qualification in Headship' (NPQH), and has experience of school inspection through working with Ofsted (Tribal) in the UK. He is a qualified teacher (B.Ed Hons) and has further post graduate qualifications in Special Educational Needs (PG.Dip) and Psychotherapy (PG.Dip P). He also holds the Professional Qualification of School Inspectors (PQSI).

# EXPANDING OPPORTUNITIES AT THE TOP: COMPENSATION, DIVERSITY, AND INNOVATION IN THE C-SUITE AND CORPORATE BOARDS



## DR VIRGINIA BODOLICA

PROFESSOR, AMERICAN UNIVERSITY OF SHARJAH &  
THE SAID T. KHOURY CHAIR OF LEADERSHIP STUDIES

Virginia Bodolica is The Said T. Khoury Chair of Leadership Studies and a Professor in the School of Business Administration at the American University of Sharjah in the UAE. She teaches in the areas of strategic management and leadership, change and innovation, corporate governance, and family business. She received her PhD in Administration from HEC Montreal (Canada), MBA from the University of Nantes (France) & ESFAM

(Bulgaria), MA in European Studies from the College of Europe (Poland & Belgium), and BA in International Economic Relations from the Academy of Economic Studies (Moldova).

With over 100 scholarly publications, Virginia is a passionate academic and an advocate of cross-disciplinary research and practice. Her interests relate to corporate leadership dynamics, and soft and hard governance issues in for-profit settings, family firms and healthcare institutions, including top management compensation, markets for corporate control, board of directors' activities, ethical business conduct, and emotional and relational governance. She co-authored a research-driven book on Mergers and Acquisitions and Executive Compensation published by Routledge and co-edited a book on Corporate Governance in Arab Countries: Specifics & Outlooks. Among other journals, Virginia has published in the Academy of Management Annals, Strategic Management Journal, Strategic Organization, Journal of Business Ethics, Journal of Business Research, and Business Ethics: A European Review, Journal of Management & Organization, and Management Decision.

She received a Research and Scholarship Award from the UAE National Research Foundation for her collaborative project on leadership and succession dynamics in family-owned businesses in UAE that culminated in the publication of the practice-oriented book titled Managing Organizations in the United Arab Emirates: Dynamic Characteristics and Key Economic Developments. She was a Visiting Fellow at the Middle East Center, London School of Economics and Political Science (United Kingdom), where she conducted research on governance initiatives in listed organizations from the Gulf region.

Virginia assumes consulting roles in private and public organizations and delivers executive education sessions and customized programs to companies and institutions in North America, Europe, Middle East, Africa, and Latin America. Her involvement in professional service activities has earned her Outstanding Reviewer Awards from scholarly journals and various Academy of Management's Divisions. She serves on the Editorial Board of several academic journals, is a member of the international program committee for a number of conferences, and is regularly invited as a keynote and featured speaker and panelist at academic and professional workshops and events.

Since the beginning of her academic career she has been actively involved in case study teaching, research and writing, having won awards in case writing competitions and published multiple business cases in the Emerald Emerging Markets Case Studies, Asian Journal of Management Cases, Asian Case Research Journal, and International Journal of Case Studies in Management. Currently, she assumes the role of an Associate Editor and Guest Editor of the Emerald Emerging Markets Case Studies and serves as an Associate Editor of Asian Journal of Management Cases published by Sage.



# PANEL SESSION

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# MOBILITY

## **MODERATOR:**

MICHAEL STOCKDALE

## **PANEL MEMBERS:**

GHANIM EID BIN WOGAYEH

JANYA CHANCHAICHUJIT

PRAKASH RAO

MUDDASSIR AHMED







## **MICHAEL STOCKDALE**

### **CHIEF EXECUTIVE OFFICER, B2C LOGISTICS**

A specialist and a 30-year veteran in the global logistics and supply chain industry, Michael has particular experience and expertise in the GCC environments; developing commercial strategies, high performing teams, excellence in business capability, superior financial results, and world class logistics facilities.

Michael has worked extensively with large private and government organisations across the GCC, such as Abu Dhabi Ports, Emirates Transport, Al Futtaim, Al Faisaliah and the Savola Group, and with 3PLs such as Tibbett & Britten and Exel, driving sustained growth for the organisations, and consistently delivering better-than-market financial results.

As a Director of a diverse portfolio of UAE and Australian organisations, such as B2C Logistics and the Australian Supply Chain and Logistics Institute, Michael's proficiency in supply chain is balanced with his expertise in overall organisational performance and sustainability; connecting strategy, commercial, human resources and operations.

Holding a Master's Degree from the University of Cumbria, Michael's expertise is highly regarded in academia as well as the business world, being in high demand as a retained lecturer at several GCC Universities and a well-known speaker at various logistics and supply chain conferences.



## **MR GHANIM EID BIN WOGAYEH**

### **SENIOR DIRECTOR – BUSINESS DEVELOPMENT, EMIRATES TRANSPORT**

An innovative and results-driven leader focused on achieving exceptional results in highly competitive environments that demand continuous improvement.

Undertaking multiple roles as Board Member and Acting CEO of the B7 Group of Companies, Board Member of Critical River Inc, and Senior Business Development Director at Emirates Transport; Ghanim

is a highly dynamic professional specialising in the technology, knowledge and mobility sectors.

Through his personal mission of building, inspiring and motivating cross-functional teams, Ghanim has demonstrated repeated successes in delivering multiple projects ontime and under-budget, successful strategic business planning and implementations; strategic finances; corporate strategy, organizational design, market strategy and research. Ghanim lives to disprove the words "It can't be done!" and gifted with a rare combination of vision and determination, he has established himself at the forefront of a number of high-profile projects that are disrupting the technology and mobility sectors.





## **PRAKASH RAO**

**GROUP HEAD OF SUPPLY CHAIN PROJECTS,  
LANDMARK GROUP**

Mr Prakash is Group Head of Supply Chain Projects & Process Excellence at Landmark Group. He has over 25 years of hands on experience spanning across every function in the Supply Chain, of which last 17 years has been with Landmark group. He holds an Engineering degree in Mechanical Engineering, and a Master's degree

in Operations Management from University of Mumbai. He has worked in diverse industry verticals like Engineering, Consumer Durables, and FMCG & Retail. He is currently the group head of supply chain projects at Landmark group. At Landmark group, he has been responsible for the implementation of SAP R/3 – MM & PP Modules & SAP Advanced Planning & Optimizer (APO) - Supply Network Planning (SNP) Module, Oracle suite (Retek WMS & RMS), Web Enabled Supply Chain Portals and digital supply chain applications. He is also the project Lead for concept, implementation and commissioning of two Mega Automated Distribution Centers in UAE (JAFZA) and Riyadh.



## **DR MUDDASSIR AHMED**

**MEA REGIONAL PLANNING AND  
OPERATIONS MANAGER, BRIDGESTONE**

Dr Muddassir Ahmed, MEA Regional Planning Manager at Bridgestone EMEA. He is responsible for Managing Planning & Operations activities to support \$700 Million sales for Bridgestone Middle East & Africa (MEA) Region. He is also responsible for Strategic Sourcing and Supply Chain Strategic Projects in the MEA Region. Muddassir

holds a PhD in Management Science from Lancaster University. He has considerable multi-site manufacturing experience in Electrical, Hydraulics, Automotive and Internet industries, and in deploying Continuous Improvement best practices in Europe, Middle East & Africa. Dr Muddassir is also the founder of leading supply chain Blog [scmdojo.com](http://scmdojo.com)



# PANEL SESSION

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## SUSTAINABILITY

### **MODERATORS:**

RORY MCCONNON  
LYNDA HYLAND

### **PANEL MEMBERS:**

MATTEO BOFFA  
EDWARD BACE  
AMIT KAPOOR  
NAMRATA BALWANI





## **MATTEO BOFFA**

**GENERAL MANAGER & CO-FOUNDER,  
ETUIX - LUXURY UPCYCLED PRODUCTS**

Matteo is a young Swiss Social Entrepreneur who has decided to change radically his life, stepping out of a comfort zone in the field of finance and totally immersing himself in the world of sustainability. His passion and determination to make the world a better place led him to collaborate and work with various international activities and organizations for the promotion of the circular economy and the opportunity to give a second life to plastic material with concrete and tangible actions.

His motto: don't spend to destroy, invest to create!



## **AMIT KAPOOR**

**CONSULTANT AND EX-DIVISIONAL CFO IBM**

Amit has had 36 years of experience in the Finance & Accounting sector in highly reputed companies across India, Oman and UAE and is a seasoned professional. His last job was with a leading multinational IT company where he held the position of a Divisional CFO covering the MEA region. He is a qualified Chartered Accountant from India and has spent the past 28 years in Dubai – his growth is linked to the extraordinary growth that UAE and especially the city of Dubai has witnessed.

In addition to being involved with the Corporate world, Amit has a passion for teaching and has been associated with major Universities here in Dubai where he has had an opportunity of sharing his knowledge with the student community. Other than academic interests, Amit also dabbles in Radio and has been a News reader on the popular Channel 4 Radio network that is based in Ajman.



## EDWARD BACE

**SENIOR LECTURER IN BANKING,  
MIDDLESEX UNIVERSITY LONDON**

Edward graduated from New York University's Stern School of Business with an MBA in International Finance. He also has a PhD from the University of Michigan. He is a Chartered Financial Analyst and a Charter Member of The Chartered Institute for Securities & Investment (CISI). He worked in professional practice at Continental Bank in Chicago and Standard & Poor's in New York and London where he gained experience in banking, credit risk and financial analysis, covering a wide range of blue chip and leveraged entities in industries and countries around the world. He later worked for fifteen years as an Executive Director in Investment Banking at Lehman Brothers International in London, as well as at the EBRD and CFA Institute, where he was Head of Education in EMEA.

Edward is currently a Senior Lecturer in the Accounting and Finance Department in the Business School, teaching corporate finance, banking and economics, and leading MSc online programs. He has served on a number of committees including the Independent Standards Committee for Camden Council and the Trustees of the Council for British Archaeology. He currently serves on the Academic Editorial Panels for CISI and ISES, and has served on the Ethics Committee for PRMIA. He has published articles for the New York Journal of Books, Enterprising Investor, Seeking Alpha, Financial Adviser, Ftfm, Professional Investor, Credit Week, Euromoney, GTNews, Euroweek and CFA Magazine, among others.



## NAMRATA BALWANI

**CONSULTANT- MARKETING, GROWTH, CUSTOMER  
EXPERIENCE AND DIGITAL TRANSFORMATION**

You'll find Namrata at the intersection of business, marketing and technology. Namrata consults with corporates and startups on Marketing, Growth, Customer Experience and Digital Transformation. She has led digital transformation, digital marketing and customer analytics for the Middle East at the leading retailer, Landmark Group. She previously co-founded Media2win in India, which was voted amongst the Best Digital Agencies by industry bodies. Namrata is a believer in harnessing the power of data and technology in marketing for revenue growth and in making evangelists of customers. Connect with her on Twitter @mysti or at <https://www.namratabalwani.com/>

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# SPECIAL SESSION



Middlesex  
University  
Dubai

**MODERATOR – ALUN EPPS**

**PANELLISTS – MATTHEW BROWN, KRISHNADAS NANATH, LYNDY HYLAND AND RIM HAMACHA**

**101010 – AN INTERDISCIPLINARY PHILOSOPHICAL DISCUSSION OF THE DIGITAL ANSWER  
FOR MINORS TO THE ULTIMATE QUESTION OF LIFE, THE UNIVERSE AND EVERYTHING**

The objective of this panel session is to interface the diverse fields of parenting, psychology, digital marketing, data analytics and law to openly discuss the concept of minors, Wi-Fi enabled devices and internet usage. The panel will discuss the apparent benefits for minors having unlimited access to the internet, and at the same time any causes for concern in the form of harm. The overall contribution of the special panel session will be to; highlight the current reality and projected of the phenomenon, provide a balanced view of the benefits and damage and to suggest more empirical measure to determine the divers and to an extent how the benefits can be most effectively exploited and the harm limited. The methods that will be deployed will be for each discussant to provide a snapshot of the academic and/or practice-based perspective that can include an examination of the literature, current developments and educated observations of each facet of this nascent field. The session will the develop into a structured process whereby the facilitator will ask each panel member to respond to notions from various themes. The panel will then conclude with questions and answers from the floor.

# ORAL SESSIONS



Middlesex  
University  
Dubai

# TRACK A1

## **AN INVESTIGATION OF AN INTEGRATED METHODOLOGY FOR SMART CITY BENCHMARKING, AND THE INFLUENCE OF TECHNOLOGY IN BENCHMARKING & IN DUBAI'S SMART CITY MISSION**

**NDUBUISI UKWUANI AND ENGIE BACHIR**

Middlesex University Dubai

Cities have been renowned by several characteristics over the ages, but in this era, cities are ranked by their smartness. However, there are no generally accepted criteria for determining the smartness of a city, which leaves the concept of Smart City with no standard definition. Several researchers and NGOs have produced different Smart City Indexes (rankings) using different benchmarking methodologies. These rankings do not align with each other, thereby creating chaos. To solve this problem, this work analyses the ranking methodologies of Six Smart City Indexes.

After a comprehensive analysis of the six recruited indexes, significant differences/similarities were identified in their methodologies. Afterward, the attributes of the methodologies were extracted and merged to form a more sophisticated methodology termed “The Smart City Tree”, with seven factors namely, Governance, Liveability, Mobility & Transportation, Environment, Economy, The People, and Technology. Also, the proposed methodology consists of five Smart City actors (users) namely, Student, Entrepreneur, Employee, Resident, and Tourist. Furthermore, a framework of eleven dimensions was conceptualized using the eleven common attributes of the reviewed methodologies. This framework is meant to be a standard for rating/analysing Smart City Indexes. As a result, the framework was evaluated by comparing the alignment of city ranking results from similarly rated indexes.

Data availability was identified as one of the major problems associated with Smart City benchmarking, hence this work also explores the ways by which technologies such as Big Data and IoT could be utilized to solve the problem at hand. Furthermore, a Smart City ML data package and technical structure were designed by this work, as one of the solutions to unavailability of reliable Smart City data.

Having explored the concept of benchmarking and the methodologies thereof; this work further explores the influence of technology and benchmarking on a city's strategic planning using Dubai as a case study. The most recent Dubai's Smart City initiatives were observed/examined at the Gulf Information Technology Exhibition (GITEX 2018) and these initiatives were compared with the benchmarking elements to investigate the importance of benchmarking in Smart City strategic planning. Moreover, the results from the Dubai case study show that Smart City benchmarking indicators pilot the strategic planning of cities, and that technology is the anchor of the Smart City mission.

# **AGENDA 2030: AN INVOLUNTARY NATIONAL REVIEW PERCEIVED SINCERITY IN SUPPORTING, IMPLEMENTING AND REPORTING THE UN SUSTAINABLE DEVELOPMENT GOALS: A CASE OF UK GOV**

## **STEPHEN KING**

Middlesex University

This study presents a replicable, iterative case methodology for evaluating the sincerity of nation states in achieving the United Nations' Sustainable Development Goals (SDGs). It is intended for use by civil society organisations and activists to help hold policy makers to account and ensure promises made at the 2015 UN General Assembly are met. It contributes to both sustainable development discourse and literature by providing a methodology for synthesising diverse, complex, and generally incomplete data from a variety of sources including faith, politics, academia, civil society, and marketing.

The methodology is demonstrated through the use of an extreme case - the United Kingdom of Great Britain and Northern Ireland (UK), which played a leading role in the creation of the SDGs both at Rio+20 and within the UN Secretary General's High Level Panel of Eminent People where David Cameron, a former Prime Minister, was a co-chair. The UK has repeatedly taken credit for ensuring the universality of the Global Goals, to ensure relevance to the Global North as well as for the least developed nations, and to provide specific aid to women.

This summer marks the conclusion of the first four-year cycle of the SDG reporting process and as such, is the first opportunity this study could be attempted. By using data points agreed and developed by both UN member states and their citizens, combined with methodologies from alternative schools of research, this "SDG Sincerity Case Formula" will bridge a chasm in the available data that has been insurmountable since the beginning of the Millennium Development Goals in 2000. It builds on existing methodologies and theory from the field of sustainability, corporate social responsibility, branding, and international relations. Ultimately it presents a balanced and structured approach to gathering and presenting evidence taking into account local context as well as global promises.

By replicating this "SDG Case Sincerity Formula", civil society organisations will be able to accumulate significant evidence to spur accelerated action to help improve the lives of billions of people around the world.



# CAN DUBAI BECOME THE WORLD'S MOST SUSTAINABLE CITY?

**JACINTA D SILVA**

MODUL University

**JEREMY B WILLIAMS**

Zayed University

Sustainable Development Goal 11 is dedicated to Sustainable Cities and Communities. More specifically, making cities and human settlements inclusive, safe, resilient and sustainable. One might reasonably ask the question why cities get a whole SDG just for themselves. The answer lies in the fact that what goes on in cities can have a significant influence on what happens globally. The large part of humanity lives in cities, and the number (in percentage and absolute terms) is growing (UN Habitat, 2018).

One of the world's fastest growing city economies in recent decades is Dubai in the United Arab Emirates (UAE). It is an intriguing city in that the stereotypical view of Dubai is one of gleaming skyscrapers and shopping malls emerging from the desert; home to a car-centric society where people are forced to spend most of their time in air conditioning because of the extremely high temperatures, but with oil wealth sufficient to build in-door ski slopes. For a person who lives outside of the UAE, the notion that Dubai could ever be truly sustainable is pure folly yet, in 2015, the government in Dubai declared its intention to become the city with the world's smallest carbon footprint by 2050 (Al Maktoum, 2015). Certainly, its credentials as a sustainable city will be scrutinised over the next few years. There is the Dubai Plan 2021 to be 'A Smart and Sustainable City', and the eyes of the world will be on Dubai because of World Expo in 2020, with sustainability as one of its central themes.

Projects already in place include, among others, the Dubai Declaration on Sustainable Finance launched in 2016 and, in the same year, the Dubai Electricity and Water Authority (DEWA) launched the AED100bn (USD27bn) Dubai Green Fund to finance investments in green projects, including renewable energy and energy efficiency schemes. Initiatives such as these can be important enablers for Dubai to be recognised as regional capital for the emerging green economy. Few would likely disagree, however, that there is a long way to go; especially given recent research indicates that Dubai has the 11th highest carbon footprint out of 13,000 cities worldwide (Moran et al. 2018).

In this paper, we take very seriously the stated intention by the government of Dubai that it plans to be the most sustainable city in the world by 2050. Our primary objective is to investigate what policy settings would need to be in place if this goal is to be realised. To this end, we 'unpack' SDG 11 and its individual targets and indicators to critique how Dubai is progressing relative to best practice around the world, ultimately proposing what courses of action might be adopted for Dubai to perform better. Methodologically, this will involve analysing publicly available data sets on the SDGs (e.g. UN Statistics Division, 2019), and various peer-reviewed secondary sources and other periodicals focusing on sustainable cities. The main contribution of the paper is the identification of the operational knowledge gaps that may hamper the pursuit of the SDG 11. Importantly, we believe that public perception notwithstanding, if a city like Dubai can become sustainable, it could become a model for the future when – faced with escalating climate change – other cities in the world will have to deal with hot and dry conditions and the associated problems.

## TRACK A2

### THE ROLES, CHALLENGES AND BENEFITS OF INTERNAL AUDITING IN ORGANIZATIONS: EVIDENCE FROM OMAN

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MAHE

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MAHE

Purpose: This study examined the Roles, challenges and benefits of Internal Auditing in Organizations: Evidence from Oman.

Research Design/Methodology: The research design employed in this study was descriptive in nature. The target population in the study was the 141 respondents working in various service, manufacturing and merchandising organizations in Muscat, Oman. The targeted respondents of the study were:- Member of Board of Directors, Chief Executive Officer, Top Management Employee, Internal Auditor, Chief Finance Officer, Accountant, Other Finance staff, Manager who are aware of the roles performed, challenges faced and benefits derived by the functioning of Internal Audit Department (IAD) in their organization. Primary data was collected using a semi-structured questionnaire that had been developed by the researcher based on research objectives. Questionnaire consist of four parts. Part A of the questionnaire is related to Demographic information. Part B of the questionnaire refers to 'The perceived roles performed by the department of internal audit in organization'. Part C of the questionnaire refers to 'The perceived Factors being a challenge for internal audit in organization' and Part D refers to 'The perceived benefits achieved by organizations as a result of internal audit practices.'. The authors also used the most widely recognized interior consistency measure known as Cronbach's alpha ( $\alpha$ ). Cronbach's alpha for the roles, challenges and benefits measurements was over 0.72. The quantitative data was analyzed using statistical package for social sciences (SPSS) version 20 program. Factor analysis and T- test were employed to examine the objective and hypotheses.

Findings – The factor analysis results of the study indicate that a from ten variables of Perceived roles performed by the department of internal audit in organization three factors were extracted by combining the relevant variables, explaining 61.015% of variance. From ten variables of the perceived Factors being a challenge for internal audit in organization the four factors were extracted by combining the relevant variables, explaining 63.358% of variance. the factors being a challenge for internal audit in organization and the benefits achieved by organizations as a result of internal audit practices. From nine variables of the perceived benefits achieved by organizations as a result of internal audit practices the three factors were extracted by combining the relevant variables, explaining 62.559% of variance. The result from hypothesis testing applying T-test indicated that the Roles performed by the department of Internal Audit is significant to improve financial and operational efficiency and in adding value to organizations. Findings shows that the significant value was 0.000 for the sum of Roles performed by the department of Internal Audit.

T-test findings based on the mean scores of the factors for the perceived roles performed by the department of internal audit in organization. The perceived Factors being a challenge for internal audit in organization & for the perceived benefits achieved by organizations as a result of internal audit practices of the study indicated that the significant value was 0.000 thus accepting all three alternative Hypothesis H1: Roles performed by the department of Internal Audit is significant to improve financial and operational efficiency and in adding value to organizations. Hypothesis H2: Significant challenging factors exist for Internal Auditing department in performing its role effectively and efficiently in organizations. Hypothesis H3: Significant benefits are achieved by Internal Auditing practices in improving organizations financial and operational efficiency and at identifying the weakness and at recommending the best practices.

Limitation and Future scope – Since the roles, challenges and benefits of Internal Audit rests on the perception of the 108 respondents of the study who were Member of Board of Directors, Chief Executive Officer, Top Management Employee, Internal Auditor, Chief Finance Officer, Accountant, Other Finance staff, Manager working in various organizations in Muscat ,Oman. The most obvious limitation of this study was the respondents did not represent an industry and the sample size may not represent the perception of entire relevant population. Also, the other regions apart from Muscat were not considered. The researcher suggests that a similar study should be done focusing on an industry sector in Oman or any other country. An industry because different industries apply different management strategies and thus the role, challenges and benefits of internal audit are different in different sectors.

# **EFFECT OF FIRM SPECIFIC CHARACTERISTICS AND INTEREST RATE ON LEASE FINANCING OF LISTED CONSUMER GOODS COMPANIES IN NIGERIA**

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The aim of this paper is to assess the effect of firm specific characteristics and interest rate on lease financing of listed consumer goods companies in Nigeria. Secondary data from annual report and account of the sampled firms were used for the period 2011-2018. A filtering criterion was adopted and 9 listed consumer goods companies were selected as sample of the study. Multiple regression technique using Generalized Least Square (GLS) was employed in analyzing the panel data. The findings of the study revealed that growth opportunity and complexity of business is significant and positively influencing lease financing of listed consumer goods companies in Nigeria, while interest rate was found to have insignificant negative influence on lease financing of listed consumer goods companies in Nigeria. In line with the above findings, the study recommends that managers of listed consumer goods in Nigeria should pay more attention toward utilizing lease financing in order to attain the desired level of growth. This can be achieved by seeking growth opportunities in firms where they can further expand and diversify their businesses in order to meet up with available opportunities.

# **ROLE OF INFORMATION ASYMMETRY IN SUKUK ISSUANCE – AN EMPIRICAL ANALYSIS OF THE BOND MARKET IN THE UNITED ARAB EMIRATES**

**SUDIPA MAJUMDAR AND RASHITA PUTHIYA**

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Capital markets are an important component for raising funds for long term investment. Debt markets are an integral part of the financial sector and effectively supplement the funds provided by the banking sector. The Islamic Capital Market (ICM) refers to the market where the activities are carried out in ways that do not conflict with the Shariah Laws. One such Islamic financial product is the “sukuk” – “sukuk” is the Arabic name for financial certificates that can be considered the Islamic equivalent of a bond. Sukuks have been based on leasing (Ijarah); Partnership (Musharakah) build-to-order projects (Istisna) etc. The characteristics that distinguish sukuk from bonds are that - the return of sukuk has to stem from the profitability of its underlying assets; some sectors are forbidden because they are not compliant with sharia; profit and losses must be shared between contracting parties, and every transaction must be backed on real and lawful assets.

Since the traditional Western interest-paying bond structure is not permissible under Shariah Law, the issuer of a sukuk sells the certificate to an investor group which then rents it back to the issuer for a predetermined rental fee. The issuer also makes a contractual promise to buy back the bonds at a future date at par value. Shari'ah requires that financing should be raised only for trading in, or construction of, specific and identifiable assets. Thus all sukuk returns and cash flows are linked to assets purchased or those generated from an asset once constructed. Sukuk structures generally replicate the cash flows of conventional bonds, and are listed on exchanges and made tradable through the conventional organizations. A key technique to achieve the capital protection without amounting to a loan is a binding promise to repurchase certain assets while rent is paid, which is often benchmarked to an interest rate benchmark like LIBOR. Sukuk prices are market driven and depend on the appreciation and depreciation of the market value of the underlying assets.

Sukuk began to be issued in February 1988 after the Council of the Islamic Fiqh Academy of the Organization of Islamic Conference (OIC) held its fourth session in Jeddah, Saudi Arabia. Initially, the issuance of sukuk was in response to the demands of issuers and investors in Muslim countries as an alternative mode for their financing and investment needs that complies with the Shari'ah requirements. The issuance of sukuk began formally in Malaysia in 1990 with the small issuance of RM120 million (U.S.\$30 million) by Shell Malaysia. The global sukuk market, which began in 2002, has been growing tremendously and according to a study done for the International Monetary Fund (IMF), a strong demand from Muslim countries and conventional global institutions for Shari'ah-principled bonds is expected to boost the potential for sukuk in the future. Widespread innovations in Islamic finance have helped sukuku

to develop into one of the most acceptable Islamic structures for raising finance, which in turn has led to its increasing use in recent years by government and private institutions (Kusuma and Silva, 2014).

Dubai launched a comprehensive effort to list sukuk in 2013 after its ruler Sheikh Mohammed bin Rashid al-Maktoum declared he wanted the emirate to become a top Islamic finance centre. By 2015, Dubai had overtaken other financial centres in listing Islamic bonds on its exchanges while developing new channels to trade sukuk. According to the Global Islamic Economy indicator (2018-19), United Arab Emirates (UAE) is now ranked second among the Islamic economies in the world and Nasdaq Dubai is credited to be the world's largest center for sukuk listings. Huge funding demand in UAE is expected in near future due to lower oil prices and fiscal expansion. Standard and Poor (S&P) estimates GCC to maintain sukuk issue volumes of around \$48 billion in 2019 (\$48.5 billion in 2018) out of which UAE is expected to issue around \$8 billion (\$8.5 billion in 2018).

The focus of our study is the sukuk versus the conventional bond market in the UAE and this paper investigates the determinants for firms to choose sukuk over conventional bond. The research is motivated by three key factors affecting the Sukuk market - first, regained market confidence after the restructuring of the Sukuk in Dubai after the 2008 crisis; second, investors avoiding the riskiest markets of the United States and Europe as they believe sukuk to be less risky; third, positive economic growth and favorable debt dynamics along with new innovative offerings attracting investors to the Islamic capital market from around the globe. Our study makes a significant contribution in light of the recent expansion of sukuk issuances and fills the lacuna in research carried out in the UAE debt market.



# TRACK A3

## EFFECT OF AIRLINE COMPETITION AND SEASONALITY ON FLIGHT DELAYS

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Mobility infrastructure is critical to the economic development of an economy. The airline industry is one of the important constituents of this infrastructure. Airline delays thus have enormous operational, financial and societal consequences. We investigate service failure among US airlines, using departure delay, and model its likelihood using mixed-logit regression (Study 1). We characterize arrival performance for delayed departures using a service recovery/double deviation framework. The likelihood of arrival delay is modelled using multinomial logistic regression (Study 2). We use airline competition, seasonality and flight duration as predictors. Our key results include: (i) Afternoon/evening flights, and longer duration flights are more likely to depart late; (ii) Delta Airlines is most likely to depart on time; (iii) Southwest Airlines is best in recovering from delayed departures; (iv) American Airlines is most likely to aggravate delays.

# A STUDY OF SUPPORTED SYSTEM FOR LONG-DISTANCE MOVEMENT MATERNITY

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**Background/ Context:** In this study, we tried in search for a way to support maternity in the areas in Hokkaido where the decrease in handling medical institutions was the most prominent in Japan. The target area is called the Kushiro-Nemuro area. There are 8 municipalities in the Kushiro Branch Office and 5 municipalities in the Nemuro Branch office, under the jurisdictional area based on the Hokkaido Branch Office Establishment Ordinance. In this study, research and development have started in order to support maternity-labor in the long-distance transfer by fieldwork and app development. The concept of system was designed and it has developed for 5 years. The concept of system design has set three phases. The first phase is a closed integral design. The second phase is a closed modular design. The third phase is an open modular design. The function of the application makes maternity aware of early hospital visits. As some functions, measured labor time data can be recorded and shared in the cloud. In addition to sharing of data, the cloud can send information on maternity courses by municipalities. The development of the design of the application is to record the position information of the maternity in the cloud and share the movement trajectory.

**Critical Observations:** This study focused on the decrease in the obstetric medical hospital in the area. A distance to the comprehensive medical center Hospital C that provides advance medical care, within the Kushiro Branch Office 8 municipalities, it is 82 km from H town of the Nemuro Branch boundary, and is 75 km from T town. Furthermore, it is a long distance as shown that it is 66 km to A hospital and 44 km to B hospital from H hospital, and whereas from T town to Hospital A is 46 km and to B hospital is 68 km. It is a long distance that is more than 55 km to Hospital A and B from the 2 of 5 municipalities of the Nemuro Branch Office, while the 6 of 8 municipalities of Kushiro Branch Office to Hospital C and D are more than 35 km away. The decrease in the East area in Hokkaido is remarkable, and maternity needs long distance travel to a city hospital. We conducted interviews with 13 municipalities of 2 branch offices. In these interviews, municipal officials, who were concerned and are uneasy about safety and crisis management of the long-distance transfer of the maternity, voiced a need for education on early-reception actions for a long-distance transfer and the education for mass-bleeding, rupture, premature birth, and a risk during the transfer. In this study, we have implemented a system architecture, for five years, that is to support early-reception actions due to a long distance transfer, which does not occur in maternity in urban areas, and we have set a development architecture phase. In treatment-reception maternity support, we developed smartphone applications aiming at maternity safety and crisis management systems. Education for risk and troubleshooting is necessary for maternity that travels long distances.

The Integral application (base application) in the early stage of development was a closed integral

design and development for the Android OS-specific, which means that incorporating the development functional module to iOS was difficult; it took time to implement functions to iOS. Therefore, we began developing Integral applications, and since Android OS and iOS devices differ by Java and Objective-C, we have released the applications with different functional structures and interface designs. After that, we released a closed modular design development that emphasized modular implementation which emphasized functional updates and extensibilities for the application. In March 2016, we released multiple open modular applications, owing to the better development environment.

Discussion/Conclusions: The paper presents an important application of mobile app in the medical field such as obstetrics. The research is focused on allowing expecting mother to record labor pain and its intensity via the app. In addition, it also offers educational content to help them understand the various nuances of labor pain, belly stretch and intensity, which can help alleviate any stress and also allows them to alert the doctors/local emergency services from within the app. The application also allows the expecting mother to share this information with hospitals over the cloud so that they can access it while the patient is on the way to the hospital. This can be very useful in terms of saving time for the doctors or nurses to take necessary steps to provide in case of any emergencies or complications during the travel. The paper explains for the application design and can expect to prove useful for mothers and family in rural areas.

# **CURRENT FACTORS CONTRIBUTING TO THE SUCCESS OF SUPPLY CHAIN MANAGEMENT ENTREPRENEURS (PRELIMINARY FINDINGS OF A LITERATURE REVIEW)**

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**BACKGROUND:** There are four key perspectives that help businesses measure their success: the financial perspective, the customer perspective, the lifestyle perspective and the internal business perspective. This paper focuses on the meaning of success within the internal business perspective, which measures success in terms of the internal workings of the business. This includes achieving the business's sustainability (Fisher et al. 2014), exceeding the sale growth rate beyond the initial business plan (Oyeku et al. 2014), implementing strategies that improve its business processes (Oyeku et al. 2014), offering quality products (Oyeku et al. 2014; Fisher et al. 2014) as well as the ability of the business to satisfy its stakeholders (Hillman & Keim 2001; Fisher et al. 2014). In times when the rate of technological advances and the gaps between different generations of customers continue to grow at an unprecedented rate, the supply chain management businesses must constantly re-evaluate the factors contributing to their success in order to maintain a competitive edge. As such, this paper provides a review of the relevant factors contributing to the success of supply chain management businesses. A careful consideration of the practical implications of the findings presented may help existing supply chain managers to improve the performance of their business, and entrepreneurs looking to enter the supply chain management market to create a more successful business strategy.

**METHODS:** The author examines several key studies which directly or indirectly discuss various factors contributing to the success of supply chain management businesses. The purpose of this literature review is to identify a comprehensive list of such factors which adequately reflects the operation of supply chain management businesses in modern times. As such, the review examines only the most recent studies published within the past 5 years. This paper presents the preliminary findings of the literature review, including some of the emerging themes in terms of the contributing success factors. Moreover, the paper considers those emerging themes in the context of modern business challenges faced by supply chain management entrepreneurs.

**RESULTS:** The preliminary findings of this literature review suggest that there are at least two factors contributing to the success of supply chain management entrepreneurs: prioritisation of innovative technologies and deliberate adoption of social sustainability supply chain practices. The first factor suggests that prioritising the use of innovative technologies is now more important than ever for supply managers in terms of business success. For instance, several studies found that emerging technologies such as 3D printing promise to transform supply chain design and management by reducing new product introduction cycle times and increasing the variety of new products that are introduced through short channels of distribution (Waller and Fawcett, 2014; Shree, 2019). Similarly, it has been suggested that the impact of big data and the development of predictive analytics has the potential to cause a complete

transformation of the traditional global supply chain management model (Fawcett and Waller, 2014). Moreover, Bessière et al. (2019) propose that the current linear model of production of consumer goods, which is characterised by mass manufacture, multinational enterprises and globally dispersed supply chains, is likely to be superseded by a redistributed manufacture model through the use of new technologies. Businesses which will be early adopters of that model will be more likely to achieve long term success. Apart from the prioritisation of innovative technologies, the success of supply chain businesses in the coming years is also likely to be affected by the extent to which they will focus on a deliberate adoption of social sustainability supply chain practices. Here, Hofmann et al. (2013) demonstrate that businesses can experience serious losses from social, ecological or ethical problems that exist in their supply chains. Moreover, Fahimnia and Jabbarzadeh (2016) suggest that the adoption of or failure to adopt sustainability practices by supply chain managers in the following years will have a significant impact on the capacity of the supply chains to tolerate disruptions. Such practices should in particular consist of changed monitoring and management systems, new product and process development as well as strategic redefinition of the supply chain (Marshall et al., 2015).

**DISCUSSION:** A certain degree of interest in innovative technologies has always been required of supply chain managers in order to continue improving their business processes and maintain a competitive edge. However, the above studies demonstrate that the current unprecedented growth in technology might require supply chain businesses to pro-actively seek the adoption of new technologies in order to simply survive. As a result, it might become necessary for businesses to rebuild their entire supply management strategy around such technologies. This also creates an environment in which entrepreneurs seeking to enter the supply management market have an unparalleled advantage over existing players, despite the significant costs of starting up. Similarly, businesses might in the near future become strongly affected by the lack of sustainable practices in their supply chains. This is because the current generational shift in terms of the profile of the customers requires businesses to deliver products that are socially sustainable. As with the technological advances, early adopters of sustainability practices will be far more likely to achieve success due to the positive perception by the customers.

**CONCLUSIONS:** The preliminary findings of this literature review suggest that there are at least two factors contributing to the success of supply chain management entrepreneurs: prioritisation of innovative technologies and deliberate adoption of social sustainability supply chain practices. Supply chain management businesses and entrepreneurs focusing on both of those factors in the coming years will be more likely to achieve success within the meaning of the internal business perspective.

# TRACK A4

## **AN ASSESSMENT OF THE ROLE OF ORGANISATIONAL CULTURE IN THE IMPLEMENTATION OF BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAIN.**

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Purpose: The aim of this study is to investigate how organisational culture influences the implementation of blockchain technology in supply chains. The study was necessitated by the rise in adoption of blockchain technology which has reached the field and practise supply chain management. On the other hand, organizational cultures shape the way in which organizations choose to use technology. Technology is a powerful tool, and social, cultural, and economic factors determine the influence it has on organizations. Social science researchers have long recognized intrinsic and extrinsic factors that influence behavioural intentions which affect the implementation of new policies such as blockchain technology in the case of this study. Blockchain is described as a reliable, auditable and traceability systems across that can transform the supply chain. Blockchain for supply chain projects continue to grow for different reasons, for example; provenance, transparency and Internet of things based systems (Heinen, 2017; Bashir, 2018; Dujak, 2019). The Blockchain technology emerges as the technology that enables the creation of a decentralized system that cryptographically validates transaction and data are not under any parties control but validated in a consensus manner. All transactions are recorded in an immutable ledger, secured, transparent and permanent. Thus, the technology poses the potential to disrupt supply chain. The blockchain technology manages to improve the information flow in a supply chain while maintaining security and trust between parties, improve transparency through immutable and transparent space. (Queiroz, M.M., Telles, and Bonilla, 2019).

Organizational culture refers to common values and beliefs shared by individuals within an organization (Punnett and Ricks, 1990). Boynton and Zmud (1987) recommended that organizations should evaluate the importance of organizational culture and its impact on information technology planning, implementations and usefulness. Over the years, researchers have investigated the role of organizational culture on information technology success, for example (Harrington and Guimaraes, 2005), information technology adoption and diffusion (Dasgupta, Agarwal, Ioannidis, and Gopalakrishnan, 1999), information technology implementation (Fedrick, 2001; Harper and Utley, 2001), information technology infrastructure flexibility (Syler, 2003) and user computer efficacy (Sheng, Pearson, and Crosby, 2003). Other studies have looked at the impact of organizational culture on specific technologies such as knowledge management (Gold, Malhotra, and Segars, 2001) and implementation of data warehouses (Doherty and Doig, 2003).



One of the most important yet least understood questions are how organizational culture and information technology relates to the adoption of new concepts. Researchers initially favoured a direct positive relationship, speculating that certain types of cultures result in positive technological adoption (Barney, 1986). Many have concluded that the link between organizational culture and technology adoption lacks consistent exploration (Hartnell, Ou, & Kinicki, 2011). Therefore, as novel approach our work explores the effect of organisational culture on Blockchain implementation in supply chain. Our research question is how will organisational culture affect the implementation of blockchain technology in Supply Chain?

**Approach:** Guided by the literature on organisational culture and blockchain technology to collect information on the key subject. Two theories were combined to explore the two areas. The Unified Theory of Acceptance and Use of Technology Model (UTAUT) identified seven factors that influence the use of information technology. They are performance expectancy, effort expectancy, and attitude toward using technology, social influence, facilitating conditions, self-efficacy, and anxiety (Venkatesh et al. 2003). On the other hand, Denison and Mishra (1995) identified four traits of organizational culture: involvement, consistency, adaptability, and mission. Involvement refers to the extent of participation in the organization. More the involvement of an individual within an organization, greater is the sense of ownership and responsibility. In this study, we propose organizational culture as important originator to the Unified Theory of Acceptance and Use of Technology Model (UTAUT). The reason is that some of the factors identified above are not expected to impact the intention to use the system. In our study, the intention to use refers to the extent to which users will accept Blockchain technology in Supply chain. To answer the research question, an exploratory multiple case study methodology was adopted (Yin, 2003). In determining the ideal number of cases, a non-probability sampling approach was used (Yin, 2003). Specifically, a theoretical and convenience sampling strategy was employed. In all, five case companies were selected based on a blockchain application. Interviews targeted managers in procurement, operations and distribution. Seven interviews were conducted.

**Findings:** The findings broadened our understanding of how organisational cultures influence the adoption of blockchain technology in supply chain. The finding shows significant influence in terms of behaviours and resistance of participants in relation to some of the capabilities of the technology. Participants who's some degree of effort expectancy on their behaviours to the use for the technology but are optimistic to understand that the technology will increase efficiency and enhance transparency. The adaptability and mission cultural traits have a significant impact on performance expectancy. While the mission has a positive influence on performance expectancy, adaptability has a negative impact. Only mission has a positive impact on effort expectancy. Involvement and mission cultural traits influence social influence. The only cultural trait that has an effect on facilitating conditions is consistency. In short, our results show that organizational culture affects Internet technology adoption.

## Relevance

### Academic contribution

This study assesses the effect of organisational culture on Blockchain technology implementation using UTAUT. The study also strengthens calls by past scholars on the need to explore the effect of organisational culture on technology adoption, focusing on key technologies. Here we have explored the Blockchain technology in supply chain where literature is still at the infant stage, therefore, contributing to the growing literature.

### Managerial implications

The study provides an insight into the relevance of organisational culture on the adoption of blockchain technology. This, in essence, can serve as a useful guide for organisations adopting the technology or willing to adopt to look at how their culture can affect the implementation. The study shows some level of influence of social influence on the use of technology.

# IMPACT OF CROSS CULTURE ON WOMEN'S EMPOWERMENT IN HOSPITALITY INDUSTRY

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This paper attempts to study the impact of cross culture on empowerment of women especially in hospitality industry (India). Women constitute of almost half population of the world but India has shown disproportionate sex ratio whereby female population has been comparatively lower than males. In the western countries the women are treated with equal rights and status as men in all walks of life. But gender discrimination are found in India everyday irrespective of whether its professional or personal front. This research paper presents and seeks the cultural barrier in women empowerment in India. In hospitality industry, the percentage of women working are high, but their operation is prevailed by mostly unskilled and low paid jobs. The data used in present study was taken from the sample of women working in five star and four star hotels in Mumbai by semi-structured interviews. The interviews revealed that the perception of glass ceiling barriers faced by women differed depending on where they were in their career cycle. They were revealed as the 'long hours' culture, family background and environment, approaches towards cultural pattern, job shifts, attitude, job dissatisfaction, hiring practices and geographical mobility. These significantly influenced women's work-life balance which helps in understanding the levels of women's participation in hospitality industry.

# **WHEN WEST MEETS MIDDLE EAST: UNDERSTANDING HOW UNEXPECTED EMPLOYEE ATTITUDES TOWARD THE WORKPLACE EMERGE FROM SITUATIONS OF CROSSVERGENCE TO REVEAL A MISSING LINK IN VALUES EVOLUTION.**

**JESSICA BELLINGHAM**

RMIT University

Background/purpose – What happens to employee attitudes toward the workplace when traditional sociocultural values collide with management practices informed by Western business ideology? In a ground-breaking 1993 *Journal of International Business Studies* article, David Ralston and his colleagues coined the term 'crossvergence' to draw attention to the "synergistic perspective of values formation" that is a consequence of the important ways in which sociocultural and business ideology influences precipitate the nature and degree of values evolution. In 2008, Ralston published a reflection on the ways in which crossvergence research and theory has unfolded during the past three decades. He concluded that "while the cross-cultural study of work values and behaviour has been recognised as an important topic for the past several decades, it has never been more important than it is today and will continue to be in the future" (Ralston 2008, p. 38).

This research draws on empirical material gathered in the Gulf State of Oman because that country provides a particularly fruitful vantage point from which to gain new theoretical understandings of how employee attitudes toward the workplace emerge from crossvergent situations, for two reasons. Firstly, Oman is amid emerging economically and transforming politically; and secondly, as a Middle Eastern society, traditional Omani values and beliefs are likely to differ significantly from the culturally informed values and beliefs that are embedded in Western management practices.

Oman presents us with an opportunity to study how and why unique configurations of values emerge from crossvergent situations and thereby deepen and extend crossvergence theory. Ralston remarks that "cross-cultural research literature has been reasonably thorough in answering the "what" question, regarding comparisons between societies on a variety of dimensions. However, I think that we now need to be equally thorough in digging beneath the surface to understand the how, when and why of the values evolution process " (Ralston 2008, p. 38). To 'dig beneath the surface', this research investigated not only the nature of attitudes that Omani employees have toward their workplaces but also how those attitudes have emerged.

Design/methodology/approach – An inductive qualitative research design was employed in the data gathering and analysis using aspects of interpretive ethnography, because a primary contention within this study is that the culture of a society plays a key role in shaping how people think, feel and behave. Thirty-five semi-structured interviews were conducted generating close to 4000 minutes of audio recording and the interviews lasted approximately 2 hours. A four-part interview protocol was developed and followed. The first and second parts of the interviews were focused on achieving a general picture of informants' lifestyle and cultural environment and then their job and workplace environment, which

allowed informants to naturalistically discuss the aspects that were most personally meaningful to them (Chuang et al, 2015). The third part of the interviews probed more deeply into specific positive and negative workplace experiences through the use of critical incident technique (Chuang et al, 2015; Gremler, 2004). The fourth part of the interviews involved application of the laddering method to move from personally meaningful aspects, attitudes and attributes to underlying cultural values (Phillips and Reynolds, 2009). Thematic data analysis was performed support by hermeneutical interpretation of meaning and the construction of cognitive maps to arrive at the findings.

Results/findings/discussion – This paper explains how employee attitudes toward the workplace in Oman remain positive even in a situation where their traditional sociocultural values are colliding with management practices informed by Western business ideology. The interview data revealed that local cultural values, although rather traditional, are informing attitudes towards the workplace and the Western management practices in a surprisingly positive way. Previous academic literature had led the author to expect negative attitudes towards the workplace as a result of the implementation of Western designed management practices. The paper explains this somewhat paradoxical outcome as a result of the dynamics of cultural elements within individuals: intra personal and social processes which combine to produce these positive attitudes.

In brief, Omani culture incorporates a strong emphasis on compliance and dependence. Compliant and dependent people are more likely to be reliant on the government, on the organisation, on the society and on others; and they are more likely to develop an “ought to be” possible self with a chronic self-regulatory, prevention approach to life (Stam et al, 2010; Higgins 1996). Consequently, they are unlikely to exhibit a negative attitude towards the workplace as that puts at risk much of what they are dependent upon: the approval of others, the reliable income, and the associated sense of security. As a result, positive – rather than negative - attitudes towards the workplace prevail.

The findings illuminate cultures dynamic interactions with the self-concept and resultant workplace attitudes, demonstrating that researchers cannot rely upon a direct link between cultural values and employee attitudes, because cultural values that emphasize rules and duties can produce an ‘ought-self’ which engages in transformative apperception. Consequently, this led to the identification of a missing link not previously attended to, in values evolution. The findings include an explanatory ‘missing link’ model of the values evolution process.

The research drew on the crossvergence account of values evolution, and on ‘possible self’ theory in conjunction with the qualitative data, to explain why and when contemporary workplace practices which conflict with traditional sociocultural values will be accepted by employees and when they will be rejected as well as to highlight why values evolution is particularly problematic for multinational enterprises.

Conclusions – The paper offers both a significant contribution to cross-cultural theory and value to other researchers seeking to understand the ways in which different crossvergent situations influence attitudes

towards the workplace, because the central focus on the importance of intra-personal and social processes provides explanatory power to uncover cultures dynamic interactions with the self-concept and resultant workplace attitudes. As a result, this research goes beyond descriptive analysis to meets Ralston's call for research which 'digs below the surface' and attempts to explain the processes of values evolution along the way.

On the practical side, the paper offers value to practicing managers, multinational enterprises and Middle Eastern governments alike through its culturally sensitive heuristic guidelines in this particular cross-cultural context. On the social side, the findings demonstrate that is unwise to make hasty judgements about the ways in which particular traditional cultures will enact with organizational/management practices that are informed by Western business ideology. It is instead incumbent upon researchers and practitioners to examine the dynamic processes – particular to each case - that mediate and explain the relationship between cultural/social antecedent conditions and resultant workplace attitude outcomes.



# TRACK B1

## **IMPACT OF TALENT MANAGEMENT PRACTICES ON PERCEIVED EMPLOYER BRANDING AND THE ROLE OF PSYCHOLOGICAL CONTRACT, GENERATIONAL COHORT AND OCCUPATIONAL STRESS: CONCEPTUAL MODEL DEVELOPMENT FOR THE SRI LANKAN IT AND SOFTWARE SERVICE SECTOR**

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The talented workforce is one of the paramount strength for Sri Lankan Information Technology (IT) and software service sector. Upholding outstanding talent management practices is tremendously required in enhancing perceived employer branding through intensified level of psychological contract. Talent management is a “blistering fresh topic” for Human Resource (HR) practitioners for their extreme involvement. The establishment of the concept “Employer Branding” is bringing separate disciplines of Human Resource Management (HRM) and brand marketing into a single conceptual framework. Occupational stress is commonly found among professionals of IT and software service sector, because it is extremely target driven and vastly pressurized on achieving results. The objective of the study is to develop a conceptual model between constructs of talent management practices, perceived employer branding, employee psychological contract, occupational stress and generational cohort for Sri Lankan IT and software service sector. The archival method was adopted while having a comprehensive reviewing process. A conceptual model was developed. Based on the exploratory review, empirical, methodological and knowledge gaps have been identified between five key constructs. In the developed conceptual model, talent management practices was identified as the independent variable, perceived employer branding as the dependent variable, employee psychological contract as the mediating variable, while occupational stress and generational cohorts as moderating variables. The descriptive explanation of boundaries among key variables is of a vital contribution to the entire frame of knowledge on HRM as this study addresses the knowledge gap of impact of talent management practices on perceived employer branding while having a mediating role of employee psychological contract and moderating roles of occupational stress and generational cohorts in Sri Lankan IT and software service sector.

# **INFLUENCE OF LMX AND JOB STRESS ON SERVICE QUALITY OF POLICE PERSONNEL: A MODERATED MEDIATION MODEL WITH JOB SATISFACTION AND SOCIAL SUPPORT**

**MOHIT YADAV**

JGU

The purpose of this study is to examine the effect of Leader-Member Exchange (LMX) and job stress on service quality of the police personnel through mediation by job satisfaction and moderation by social support. The data collection was done from 552 police officers and 1273 general public from North India. Job satisfaction mediates positive impacts of LMX on service quality as well as negative impact of job stress on service quality of police officers. Social support is found to moderate the mediation by job satisfaction on relationship between LMX and service quality at moderate and higher level. Similarly, Social support is also found to moderate the mediation by job satisfaction between job stress and service quality at moderate and higher levels. The study gives a comprehensive framework to enhance service quality of the Indian Police officers by covering work, leadership and social dimensions; namely job stress, job satisfaction, LMX and social support.

# **IMPACT OF CROSS-CULTURAL FRIENDSHIPS AND RESIDENCY STATUS ON SOCIO-CULTURAL DEVELOPMENT AND SOCIAL CYNICISM**

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The aim of the present study is to examine whether cross-cultural friendships and residency status significantly increases socio-cultural development and decreases social cynicism in the UAE. While the West has conducted research on cross-cultural friendships, very few studies have explored it in the UAE, despite it being expat-dominated. Dubai, in particular opens doors to different cultures, perspectives, and attitudes. Modern societies are becoming increasingly multicultural, however research in this field remains largely understudied in the East (Lee, 2006). Cross-cultural friendships are characterized by formation of bonds between individuals from different cultures. 'World cities' are built on transactional cultures (Berner & Korff, 1995). It increases cultural knowledge, builds personal growth, and decreases stereotypes (Sias et al., 2008).

Having exposure to different cultures has been found to be associated with various aspects of an individual's holistic development (Ng, Van Dyne, & Ang, 2009). One such aspect is socio-cultural development. It refers to the influence of society and culture on an individual's cognitive and social development (Mercer & Howe, 2012). Previous literature has shown that immigrants, such as students living abroad, who had closer and more frequent interactions with local people, scored higher on their socio-cultural development as compared to students who had fewer interactions. This perhaps shows that socio-cultural development is affected not by the place one lives in but by cross-cultural interactions (Gu, Schweisfurth, & Day, 2010; Keller, Edelstein, Gummerum, Fang & Fang, 2003).

Research has shown that, despite these benefits, cross-cultural friendships have also been associated with negative outcomes such as an in-group/out-group ideology arising from a magnified focus on cultural differences instead of similarities (Hahn, Banchevsky, Park, & Judd, 2015). As a result, many international students fail to form long-lasting intercultural relationships, due to the expression of negative attitudes and behaviours displayed (Brown, 2009), such as social cynicism.

Social cynicism refers to the alienation from a group of people or a social institution due to biased views and lack of trust (Li, Zhou & Leung, 2011). Research shows that social cynicism is related to lower interpersonal trust (Singelis et al., 2003) and lower conscientiousness (McCrae, 2002). For example, Safdar, Lewis and Daneshpour (2006) displayed that Iranian immigrants in Canada showed higher levels of social cynicism than local Canadians, indicating that the amount of time spent in a country is of significance. Thus, it can be assumed that formation of friendships, especially in reference to cross-cultural friendship may be affected by one's social cynicism towards the 'other'.

With 80% of the population comprising of expatriates, UAE presents itself to be a unique place to conduct cross-cultural research. However, there is a dearth of research in the field. Moreover, previous research has largely focused on factors associated with only the success of cross-cultural friendships (Hendrickson, Rosen, & Aune, 2011). The present study examines both potentially positive (socio-cultural development) and negative (social cynicism) impact of intercultural exposure.

This research includes two studies. The first study aims to examine the impact of cross-cultural friendships (few, some, many) and residency status (short-term expatriates [ $<3$  years], long-term expatriates [ $>3$  years], locals) on the sociocultural development of young adults in the UAE. The hypotheses of this study are: (1) Individuals with 'many' cross-cultural friendships will be associated with higher sociocultural development when compared to individuals with 'some' or 'few' cross-cultural friends, (2) Residency status will not have a significant impact on sociocultural development.

The second study aims to explore how cross-cultural friendships (few, some, many) and residency status (short-term expatriates, long-term expatriates, locals) may impact formation of social cynicism levels. It was hypothesized that: (1) Individuals with 'many' cross-cultural friendships will have lower levels of social cynicism when compared to individuals with 'some' or 'few' cross-cultural friends, and (2) Short-term expatriates would exhibit higher social cynicism levels as compared to long-term expatriates and locals.

# **TACKLING PLASTIC POLLUTION: COULD A SOCIAL IMPACT INVESTMENT STRATEGY REHABILITATE A CORPORATION LIKE NESTLÉ?**

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## **Background:**

Climate change, the increased incidence of environmental pollution, and worsening social inequality is causing consumers to become increasingly sensitive to the negative impact of large corporates (Brin & Nehme, 2019). This awakening of conscience has been a long time coming, but now represents a serious threat to the long-term sustainability of a corporation like Nestlé; a company that is perceived by many to have fallen short in its moral obligations for several decades. As the biggest bottled water company in the world with operations in 189 countries, and with more than 2000 food and drink brands (Nestlé, 2019), one might imagine that it would be immune from reputational damage because it is such a household name. Indeed, once upon a time, this would have been an accurate assessment, but not any more. Few environmental issues raise the ire of the general public more than plastic pollution – and ocean plastic pollution in particular. Thus, Nestlé experienced a watershed moment in October 2018 when it was named as one of the top three most identified brands in 239 plastic pollution cleanups spanning 42 countries and six continents (Greenpeace, 2018). This is not an issue the company can shy away from. Plastic waste has become a high profile environmental and public health issue with around 301 million tons of plastic waste being generated annually, out of which 42% is from packaging. The negative externalities relating to the use of plastics and plastic packaging are concentrated in three areas: degradation of natural systems as a result of leakage (especially in the ocean); greenhouse gas emissions arising from production and after-use incineration; and health and environmental impacts emanating from toxic substances. The most visible evidence (causing the most public outrage) is ocean pollution with 8 million tonnes of plastic waste leaking into the ocean annually, with hugely negative effects on biodiversity (Roser & Ritchie, 2018).

**Methods:** Qualitative research. Secondary data sources including: academic journals, government publications, white papers published by companies, students' research dissertations and books.

**Discussion:** This paper critiques corporate approaches to extended producer responsibility (EPR) defined by the OECD (2001) as 'an environmental policy approach in which a producer's responsibility for a product is extended to the post-consumer stage of a product's life cycle'. It also explores the possibility of Nestlé utilizing a social impact investment framework to tackle the plastic waste issue, presenting the company with the opportunity to generate blended value and help it to address its accumulated reputational damage. The OECD (2015, p.10) defines social impact investment (SII) as 'the provision of finance to organisations addressing social needs with the explicit expectation of a measurable social, as well as financial, return.' This framework can be used by Nestlé to invest in companies and projects that offer a measurable solution to plastic waste, such as technologies facilitating the collection of plastic, and

technologies that facilitate closing the loop on the material flow of waste. The paper will consider two markets in particular; Thailand and Egypt, currently the 5th and 6th largest contributors to plastic waste in oceans respectively (Ritchie & Roser, 2018). The paper will explore the latter utilising qualitative research to address the following research questions:

Should Nestle establish (or invest in) social enterprises to tackle the plastic waste issue?

What criteria should be used for selecting eligible projects?

How can impact be measured?

Can a social impact investment model be developed that is transferable?

Is it possible that SII in plastic waste projects/ enterprises can be used to enhance the outcomes of Nestlé's EPR models?

Results: To develop an SII framework to be employed in the context of a large corporation like Nestlé would require extensive field analysis and a largely experimental approach in the first instance. It is also possible that for such investments to be financially viable, Nestlé, may even need to collaborate with other polluters. Significantly, SII applied to plastic waste solutions may address the shortcomings of EPR models in terms of creating an effective collection infrastructure, and an incentive structure for technological innovation.

Conclusions: SII is a tool that can be used by companies to effectively address their negative impact on society and the environment.

Social impact investment is a tool that is used to achieve strong sustainability (as opposed to weak sustainability).

An SII strategy can be used to address the shortcomings of an existing EPR policy for plastic waste, as it helps current plastic polluters to allocate funds more efficiently.



# **ECONOMIC SUSTAINABILITY: TECHNICAL EFFICIENCY ANALYSIS OF THE CRITICAL FACTORS INFLUENCING LONG TERM PROFITABILITY**

**JYOTHI KUMAR**

Christ University

Adam Smith in 1776, wrote in his "The Wealth of Nations" expounding how markets and the "invisible hand" moved people to a better life. An economic system is not only an institutional device for satisfying existing wants and needs, but a way of fashioning wants in the future", (John Rawls, 1999). The triple bottom line refers to economic, environmental, and social value of an investment and is related to the concept of sustainable development. The new economics reflects the growing worldwide demand for a new direction of economic development and progress that will be people centered and earth centered. The new patterns of economic life and organization that this will necessarily involve will empower people to meet their own and one another's needs, and to conserve the earth and its resources, now and for the future. This new way of economic life will be based on new assumptions, theories and values about economic activities and progress. In recent years, sustainability has become a popular topic as business leaders face hardships with the poor economies at least in more than half of the countries of the world. In fact, sustainability strategies have been growing in popularity over the past several decades. Young and Tilley (2006) describe in their article that the 1980's and 1990's were decades of eco awareness following the pollution aware decades of the 1960's and 1970's. Now, as companies face increasing problems in trying to achieve profitability, managers are looking for ways to decrease costs while still maintaining quality products and services. Managers are looking for ways to survive. However, mere survival skills will not give a company much hope for the future. This is where the concept of sustainability becomes important. It is important that sustainability concepts are able to produce visible results for the companies that implement them.

If goals of sustainability are to be achieved, corporations need to be reformed, redesigned, and restructured to minimize their negative ecological impacts (Gladwin, 2001). Corporate visions define the relationship of the company to its natural and human environments. The input system uses natural resources and energy, depleting them progressively, particularly the nonrenewable ones. The system impinges on the natural environment through its level of inefficiency in converting inputs to outputs, emissions, wastes, and hazards. Outputs include products and wastes. Products can have unintended negative environmental and health effects. Industrial wastes cause air, water, and soil pollution. Most important, toxic and nuclear wastes cause adverse health effects. These inputs, throughputs, and outputs have systemic interconnections among themselves and with environmental, economic, social, and organizational variables. Corporations can become sustainable only by simultaneously directing these variables and interconnections toward ecological performance.

Economic Sustainability is referred and understood in monetary terms. It is the primary objective of any organization to employ the available resources to maximize profits for the organization. The goal is to achieve maximum returns out of determined capacity utilization for a long term benefit regarded as profits. The study understands Economic Sustainability as the means of earning sustainable profits by returning the due rights to its stakeholders, including the employees, society and the shareholders. Profit here is taken as profit after tax. Profit after tax is considered, as it is the available profits after appropriations of necessary transfers and expenses in relations to operational activities of the business. It is thus the residue available as profits to be distributed to employees, shareholders and the society. The certainties of one age are the problems of the next. (Tawney, 2018). Economic Sustainability is the term used to identify various strategies that make it possible to utilize available resources to best advantage. The idea is to promote usage of those resources that is both efficient and responsible, and likely to provide long-term benefits. In the case of a business operation, economic sustainability calls for using resources so that the business continues to function over a number of years, while consistently returning a profit. In most scenarios, the measure of economic sustainability is presented in monetary terms.

Results: results of pooled regression and apply the conventional criteria, we see that all the regression co-efficient are not only highly statistically significant but are also in accordance with prior expectations and that the  $R^2$  value (0.707) is very high. Furthermore, it is seen that Provident fund contribution has negative intercept (-3.294) though it is significant (because p-value (0.001) is less than 0.05). Typically this would indicate that for every unit (million rupees) increase in contribution toward provident fund, PAT would reduce by approximately 3.29 million. Subscript  $i$  on the intercept term is put to suggest that the intercepts of the 70 companies may be different. The difference may be due to special features of each company, such as nature of business, managerial style, managerial philosophy, or the type of market each company is catering to. The term "Fixed effects" is due to the fact that, although the intercept may differ across subjects (here the 70 companies), each entity's intercept does not vary over time, it is time-invariant.

# TRACK B2

## IS SOCIAL IMPACT REPORTING HELPFUL? A REVIEW OF CURRENT IMPACT INVESTMENT REPORTING FRAMEWORKS

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**Background:** The demand for organisations to measure and report their social impact has been on the rise for the past two decades (Manetti, 2014), including business, governmental and third sector organisations, in order to ensure an outcome-based approach in planning community development efforts and resources allocation. With the rising number of social enterprises around the world, there is increased pressure on these organisations to measure and report on their social impact given their missions are driven by social goals and the fact that, increasingly, funding is being tied to performance (Luke, Barrakat, & Eversole, 2013).

**Methods:** Upon reviewing the literature on social impact measurement, this study will analyse five social enterprises in terms of how they evaluate performance. The sample was selected based on the reporting practices of these social enterprises and the availability of data. Each case study is analyzed based on specific criteria related to the socio-economic value delivered to internal and external stakeholders. This will include the six dimensions of the social enterprise: capability development, demonstration outcomes, beneficiaries involved, innovation, scalability, and financial sustainability. Thereafter, the analytical framework incorporates a set of criteria that determine the extent to which social impact reporting aligns with best practices in sustainability reporting; viz. stakeholder inclusiveness, organisational and reporting context, materiality, measures and legitimacy, the business model, theory of change, completeness, balanced reporting, and data accuracy and reliability. This ultimately directs the findings towards the creation of a typology of practices of social impact measurement and reporting that targets the requirements of investors and funders for social impact reporting.

The key research questions to address are as follows:

- What drives social impact reporting across the social enterprises and how is this reflected in the measurement approach and the scope of measurement used?
- How is the data reported in the social impact reports informing the internal and external stakeholders to make improved decisions (if at all)?
- What are the key messages reported and how do these messages relate to the long-term sustainability of the social enterprise?
- What is the scope of the social impact reports? Specifically:
  - a. Is the value reported inclusive of economic value as well as the social value?
  - b. Is the value reported inclusive of the value to internal stakeholders, and does it include the value of the

organisational maturity and excellence?

c. Is the value reported across the value chain, including the supply chain?

d. Is the value reported inclusive of the overall organisational value, or is the report communicating a narrow scope of the organisational operations?

- How are the reports structured and is the structure in line with the best practices in sustainability reporting?

**Results:** The results of this research are expected to highlight the shortcomings of the current impact measurement practices which focus on quantifying the social impact delivered to external stakeholders without necessarily measuring the socio-economic value delivered to other stakeholders, including the supply chain for the social enterprise.

The findings are also expected to contribute to advancing the social impact measurement practices towards capturing the socio-economic value delivered to key internal and external stakeholders across the value chain, including the value delivered as a result of the organisational maturity of the social enterprise.

**Discussion:** While stakeholders are pushing more to capture the social impact of their investments and the community programmes they support, social enterprises remain hesitant to measure their social impact as they are sensitive to the limitations in measuring social impact, in addition to which, social impact measurement processes can be very resource intensive (Manetti, 2014; Mook et al., 2015). As social enterprises are normally small and medium organisations that start with very limited resources, they typically focus in the first few years on sustaining their commercial activities to ensure they stay in business to deliver the social value they aim for. By doing so, social enterprises are creating significant socio-economic value to the internal stakeholders while gradually building and promoting the social value delivered for external stakeholders. By pushing social enterprises to measure their social impact in the short and medium terms – normally the social impact to external stakeholders – this can give a very narrow view on the real value the social enterprise delivers at its first few years while also putting pressure on the organization's limited resources. At the same time, the frameworks being used for measuring the social impact (the most commonly used framework is the Social Return On Investment (SROI) framework) are very much focused on quantifying the social value delivered to the direct beneficiaries without accounting for the wider impact on the society, the nation and the region, where applicable (Luke, Barrakat, & Eversole, 2013).

An essential observation from practices in social impact measurement is that the approach/framework used is normally not customized and is implemented with the same specifications for all social enterprises. This can reflect an inaccurate or incomplete message about the socio-economic value the social enterprise is delivering for different stakeholders, such as the value of the organisational

maturity and the strategic versus tactical focus in its first three years of operations, and the amount of expenses versus the number of beneficiaries served at the early stages of operations. Indeed, social impact may only materialize over several years, depending upon the core activities of the social enterprise.

Conclusions: For reasons outlined above, there is a tendency for social enterprises to report on a smaller scope of work (normally for the most successful project or operations), or to conduct a full and extensive social impact reporting that costs the social enterprise lots of resources with the final result of the social value report usually not being that significant, or to directly or indirectly embellish the social value reported and always make it positive. In this paper, the case is advanced for social enterprises to measure and report on their social impact as a legitimate tool to gain stakeholder trust, as this is what the wave of investors/ fund providers for social impact is demanding.

# WHY NATURE MUST BE VALUED BUT NOT PRICED

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**Background:** There is no longer a debate over anthropogenic climate change. The science is unequivocal and the evidence is clear for all to see. It poses an existential threat, not just to humanity but to all sentient beings. The increasing incidence of extreme weather events is dramatic and the economic costs are escalating to the point where business can no longer turn a blind eye. Interestingly, it is the accounting profession – supposedly the most conservative within the business community – that is showing the greatest leadership through its advocacy of accounting for natural capital. A key concern, however, is its treatment of the natural capital concept, which is inherently problematic from an ecological economics perspective. This is not a direct criticism of accountants. Indeed, it is a shortcoming that is endemic in the analyses of many other business professionals in what probably amounts to their inadvertent acceptance of ‘weak sustainability’. The crux of the problem – as this paper seeks to demonstrate – is that most of the mainstream approaches to the measurement of sustainability appear to be accepting of being ‘less unsustainable’ rather than being truly sustainable with a clearly defined plan to have zero net impact or, indeed, to be net positive, and become a ‘restorative’ organization.

**Methods:** The purpose of this research is to critique the new approaches to corporate reporting that have begun to enter the mainstream over the last decade or so, and to argue the case that while the intent is beyond reproach, the outcomes may be insufficient to stave off cataclysmic climate change. The methodological approach taken in the paper is one firmly based on the theoretical foundations of ecological economics, and the main premise of the critique is that the corporate reporting frameworks are hampered by the same weaknesses that affect mainstream economic value theories. The key research questions are as follows:

- Are the leading corporate reporting frameworks purporting to encourage sustainable development (i.e. the Global Reporting Initiative (GRI) and Integrated Reporting <IR>) capable of producing outcomes that are consistent with planetary boundaries? (Flower, 2015).
- If environmental economists put a price on different elements of natural capital and the ecosystem services that flow from them (e.g. timber from forests; drinking water from glaciers), does this imply that they are substitutable? (Spash, 2011).
- Is there a way of conserving (and replenishing) the natural capital stock that does not require the ‘financialisation’ of nature? (Sullivan, 2017; Daly, 2014).

**Results:** There are a number of so-called rankings of the most sustainable companies in the world using methodologies that are based on very shaky assumptions. Qualification for inclusion in listings such as FTSE4Good Index and the Dow Jones Sustainability Indices also appear to have relatively low hurdle



requirements. Companies reporting on their business activities using the GRI guidelines, or the relatively new <IR> approach are, at least, demonstrating a commitment to greater transparency in their reporting practices but, ultimately, if the standards defined by these agencies are not governed by science-based targets based on the planetary carbon budget, or other highly sensitive planetary boundaries such as biodiversity, then this is tantamount to 'weak sustainability' and is doing little to remove the existential threat to humanity.

Discussion: Natural capital started out as a metaphor but has now become a metric. This may have been done with the best of intentions to safeguard nature from being over-exploited as a 'free good', but a more cynical view is that the term has been appropriated and converted into 'newspeak' for ideological purposes (see, for example, Sullivan, 2017). Daly (2014) perhaps charts a middle way and makes the point that 'the ecosystem is sensitive to quantity, not price' and it is for this reason that it is better to set quotas rather than leave natural capital assets to the vagaries of the market. Importantly, these quantitative limits need to be set by ecologists and climate scientists not economists. Only when there is a 'surplus' in the services generated by a natural asset (e.g. a scientifically determined quantity of giga-litres of water in a river that is not required to sustain its ecosystem) can there be a market-determined price for an ecosystem service (e.g. irrigation for agriculture). The Experimental Ecosystem Accounting (EEA) approach developed by the UN's System of Environmental Economic Accounting (SEEA) is a step in the right direction in this regard. A sophisticated integrated statistical framework for organizing biophysical data, it measures ecosystem services and tracking changes in ecosystem assets, linking this information to economic and other human activity. It is still evolving as a system but, significantly, it is focused on the health of overall biodiversity, not individual elements.

Conclusions: Simon Kuznets – who is attributed with developing the concept of GDP in the 1930s – subsequently expressed surprise some years later by the way this metric was used by policy makers to infer improvements in living standards. Similarly, it is quite likely that Ernst Schumacher who coined the phrase 'natural capital' would not have predicted it would be used in the way it has (Schumacher, 1973). We can only speculate but, had he known, maybe Schumacher might have referred to the biosphere as 'natural wealth' instead; the implication being that not all wealth can be thought of as capital that generates a monetary income. The real wealth of nations as we head into the increasingly turbulent 21st century, is the stock of non-pecuniary assets that yield life-support services. These assets cannot be bought or sold because they are part of a portfolio called biodiversity. This portfolio cannot be easily disaggregated, and any attempts to do so reduce its value and hence its rate of return.

## IS HEALTHCARE INDUSTRY CONTRIBUTING TO SUSTAINABILITY?

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Sustainability is the core of all discussions in today's life. Every industry is working towards pioneering sustainable ways of doing their business. Sustainable Development Goal 3 focuses on Good Health and Well Being, which should be the main objective of the medical industry, but are they following sustainable ways to promote good health and well-being? This is an important question to ask now. This study aims to explore the environmental contributions of the medical or healthcare industry, which is the business sector of providing professional care for physical, mental, and emotional support and/or treatment services to diagnosed patients. However, according to several studies, even the "Healthcare" industry, ironically, has negative impacts on individuals' health and the environment.

The current healthcare industry accounts for around 10% of greenhouse gas emissions, along with air, water, and soil pollution that caused harm to public health with over 90 thousand deaths per year, and an impact of 54% from indirect energy-generating facilities. (Faure and Rizzo, 2003). The construction and manufacturing of medical and surgical pieces of equipment are said to be the most effective on the increasing depletion of the ozone layer. Having the industry not contributing any good to the environment, various studies also point out that the medical industry has very low Corporate Social Responsibility principles and standards (DeWeerd, 2018). Additionally, it was proven that hospitals are one of the most energy-consuming entities, especially while living in our current modern and technology-filled life. Hospitals operate 24/7 along with their "energy-intensive" activities including complex cooling and heating systems, sterilization, heating fuels and electricity on-site, and using high-technology devices are all done in an unsustainable manner even in the health industry. The medical industry has impacted as harmful to the environment as any other the industry does (Tomson, 2015).

Originally founded in the 1980s, additive manufacturing, also known as 3D printing, is a way forward to create a new dimension in medical history (Hendricks, 2016). It involves taking a digital model or diagram of the subject, which is then printed in successive layers of an appropriate material. 3D printing is capable of reducing waste and increasing efficiency to make manufacturing more sustainable. The medical industry is one of the biggest industries, which requires the implementation of 3D printing in its strategies. 3D printing will work on reducing carbon dioxide emissions from medical devices and hospitals, as these emissions contribute to dangerous climate changes and infectious diseases. Additionally, shipping materials and final products for long-distance creates significant levels of carbon emissions. It is also more efficient in terms of material consumption, which will result in cost reduction. Moreover, there are some uses of 3D printing technique associated with the field, such as: creating tissues and organoids, surgical tools, and custom-made prosthesis. Also, another sustainable solution would be reducing energy usage. Hospitals and healthcare facilities consume energy almost three times that of a typical office building, which makes the industry unsustainable. Even though hospitals are operating

24/7, by turning off machines and lights in areas not being used at the time, they contribute to reducing energy consumption. Finally, as technology is essential in the medical field, 3D printing is a leading way to sustainability.

There are several solutions that the medical industry can implement to move towards an environmentally friendly industry, those would include: Addressing waste, by conducting a waste audit by examining what comes into the hospital and what (and how it) leaves. And based on that examination, use the results of the audit to classify wasteful practices and develop a waste management strategy that assimilates waste reduction, recycling measures and reuse. Another suggested solution would be addressing the misuse of “Red Bag” waste. The red bag is typically used to deposit the medical waste and hospitals should encourage observing its waste stream in operation by evaluating how and where the waste is disposed of in every department and make sure regular, solid, waste is available to avoid inappropriate waste segregation. Moreover, the staff of the hospital can participate in a recycling program by ensuring all facilities to continue monitoring and educating its staff to reduce waste, institute food composting and make food donations to food banks and maybe start considering turning off the lights in the hospitals as we do at our own houses.

In summary, the healthcare industry is an important backbone of the society as it focuses on good health and well-being, however, if the healthcare industry is bogged down by several sustainability issues then how can they ensure well-being in society. Several measures can be used by them to mitigate climate change and carbon emission issues if relevant measures are adopted such as 3D printing, using better and eco-friendly equipment and rightful waste management.

# **A CLUB MODEL OF BIODIVERSITY, CLIMATE AND PRODUCTIVITY ENHANCEMENT IN AGRO-ECOSYSTEMS**

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This paper considers both the horizontal (spatial) and the vertical (intensification) interactions between environmental conservation and agricultural production. A theoretical eco-economic model of a club system for nature-smart agriculture is used to explore the conditions by which both ecosystem services and agricultural products may be co-produced in agro-ecosystems through sustainable intensification combined with precision technology. The model considers any given agroecosystem as a club producing two goods; private economic output and public ecological output. The ecological output consists of biodiversity and climate enhancing ecosystem attributes, which we consider as club goods. In this model, we considered both the complementarity and the competitiveness between the two goods produced by the club. In the presence of a dual environmental payments' approach that incentivizes both individual and collaborative efforts of participants, the club's regulator sets the socially-necessary requirements that profit-maximizing private participants should fulfil. Hence, the model derives (a) the social conditions for the optimal application and allocation of resources for producing sustainable levels of both agricultural and ecological outputs (b) the market condition for adequate levels of conservation payments. The results of the model are obtained under a general framework which identifies that combining sustainable intensification measures and precision agricultural technologies allows the decision-makers to optimally integrate both the spatial and the vertical intensification aspects of agri-environmental farming. This collaborative production structure can be equally applied to both small scale and large scale agricultural systems at local, regional, or national levels.

# MARKET SYNCHRONICITY, IMPACT OF OIL PRICE VOLATILITY ON STOCK MARKET INDEX

**ALI REHAN AND JELENA JANJUSEVIC**

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**Background:** In the digital and globalized era of 21st century a move towards sustainability in all aspects is of key importance. As the world makes a collective effort to move towards sustainable green energy, Oil is still standing as the most significant energy resource of the world which drives almost all key industries and therefore directly or indirectly impacts the economic variables and development of financial and equity markets.

There are various macroeconomic variables at play when it comes to the performance and ability of stock markets to generate return. Energy resources have played a critical role in the advancement of economy of a country and hence its financial markets. With there being a number of countries that produce oil, there are some which are net exporters i.e are heavily dependent on oil production and prices whereas the other extreme is net importers, these net importers also have a keen eye towards fluctuation in oil prices as there industry might be dependent on oil as it is till date the major fuel source. (Aloui, C., Nguyen, D.K. and Njeh, H., 2012)

Historically speaking a fall in oil prices was viewed as positive signal for the world economy. However, in end of 2015 and early 2016, it was witnessed that investors started taking a negative view of lower oil prices especially when there was drastic drop. In January 2016, that crude oil prices were the major driver of equity market returns. It was also seen that rolling correlation of crude oil price and S&P 500 for 20 days had reached more than 95% according to most analyst.

**Methods:** Previous literature and research papers have used various sophisticated statistical techniques such as GARCH, M-GARCH and VAR-GARCH to capture the impact of fluctuation in oil market volatility over the returns generated by various equity markets. This paper uses a simple OLS model to capture the synchronization between the two markets in order to determine whether one has a significant influence over the other. The study accounts for latest 10 year period right before the recent supply cuts. Weekly prices have been considered to properly capture volatility effects and account for anomalies such as Day of the week.

**Results:** The main findings of this research was direct relation between the oil market and equity market movement, both for Oil exporting and Oil importing country. The results suggest that economic variable, such as policy rate, may not have an impact on isolation over the 10 year period on the equity market. However, when observed in combination with oil market it does suggest to impact the stock market return. Overall Brent Oil is found to be highly statistically significant thereby suggesting there to be movement between the two markets

**Discussion:** The results have various implications when analyzed from a sustainable development aspect of the equity markets and that of the macro-economy. The very reliance of all major industries on the fuel resource suggest how fragile and interconnected the world markets and economic system truly is.

Previous literature such as (Arouri, M.E.H., Jouini, J. and Nguyen, D.K., 2011) has found significant volatility spill over between the two markets further suggesting that an overall increase in uncertainty in Oil markets leads to a greater fluctuation in the financial markets. Moreover, other studies suggest that the two markets are linked via some macroeconomic variables and that changes in oil prices impact stock market through various channels such as fluctuation in interest rate and industrial production cost etc. thereby hindering the overall economic growth. (Apergis and Miller, 2009) (Park, J., Ratti, R.A., 2008). There are numerous other papers that have investigated this relation and have found there to be a significant correlation. The current paper is supported by previous literature and rather compliments them by taking a view of impact of such synchronization and spillover between the two markets from sustainable development aspect.

**Conclusions:** This paper employs a simple OLS model to determine whether there is co-movement between the Oil markets and equity markets by considering for a net oil exporting and Oil importing country. The findings of the paper are in line with previous literature therefore bringing attention to the impact of such co-variability on sustainable development of equity markets and economic development. Oil being one of the key drivers of industry plays a crucial role for all stake holders be it regulators investors or end consumers. Uncertainty in Oil market has therefore the potential to disrupt financial markets without giving much lead time thereby hindering the development of global economy and having a ripple effect in almost all sectors of business.



## TRACK B3

### THE NATIVE COMPANION: E. J. BRADY'S 'HOME-GROWN' LITERATURE AND MODERNIST AESTHETICS

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Modul University Dubai

Recently in literary studies, the little magazines of the early twentieth century have become the subject of much scholarly interest. The publication of such volumes as *The Oxford Critical and Cultural History of Modernist Magazines* and the development of web projects hosting scanned copies of early twentieth century magazines, for example, Brown University's *Modernist Journals Project*, have meant that much previously inaccessible material is now available online or through ebooks. Additionally, many libraries, such as the British Library in London, can provide pdf versions of a wide variety of archival material to research scholars.

Current research addressing key aspects of modernist aesthetics and the development of modernism, contextual matters addressing cultural and social issues, and studies which focus on individual authors are prevalent, particularly in relation to modernism in Europe and America or in transnational modernism. However, little scholarly attention has been paid to those countries beyond Europe and America. The *Oxford Critical History* mentioned above, for example, is divided into three volumes comprising of explorations of magazines in Britain and Ireland, Europe and North America. Studies of modernisms in the developed nations of the southern hemisphere are scant. This paper begins to redress that balance by exploring issues around modernism and fervent nationalist politics in Australia at the beginning of the twentieth century. Focusing on a little magazine, the *Native Companion*, this paper begins to explore some of the issues that faced writers, editors and publishers in Australia bombarded with a continuing influx of American or European literature that threatened to stifle the burgeoning poetics of an Australian modernist aesthetic.

The *Native Companion* was an early twentieth century little magazine of 'Australian Life, Literature and Art' that would 'give a voice to Australian genius'. It ran for only two volumes, featuring 12 issues from January to December 1907, and is largely remembered as the magazine in which Katherine Mansfield published her first short stories. Carol Mills, (1999) remarks that: 'Volume one of the *Native Companion* looked like a late nineteenth century literary periodical. Volume two, from August 1907, was a child of the twentieth'. This significant transformation (Gelder and Weaver, 2014) had much to do with the new editor, E. J. Brady's nationalist politics and his fervent devotion to a definitive Australian literature that was, nevertheless, in dialogue with the modernist aesthetics of Europe. By including stories from writers like Mansfield, Brady opened up 'connections between colonial identity and literary modernism' helping to create a 'local modernist aesthetic' in the magazine (Gelder and Weaver, 2014).

Eric White (2013) has argued that one of the most noticeable characteristics of the little magazines was their ability to 'catalyse and sustain the production of avant-garde artworks and specialised discourse

networks'. This places them in a unique position, enabling them to expose the dialogical relationship between transnational modernisms and national identities. As White highlights, the little magazines 'complicate the boundaries that have traditionally divided modernist literature into canonical categories of 'homemade' and 'cosmopolitan' writing. Utilising archival material from the National Library of Australia, and taking recent literary scholarship examining little magazines in Europe and America as a guide, this paper/presentation examines the short stories published in the *Native Companion* under Brady's editorship to explore the interplay between his promotion of a home-grown Australian literature and that of transnational nascent modernist aesthetics.

Within the scope of this working paper I will examine a small number of the short stories in the magazine's six month run under Brady's editorship. Gelder and Weaver have recently highlighted how Brady: drew together a group of newer women writers, whose work gave the *Native Companion* a feminine aesthetic more attuned to emergent forms of literary modernism [...] the vignette becomes an important form here: stories by Mabel Forrest, Sumner Locke, Beatrix Tracy, B. Cecil Doyle and also Sydney Partridge provide brief glimpses into a character's consciousness, rendering intensely-felt emotions and embedding themselves in the particularity of their setting (which may or may not be Australian) (2014, 4).

Taking this argument as a starting point, this paper provides an analysis of the vignettes published by Brady, reading them against his editorial policy in order to test Gelder and Weaver's hypothesis that the vignettes Brady published occupied an oppositional position against the hegemonic masculinity of the nationalistic bush narratives. This paper seeks to explore whether what emerged from this oppositional, but necessarily dialogical position, was a burgeoning Australian modernist aesthetic which crosses boundaries of nationalist poetics and European imaginaries of modernism.

# **WHO I AM: EXAMINING THE WAY STUDENTS CONSTRUCT THEIR SENSE OF SELF THROUGH NARRATIVES OF ILL PHYSICAL HEALTH**

**SOPHIE AZOURY**

Middlesex University Dubai

**Background:** Past research has found beliefs, attributions and perception to strongly impact health related behaviour and pain perception. Other factors that come into play also included personality traits, self-categorisation, group beliefs, attention, and the meaning attached to experiences and health. While ill health is typically associated with older adults, students can experience a range of health-related challenges. Indeed, students have been found to take part in riskier behaviours and be less mindful of health. The experiences of physical ill health among students can be relevant in shaping their individual identity.

**Research question:** How do undergraduate psychology students construct their sense of self through narratives of ill physical health?

**Methodology:** Ethical approval to conduct this research was granted from a university ethics committee. Questions for the interviews centred on students' experiences of ill physical health, how they coped with health challenges, and how they utilised supports from those in their family and friend networks. Data from three semi-structured interviews with purposively selected undergraduate psychology students at a university in the UAE were transcribed verbatim. These data were then subject to performative narrative analysis.

**Results and discussion:** Three distinct profiles (The Independent, The Eternal Teenager, The Spoiled Child) were identified in the analysis. These profiles encapsulate ways in which participants viewed themselves as being shaped by their experiences with ill physical health. Interestingly, participants markedly differ in their views of ill physical health. Traits and attitudes are examined and compared with past literature, and future research recommendations are suggested.

# COMPULSIONS: RICHARD FLEISCHER'S CINEMA OF CRIME

**DAVID TULLY**

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Years ago, I had the good fortune to work closely for a time with the great Tobe Hooper, and it was he who first urged me to look more closely at the cinema of Richard Fleischer, a veteran director whose work spanned several decades, from the Forties to the Eighties – from Hollywood's classic golden era of the studios to the age of the blockbusters, when Spielberg reigned supreme. His work was always commercial and astonishing in its variety, taking in every genre from biography to historical epic to comedy to horror to musical, wrapping up his career with material like the dire *Red Sonja*, a female riff on Conan the Barbarian.

Critics for the most part dismissed him as a journeyman hack, but fellow filmmaker Hooper was an ardent admirer of Fleischer's ability to always put his talent in service to story. He had no definable style, changing his storytelling approach to suit the needs of each story he was telling -- becoming, in effect, an anti-auteur. And as he had a firm work ethic and seemingly never turned down a story he was approached to tell, his career, spanning so long a period of time and with so many successes (and misfires), becomes a capsule history of popular American cinema in the twentieth century.

However, despite that negation of personality that so impressed Hooper, there were four films in his body of work that stand apart as a statement that amounts to a personal vision, while also offering some of the finest examples of cinematic storytelling in the genre of true crime. Fleischer's crime quartet consists of *Compulsion* (1956), *The Boston Strangler* (1968), *10 Rillington Place* (1970) and the notorious, much-maligned and misunderstood *Mandingo* (1976), which plays on the surface like a luridly melodramatic William Faulkner fever dream, but is at its core the epic culmination of Fleischer's crime series.

Crime stories always explore people's ability to be cruel to each other, and from the first, Fleischer's vision never shirked from seeing cruelty on both sides of the law, both criminal and law-enforcer. But as the films progressed, that vision grew from miniature portraits of a few aberrant individuals, to a broad critique of an entirely corrupt society, in which the criminal is the state itself.

This paper will examine Fleischer's crime quartet in sequence, revealing how a craftsman of the Hollywood machine, an anti-auteur committed to popular, impersonal mass storytelling, subversively managed to slip into his body of work a highly personal portrait of human cruelty that escalates into an epic vision of evil rooted not in escapist Hollywood fairytales, but inescapable human history.

# **MEDIA REPRESENTATIONS OF LAND CLEARING IN NORTHERN QUEENSLAND: AN ECO LINGUISTIC DISCOURSE ANALYSIS**

**REBECCA KEOGH**

Green School for Girls

Background: Ecolinguistic discourse analysis (EDA), when used critically, is a tool for identifying linguistic patterns that can be a destructive, neutral or constructive force in the transition to a sustainable society (Halliday, 2001; Shultz, 2001; Stibbe, 2014). In this way, EDA strives to provide a framework for the increased use of commonly understood, sustainability science language, to promote social learning and cohesion. Without a shared understanding of complex natural systems, there is a risk of irreparable damage to the planet. Large-scale salinity and biodiversity loss as a result of land clearing in Queensland, Australia is a case in point. In May 2018, the Queensland Labour party government passed legislation to prevent the clearing of high-value regrowth vegetation on freehold and Indigenous land. The move has been deeply unpopular with many landholders. An EDA of stakeholder voices, in the ongoing land clearing debate, is used to explore how contending environmental realities are constructed in the media through different linguistic devices and identify destructive and constructive language use that could impede or support ecological balance.

Operating safely within earth's planetary boundaries and ensuring that we have development that meets the needs of the present, without compromising the needs of future generations, is humanity's most urgent challenge (Brundtland Report, 1987). The Intergovernmental Panel on Climate Change gives humanity 12 years to avoid reaching 2C degrees of further heating and to maintain a relatively safe 1.5C increase, but to do this, a shift to electric transport systems, greater adoption of carbon capture technology and reforestation are all essential (IPCC, 2018). However, a cross-national survey in 2015, determined that among 14 of the world's most highly developed nations, Australia had the highest percentage of climate science sceptics (Tranter & Booth, 2015, as cited in Yacoumis, 2018). Almost 80% of Australians, who are 14 years old and over, read or access online or print newspapers from Australia every week (Roy Morgan, 2018) but worryingly, the Australian Centre for Independent Journalism has indicated that the Australian media may have the highest concentration of climate science scepticism in the world (Bacon, 2013, as cited in Yacoumis, 2018). Whether the two are causally linked cannot be demonstrated here; however, the research in this paper proceeds on the basis that narratives presented in the media can influence how people act and think on global heating (Hart, 2011). Even though every IPCC plan to curb global heating involves reforestation, land clearance in QLD increased significantly between 2008-2013, taking advantage of lax laws and a growing cattle export market. Indeed, the World Wildlife Foundation ranked this state alongside Borneo and the Congo Basin as one of the world's 11 worst "fronts" for deforestation (WWF, 2015). In May 2018, the state's vegetation management laws were

changed to increase protection for high-value regrowth and remnant vegetation and boost protection for important habitats, including waterways leading to the Great Barrier Reef. The new rules have been extremely divisive: praised by conservationists but scorned by farmers who say their right to manage their land has been severely compromised. In this paper, EDA is applied to how the story of land clearing is construed in the Australian media as a case study.

**Methods:** The analytical framework utilises four themes identified in a 10-year study of Australian media representation of sustainable development by Yacoumis (2018). The four dominant discourse themes, as identified by Yacoumis (2018), are used as a comparative analytical framework, alongside elements of cognitive linguistic theory as defined by Halliday (2001) and Shultz (2001), to answer the following research questions: (1) Has there been a shift in the sustainable development discourse, since Yacoumis's decade long study, to one that is more constructive? (2) How have different stakeholder groups used language to construct different environmental realities? (3) What linguistic features are shared by different stakeholder groups?

The Dow Jones Factiva database was used to search for relevant texts over a 13-month period from 1 April 2018 with the following search terms: Land clearing and Queensland and Law\*. The time period was chosen to capture articles published or posted prior to the changes in the vegetation management laws and to follow the developing discourse in the lead up to the federal election. The search yielded 436 texts, excluding duplicates and similar articles, across a broad range of industries, news sources and topics. The industry filters of agriculture and beef cattle farming were then applied to target a smaller range of stakeholders and resulted in 36 relevant texts. In addition, the posts from farmer-led movements and peak agricultural bodies on social media, were identified by the researcher based on relevancy and number of likes or shares over the same time period, bringing the total text count to 48. For the first research question, texts were analysed manually for alignment with themes identified by Yacoumis (2018). For the second research question, texts were analysed manually for linguistic features that aid the continued commercial use of the environment, as identified by ecolinguistics Halliday (2001) and Shultz (2001). For the third research question, texts were manually checked for linguistic features, namely lexicon, shared across the contending narratives. This was to determine common, sustainability science language used by different stakeholders and perhaps point a way forward in the divisive debate.

This case study is a small component of critical education research (CER), planned by the researcher, which will be based on practical and emancipatory cognitive interests (Habermas, 1972 as cited in Cohen, Manion & Morrison 2018). Overall, the CER will use qualitative research methodologies that seek to clarify, understand and interpret human communication (hermeneutics) and restore or build awareness of commonsense assumptions that may be sustaining power inequalities and injustices (ideology critique) and contributing to ecological destruction (Cohen et al., 2018). The practical applications will be for transformative higher education teaching and learning policies with particular focus on graduate



sustainability literacy outcomes and environmental dispute resolution processes.

**Results:** The preliminary findings of this case study are that the themes identified by Yacoumis (2018) on sustainable development are still very much in evidence when applied to the land clearing debate with the narratives of 'environmental politics and its discontents' and 'win-win: the language of business' being the two most dominant. While destructive and polarising linguistic features were clearly evident throughout the discourse of the different stakeholder groups, some common lexical features were identified between peak conservation and agricultural groups that may point to a way forward for a shared and constructive discourse on this issue. This could build on work already started in critical discourse analysis (CDA) and environmental dispute resolution by Smith (2006) and overall, help promote increased social learning and cohesion on sustainable development in other sectors including higher education institutions, which are recognised as critical to the shift towards sustainable development (Chalkey, 2006; Fien, 2002; Shephard, 2011).

**Conclusions:** Destructive and emotionally polarising linguistic features were clearly dominant throughout the contending discourses of this EDA case study suggesting a growing divide between those on the land, or directly connected to the land for wealth or power, and those who are not. Given the connection between the language we use and read and our thoughts and actions, it is imperative we critically examine how the language we use in the media, in our course books and policy documents can aid in constructing a sustainable future through the promotion of social cohesion and use of constructive discourses and common sustainability science language.

# TRACK B4

## ENHANCEMENT OF STUDENT PERFORMANCE AND MOTIVATION THROUGH GAMIFICATION

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**Background:** Teaching higher education courses to cater the learning needs of students in digital age, who are proactive in using digital devices, demands for pedagogical innovation. The increasing importance of student centred learning environments and demands of technologically savvy cohort of students has brought new challenges for academic community. Teachers are continuously seeking effective ways to create technology-rich environment to enhance student learning.

**Methods:** The study presented here is an exploratory study of integrating technology into teaching through use of wireless gamification tool known as Kahoot to facilitate student learning. Kahoot is a game based online learning platform which allows instructors to create customized quiz based games and such games can then be accessed through a web browser or through mobile phones using Kahoot app. This study was conducted to evaluate the impact of using a wireless digital game “Kahoot” in an undergraduate introductory economics course “Economics and Society”. This course, is generally taught in a large cohort setting of students, with around 100-200 students enrolled for the course. The method used for conducting the study was quasi-experimental research method. The study was conducted with two groups of students enrolled for the course for two consecutive but different semesters. The experimental group was exposed to digital engagement and were taught in a blended learning environment. Wherein we used digital game “Kahoot” and instructional videos embedded in Moodle to facilitate student learning. The control group on the other hand was taught using the conventional methods with minimal online engagement and Moodle being used just as a repository of course content. Comparison of student academic performances, overall average of the class marks, attendance in classes and student feedback were the instruments used in the study.

**Motivation:** The initial motivation for the adoption of wireless digital game as a learning tool was the desire to address the issues and difficulties faced by students in a large cohort setting. Some of these difficulties are, lack of concentration during lecture classes, low attendances, lack of participation and engagements during discussions etc. It was also observed that as part of a large cohort some students specially the shy ones feel left out and thus this negatively reflects on their academic results. Studies reveal that clicker technology has improved students participation and engagement in lecture (Mu, Paparas et al. 2015). Kahoot quizzes can easily be accessed through any web browser or even from a mobile phone app thus is user friendly and can easily be accessed by students. “The fast moving nature, popularity and ease of use associated with mobile application have made university-provisioned services such as a Virtual Learning Environments, discussion boards less attractive (Middleditch, Moindrot et al. 2015). This provides inspiration for implementing this mobile based learning tool in an economics course with large cohort setting.

**Results:** The results revealed an improvement in academic performances of the experimental group when compared to the controlled group. An overall increase in class attendance of the experimental group was also observed. In addition the results of the feedback indicated an overall positive attitude of students towards use of digital game as a learning tool.

**Discussion:** To further discuss on the results, there was an overall improvement in the academic performance of the experimental group which was exposed to digital engagement through Kahoot when compared with the control group following the conventional mode of studies. The proportion of students scoring High Distinction more than doubled and increased from 11% under conventional mode to 25% when the students were exposed to digital engagement. The average attendance of the students for the subject improved by around 30% when Kahoot games were introduced as part of class activities. 90% of the students had positive feedback about their experience with Kahoot.

**Conclusions:** Thus based on the results and above discussion we conclude that the use of wireless digital games as a learning tool can improve student performance, student satisfaction and can enhance student interaction and engagement.

# **THE EFFICACY OF INTEGRATING VARIOUS PEDAGOGICAL APPROACHES TO CUSTOMISE LEARNER SUPPORT IN A BRITISH UNIVERSITY IN THE UAE**

**FAIZA UMAR AND SIOBHAN MCNIFF**

Middlesex University Dubai

Learner support has widely been recognised as an integral part of University life and is often regarded as a key factor affecting student success. Studies have shown that students coming from schooling backgrounds that do not cater to the needs of higher education find the transition into university more challenging and therefore require support outside of their usual class content (Walsh, Larsen and Parry, 2009). It has also been suggested that, in order to ensure student success, academic and pastoral care should be a constant part of studies right till the time of graduation (Cahill, Bowyer and Murray, 2014). The present case- study explores the transition of an existing academic support unit, operative at a British University in Dubai, into a fully functional department that aims to ensure student success by assimilating several pedagogical approaches like transformational learning models, academic literacies and the development of a Community of Inquiry within the workplace. Based on these pedagogies, the newly enhanced Centre of Academic Success (CAS) aims to provide holistic support to students by offering not only various strategies for academic achievement but by putting in place measures to ensure pastoral care. To address the need for inclusivity, CAS also caters to the needs of students with specific learning differences. In order to gauge the efficacy of this restructured support, feedback was collected from the student body as well as the faculty through questionnaires. A mixed-method approach was used to analyse the data. Preliminary discussions with students and faculty suggest that this approach has not only helped to reach more students, but has enabled the CAS personnel to deliver customised service, which is regarded as being significantly more meaningful and productive than the previously offered support.

## RIGHT TO EDUCATION

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The sustainability of any society depends upon many factors, political, legal, geographical, etc. However a common thread running through the optimal utilisation and facilitation of any of these facets of a society is the level of education of the populace. More fundamentally this paper would argue that a right to education is a fundamental human right. A right to education is widely espoused throughout the world but takes many forms. This paper will examine the scope of a right to education. It will start from broad international provisions and narrow down to state specific provisions.

Education can be an all-encompassing concept that must be defined and placed in the aforementioned political, legal and geographical contexts. The paper will examine the topic from an academic perspective as it might apply at school or university but the focus will be on elementary or primary education. It will discuss international sources of education rights such as Article 26 of The Universal Declaration of Human Rights, Article 13 The International Covenant on Economic, Social and Cultural Rights, Articles 28 and 29 The United Nations Convention on the Rights of the Child (CRC), European Union law, United Kingdom legislation and various countries' constitutional provisions for education.

It will argue that educational rights are necessary for the sustainable provision of education. Education is expensive and it often falls the courts to ensure that states are forced to provide or prevented from withdrawing sufficient resources to ensure the adequate provision of suitable and accessible education. There may be a mismatch between the political cycle which tends to be short and the benefits of sustainable educational provision which may only become apparent in the longer term. It will argue that sustainable provision of education is a prerequisite to sustainable economic development and other forms of social progress.

It will analyse how various states' judiciaries have taken education rights, be they enshrined or otherwise embedded in their legal systems, and given practical application to these concepts sometimes in the face of state opposition particularly in circumstances where they might object on the grounds of the potential cost of giving effect to the rights or where they conflict with the states' political viewpoints in some way. It will explain how courts have been able to adjudicate upon education rights even where no such explicit rights existed but were implicit in other rights' guarantees such as the equality provisions of the United States' Constitution. It will argue that of less importance than the nature or source of these rights is the judiciary's ability and willingness to pronounce upon and give effect to them.

The nebulous nature of education rights has proven to be both a boon and a hindrance to those who would seek to argue for them. Account will be given of the explicit education rights in the Constitution of Ireland, Article 42.4 of which states that "The State shall provide for free primary education...". At first reading this might purport to be a relatively straightforward provision yet the Irish superior courts have

since its enactment in 1937 been adjudicating upon what free primary education is, when it should be provided, in what circumstances and to whom.

Few, other than some ideological extremists, would argue that education is not a good thing; why then is it such a contentious topic? It will be argued that precisely for the reasons alluded to above and other reasons that this is a highly contentious issue. It is inextricably linked to one's human identity and life experience. It is tied in with gender, race, religion, ethnicity political values, financial standing and the list could continue ad infinitum.

It will consider how this panoply of rights has been interpreted and enforced and whether they are sufficient to foster an environment that will stimulate greater opportunities for personal, national and international advances in the mobility of knowledge, ideas, people and goods such as will foster advances in societal wellbeing in a range of areas of social, political and economic activity.

A right to education has to be framed within the social, political and legal (to name a few) contexts referred to above but to it cannot be completely subject to any or all of them. To do so would be to fail to understand the core thrust of this paper which is that for all the discussion of its nature and scope a right to education is a fundamental human right and as such can be no more limited than can be our own humanity.



# THE GAP BETWEEN THEORY AND PRACTICE AND THE GAP BETWEEN EDUCATION AND MANAGEMENT- AN ALIGNMENT OF MISALIGNMENTS

**MEIKE SCHULTE**

**Background:** Management research encompasses a diversity of perspectives, inviting consensus, criticism and debate, reflected by a variety of approaches and at times, opposing findings, which ultimately contributes to the generation of knowledge. The purpose of this paper is to explore management research as a discipline by examining the drivers leading to a disparity in the findings of management research practices and the gap between theory and practice.

**Methods:** Through a review of the literature, the influence of philosophical schools of thought is investigated to obtain insights. The gap between theory and practise is a key challenge in management research. A Web of Science literature search is used to reflect the magnitude of publications regarding the topic, which is linked to educational developments. To facilitate a deeper understanding of the schism, the literature underpins how the matter is currently being approached and what causal effects may be relevant. A critical analysis is applied to the Doctor of Business Administration (DBA) as an educational offering.

**Results:** Management as a research discipline is a product of management philosophies and can be viewed as both an art, rooted in the human relations period, and a science, influenced by the classical period (Davidson, 1961; Boettinger, 1975; Peroff, 1999). Research philosophies are subject to research axioms, including ontology, epistemology and methodology (Denzin and Lincoln, 2011; Creswell, 2018). Different schools of thought are driven by a different set of assumptions, reflected by the axioms. This results in a variation of findings in research practices (Creswell, 2018). A plurality of philosophical schools of thought influence research, including positivism, critical realism, interpretivism, postmodernism, pragmatism (Mertens, 2010; Creswell, 2018), critical theory (Denzin and Lincoln, 2011), postpositivism and the transformative philosophy (Mertens, 2010; Creswell, 2018).

The perennial theory-practice divide fuels an ongoing discussion, well-documented in the literature (Rolfe, 1993; Brennan, 2008; Monaghan, 2015; Carton and Mouricou, 2017). The gap between practitioners and academics stems from a separation between those generating knowledge and those applying it. Scholars argue the inability of practitioners to apply research to practice. Practitioners may not be aware of new research or may be change-resistant or indifferent (Rolfe, 1993; Clark, Floyd and Wright, 2013). Research could be ill-suited for application, due to a disconnect between academia and practical context (Rolfe, 1993), or a narrow research scope (Starkey and Madan, 2001).

Education is a reoccurring theme in the debate concerning the separation between rigour and relevance (Carton and Mouricou, 2017). It is found that a misalignment between educational objectives and managerial requirements is a contributing factor to the theory-practice gap. PhD programs are not designed to meet corporate requirements (Bareham, Bournier and Stevens, 2000). Due to a supply-demand gap, the excess in supply is insufficiently absorbed by the corporate sector (Dent, 2002).

The educational sector is seeking to address the issue and bridge the gap through educational offerings that incorporate practicality, focus on application and centre around action research. It is found that the growing interest in the gap between rigour and relevance coincides with the introduction of DBAs. Due to a different set of strategies and objectives, the DBA aims to bridge the knowledge gap presented by PhDs in relation to management practice (Dent, 2002). Action research facilitates an in-depth comprehension of the effects of action and generates new knowledge that is applicable in a social context. In this capacity, theoretical and practical knowledge complement one another and thus eradicate the rigour-relevance gap (Rolfe, 1996; Sexton and Lu, 2009).

**Discussion:** The concepts of management as an art or a science are not mutually exclusive. The key to successful management is the ability to distinguish when to apply each (Mullins and Christy, 2016). Each management philosophy is subject to different approaches and assumptions with regards to ontology, epistemology and methodology (Saunders, Lewis and Thornhill, 2016). Ergo, philosophical schools of thought influence variations in management research practices. Both pragmatism and the transformative school of thought have an emphasis on the enablement of action. These schools of thought echo elements addressed by action research. The concept of action is a key component in the debate concerning the theory-practice separation. Sarros, Willis and Palmer (2005) and Stoten (2016) claim that DBAs incorporate a heavy focus on Mode 2 knowledge, through applied learning, whilst not neglecting research-based, Mode 1 learning. Whereas Mode 1 is carried out in a predominantly academic context, Mode 2 aims at generating actionable knowledge. Action research seeks to amalgamate both (Gibbons et al., 1994; Sexton and Lu, 2009).

**Conclusion:** Management research studies issues related to managerial practices and is subject to a variety of perspectives. Management is a social science, and considered to be both an art and a science. Different philosophical schools of thought are subject to different sets of assumptions related to epistemology, ontology and methodology. The difference in axioms results in a variation in findings in the research of management practices. The paper discussed four key philosophies; postpositivism, constructivism, the transformative school of thought and pragmatism.

The separation between theory and practise has been widely debated in the literature. Researchers argue that practitioners lack the ability to apply theory in practice due to a resistance or the inaccessibility of knowledge. Practitioners, however, suggest that research may be irrelevant or ill-suited for practical implementation. The notion of relevance is subject to the conceptual, symbolic and instrumental dimensions. The theory-practice gap is reflected in education. PhDs are focussed on academic objectives and ill-designed to meet the practical requirements posed by the private sector. DBAs offer an alternative, specifically designed to bridge the gap by aligning their learning outcomes to corporate requirements. Action research aims to generate new knowledge and to implement action with the objective of affecting change. By doing so, theory and practice fulfil a complementary role, reducing the rigour-relevance divide.

# TRACK C1

## GRADUATES' PERCEPTION ON THE PREDICTORS OF EMPLOYABILITY IN INFORMATION TECHNOLOGY SECTOR

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Curtin University

**SABOOHI NASIM**

Aligarh Muslim University

**Background:** This research paper aims to analyze the perceptions of graduates in the Information Technology (IT) domain on the factors that influence their employability. In light of the increased emphasis on organizational flexibility in today's complex and competitive business environment, the employability of workforce has gained a crucial significance. Flexibility has been acknowledged as a predictor of organizational performance (Sushil, 2015) and its strategic driver (Sharma, Sushil and Jain, 2010). In terms of human resource, this flexibility is not confined to the quantity of manpower only but also encompasses the quality of skills deployed by the manpower (Srivastava, 2016). With reference to the IT industry in India, it has been observed that this dynamic sector is characterized with constant technological advancements, the expansion of global communication, advent of disruptive technologies and the advancements in IT infrastructure. These persistent changes demand employable human resource equipped with the necessary skills, knowledge and attributes to meet the rising demands of the industry. However, on the contrary, the IT sector is confronting a rising employability gap (Nasscom, 2012), and hence, seeking and developing an employable workforce has been a challenge for majority of the recruiters. Therefore, there is a strong need to bridge the employability gap and upskill talent across various IT occupations (Nasscom, 2018). The key predictors that influence graduate employability in the IT sector have been identified through a conceptual review of literature. Further, this study examines the perceptions of graduates, one of key stakeholder groups, on these predictors of employability.

**Design / Methodology/ Approach:** This study is empirical in nature that measures the perceptions of the graduates on the significant knowledge and skill areas that influence their employability. These predictors of employability have been identified through qualitative review of literature. Questionnaires are used to elicit responses from a sample of 444 respondents studying across 20 reputed colleges. These respondents are final year students pursuing bachelor degree programs in IT/ Computer Science (CS) and allied areas from affiliated colleges and private universities. The perception of graduates is analyzed using univariate and bivariate analysis techniques.

**Results:** The perception of graduates is captured on the predictors of employability. The antecedents of employability i.e. the three macro variables and six micro variables of study (independent variables) that are deemed to influence employability (dependent variable) have been retrieved through the conceptual review of literature. The value of Pearson's correlation coefficient was found significant for all independent variables of study. For the macro variables, the value of correlation coefficient was highest for Personal and Interpersonal Skills closely followed by Technical Skills and Organizational Knowledge.

With respect to the micro variables of Technical Skills, it was found that the correlation coefficient for Technical Specialties Knowledge was higher than Technology Management Skills. Further analyzing the results for the micro variables of Personal and Interpersonal Skills, the values of correlation coefficient was found highest for Teamwork and Interpersonal Skills followed by Creative Thinking Skills, Communication Skills and Problem Solving and Critical Thinking Skills. Further, the multi collinearity test indicates that VIF (Variance Inflation Factors) was well within the acceptable range.

Conclusion: It was found that the graduates perceive that all macro and micro variables bear a strong positive correlation with employability. Therefore, it can be inferred from the findings of this study that the graduates perceive that Technical Skills, Organizational Knowledge and Personal and Interpersonal Skills are the key knowledge and skill areas that influence their employability. These findings also validate the conceptual model of graduate employability proposed by Sehgal and Nasim (2007).

Discussion: The findings of this study are significant for the key stakeholder groups i.e. the employers and the higher education institutions offering academic programs in this domain. These findings would enable them to understand the perception of graduates on the various knowledge and skill areas that are deemed crucial for employability. Further, the results of this study set forth a stage for further analysis to determine the strength of relationship between the variables of study and examine the perceptual differences between the key stakeholders. Such an analysis can investigate the employability gap that may stem out due to perceptual differences between stakeholders. The qualitative review of literature indicates that various studies have been conducted for analyzing skill gap. However, studies on perceptual differences between stakeholders to examine the skill gap, especially in context of IT sector in India are rare. The questionnaire design and further empirical investigation conducted to analyze the perceptions of graduates on the antecedents of employability is an original contribution and has not been published in any academic journal.

# **NON-FORMAL EDUCATION AND PUBLIC ENLIGHTENMENT; IMPORTANT TOOLS FOR THE EFFECTIVE ATTAINMENT OF YOUTH SKILLS ACQUISITION IN FASKARI LOCAL GOVERNMENT AREA, KATSINA STATE, NIGERIA**

## **MURTALA SALE**

Hassan Usman Katsina Polytechnic

Education is an instrument not only for human development and social activities but a transformative act which is fundamental to human and social development because when someone has access to education, he/she must have an increase in social awareness and thus self-assurance attained. The main role of education especially non formal education in human's life is to enhance quality life of peoples in a society. Therefore, it is assumed in this study that everybody in Nigeria should have functional literacy education whether in a formal, informal or non-formal way so that everybody in the society should aspire be literate and thus effective attainment of youth skills acquisition in the country. This research, therefore, will discuss the relevance of "Non-formal Education Programmes and Public Enlightenment for Effective Attainment of Youth Skills Acquisition in Faskari local government area, Katsina state." The study will conclude that unless there is effective non-formal education programmes and time-to-time public enlightenment by the government, community leaders, non-governmental organizations and other stakeholders, effective youth skills acquisition in Faskari local government area, could not be attained.

# **OPEN FOR TALENT: UNDERSTANDING MOBILITY AND MOTIVATION OF EXPATRIATE TEACHERS COMING TO THE UAE**

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The purpose of this study was to investigate what motivates international teachers to take up teaching positions to the United Arab Emirates (UAE) to inform relevant stakeholder on how current practices for communicating job openings and recruiting overseas teachers can be improved. As part of Vision 2021, the country's fifty-year anniversary, emphasis has been placed on specific key performance indicators that will establish the UAE as a 'first-rate education system'. To achieve these goals, the government has invested simultaneously in educational infrastructure and recruitment of talented educators. The historically low number of Emirati (local) citizens into the profession of teaching has led to shortfalls which have been countered by the recruitment of international expatriate teachers. It is with this backdrop that this study was undertaken.

A total of 17 teachers were interviewed from countries ranging from China to the United States to Syria. Using a qualitative approach to primary research, there were several themes found which that echoed the findings from the literature review. The first section identified the preferred channels of communication commonly used. Another widely used resource to gather information about expatriate work was through job referrals. Referrals are an internal method of recruitment that relies on current employees making recommendations for vacancies. Research has shown employees employed through referrals are better workers.

This study also examined individual factors like motivation for overseas teachers to undertake expatriation for work and found that monetary benefits of working for the MOE were identified as the most significant motivator for the respondents to expatriate to the UAE. A further theme found with regards to expatriate motivation was the desire of and opportunities for professional development within expatriate teachers.

The information gathered from this study, expands our understanding of self-initiated expatriation among teachers. It considered important aspects of the job search process and made recommendations to relevant stakeholders, including the MOE of the UAE, on effective marketing strategies for available vacancies using online platforms as well as referral programmes for current employees.



# **FAMILY STABILITY: A PANACEA FOR SUSTAINABLE BUSINESS ENTERPRISE AND GRADUATE EMPLOYABILITY IN NIGERIA**

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One of the major challenges of mankind particularly in the developing nations is object poverty. Object poverty is an issue the needs to be given prominence as most of the people raise resources to meet their basic needs like food, clothes and shelter. The issue is more compounding as even those who have little resources are not able to invest in sustainable businesses that would generate income. One of the main reasons for poverty is family instability which usually affects ability to invest and manage investments. Of more concern on the issue of poverty is the fact that Nigeria as a nation is looking forward to becoming one of the economically buoyant nations in the world in the nearest future. To actualize this vision for growth and development, each family is looked upon as a major stakeholder that the nation could depend on. It is on this premises that the contributions of every Nigerian family is eminent in establishment of sustainable business enterprises that could provide employment for the teeming population that are engulf in unemployment and all its accompanied side effects to humanity. In other words such contributions are to lead to establishment of functional small and middle scale business enterprises that could not only provide resources to the populace but would also train people in skill acquisition that the recipients would be self employed, self sustaining and self reliance. People would no longer depend on government for employment but rather would be employers of labor. It is worth noting that most viable business enterprises crumble in Nigeria immediately after the demise or incapacitation of the family head, the manager or chief executive of such ventures. In most cases, this problem emanates from sharing of the assets that sometimes due to inability of family members to handle it well, usually leads to legal injunctions. It is quit disheartening some family members go to the extent of selling family assets to prosecute judgment in the court of law. The situations that further stain relationships among family members and consequently, leads to diminishing of resources and eventual extinction of businesses. Divorce and separations are other major challenges of family stability as they breed disunity that is tantamount to business set back. Such periods normally witness stress on the family members involved in the crises hence it becomes difficult for them to initiate ideas that could move the business forward. Generally speaking some of the fundamental issues that bring about family instability range from individuals life styles to other environmental factors. Issues like infidelity, abuse ( physical, sexual, emotional etc), alcohol addiction and substance abuse, differences in personal and career goals, unemployment, financial challenges, lack of communication between spouses, intellectual incompatibility, sexual incompatibility, failing out of love, religious conversion, cultural and life style differences, mental instability in either of the partners, criminal behaviors, lack of commitment to

marriage, inability to manage or resolve crises, different expectations about household task, different expectations about having or bringing up children, interference from in-laws, or parents and lack of trust or feeling of insecurity. A critical assessment of these makes one to understand that everybody is prone to family instability. This because it is possible that one could be affected by one or two of the factors mentioned above. This goes a long way to explain the reason why many business enterprises go into extinction hence there is urgent need to address the challenge in order to eradicate poverty and equally contribute to achievement of the nations' vision of becoming one of the world best economically developed society. It is logical to deduce that if individual families are stable, there would be more efforts towards establishment of sustainable small and middle skill business enterprises, this would further mean that many members of the society will be massively employed and mass employment is a strong instrument in eradicating poverty, eradication of extreme poverty would enhance purchasing power which would lead to more production and eventual increase in the overall increase the Gross Domestic Product ( GDP) of the country. The conclusion of this paper is that family stability, sustainable business enterprises and graduate employability are issues that work hand in hand for the overall economic development of a society hence all have to be address with seriousness if Nigeria vision of becoming one of the best economies in the world is to be achieved. Put differently, the place of family is very paramount in the establishment and management of a sustainable business enterprise for provision of employment to the teeming population which would further boast the economy of the nation. The paper therefore recommends that following strategies for improvement of Nigerian economy. These include: Education should be aimed at imparting actual values that bring unity in the family, there should be constant awareness seminars for Nigerian families sensitizing on the danger of broken homes, culture of investment should be cultivated among Nigerian, proper counseling should be given to youths on the choice of careers that would enable them to be self employed, government should provide soft loans to families that are interested in establishing businesses.

## TRACK C2

### **DMOS & ICT: NEW APPROACH TO PROMOTE A DESTINATION IN POLAND. REGIONAL PERSPECTIVE ON PROMOTING DESTINATIONS VIA DIGITAL TOOLS**

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Background: In recent years the use of ICT tools in tourism promotion by Destination Management Organizations (DMOs) has been increasing rapidly, both on a national scale and regional or local. The range of ICT tools used by DMOs can affect a competitiveness of destination on a tourism market as well as a tourist motivation, behavior and experience. Therefore, the research focused on the evaluation of effectiveness of this kind of DMOs' activity has important significance. The main goal of the paper is to present an attitude of DMOs towards using ICT in tourism promotion on the example of the Małopolska (Lesser Poland) Voivodeship, Poland. This region is one the most well-known and the most frequently visited destinations in Poland (nearly 17 million tourist arrivals in 2018), both by domestic and foreign tourists. Twelve sites were entered on the UNESCO World Heritage List. Kraków, a historical city, is the capital of the region. Other important destinations are Wadowice, Wieliczka and Oświęcim, as well as Zakopane in the Tatra Mountains. The characteristic features of this region are a long tradition of hiking and skiing, highlanders' culture and folklore, and agritourism development. Currently, because of the rapid development of ICT, numerous and various digital tools are applied to create refreshed image of tourist destinations as well as to facilitate arranging travels and tourist stays. ICT extends possibilities of tourism promotion. In Poland, the role of DMOs is performed largely by local (municipal) governments, namely the specific units in the offices of territorial administrative entities called municipalities.

Methods: To recognize and evaluate the range of the ICT-based tourism promotion, a desk and field research was conducted. The research area included municipalities from the Małopolska for which DMOs design and implement marketing communication. The first stage of the research (quantitative approach) comprised a desk research for 182 municipalities and collection of information about websites and mobile applications for tourists used by DMOs, and DMOs' social media activity. On this basis, range of activities undertaken by DMOs was characterized. The second stage of the research (qualitative approach) comprised semi-structured interviews with employees of DMOs of 53 municipalities. The DMOs for interviews were chosen based on quantitative findings. Some DMOs were evaluated as the leading users of digital tools for tourism promotion and their employees were interviewed as a result. Special attention has been paid to recognizing the assessment of effectiveness of digital tools for purposes of tourism promotion.

**Results:** The desk research results have shown undoubtedly that DMOs in the Małopolska are aware of the potential of using ICT in tourism promotion. Every DMO uses an official website dedicated to the citizens of their municipality and tourists, most of them provide also a separate website and a mobile application for one or several municipalities (as a result of cooperation between destinations). It can be said that the official website of municipality is considered by Polish DMOs as the easiest solution for digital tourism promotion with the greatest effectiveness. Moving forward, dedicated websites and mobile applications allow to personalize tourist stay and travel on the ground of different categories of information related to tourists' motivations to travel. DMOs were also present in social media, mainly on Facebook and YouTube. The next important feature of mobile applications is gamification. As a result, tourists can use outdoor games in the destination. Several mobile applications allow to use QR codes, NFC or Bluetooth Beacon technology, and virtual reality based on Google Cardboard. It should be pointed out here that these tools are evaluated as potentially attractive and related to current marketing trends but rather ineffective in tourism promotion because of less interest in and low demand for such solutions among Polish tourists, in comparison to official websites or social media. The main reason of this, identified during the interviews, is related to an inappropriate assessment of market demand by DMOs and lack of a separate promotion strategy for these tools. Consequently, tourists do not know about some solutions and do not have a need to use them.

**Discussion:** Minghetti & Buhalis (2010) grouped destinations according to the availability and the extent of ICT use, into high-, upper-, medium- and low-digital access destinations. The level of digital inclusion or exclusion of destination affects its competitiveness on the tourism market (Minghetti & Buhalis 2010). Furthermore, ICT allow for creation of technology assisted-, technology enhanced-, and technology-empowered tourism experiences (Neuhofer, Buhalis, & Ladkin 2014). Considering DMOs' activities, majority of municipalities can be classified as medium-digital-access destinations. On the one hand, basic tools such as the official website and the Facebook page used by DMOs are evaluated as effective and well managed. On the other hand, some digital tools which can help to create tourism experiences, for example, mobile applications based on Bluetooth Beacon technology or virtual reality, did not serve its purpose. From this perspective it can be said, that DMOs in Małopolska are aware of benefits of ICT in tourism promotion but some areas of their activities require changes and improvements.

**Conclusions:** DMOs established for municipalities in the Małopolska design and implement the tourism promotion adjusted to changing trends. Based on obtained results, it can be said that DMOs used both a one-way communication and a two-way communication (social media), to implement a destination marketing. There are the two most important conclusions related to research focused on DMOs approach to use ICT in tourism promotion. First, knowledge about tourist demand has the important role for implementing the digital tools in tourism promotion. Second, a long-term strategy for tourism promotion, including additional funds for promotion of digital tools itself, is a crucial issue in development of destination marketing.

# THEY ARE NOT ALL THE SAME: MUSLIM WOMEN AND TOURISM

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Tourism and gender studies can often be divided into research on hosts or research on guests, often guests are from the West and hosts from the rest. This distinction discursively works to essentialise groups of people, when we may all be performing the two roles. While a body of literature on gendered travelers has emerged since the mid-1990s, gendered hosts have often attracted less scholarly attention. Yet, this area has received increasing attention since the introduction of the millennium and sustainable development goals which spurred the UNWTO to publish the first report on Women and Tourism in 2010. The purpose of this chapter is to explore the representations of Muslim women in tourism research, it does so by reviewing the tourism literature concerned with Muslim women participants since 2010. The chapter finds that Muslim women are often researched as a homogenous host category, even in qualitative research they are essentialised.

Drawing on seminal feminist legal theorist Kimberle Crenshaw, Intersectionality is introduced and posited as an underutilized conceptual tool for unpacking the lived experiences of Muslim women in tourism – either host or guest. Much tourism in Asia is regional with tourists visiting from Muslim destinations to other Muslim destinations and yet academic focus is often centered on Western tourist and Asian host. An important research trajectory will be to explore interaction between Muslim hosts and Muslim guests in order to analyse frictions and synergies, to ensure the social sustainability in destinations. In order to conduct this research, Muslim women positionalities must be understood as intersectional, and a particular focus on visible social markers framed by an understanding of the body politic will be necessary.

# DO WE STILL HAVE SPACE FOR LIVING?: TOURISM AND THE EVERYDAY LIFE OF RESIDENTS – PERSPECTIVES FROM KRAKOW, POLAND

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Background: Tourist traffic and all the activities associated with it cause several conflicts in relation to other socio-economic functions in cities. Such conflicts are increasingly the subject of public and scholarly debate. Mass tourism brings huge profits to cities but negatively impacts their development. The issue of overtourism in tourist cities is an important area of geographical and cultural research, especially in the context of Central and Eastern Europe, where historical cities are under increasing pressure from year to year.

A burgeoning literature critically interrogates the impacts of tourism on local residents (Dumbrovská, 2017; García-Hernández et al., 2018; Peeters et al., 2018; Postma&Schmücker, 2017). Whilst mass tourism brings huge profits to cities, it can negatively impact their development. Services directed towards tourists, and tourists themselves can cause several conflicts in relation to other socio-economic functions in cities: the tourists and local residents share limited space and available resources as well as specific sub-spaces that address both the needs of tourists and local communities. What form do these conflicts take in Krakow? The research aims to recognize the extent and intensity of tourist pressure affecting the choices and everyday life of the residents of Krakow.

Methods: We studied the two districts of Krakow that experience most tourist pressure: the Old Town and Kazimierz (both are home to around 4,000 local residents). Given the ambiguous and multifaceted nature of the research concerning tourist pressure on the living space of the inhabitants of Krakow, the study uses a qualitative method of collecting and analysing primary data. We carried out research on a sample of 30 households and adopted qualitative in-depth interviews as our methodology. We used snow-ball sampling due to the preliminary character of this study.

Results: From the opinions of respondents living in the most touristic districts of Krakow (the Old Town and the Kazimierz), a picture of the impact of tourist pressure on the life and daily choices of the inhabitants of Kraków emerges. Respondents are aware that Kraków is an important touristic centre on the national and international scale; they are proud that they live in the city greatly appreciated by Polish and foreign tourists. But, at the same time, they notice the pressure of tourism on their daily lives and the lack of solutions to this issue that reconcile the interests of all users of the urban space of Krakow. As for the scale of the impact of tourism and tourist pressure on the daily path of life and their daily choices, respondents' opinions are divided. The respondents, the collected opinions indicated, can easily pinpoint examples of problems they encounter in the immediate vicinity of their place of residence: the violation of quiet hours, noise until the late night hours, light pollution, drunk people, excrement in staircases, loud parties in the apartment next door, unbearable smells from catering establishments serving tourists.



Studies confirm the residents' permanently and temporarily escape to non-tourism districts, but a few people did not consider, for various personal reasons, moving out of the centre to the outskirts of the city. Omnipresent tourists modify the residents' sphere of everyday life, the ways residents spend free time and consumer behaviour, especially during the high tourist season. Inhabitants' opinions indicate that this is understandable due to the tourist status of the city. The media plays a role in shaping the opinions of residents on tourist pressure. In some examples of responses, residents give examples of quiet hours violations, loud parties in the apartment next door, unbearable smells from catering establishments serving tourists, described in the media or on social forums. However, they cannot describe or recall such cases from their direct experience.

Discussion: Our initial results demonstrate that, indeed, the local residents of the Old Town and the Kazimierz districts now view mass tourism negatively. However, a gradual shift led to this current perception. Residents initially embraced tourism as a source of income and gentrification immediately after 1989 and especially with relation to Kazimierz. But they grew fatigued by loud night life, overcrowded catering facilities and public transport, an increase in petty crime, the generally (over)crowding of streets and parks as well as other recreational spaces shared by tourists and the locals. Residents perceive all these as negatively affecting their quality of life in the central districts of Krakow. This increasing feeling of 'tourism fatigue' that manifests itself in the consciousness of residents has given rise to several grass-roots protests by local residents against the expansion of the tourist functions in their districts and increased control of tourist developments. While the local residents understand that the return to the pre-tourism era is impossible, they are keen on co-developing a series of solutions limiting and mitigating the adverse effects of mass tourism on their everyday life.

Conclusions: Residents experience the phenomenon of tourist pressure in the most touristic districts of Kraków (the Old Town and the Kazimierz). Mass tourism modifies the sphere of everyday life of residents, the ways they spend free time and consumer behaviour, especially during the high tourist season. Residents' opinions indicate that this is understandable due to the tourist status of the city.

# **LEVERAGING SMART TECHNOLOGIES FOR CONNECTED TOURIST EXPERIENCES – THE CASE OF DUBAI**

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SONY SREEJITH AND CODY PARIS**

Middlesex University Dubai

Advancements in technologies have led to the emergence of smart tourism. Given that smart tourism is no longer an option but a must to survive in the competitive global tourism space, governments worldwide are investing heavily in developing infrastructure that supports smart tourism. While individual technological advances can improve tourist experiences, it is the integration, synchronization, and concerted use of different technologies that deliver connected tourist experiences. This study aims to explore the interconnected smart tourism landscape required in providing a seamless tourist experience. A secondary case study research methodology is adopted in this study. The Dubai tourism sector, which has played a pivotal role in transforming Dubai to a modern economy is used as an exemplary case to comprehend how Dubai has leveraged smart tourism capabilities to become one of the leading tourist destinations in the world. The lessons learned from this study is useful for practitioners and policymakers elsewhere responsible for promoting smart tourism.

# TRACK C3

## INFLUENCE OF DIGITAL PLATFORMS IN THE FOOD & BEVERAGE SECTOR OF UAE

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**Background:** The use of Social media and digital platforms have seen a considerable surge in the F&B industry and the traditional advertising in this sector has considerably changed. There are different opinions about the impact of social media, digital platforms and food bloggers/influencers on the food sector. The main purpose of this research paper is to evaluate and explore areas in the social media and digital arena that influence the decision-making behaviour of consumers with a focus on the UAE F&B industry. In this industry social media and digital platforms have been used for some time but influencers have emerged on to the scene recently; with limited research available on the UAE market there is a need for a deeper analysis on this topic. In addition this paper will also explore if F&B outlets are successful due to content they produce and promote or if it is down to other factors or a combination.

**Methods:** A survey of 234 consumers was conducted within the United Arab Emirates using purposive sampling approach. Based on previous studies and the literature review, the hypotheses developed are as follows

H1= There is a significant relationship between the belief and practice that food influencers provide good insight in determining food related decisions

H2= There is more influence on those who follow specific food bloggers as compared to those who do not follow any specific food bloggers on any social media platforms.

H3= Social media influence is significantly higher as compared to peer influence on the decision to order and dine in.

H4 = Followers preferring social media stories and videos will score significantly higher on effect compared to those who prefer simple posts.

**Results:**

Hypothesis H1 of the study is accepted - correlation analysis revealed that there is a significant positive relationship with  $p < .001$  and  $r = .600$ .

Hypothesis H2 of the study is accepted - The equal variance assumed t-test analysis revealed that there is a significant difference between two groups with  $p < .01$  and  $t = -3.366$ .

Hypothesis 3 of the study is accepted The ANOVA analysis revealed that the difference between groups is statistically significant with  $p < .05$  and  $F = 3.149$ .

Hypothesis 4 of the study is accepted ANOVA analysis shows that the difference is significant with  $p < .05$  and  $F = 2.546$ . The difference is not massive, but it is statistically significant thereby, null hypothesis is

rejected, and alternate hypothesis is accepted.

Discussion: In a globalised era through technology and online mediums, adoption of latest trends and practices in a fast-moving F&B industry is a crucial aspect for the sustenance of a business. As the research finding suggest, embedding a digital mind set into the business model and operations of a business can help promote the brand positively to maximize reach and gain new market share but also keep the brand ahead of eh curve in order to stay relevant in a saturated competitive UAE market. Brands in the UAE market must look at ways to innovate their operations and try to embed digital in their culture and daily operations. Social media is a great platform to promote the brand if an original approach is adopted in terms of marketing that is authentic and not commercialised. Brands can use popular platforms such as Instagram to tailor their content for their target market but aim to be authentic in its advertising approach to stand out from the clutter. Social media influencers are also a great way to maximise reach and gain a new customer base. A short-term outlook for brands that focuses on short terms returns will not yield results in the online spectrum as a brand's reputation will need time and effort through planning, content creation and creativity. A long-term approach requires investment on tools and manpower to run these platforms to maximise exposure and growth in a long-term outlook. Partnering up with influencers can yield positive results as per the survey conducted so brands need to consider how they can do it in order to capitalise on this opportunity.

Conclusions: The study can be concluded that social media and digital content strongly influence in customer's decision-making behavior in F&B sector and major role is played by food influencers. Food influencers influence the choices and decisions of the consumers through vlogs, social media posts and social media stories. The role of social media is even stronger than the peer influence; electronic word of mouth is more important for consumers in F&B sector than peer influence. The factors that influence high social media engagement include high use of smart phones, price comparison at different restaurant recommendation sites, and content from the influencers.

## **EXPLORING MAJOR TRENDS IN INFORMATION AND COMMUNICATION TECHNOLOGY**

**JEFFREY SIEKPE-SAMBO AND AURORE KAMSSU**

Tennessee State University

Most observers of the IT industry prefer and are expected to talk about what's coming, not what's happened. But to make educated guesses about the future of the IT industry, it helps to understand its past. In this paper we explore technology advances for several information technologies grouped into five functional tasks: User Experience (UX), IT Delivery, Information and Communication, Innovation and Usage Model, and Data. A brief historical overview of Information and Communication Technology (ICT) is presented first and each of the functional areas is discussed with respect to their current status and the emerging technologies in area. One major aim of this study is to taxonomize these emerging computing paradigms which may be helpful in those areas of research and how their intersections have come into play.

## **PRIVACY AND SECURITY IN SMART HOME**

**IMAN SAEED, SARAH BARAS, WEDAD AHMED AND MODAFAR ATI**

Abu Dhabi University

Being secured and keeping your data private are a key issue in any connected device to the internet. Smart Home applications or devices elevated the concern of unauthorized access to data. This paper presents an overview of privacy and security in smart homes. Additionally, the paper pointed to some of the smart home applications and defined related security challenges and issues. The paper also defines different aspects of security implemented in smart homes, and the paper specifies other researchers' contributions in an authentication system in smart homes. Finally, we proposed a new intrusion detection system to overcome discovered weaknesses.

# **TOWARDS A MODEL OF OPTIMIZING CARBON EMISSIONS IN THE DATA CENTRE AND CLOUD DESIGN: A GREEN CLOUD BROKER PERSPECTIVE**

**MAHIMA PARNAMI**

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Cloud computing technology is expanding at an unbeatable rate by providing accessibility of infrastructure and services on pay as you go model. To operate such type of technology, organizations are working and expanding data centres around the globe. In order to process and store massive data volumes, large amount of power is consumed by cloud computing data centres. For operating a virtual data centre, there is a high requirement of energy. The amount of energy consumed and carbon emitted by cloud computing has become the primary cause and concern for the environment. Therefore, to overcome the problem of increased carbon emissions in the environment, a concept of Green Cloud Computing is introduced in which Green Cloud Broker plays an important role. This research is carried out to provide a framework for a Green Cloud Broker to optimize carbon emissions and propose a data centre design. In order to conduct modelling and optimization experiments, an online simulator CLEER is used to collect the data of carbon emissions and primary energy of different type of data centres. Various combinations of computing parameters were used to observe its impact on energy and carbon emissions. These combinations resulted in a diverse data-set covering more than 1800 data points for estimation. Linear Regression was then used to develop prediction models for carbon emissions and energy.

No. Of Devices, Device Operation Time, PUE, Data Centre Type and Classifications were the variables used to model emissions and energy. These equations were further used for Optimization models aimed at minimizing carbon emissions and primary energy. The regression models and results of optimization were further used in a tool that could be viewed from a green cloud broker perspective. This would allow users to set up parameters, minimum/maximum infrastructure requirement and target carbon emissions. The two models would collectively work at the backend of this tool, thereby providing results on optimal data centre design



# TRACK C4

## AN ENVIRONMENTALLY SAFE, SOCIALLY JUST OPERATING SPACE FOR HUMANITY: AN INSURANCE INDUSTRY PERSPECTIVE

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Modul University

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After decades of inaction after the Bruntland report 1987 and the Rio De Genaro conference in 1992, the international community finally came together in the second half of 2015 to sign off on two significant agreements; first the UN Sustainable Development Goals (SDGS) (also referred to as the Global Goals), and then, at the 21st Conference of the Parties (COP21) meeting on climate change; the Paris Agreement (UNFCCC, 2015). As a result of these two events, a strong signal was sent to the world that it was time to act, and to confront the existential threat to humanity and all other living beings on the planet. In the intervening period, the need to mobilize has become even more pressing following the publication of an updated report by the Intergovernmental Panel on Climate Change in October 2018 (IPCC, 2018), making it abundantly clear that the reduction in greenhouse gas (GHG) emissions must occur more quickly, limiting global warming to 1.5°C above pre-industrial levels rather than the 2°C warming referred to in the Paris Agreement.

In simple terms, the focus of the international political economy now needs to be firmly concentrated on developing low-cost, practical solutions as quickly as possible, in order to create an environmentally safe and socially just operating space for humanity. The doughnut economics model is used to measure performance of an economy by the extent through which people's needs are met without harming environment. Despite undergoing significant changes, Earth had been relatively stable from past 10,000 years. This stable state of Earth is known as Holocene. This state helped people to thrive and develop. Due to increased anthropogenic activities the earth has become relatively unstable. Due to which, the doughnut economics model proposes a system of planetary boundaries. The crust of the model represents planetary ceilings which in any case must not be overshoot. (Rockström et al. 2009; Raworth 2017)

It is undisputable that insurance has played an important role in economic growth of societies over the centuries. It is the guardian of people's wealth and acts as a major pillar of growth. Furthermore, the importance of insurance is unlikely to diminish anytime soon as its role as society's risk manager takes on a new dimension the impending threats and dangers posed by climate change. Not only must the industry foretell these threats, it must also develop creative solutions to help overcome them. A core function of insurance industry has always been to raise the red flag so that decision makers are able to manage risks before they become unmanageable (Surminski, Robins, & Irwin, 2018).

Without insurance, it is impossible to manage so many risks. Throughout human history the risks have been wide and varied; financial, technological, to name a few, and, by large, the industry has provided cover for these various risks empowering individuals and businesses to confidently move forward.

(Insurance Europe, n.d). The key question in this paper is whether this confidence continues to be well founded in the wake of escalating climate change. The purpose of this paper is to critique the role of the insurance industry in shaping this safer and more just space for its clientele. It begins, in section 2, with an overview of the ecological crises the world currently faces, highlighting the scale of the problem in terms of human and economic costs. Section 3 then briefly reflects on the classic business model for the insurance and industry, and what steps were taken by the industry when climate change first emerged as a serious matter for public policy debate in the mid-1990s. This leads into section 4 of the paper, which focuses on the emergence of environmental, social and governance (ESG) criteria as an increasingly influential factor in the strategic direction of businesses, including those in the insurance industry. Section 5 extends this discussion by considering the case studies of some of the leading insurance companies in the world; namely, Munich Reinsurance, Swiss Reinsurance and Allianz, analyzing their role and potential impact on the industry more generally in a climate-constrained world. Section 6 concludes the paper with a summary of the key points, together with some recommendations for players within the insurance sector in terms of (i) how they can stay competitive, and (ii) how, in the process, they might also contribute to the creation of a world that is environmentally safe and socially just operating space for humanity.

# BIOETHICS AND BIOSAFETY POLICIES AND PRACTICES IN UAE: A CRITICAL REVIEW

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Healthcare sector is one of the most burgeoning and dynamic sectors of the economy, that encompasses both public and private healthcare providers, who work towards a common goal of promoting and ensuring overall health of the community. The emergence of several new technologies for the diagnosis, treatment and prevention of multiple diseases and disorders has, no doubt, greatly advanced the scope of improving health and well-being. However, it has brought with its unexpected ethical issues at the doorstep of medical care. Globalization and migration have resulted in the presence of diverse peoples, from various cultures, in a given population. This means that different peoples would have different views and beliefs that influence their perception of healthcare practices and services. Both these factors have created a need to address the various ethical dilemmas in healthcare, and also to respect the rights and beliefs possessed by individuals.

Governments, aided by health authorities, have attempted to put forth measures to assist medical professionals to effectively deal with such issues. In the UAE, the national government has issued laws for ensuring ethics, while health authorities like Dubai Health authority (DHA) and the Health Authority of Abu Dhabi (HAAD) have issued policies and guidelines for the same in the healthcare sector. These measures in the form of laws and regulations, to policies and guidelines, have laid the foundations for development of institutional policies in hospitals, complying with the core principles of medical ethics and to help medical practitioners and allied health professionals better understand healthcare laws and policies and work in the best interests of patients. At the same time, there is a need to improve public understanding and awareness of their rights and safety while acquiring healthcare services. The present study reviews policies addressing ethical issues in medicine and healthcare, compares and contrast existing laws/policies in the UAE alongside international standards, and laws/policies in developed and developing countries. It then provides suggestions that may add value and strengthen existing policies in the UAE, and enhance public awareness and understanding. Proposed research methods include literature survey of underlying ethical principles in medicine and healthcare to identify ethical violations and ways to ensure patient safety. Furthermore, an attempt is made to understand healthcare policies and regulation. Also, laws/regulations/policies addressing these ethical issues and ensuring patient safety will be obtained from official websites of government and health authorities of UAE, selected developing and developed countries. Guidelines and policies at the international level will be accessed from official websites of respective international organizations responsible for the drafting and publication of the document.

The paper is structured as follows. First, a literature review is conducted to identify and understand the four principles fundamental to medical ethics, including their role in the daily occurrences of medical practice. Second, the role of technological improvements in the diagnosis of diseases/disorders (like

genetic testing and genetic screening techniques) and the treatment of diseases/disorders (including organ donation and transplantation, blood donation and cord blood banking) is analyzed. Thirdly, of the paper focuses on the role of health authorities and governments in introducing regulations in the healthcare sector, through provision of frameworks for medical professionals concerning rights and safety of patient. Fourthly, a comparison of laws/policies in the UAE, developing and developed countries with international standards is made. Finally, the paper provides suggestions that may add value and strengthen existing policies in the UAE, and also provides measures to enhance public awareness regarding their rights and safety while acquiring healthcare services.

# **HOW SUSTAINABLE IS NIGERIA'S EFFORT OF ENDING GAS FLARING AND UNLOCKING GAS POTENTIALS – A REVIEW OF THE COUNTRY'S ANTI-GAS FLARING LEGAL AND POLICY FRAMEWORKS.**

**JAMILU MOHAMMED AND LEON MOLLER**

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Background: The Nigerian president had in mid-2018 signed the “Flare Gas (Prevention of Waste and Pollution) Regulation, 2018” into law. The primary objective of the Regulation is to minimise the environmental and social impact caused by flaring of natural gas, protect the environment, prevent waste of natural resources, and create social and economic benefits from gas flare capture. This is intending to help the country achieve its policy objective of ending gas flaring and unlocking gas potentials by the year 2030. This giant stride has been in line with the universally accepted three elements of sustainable development; economic; social and environmental protection. The effort by Nigeria has been adjudged by industry observers within and outside the country as a great effort towards achieving sustainable oil and gas operation . Some have even tagged this Regulation as a game-changer that ever happened to the country's oil and gas industry . However, what these commentators failed to consider is that, prior to the approval of this Regulation, there were several attempts by the previous administrations to end gas flaring due to its adverse effects and its impact towards concentration of greenhouse gas emission to the atmosphere but without significant result.

It is against this background that this paper critically reviews the current legal and policy efforts exerted at tackling gas flaring and enhancing gas utilisation in Nigeria. In particular, it assesses the effectiveness of the earlier legislation, the new Regulation along with the country's National Energy Policy in contributing to wider sustainable development goals. In doing so, the paper examined the meaning of sustainable development in line with current Nigeria's effort of ending gas flaring and unlocking gas potentials. The paper aimed at determining to what extent Nigeria's anti-gas flaring legislation and policies embody the fundamental principles of sustainable development as regulatory tools for environmental protection on one part. The other part reviews the effectiveness of the implementation of such legislation and policies towards ending gas flaring in the country. This is because no matter how adequate the laws and policies are, the objective can only be realised if they were effectively implemented .

Method: The methodology adopted is doctrinal involving a review of library-based literature and analysis of policies, primary and secondary sources of laws enacted for the treatment of gas flaring in Nigeria. Through the documentary analysis, the paper argues, among other things that the existing legal and policy efforts for tackling gas flaring and promoting gas utilisation have not been successful. It also argues that the implementation of the anti-gas flaring legislation and policies have not been successful due to ineffective and inefficient regulatory mechanisms. Arguably, the effective enforcement of environmental law and regulations and the efficient implementation of the attended policies are crucial for proper

environmental regulation and management; this is because law and regulation are only as good as their enforcement .

**Findings:** Following the review, the paper reveals inter alia obstacles that have hindered the success of the country's legal and policy frameworks that were developed to combat gas flaring and encourage gas utilisation. The review generally demonstrates that there is a growing need to hold oil companies and the host governments accountable for sustainable oil and gas operations and management. While demonstrating the urgent needs for countries to adhere to their commitment for reducing GHG emissions, this paper reveals how future oil and gas legislation and policies can incorporate principles of sustainable development as means to achieve the policy objective of environmental protection.

**Discussion:** The critical review demonstrates how Nigeria's oil and gas flaring regulations have changed over time. Although Nigerian legislatures passed for the first anti-gas flaring law in 1979, before that period, gas flaring regulations remained neglected. Where it became apparent that 1979 law control could not make any significant impact, ten years after its passage, the country shift from the command-and-control approach of regulation to incentive-based regulatory approach. While observers hailed the country's effort of incentivising measures for combating flaring, environmentalist and other pressure groups see it as an act of deception. However, the changes in the country's policy instead created new opportunities and incentives for companies to continue flaring natural gas, rather than investing in the infrastructure and technology necessary to utilise valuable natural gas extracted along with other more valuable petrochemicals, such as oil.

**Conclusion:** The paper concludes that the new Regulation itself will not be any game-changer unless the country has effectively enforced the anti-gas flaring law and policy frameworks. Moreover, the three essential elements of sustainable development should henceforth guide environmental decision-making. Considering what the principles stand for in the oil and gas operations, they should be made an integral part in designing future anti-gas flaring law and policies. The paper finally recommended alternative legal and policy measures that would sustain environmental regulatory compliance and help Nigeria ends associated gas flaring and unlocking gas potentials in accordance with sustainable development goals.

# **SDG 8, LOCAL AUTHORITY AND INFORMAL SECTOR WORKER OCCUPATIONAL SAFETY IN TWO URBAN LOCAL AUTHORITIES IN GHANA**

**ANITA BAKU**

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**Background** - The heterogeneity of safety and health risks among urban informal sector workers coupled with the twin challenges of the sector's lack of access to social protection and lack of safety legislation in most developing countries makes attaining the Sustainable Development Goal (SDG) 8 difficult. The focus of this study was on investigating the role of local authorities in ensuring the Occupational Safety and Health (OSH) of urban informal sector workers, in line with target 8.8 of SDG 8. The paper aimed to provide findings and recommendations towards improving the OSH of urban informal sector workers.

**Methods** - Data was collected and analysed using the qualitative research approach. Respondents were gathered from two metropolitan local authorities, the Local Government Service, and the Institute of Local Government Service.

**Results** - Study revealed that the local government authorities know they are in charge of the occupational safety and health of informal sector workers but are unable to do much because there are no clear policy guidelines and they are under-resourced.

**Conclusions** - The recommendations posited by this study towards improving the OSH of urban informal sector workers are as follows: Local authorities should regularly engage and educate informal sector workers on OSH; liaise with other government agencies, Non-Governmental Agencies, and the private sector to provide improved OSH services for informal sector workers; allocate resources equitably among its departments on a needs-based approach; retrain and improve the capacity of staff; and build a culture of trust and cooperation between them and informal sector workers. Furthermore, the central government should endeavour to draft a safety policy (which should include the OSH needs of informal sector workers) and finally pass it into law.



## TRACK D2

### DATA SCIENCE & ARTIFICIAL INTELLIGENCE: THE NEXT GENERATION OF ENTREPRENEURIAL INNOVATION BY LEAN STARTUPS

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Background: Data Science is science of learning through data which is the outcome of three components, namely Research Design, Applied Machine Learning and Computer Vision. (Donoho, David. 2015). The application of Data Science (DS), which is a product of Human Innovation in Entrepreneurship, is being currently used by Lean Startups, in changing the dynamics of the industry based environment (Cao, Longbing. 2017).

From the past fifty years, AI has been evolved to intelligent analytics and machine learning systems which can perceive and act in a specific environment based on the learning through data, henceforth substantial investment has been incorporated in the field of DS & AI based Lean Startups, innovating services, processes by use data to disrupt industries or make innovative products as a result there has been a higher degree of Innovation (Joshi & Shukla, 2014) and Entrepreneurial activity within Startups. The new age technology like Big Data, Data Mining, Image Recognition, Deep learning, Voice Recognition, Natural Language Processing and Expert Systems are playing a significant role in Artificial intelligence (AI) implementation (Smith, et al., 2016; Mijwel, 2015). Some of the big data analytics include Credit scoring, Fraud detection, healthcare, Insurance, Manufacturing process analysis, Marketing and sales, Portfolio trading, Surveillance, behavioral and web analytics (Donoho, 2015).

AI survey conducted by a Japanese firm in 2016, stated that market of AI implementation is around \$2.6 billion, bifurcated for DS and AI services, applications, and platforms. The market is expected a major growth in AI services development by year 2030 and is estimated to be around \$19 billion. Another survey also states that startups greatest interest is conversational bot especially Voicebot. Accenture conducted a Digital Consumer Survey in 2017 which included sample size of 26,000 people from 26 countries (Website of newsroom, 2019). The result of the survey showed that around 50% of the US consumers were using “voice enabled digital assistants” and results of India and China were around 55% even higher than that of US. The user chat preference was seen highest in youngsters whereas other age group people preference was also favourable. The user preferred to buy online through Chatbot as user prefer to interact through Chatbot before making a buying decision (Website of Accenture, 2019).

The conversational bot trend is also evolving in India as revealed in the findings of the study in form of different Industry. The AI based startup working in diverse domains of service based industry by identifying the real life situational problems of the services, knowledge sharing, resource optimisation, database management, quality and accuracy of information sharing. The AI implementation technology harnessed by startup includes Deep learning, Machine learning ,Intelligent Automation, Computer Vision,

Neural Networks , Natural Language processing and Video Analytics

Methods: Qualitative analysis of the lean startups with respect to the technologies and the industry vertical of innovation especially in services.

Results: The result may be in the form of Conversational Bots i.e. 'Chat-bot' and 'Voice-bot', developed by start-ups as a new age DS and AI contribution, simplifying the problems of Service based Industry.

Discussion: The Qualitative profiling by means of study of at least 100 lean startups in service domain using data science and AI integration for innovation practices

Conclusions: The paper provides the comprehensive survey to explore the DS integration with AI to focus on Lean Startups innovating largely in Product, Services and Processes e.g. Health care, education, travel, Agriculture, Commerce, finance etc. by using qualitative study.

# **AUTOMATED PSYCHOLOGICAL THERAPY USING IMMERSIVE VIRTUAL REALITY FOR TREATMENT OF FEAR OF HEIGHTS: A SINGLE-BLIND, PARALLEL-GROUP, RANDOMISED CONTROLLED TRIAL**

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**Background:** Engaging, interactive, and automated virtual reality (VR) treatments might help solve the unmet needs of individuals with mental health disorders. We tested the efficacy of an automated cognitive intervention for fear of heights guided by an avatar virtual coach (animated using motion and voice capture of an actor) in VR and delivered with the latest consumer equipment.

**Methods:** We did a randomised trial of automated VR versus usual care. We recruited adults aged older than 18 years with a fear of heights by radio advertisements in Oxfordshire, UK. We diagnosed fear of heights if participants scored more than 29 on the Heights Interpretation Questionnaire (HIQ). We randomly allocated participants by computer in a 1:1 ratio to either automated VR delivered in roughly six 30-min sessions administered about two to three times a week over a 2-week period (intervention group) or to usual care (control group). Randomisation was stratified by severity of fear of heights. The research team, who were unaware of the random allocation, administered three fear-of-height assessments, at baseline (0 weeks), at the end of treatment (2 weeks), and at follow-up (4 weeks). The primary outcome measure was HIQ score (range 16–80, with higher scores indicating greater severity). This trial is registered with the ISRCTN registry, number ISRCTN11898283.

**Results:** Between Nov 25, 2017, and Feb 27, 2018, 100 individuals were enrolled and underwent randomisation, of whom 49 were assigned to the VR treatment group and 51 to the control group. All participants completed the 4-week follow-up. The mean total treatment time in VR was 124·43 min (SD 34·23). Compared with participants in the control group, the VR treatment reduced fear of heights at the end of treatment (mean change score –24·5 [SD 13·1] in the VR group vs –1·2 [7·3] in the control group; adjusted difference –24·0, 95% CI –27·7 to –20·3; Cohen's  $d=2\cdot0$ ;  $p<0\cdot0001$ ). The benefit was maintained at follow-up (mean change score –25·1 [SD 13·9] in the VR group vs –1·5 [7·8] in the control group; adjusted difference –24·3, 95% CI –27·9 to –20·6; Cohen's  $d=2\cdot0$ ;  $p<0\cdot0001$ ). The number needed to treat to at least halve the fear of heights was 1·3. No adverse events were reported.

**Interpretation:** Psychological therapy delivered automatically by a VR coach can produce large clinical benefits. Evidence-based VR treatments have the potential to greatly increase treatment provision for mental health disorders.

**Discussion:** The findings of our large randomised controlled trial show that an automated psychological intervention delivered by immersive VR is highly effective for reduction of fear of heights. All participants

were followed up at every timepoint, meaning that the treatment effect estimates were unbiased by missing data. Treatment uptake was very high, indicating that the VR intervention was well received. Levels of discomfort after a VR session were very low, particularly since trial participants were facing their feared situation.

Findings of a meta-analysis indicated a mean effect size reduction in phobias with therapist-assisted exposure treatment (using real heights) of  $d=1.1$ ;19 our automated VR treatment produced effect sizes that greatly exceeded this value ( $d=2.0$ ). Therefore, the treatment effects produced were at least as good as—and most likely better—than the best psychological intervention delivered face-to-face.

Conclusions: Mental health disorders are very common and encompass great personal and societal costs, but far too few people receive the best treatments. For example, in the UK, one adult in six meets criteria for a common mental health disorder but most of these individuals do not receive treatment. People who do receive treatment are more likely to be given psychotropic medication than a psychological intervention. Yet, for many common mental health conditions, particularly anxiety disorders, evidence-based psychological treatments are both the best treatment option and the preference of patients.

We postulated that, compared with usual care (in effect, no treatment), a large treatment benefit (reduction in fear of heights) would be seen with the VR intervention immediately after treatment (primary hypothesis) and that this benefit would persist after treatment had been completed (secondary hypothesis). We show that automated treatment of anxiety disorders using VR might be an effective methodology. We believe that transferability can only be determined by investment in high-quality VR treatments that are then tested in clinical trials. This endeavour is very important in mental health research in view of the potential benefits that might result from greatly increasing access to evidence-based treatment for mental health disorders.

# **REVIEW OF SOURCE AND SINK NODE PRIVACY PRESERVATION TECHNIQUES IN WIRELESS SENSOR NETWORKS**

**CHINNU GEORGE**

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Privacy protection is of high importance to both the source node and the sink node. The sensor nodes collect information from the hostile environment and send to the sink node so privacy is of high concern. The attacker being a global eavesdropper can use back tracking / traffic analysis and disrupt the network. Since the source and base station forms the connection between the sensor and the user, a complete sensor network or a part of it can be said to be useless if the base station or the sink node is comprised. This Scenario makes the base very sensitive and creates a single point of failure, thereby making it a priority when it comes to providing location privacy. Energy being a another major primary concern in WSNs, so it is important to take care of the energy consumption while proposing a new method to protect the privacy also considering delay as one of the factor in sensor networks we need to keep the delay as low so as to make sure the data being received at the sink node The paper analysis the various privacy preservation techniques at the source node and sink node.

# ARTIFICIAL INTELLIGENCE AND AUTOMATION IN THE ACCOUNTING AND FINANCE SECTOR: ANALYSIS OF THE SKILLSETS REQUIRED FOR THE FUTURE JOB MARKET

**BHUMIKA GAMBHIR**

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Background: "The technological revolution is blurring the lines between the physical, digital and biological spheres". Klaus Schwab (World Economic Forum)

The technological revolution quoted above is given the name of Fourth Industrial Revolution, and it is already underway. It is being discussed and debated all around the world and in all the economies, that how drastically the technology is affecting the day to day lives of people. Also there is a curiosity about how far it will be affecting the human lives in future. A transformation phase is going on and we are a part of it. The technology in this fourth industrial revolution is changing faster than ever and faster than expected. The third industrial revolution, which we also know as digital revolution, was different in the way as we had witnessed only development of computers and information technology (IT). Each revolution which follows is usually considered the continuation of the previous one but it is not so with the Fourth Industrial Revolution. It is an era in itself, rather than continuation of the third. It is so because, it is considered as explosive and disruptive by some.

Fourth Industrial Revolution is all about Artificial Intelligence (AI) and Automation. AI and Automation are usually used interchangeably but experts say there is a difference. AI and Automation has entered everyone's lives already and its presence can be felt by every sector around the world. Various industries have been impacted by automation and some have been impacted by AI. Almost all the major sectors will have AI entering in their zones and some have started feeling the heat. The same heat is also being felt by the Accounting and Finance (A&F) sector. How the various industries will be impacted and what will be the intensity of the impact is the point of interest as well as concern for everyone.

AI has entered various sectors which include marketing, healthcare, transportation to name a few, and A&F sector is one of them. In fact experts say A&F sector will be one of the most affected sector due to AI and Automation. In the light of fast changing environment all around and due to the advent of AI and Automation in the A&F sector, the A&F professionals need to prepare for this revolution and learn to work with machines. They need to adapt and upgrade themselves quickly in order to align themselves with the requirements of AI and Automation.

There is a need to:

- Identify if advent of AI and Automation has caused any disruption in the current A&F job market.
- Analyze the core skills expected from professionals working in A&F sector to cope up with the volatile job market.

Methods: The study carried out is based on primary data collected from senior level employees who are key decision makers in different industries, including big four Audit firms, Banks, Professional Institutions, Retail group, Private equities etc. based in Dubai, United Arab Emirates. The data was collected by

designed emailed questionnaire for the purpose of the study from 15 respondents. The emailed questionnaire was also used to take in depth interview of these respondents.

Results: The analysis was performed to understand:

1. The extent at which automation of jobs have already taken place.
2. The extent of disruption (technological unemployment) being caused by AI and Automation and what is the expectation of employers in the future.
3. The core skills required for the jobs in future with respect to A&F sector.

Below mentioned graph shows the result of survey conducted to understand the core skills required by employers in future from A&F professionals.

Discussion and further study: The speed at which AI and Automation entering our lives and bringing a change in job market, created a significant challenge for all academicians to make much needed change in the curriculum to equip the next generation for future job market. Those who will ignore this wave will suffer in near future dearly. In addition to the results presented above, primary data was also collected in November 2019 by circulating the questionnaire to 40 mid-level A&F professionals in Dubai, United Arab Emirates who are handling day to day A&F work and discussion was carried out to understand their views on advent of AI and Automation in A&F sector.

Conclusions: Apart from the knowledge of basic A&F processes there is a need for the upgrade in the knowledge of IT, basic programming related to A & F, automation and machine learning processes, data analytics and periodic upgrade on latest available technologies. As the routine tasks are being automated, the A&F professionals will have to be equipped with analytical skills. In future routine tasks will be performed by machines and at more advanced stage by AI, therefore humans will only be required for analyzing the results produced by machines. So a significant shift in skill set required from A&F professionals is expected. It's not only the new A&F sector entrants who need to be equipped with the above skills but also the existing A&F professionals need to upgrade themselves on periodic basis.



# TRACK D3

## IMPACT OF ABENOMICS ON THE JAPANESE BANKING SECTOR

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This paper studies the impact of Abenomics on the Japanese banking sector. Abenomics consists of three arrows. Quantitative easing, fiscal stimulus, and structural reforms. These arrows are represented by independent variables of Holdings of Japanese government securities (issued internally) by Bank of Japan, General government final consumption expenditure by the Japanese government, Labour productivity (GDP/no. Employed persons) in Japan, respectively. The impact on the Japanese banking sector is studied using the ROA of the three major banking groups of Japan, which is the financial groups of Sumitomo Mitsui, Mizuho, Mitsubishi UFJ. Two bank-specific variables are also taken as independent variables, which are the NPL to Total assets ratio and Quarterly growth rate of total deposits of the three major banking groups. A time dummy is used to study the effect of the introduction of Abenomics. The regression is carried out using LSDV (Least square dummy variable model) with robust to eliminate heteroskedasticity. The study finds that all the arrows of Abenomics have a significant effect on the ROA of the banking groups after the introduction of Abenomics. All these variables have significant negative changes due to Abenomics. The variable representing the first arrow decreases in magnitude after the introduction of Abenomics, but it does not change to negative. The variable used to represent the second arrow has a negative coefficient after the introduction of Abenomics. The variable used to represent the third arrow changes to negative after the introduction of Abenomics. In conclusion, Abenomics has a negative impact on the Japanese banking sector.

# **THE EFFECT OF NON-INTEREST INCOME ON BANKS PROFITABILITY IN TOP 23 PUBLICLY LISTED BANKS IN GCC REGION**

**ACHINTHA NIRMAN SENANAYAKE AND PALLAVI KISHORE**

**Background:** Over the years, the number of banks in the GCC region significantly increased, and so has the competition across banks, thereby reducing the wallet share as well as income for each bank. Traditionally banks have earned income from lending to customers by earning interest income, nevertheless, as a result of competition in the banking industry, banks have been actively looking at alternative ways of income such as non-interest income.

Accordingly, this study analyses the impact of banks' non-interest income on profitability for the top 23 publicly listed banks in the GCC region. The period under analysis is from the year 2012 till 2017 and selection of banks have been conducted based on the asset size of each bank. There have been various researches conducted across countries to identify the relationship between non-interest income and profitability. Nevertheless, there are very limited studies conducted on the topic for banks in the GCC region. Therefore, the results of this study are essential for senior management teams of banks in the region as well as for regulators who monitors the market regularly for improvements.

**Methods:** The methodology involved advanced panel data techniques such as fixed effects and random effects, finally selected on the basis of Hausman Test. Using, random-effects model the study reveals that, variables such as Non-Performing Loans to Total Loans(NPL), Deposit growth(DG), Real Estate Loans to Total Loans(RE), Dividend Payout Ratio(DP), GDP Growth(GDP), Government ownership(GOV) are statistically significant in explaining changes in Return on Equity(ROE). Negative relationships were detected for NPL, RE, DP, while others reported statistically significant positive relationships. There was no statistically significant relationship detected between ROE and Non -Interest to Total Revenue (NII), thus conclusion can be made that the non interest income is not affecting ROE in GCC region.

Furthermore, using the fixed effects model, it is identified that variables such as NPL, Foreign Loans to Total Loans (FL), DP, GDP are statistically significant in explaining changes in Return on Assets (ROA). There was no statistically significant relationship detected for NII and hence the effect of Non-Interest income on profitability is not significant.

**Results:** The sample of banks selected for the study includes the top 23 largest listed banks in the region, with the inclusion of a minimum of 2 banks from each country. Several inferences arise from this research. Firstly, the NPLTL ratio is statistically significant for both ROE and ROA with a negative relationship. This is one of the critical issues faced by senior management teams in the region. With the current economic downturn in the region, the loan loss provisions are increasing year on year. According to GCC Bank outlook, the loan loss provision has increased by 4.9% as of 31.12.2018 in the GCC region. Hence going forward, banks should review the lending policies and conduct a thorough analysis of customers before lending, thereby minimizing the loan loss provision to increase profitability. Secondly, Deposit growth

ratio for both ROE and ROA shows significant, and the relationship is positive, meaning when the banks raise deposits, the profitability levels would go up. Nevertheless, to maintain this trend, banks should be mindful when intermediation. Accordingly, banks should ideally raise deposits cheaper and lend in sectors where the return is high with low credit risk.

Discussion and Conclusions: Due to competition in the market for real estate loans as well as due to higher risk associated with Real Estate lending, the ROE significantly drops when the Real Estate loan book is increasing. Hence banks should maintain a balance between Real Estate loans vs other loans and also this could be a reason why regulators across GCC have put a cap on real estate lending. For example, in the UAE, banks can only lend real estate loans only up to 20% of the deposit book. One of the key findings, which is vital for regulators as well as for senior management, is the fact that the ROE significantly increases when the ownership structure of the bank is government or government related. Given that the regulators in the region are positively looking at consolidation of the banking industry by mergers and acquisitions, this output would help them in making decisions in future.

Test results indicate that GDP is positively affecting both ROE and ROA, and regulators and governments can take this as an example when deciding monetary and fiscal policy for each country. Finally, in contrast to some of the other studies conducted in different regions, there is no statistically significant relationship between Non-interest income and profitability of banks in the GCC region. Nevertheless, worthwhile noting that the sample selected for this study are all large banks and in case the same test is conducted for a sample of smaller banks we may be able to find some statistically significant relationship between Non-Interest Income and profitability.

# **IMPACT OF SOCIAL MEDIA MARKETING ON MICRO AND SMALL BUSINESSES IN KANO STATE**

**ZAINAB LAWAN GWADABE, MARYAM LAWAN GWADABE AND FATIMA USMAN SABO**

Social media is a website or applications that are designed or developed to allow people share content effectively and efficiently in real-time (Hudson 2019). This interactive computer mediated technology are interactive web 2.0 internet based application, the content is usually user generated content example photos, videos, text post. This website or application connect people from around the globe within a very short period of time.

Social media is a technology that has changed the the way people see the world and has completely changed how the business environment operates. According to (Adegbuyi, F and S 2015) in todays social media driven environment it is very necessary for any business to understand how to take advantage of social media and the strategies behind it it in order to improve and sustain their business.

Again (Kaplan and Haenlein, 2010) define social media as a group of internet based applications built on the ideological and technological foundations of web that allows creation and exchange of user generated content. Recently, business has adopted Social media as a tool for marketing, creating awareness about their business and generating traffic to their websites. Social media as a tool has been grouped into 15 categories according to (Harris and Ray, 2009), they categorised them into groups (social networking, publishing, photo video audio sharing, microblogging, live casting, virtual worlds, gaming, productivity apps, aggregators, RSS, search, mobile and interpersonal).

According to (Witt,2004) the use of internet and social media ha enabled companies to gain access to resources that might in the absence of social media be not available to them, it has also helped companies increase their credibility, expand customer and supplier network, access funding opportunities, increase innovation as well as strategic partnerships.

Despite the obvious advantages of social media to businesses there are several studies that show the negative impact of using social media. According to (sparrow et al, 2001) in addition to advantages of social media on business there are disadvantages that may affect businesses performance and decrease their market share.

The objective of this study is to:

- To study the impact of social media marketing on performance of micro and small businesses in kano state.
- To understand the relationship between social media marketing and performance of micro and small businesses in kano state.
- To understand how micro and small businesses in kano state uses social media.
- To understand which social media platform works best for micro and small businesses in kano state.

This survey study is designed to understand the impact of social media marketing on micro and small businesses in kano state. The dependent variable is performance of micro and small businesses in kano

state where the independent variable is social media marketing. The population of the study include the owners and managers of micro and small businesses in kano.

This is a quantitative research where primary data was collected through literature review and secondary data was collected through questionnaires. The study used probability sampling (simple random sampling), a total of 100 questionnaires were distributed to micro and small businesses within kano. The data collected was analysed using the SPSS software. To test the reliability of research instrument, the questionnaire was tested using chronbach alpha reliability coefficient. Pearson correlation was conducted to to determine the relation ship between social media marketing and performance, a simple linear regression was conducted to predict the relationship between our variables social media marketing and performance).

The result of the study was presented and discussed based on our objectives, research questions and hypothesis. In the analysis, the data collected through questionnaire was coded and keyed into spss software. First descriptive statistics was done for frequencies and percentages, for reliability chronbach alpha coefficients was used to establish the nature of relationship between the variables.

Overall the findings, the R square show a significant relationship between social media marketing and performance of micro and small businesses in kano, the pearson correlation shows a significant positive relationship between social media marketing and performance of micro and small businesses in kano. The chronbach alpha showed the questionnaire has reached acceptable reliability.

In summary this study is conducted to find the impact of social media marketing on the performance of micro and small businesses in kano state. It was evident that social media marketing has a huge impact on micro and small businesses performance The limitations of this quantitative study is only a sample of 100 business were selected from 1 state out of the 36 states in Nigeria and 17.4 million micro and small businesses in the country. Based on the findings of this research the government should provide internet access to micro and small businesses in rural and urban areas, again the businesses should develop strategies to take advantage of social media marketing in order to improve their business performance.

# TRACK D4

## GREEN ACCOUNTING IN UAE: CURRENT STATUS AND FUTURE TRENDS

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Green Accounting is an important and critical area of Corporate Social Responsibility (CSR) initiatives and gains significance as the society shows growing concern about the environmental issues around the globe. Green accounting refers to recording of cost and benefits provided by the Eco system to a business entity. The present study was conducted on 98 employees, randomly selected from 35 companies involved in different types of businesses in the Emirates of Dubai, Sharjah and Ajman. The questionnaire based survey focused on assessing the knowledge, attitude and practice of the employees towards green accounting. The current status and future trends of green accounting was also studied. The data was analyzed using appropriate statistical methods. The results revealed that almost 50% of the employees are knowledgeable and show proper attitude towards the practice of green accounting. The companies taking green accounting initiatives showed an increase in their productivity and financial performance. Although most of the companies in UAE comply with the federal laws for environmental protection, however, green accounting practice and reporting is still in its infancy. It is expected that once the government makes CSR initiatives mandatory, the scenario will change towards full implementation of green accounting practices.

# **POSITIONING OF CONSUMERS IN THE VALUE CHAIN OF GREEN ECONOMY: A CROSS CASE ANALYSIS OF LISTED COMPANIES AND SOCIAL ENTERPRISES IN CHINA**

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Background: Severe environmental degradation is facing China as the consequence of rapid development of the economy, especially the manufacturing industry for the past 40 years. The importance of the green transition of economy is widely recognized by the government, the private sector and the civil society. New business models with environmental benefits are emerging and scaling among listed companies, as well as social enterprises in the Chinese market. The consumer market caters to the needs and desires of individual consumers. Therefore, it is crucial for companies to motivate consumers through proper communication for them to support the green transition of the economy, by participating in business models of reduce, reuse and recycle, which are seemingly contradictory to the booming consumerism in China based on the nature of business and capital to expand and to scale.

Methods: Two cases representing the companies in the Chinese consumer market are assembled for analysis: 1) companies as constituent stocks of the CSI 300 or CSI 500 indices that are the largest publicly traded companies in Mainland China; 2) social enterprises certified by the Chinese government or NGOs with reliable credentials that benefit the environment through viable business models. For the case of listed companies, data are obtained from the SynTao Green Finance database. Based on public information mainly from the company's disclosures and reliable media sources, the database provides qualitative summarization and quantitative assessment of listed companies' environmental performances, under indicators such as green product, responsible supply chain, green purchase, etc. For the case of social enterprises, data are obtained from the listing of social enterprises by the certifiers, as well as the companies' disclosures and reliable media sources collected through the online media intelligent service Meltwater. For both cases, existing environmentally sustainable business operations are summarized and analyzed, focusing on whether and how general consumers are positioned in their business models as well as extended value chains, and whether and how proper communication is conducted to motivate consumer's participation. The two cases are further compared to discuss difference in strategies of those 2 types of entities with different sizes and nature of purpose.

Results: In the case of listed companies, the majority has disclosed existing operations that have better environmental performances than business-as-usual. Some companies have operations with addressing environmental issues as their starting point, such as sewage treatment, afforestation, etc. Those operations are rarely communicated to motivate consumers' participation; however, they are often used to improve the public image of the companies.

In the case of environmentally sustainable social enterprises, tackling environmental issues are the purpose of their operation, and are often communicated to motivate consumer to offer raw materials, finance, attention, and support. For example, a business of recycling and resale clothes advertised online



to encourage consumers to protect the environment by providing their used clothes at a low price or for free to the company, providing the raw material and potential for profit margin of this viable business model.

Discussion: Categorizing business models according to the environmental issues they tackled, discussion can be drawn upon the efficiency of those business models by comparison. The operations of social enterprises have the potential to scale if the similar operations are being successfully with listed companies, and listed companies can optimize their operation by adopt social enterprises' experience of bringing the participation of the consumers into their business model.

Conclusions: Consumers are the receiver of good and services, however, they are positioned differently within the new business model of sustainability. Communication with consumers are needed to motivate their participation to improve the efficiency of some business models. Pollution and resource depletion are the outcome of consumerism, yet as demonstrated by cases of both listed companies and social enterprises, there are potential for new business models to use pollution and resource depletion as the starting point of viable value chains. It takes both yin-and-yang side of consumption to complete a sustainable cycle of business operation, and the green transition of the Chinese economy.

# THE INFLUENCE OF GREEN GLOBE CERTIFICATION AND SUSTAINABILITY INVESTMENTS ON HOTEL RENTS IN DUBAI

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The hotel industry increasingly relies on 'green' certification such as Green Globe; LEED certification to provide independent assurance that their enterprises operate sustainably. This research investigates the monetary, non-environmental benefits of 'green' certification on hotels, particularly its impact on hotel rent, generating counter-intuitive insights. First, the relative price difference between 5-star and 4-star 'green' hotels is more than the relative price difference between 5-star and 4-star non-green hotels. Second, rent increases with an increase in customer rating for non-green hotels, as expected. However, in the case of 'green' hotels, rent decreases with an increase in customer rating. Thus, Green Globe certification can lead to counter-intuitive and asymmetric impact on hotel room rents.

# GREEN HUMAN RESOURCE MANAGEMENT: FROM A LITERATURE REVIEW TO A CONCEPTUAL FRAMEWORK

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Tackling environmental pollution and climate change, one of the major challenges of the 21st century, mandates strong commitment and participation of all firms across sectors. Green human resource management (GHRM), a systematic, planned alignment of human resource management functions with the organisation's environmental goals, has witnessed significant interest in recent years, and has evolved into a multidimensional concept with researchers looking at it from multiple perspectives such as the implementation of various GHRM practices, enablers and barriers affecting the implementation of GHRM practices, and the performance benefits derived from GHRM practices' implementation. However, most of the GHRM-related knowledge on these inter-related aspects are scattered across the literature as most of the previous studies have limited themselves to specific GHRM aspects. This forms the motivation of this study which using a systematic literature review aims to develop an integrated and holistic framework of GHRM.

In terms of methodology, the systematic review of the literature was conducted using the Scopus (electronic) database. Scopus was selected because of its broad coverage of management journals in the HR and environmental domain. The literature search was limited to articles published in English, peer-reviewed academic journals in the last 15 years (2004-2019). Keyword-based search, the most efficient and preferred way to identify articles for the literature study was employed. Some of the indicate keywords used for the search (to effectively capture studies on the different dimensions of environmental sustainability include: TITLE-ABS-KEY ("green human resource management" OR "environment human resource management" OR "green HRM" OR "environment HRM" OR "GHRM"). The references cited in the papers identified through the above Scopus search were also used to identify additional articles that could have been missed in the keyword search. A total of 125 articles was shortlisted for the detailed synthesis of articles. A detailed content analysis of these article was conducted to identify the key enablers, barriers, practices and performance aspects of GHRM.

The ten key GHRM practices identified from the literature review include green job design; green recruitment; green selection; green induction; green employee involvement, green employee empowerment, green performance management, green compensation management, green grievances handling practices, and green health and safety practices. In terms of enablers, the key ones identified include leadership/top-management support, organisational strategy, organisational structure, and organizational culture; while the key barriers identified include financial/cost barriers, knowledge-based barriers, behavioral barriers, complexity-related barriers, time constraints, and communication-related barriers.

With regards to the benefits/performance outcomes of GHRM practices, the different performance

benefits identified from the review can be broadly categorized into employee-level outcomes and firm-level outcomes. The employee-level performance outcome of GHRM practices include enhanced employee satisfaction, motivation, commitment, trust, loyalty, retention, productivity, efficiency, and organizational citizenship behavior. The firm-level performance outcomes of GHRM practices include improvement in environmental performance, operational performance, market performance and financial performance. The improvement in operational, market and financial performance are equally important for justifying investment in GHRM practices.

In terms of relationships, significant gaps exist in the literature as only limited studies have in the literature have made attempts to assess the impact of enablers and barriers on the implementation of GHRM practices, and the impact of GHRM practices (individual and combined) on different employee-level and firm-level performance outcomes. Exploring these relationships are critical for enhancing the efficiency and effectiveness of GHRM practices implementation.

Given the conceptual comprehensiveness of this study, future researchers could use these constructs for better understanding the antecedents and performance outcomes of GHRM practices. Further, practitioners could use this study findings to promote select or all GHRM practices in their respective firms and link it to employee-level and firm-level performance outcomes. In sum, this study is the first comprehensive effort to integrate the scattered literature on the various inter-related aspects (enablers, barriers, practices and performance) of GHRM, and therefore, is expected to contribute to the theoretical and practical advancement of the field.

# TRACK E1

## IN QUEST OF INTEGRATION: DIASPORIC ORGANIZATIONS' NEGOTIATIONS WITH STATE FOR A 'FAIRER' PRESENCE

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Background: While there has been a strong focus on the initiatives of the state towards integration, particularly through their policies and governance, the question whether the immigrants have attempted to integrate, has until recently received less attention. The policies are scrutinized and extensive amendments made to them in the UK, in particular in an era of increased polarization around the issue of migration. Easton (1965) observes that policies are proposed and allocations are made by the related political institutions in response to the demands made to satisfy the interests and values of the migrants. In such a situation, debates questioning immigrants' willingness to become a part of this exercise underscore the importance of the strategic engagement of the diasporic organizations.

The population of Indian nationals or individuals of Indian origin who live in the UK is well accounted for. Data provided by the Office of Statistics indicates that there are around 837,000 Indian born population residing in the UK (2019). Among the entire population of the UK, 2.3 per cent comprise Indians. (<https://www.nriol.com>). Indian Diaspora includes Indians still holding Indian citizenship as well as Indians who have naturalized and hold British citizenship. It also includes both first and second generation migrants, whether they were born anywhere else or in the UK. The Indian community is robust and has significant organizational capacities and willingness to engage with policy practitioners in joint development activities. A diaspora mapping exercise is hence necessary to better understand how the Indian diaspora is organized and what interests does the diaspora has in development. This paper examines the engagement of the Indian Diasporic Organizations (IDOs) in the UK in negotiating with the state for integration.

Research Method: A qualitative approach was found essential to understand the undertones of the IDO's efforts and its negotiations to create a space for the diaspora and enhance the standing of Indians in the UK. A total number of six in-depth interviews were therefore conducted, using semi-structured interview method. The interviewees were either first or second generation immigrants in the UK hailing from India and attached to one of the IDOs. Researchers also made sure that the interviewees represented different IDOs, and were either the members or office bearers of the IDOs active in the UK. The questions comprised current activities, future plans and engagements with the state in policy making. Effort was made to bring out information regarding their idea of integration, and other aspects like their community and national orientations, as well as civic and social commitments.

The interviews were transcribed and an analysis guide was prepared to identify the 'recurring patterns' in the responses for each of the questions. The recursive abstraction method (Polkinghorne and Arnold,

2014) was employed to undertake the required qualitative analysis of the interviews. This method comprises six steps which are: i) isolate and highlight text of interest. ii) Transfer the selected text into a spreadsheet or table for easy data manipulation. iii) The highlighted text is then paraphrased. iv) Gradually the paraphrased comments are collapsed to form themes. At this stage, duplications, if present are deleted. v) The paraphrased comments are then coded to describe the meaning. vi) The patterns within the themes and codes that reveal underlying trends are identified. Based on the responses to questions in the interview and identification of patterns in responses, the study tried to identify the distinct role played by the IDOs in the policy making and negotiating strategy for integration.

The following codes emerged on the basis of responses:

- i) National orientation – relating to the commitment of the IDOs in the collective orientation towards the nation of origin (India in this case)
- ii) Community orientation – relating to the commitment of the IDOs towards their specific community rather than India like Gowdasaraswath Sabha, Kannada Balaga
- iii) Political integration – relating to the activities of lobbying in influencing government policies concerning immigrant interests
- iv) Civic responsibility - relating to the involvement that benefits the immigrants in improving their quality of life
- v) Social commitment – relating to the obligation to the immigrants in getting integrated with the host society

**Results/Findings:** It was interesting to observe that the attention of the IDOs was caught between the community and the nation. Most of the activities they mentioned in the interview reflected community orientation rather than national. The focus also seemed more on cultural and religious activities rather than the political. The political integration related ideas emerged only when these IDOs worked together with the Indian Embassy and related activities. The collective of the IDOs though worked for the benefit and the integration of Indian diaspora in general, most activities were oriented towards the communities particularly. All six respondents identified themselves more with their community than the national orientation. However, it need not be perceived as a lack of national orientation as at specific instances, their national orientation comes to forefront leaving behind the communitarian. Four out of six respondents conveyed that they consider it their moral obligation to guide the immigrants integrate with the society. Two of them spoke about their involvement in discussions related to lobbying for direct flights between UK and India under civic responsibility and also made suggestions regarding the development of places of their origin.

**Discussion:** It was interesting to note the high level of affiliation to community than to nation. It could be due to linguistic or community-based strong identities back home. Another important aspect was mutual respect for community related activities with participation from the other. For example, a Punjabi participating Krishna Janmashthami celebrations of the Gowdasaraswath Sabha. This reflects that all IDOs

worked under an over-arching Indian identity, though they held community orientations close to their hearts. This dual affiliations one subordinating the other is an interesting aspect observed.

Conclusion: The study proposes that the IDOs have a distinct and committed role to play in the policy making in order to foresee the smooth integration of the immigrants. It is visible in many activities relating to the social commitment and civic responsibility. Diasporas are dispersed communities that share space with a host society but are simultaneously oriented towards a distant homeland (Brubaker 2005). The discussions clearly mark that though it seemed that IDOs show collective orientation towards the nation at the time of need, it is only farcical as they are fragmented. Their allegiance first is to their own community and only then the nation of origin. The fairer presence of the immigrants in the political arena, which could be a catalyst at the time of negotiations for integration is yet to come forth.



# CONNECTING POLITICAL IDEOLOGY WITH DESTINATION IMAGE PERCEPTION AND INTENTION TO VISIT: A EUROPEAN CASE STUDY

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Background/ Context: Political ideology does not only explain a preferred political order for society but also reinforced social and personal preferences as it is formed through underlying psychological motives such as traits and values based on an individual's personality (Sandikci and Ekici, 2009; Jost, Federico, Napier, 2009; Legg, Tang, Slevitch, 2012; Ahn, Ekinci, Li, 2010; Thorisdottir, Jost, Liviatan, Shrout, 2007). Especially values justify an individual's choices and influence political beliefs allowing individuals to organize their political evaluations consistently but also predict consumer intentions (Capara, Barbaranelli, Zimbardo, 1999; Gunter and Furnham, 2015). The same concept applies to destination image as congruence between the individual's psychographics and the destination image leads to positive attitudes towards the destination (Legg et. al, 2012; Ahn et. al, 2010). This concept of self- image congruence refers to the match or mismatch of a person's perceived image of a destination and his self-image (Ahn et.al, 2010). The more the destination matches the individual's self-image, the more likely the individual will have a positive attitude towards the destination and choose to visit the destination and vice versa (Hosany and Martin, 2012 ; Sandikci and Ekici, 2009).

Hence, it is suggested that destination image is influenced by psychographic factors with political ideology being a proxy of psychographic factors, a connection between political ideology, destination image and intention to visit is proposed (Legg et.al, 2012). It is studies in a European context due to the multiple challenges Europe is facing such as the Eurozone crisis still not being resolved, populist parties and right-wing ideologies occupying a central role in the European political party system, introducing radical anti-immigration and anti- asylum opinions and it has become increasingly important for Europeans to use their purchasing power to demonstrate environmental, ethical but also political interests (Archik, 2017; Quinn, 2016; Feighery, 2015; Rooduijn, 2015; Koos, 2012).

Objective 1: There is a relationship between political ideology and destination image perception

Objective 2: There is a relationship between political ideology and intention to visit

Objective 3: Political ideology is a predictor of destination image perception

Critical Observations: The descriptive analysis of European political opinion portrayed slight differences occurred between the three countries with France being the most conservative, followed by the UK and Germany. Factor analysis of European political opinion portrayed two sub-dimensions, EU confidence, and EU uncertainty reflecting the current European political sphere (Archick, 2017). As expected, EU uncertainty was strongly related to populist attitudes supporting the relatedness of Euroscepticism with populist parties (Rooduijn, 2015). Respondents perceived Australia as the most popular destination for leisure travel followed by the Maldives, the USA and Thailand. On the contrary, Iran scored the lowest, followed by Russia, Turkey and Egypt. As destination images are antecedent of destination choice, the

popularity of intention to visit these destinations is very similar (Servidio, 2015). Political ideology in general has a positive influence on popular destinations. Differences in political ideology impact destination image perception and distinguishes whether a generally less popular destination is seen more positively or negatively. A relationship was found between European political opinion and intention to visit, there is no relationship between populist attitudes and self-reported political opinion and intention to visit.

A more conservative viewpoint of European politics lowers the desirability to visit Russia supported by the correlation between EU confidence and the intention to visit Russia as more confidence in the EU results in less desirability to visit Russia. Only Australia had a positive relationship between political opinion and destination image perception and intention to visit. Answering Objective 1 and 2 of this study, only Objective 1 b) and c) and 2 b) resulted in significant relationships between populist attitudes and destination image perception, European political opinion and its sub-dimensions and destination image perception as well as intention to visit. Objective 1a) is partially supported and requires further research. In the current study, it was investigated if the concepts self-reported political opinion, European political opinion and populist attitudes including the sub- dimensions EU confidence and EU uncertainty, are significant predictors of destination image perception and intention to visit, to answer the overall objective whether political ideology anticipates destination image perception. Answering Objectives 3 and 4, both can be accepted as populist attitudes, European political opinion and the sub-dimensions are predictors of destination image perception and intention to visit. However, only one significant regression was found within self-reported political opinion being a negative predictor of destination image perception of the Maldives.

Discussion/ Conclusions: To conclude the study, political opinion about the EU is the strongest influence on destination image perception and intention to visit. European political opinion influences destination image perception of popular destinations. Whether respondents have confidence in the EU or are Eurosceptic gives a more detailed insight into destinations image perceptions. Confidence in the EU results in a positive perception of less popular destinations, whereas Euroscepticism results in a negative perception of less popular destinations for a holiday. A unique relationship exists between respondents with high populist attitudes perception of South Africa. Hence, it is proposed that South Africa might attract individuals favouring a populist ideology (Legg et. al, 2012).

Only European political opinion influences the intention to visit, although EU confidence and EU uncertainty again portray a more detailed insight. Additionally, European political opinion and populist attitudes are both significant predictors of destination image perception and intention to visit with the confidence in the EU and Euroscepticism again giving a more detailed insight. Self-reported political opinion having a significant relationship and functioning as a predictor of destination image perception of the Maldives needs to be investigated further. Answering the research aim, there is a relationship between political ideology and destination image perception as well as intention to visit.

## REGIONAL TRADE AGREEMENTS AND GLOBAL JUSTICE

**DAMJAN KUKOVEC**

The global trading regime aims at the smarter and more efficient movement of goods, persons, people, ideas and knowledge. Recently, however, the WTO multilateral negotiating system has been practically replaced with negotiations of regional trade agreements (RTAs), which have become a fundamental mode of international trade negotiation and regulation. These include the TTP, the TTIP and CETA. The commitment to multilateralism is fading worldwide. The largest trading powers, such as the United States and European Union, are abandoning multilateralism in international trade policy. RTAs are concluded among a closed circle of parties and exclude third parties, which poses concerns from the perspective of their legality and of global justice. Market actors, including entire countries, excluded from deals struck by other parties can suffer economic hardship as a result of trade diversion caused by these agreements. This article addresses these concerns.

RTAs could be understood as a form of monopolized trading, due to the furthered collaboration that increases productivity of participating countries, but excludes others and creates trade diversions. This article argues that there are two broad avenues open to potential litigants who would wish to challenge the legality of trade diversion. The first avenue would be a claim for violation of WTO rules, as described by Robert Howse. The second would be the “non-violation” clause, which allows one GATT/WTO member government to seek compensation from another for adverse trade effects of the other’s policies; even though those policies do not violate specific GATT/WTO treaty obligations, there is an “adverse change in competition.” The latter pathway, the so-called “non-violation clause,” is based on the assumption of violation of legitimate expectations held by harmed trading partners. General trade conditions pre-dating the respondent’s conduct would be used as a measure to determine the existence and scope of the harm resulting from the change in patterns of trade. The analysis of negative distributional impact of RTAs, the adverse change in competition, comes to the fore. RTAs also raise important overtly distributional concerns and issues of global justice. RTA’s reduction of tariff- and non-tariff barriers vis-à-vis a limited number of countries may lead to trade diversion and, therefore, harm third parties. Trade diversion may be antithetical to the “progressive distribution of resources.” Developing countries excluded from RTAs are likely to suffer losses in trade and competitiveness. Should RTAs redirect trade flows, these countries could also have a harder time accessing capital and technology.

Several authors suggested avenues for increased participation of developing countries in the RTAs as a solution to global justice concerns. This article, however, argues that there are several specific dangers of participation in RTAs. Developing countries that do not want to be left behind their export competitors may feel increasing pressure to agree to liberalisation in more and more areas covered in mega-regional agreements. RTAs confront developing countries with commitments on intellectual property rights, state-owned enterprises, investor protection, or e-commerce. Some of the developing countries, such as Pakistan or Bangladesh, affected by Vietnam’s improved market access to the US, should Vietnam and the

US both join the TPP, could decide to join the TPP to protect their export competitive industries, despite not really being ready to adopt many of the agreement's provisions and having had no opportunity to help shape it. The haste of negotiators to conclude such deep agreements could impose ill-conceived constraints on domestic regulators' access to policies such as domestic taxes, subsidies, and regulations which are frequently the first policy to address local externalities and market failures. The assumption that participation in RTAs is beneficial and exclusion from such transaction is harmful, thus, cannot be fully embraced. The article gives further examples in private law and antitrust law to prove the argument. The article concludes by saying that harm to the global South in international trade should not be considered as exceptional, and not exclusive to trade diversion. Hence, participation in RTAs cannot be regarded as an adequate remedy to negative effects of trade diversion. Remedies for harm should reflect developing countries' position in the global trading regime as well as their increased vulnerability to changing trade patterns. The "weaker party" of the transaction needs to be constructed in every particular case. New tools need to be continually constructed to address the ever-changing harm sustained in the process of creative destruction. Addressing the harm caused by RTAs and consequential trade diversion, requires further work of articulating the unjust harm sustained by actors from developing countries in the global economy.

# CONSUMPTION RESPONSE TO UNANTICIPATED CHANGES IN INCOME: GAMBLING GAINS

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This paper investigates the marginal propensity to consume for UK households when the household receives an unexpected one-off income shock. It will use households' Gambling gains from Family Expenditure Survey data from quarter 1 of 1986 to quarter 1 of 2016, as the measure of unanticipated income changes. Using a pseudo-panel constructed from this cross section data, we conduct a cohort study based on the head of households' age and socio-economic status. The results show some households do alter their consumption when income changes unexpectedly. Further, we investigate the marginal propensity to consume out of gambling gains before and after 2007- financial crisis. Households that are likely to be credit constraint after the financial crisis due to structural changes in credit available to households by lending entities alter their consumption on the recipient of gambling gains. We find the marginal propensity to consume for these group of households to be small in magnitude.

# **MULTI-CRITERIA DECISION ANALYSIS OF SUPPLY CHAIN PRACTICES AND FIRMS PERFORMANCE IN NIGERIA**

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Companies are facing numerous pressures and challenges in order to be competitive in the market and meet the requirements of their customers which require an improvement in the supply chain practices of the firms to be more effective and efficient for sustainable competitive advantage. This study explores the use of one multi-criteria decision making method using analytic network process (ANP) in estimating the how supply chain practices in the selected manufacturing firms' influences its firm performance in order to enhance the satisfaction of customers. The population of the study is the manufacturing firms quoted in the Nigeria stock exchange. An ANP-based questionnaire was administered to Managers of selected manufacturing firms for pairwise comparison of supply chain factors relative influences and dependencies on their customers. A nonlinear network model was built to capture all the factors of supply chain practices and customer satisfaction into clusters, nodes and dependences for the purpose of estimating various influences supply chain practices on customer satisfaction. Data collected were analysed using software of Super decision 3.0 version. The results revealed factors of supply chain practices that have a great connection with one another and strong relationship indicating that without the implementing the key factors of supply chain there would not be a significant improvement in the performance of the organisation which will also affects the desire of the customers. The ANP model has helped to show the interdependencies and feedback among the various factors of practices of supply chain to augment customers' satisfaction.

**Keywords:** Analytical Network Process, Supply chain, strategic supplier partnership, supply chain integration, outsourcing, customer relation management.

## TRACK E2

### **ROLE OF PERCEIVED LEADER INTEGRITY ON TEACHERS' ORGANIZATIONAL COMMITMENT AMONG TEACHERS OF SENIOR SECONDARY SCHOOL IN NIGERIA: AN EXPLORATORY STUDY**

**MUSA SHUAIBU**

The present research was conducted to find the role of perceived leader integrity on teachers' organizational commitment. In order to obtain accurate and relevant data descriptive survey method and multi-stage sampling technique was used. The sample size was 199 senior secondary school teachers from Dutse Municipal of Jigawa State Nigeria. In order to collect data for the study Teachers' Organizational Commitment Scale and Perceived Leader Integrity Scale were used. The findings reveals that majority of teachers are having above average or high commitment to their organization and perceived their leaders as being moderate ethical. There is no significant difference among male and female secondary school teachers in their organizational commitment. There is significant difference among male and female secondary school teachers in their perception towards leaders, which shows that male teachers have perception of their leaders to be more ethical as compared to females, there is significant difference among public and private secondary school teachers in their commitment to the organization, which indicated that private secondary school teachers are more committed to their organization in comparison to public secondary school teachers. There is significant difference among public and private secondary school teachers in their perception towards leaders, teachers with different range of experience have same level of commitment towards their organization, same level of perception towards their leaders. Perceived leader integrity is significantly correlated with teachers' organizational commitment, and shows that there is significant role of perceived leader integrity on teachers' organizational commitment. Finally, recommendations and suggestions were given.



# **STAKEHOLDERS INVOLVEMENT IN STRATEGIC PLANNING AND IMPLEMENTATION PROCESS: A CASE STUDY OF ARMENIAN STATE PEDAGOGICAL UNIVERSITY**

**RITA GEVORGYAN**

Armenian State Pedagogical University after K. Abovian

**Background:** The preparation of competitive and comprehensively advanced specialist within the context of current educational reforms are crucial for the Republic of Armenia (RA). Therefore, Armenian State Pedagogical University (ASPU) endeavors to prepare specialists for the pedagogical field who shall be able to contribute to the educational advancement of future generations. For the achievement of this mission, ASPU aspires to prepare professionals who shall be able to meet the requirements of the National and Sectorial Qualifications Framework, as well as, to carry out an educational and scientific activity in the national and international areas. While compiling the ASPU Strategic Development Plan, an analysis of internal and external stakeholders' needs have been conducted, as well as, discussions with the representatives of the University administrative and academic staff, students, potential employees and alumni have been organized. The needs, suggestions, and remarks of the internal and external stakeholders have been taken into consideration by involving them in the process of revising academic programs and for developing Strategic Plan. Special work has been carried out regarding the employers' engagement, which has been achieved by expanding and enhancing cooperation in the process of reviewing the academic programs.

**Methods:** All departments of the University developed their own plans (Plan) of annual actions in line with the Strategic Plan, implemented (Do) the planned actions in the accordance of the designed time table, presented the reports on the intended and actually implemented actions at the department board and chair meetings and implemented Key Performance Indicators in order to assess (Check) the performance of the work, and suggested to improve (Act) the further steps for the achievement of the desired objectives. ASPU graduates and employers satisfaction surveys have been regularly implemented and the results have been used to improve the quality of academic programs in the context of strategic planning, as well as to provide high-quality educational services.

**Results:** The survey results stated that a strategic plan can be implemented by integrating it with daily practices and with continuous assessments. So the action time table should link the institutional strategic plans with unit-based goals, action plans, departments' performance assessment, measurable outcomes and individual responsibilities involving stakeholders in the above-mentioned processes. Therefore ASPU needs to expand links and interactions and to value cooperation with key stakeholders with a specific focus on employers and students.

**Discussion:** The paper suggested that any discussion of strategy should carefully consider the societal scope and nature of the stakeholders' involvement in the strategy development and implementation process. This means that working to develop a path for its future, ASPU must meet the needs of the job market in local, and as well as in international context. The activities should focus on both the

organizational-level by sustaining its ability to compete in the market and on the sector level by maintaining its capacity to provide value for society through knowledge creation and dissemination.

Conclusions: The paper stated the importance of the involvement of the external and internal stakeholders in the development and implementation of the strategic plans. Therefore the Universities should be able to incorporate stakeholders' suggestions and solutions as a means of adapting to the changing nature of the educational environment while developing the strategy and enhancing the societal role of the University. From another side, stakeholders should understand their roles in the reform process of the Higher Education sector as regulators, investors, facilitators. Findings confirm that the students are the main stakeholders, followed by the teaching/research staff and employers. So University should focus to strengthen efforts and resources on these three groups of stakeholders, to suggest appropriate management models engaging them in the strategy development and implementation process.

# **INVESTIGATION INTO THE FACTORS RESPONSIBLE FOR POOR PERFORMANCE OF PUBLIC SECONDARY STUDENTS IN MATHEMATICS EXAMINATIONS IN KATSINA LOCAL GOVERNMENT**

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Federal University Dutsinma

**YUSUF ALHAJI YUSUF**

Umaru Musa University Katsina State

This study investigated the factors responsible for poor performance of public secondary school students in mathematics examinations in katsina local government area of Katsina State. A descriptive survey research design was adopted for the study. The population comprised 16,692 respondents while the sample size was 300 students selected randomly across the public secondary school in Katsina Local Government area. The instrument for data collection was a researcher-designed questionnaire titled 'Factors Responsible for Poor performance of Public Secondary School Students in Mathematics Examinations Scale' (FRPPSMES). The instrument was face-validated by experts and reliability coefficient of 0.63 was obtained. The data collected was analyzed using simple mean statistics. The findings of the study suggests that there are students related factors, teachers related factors, parents related factors and Government related factors responsible for poor performance of public secondary school students in Mathematics Examinations. The study recommended among others that enough qualified and professional teachers should be employed to teach mathematics. State governments should make available to schools all needed basic educational facilities, learning materials, libraries, standard classroom blocks and laboratories to enhance teaching and learning of mathematics in public senior secondary school in Katsina State. That students should address their lack of seriousness for Mathematics by realizing the importance of the subject for further studies. Parents should be able to access and monitor their children's progress in mathematics. Mathematics teachers should be given regular training and retraining programs so that they will be able to employ appropriate methods of teaching and learning mathematics in public senior secondary school in Katsina State.

# **BUSINESS EDUCATORS' PERCEPTIONS ON ENTREPRENEURSHIP SKILLS FOR BUSINESS EDUCATION GRADUATES ON SOCIO-ECONOMIC DEVELOPMENT IN NORTH EAST NIGERIA**

**GARBA MUSA**

JIGAWA STATE COLLEGE OF EDUCATION

The study adopted descriptive survey design. Jigaw and kano state is the area of the study. A total of 71 Business Educators formed the population of the study. Purposive sampling technique was used for the study. The data generated for the study were analyzed using simple percentage, mean and standard deviation to answer the personal data and research questions while the null hypotheses were tested at 0.05 level of significance using inferential statistic of Analysis of Variance (ANOVA) and Pearson Product Moment Correlation Coefficient (PPMCC). The findings showed among others that there was high extent to which risk management skills has influence in socio-economic development by Business Education graduates. Based on the findings the researcher recommended among others, that Business Education students should be made to acquire risk management skills so as to contribute meaningfully to the economy of the country and Stakeholders in Business Education should co-operates and collaborate in providing tertiary institutions with adequate, suitable and up to date accounting skills including other entrepreneurial facilities that will facilitates acquisition of skills for students of being productive in the world of work.

# **FACULTY AND STUDENT EXPERIENCES OF AN INTEGRATED CURRICULUM IN A UNIVERSITY TRANSITION PROGRAMME MODULE**

**ANDREW MACKENZIE, RORY MCCONNON AND LYNDA HYLAND**

Middlesex University Dubai

Background: University transition programmes generally aim to foster students' academic skills in preparation for undergraduate study. Such programmes can be generic (i.e., they can focus on study skills and academic development) or specialised (i.e., they can also contain content germane to undergraduate programmes such as business). In the latter case, students are exposed to an array of discipline-specific content that they will study at a more advanced level once they commence their undergraduate degree programme. The current study relates to one such programme which is delivered in a private university in the UAE. The business specialisation module of this international foundation programme (IFP) was designed to expose students to fundamental business concepts. It was initially delivered in a week-by-week lecture format with arguably less tangible links between concepts such as research, marketing, and logistics. However, the literature suggests that an integrated curriculum wherein concrete connections are made between aspects of taught content, can result in beneficial outcomes for students (Stohlmann, Moore, & Roehrig, 2012) and teachers (Zhou, Kim, & Kerekes, 2017). Upon critical reflection, the module leader and senior management decided to change the delivery of this module to integrate taught content more effectively and build students' comprehension of business-in-action.

This module was developed with a constructivist approach. Kolb's learning cycle (1984) was central to the development of this module to improve instruction and student outcomes. This model emphasizes the importance of the concrete learning experience (abstract conceptualization, converging ideas, active experimentation/ learning by doing, reflection on their experiences). The content for this module was developed around a theme of sustainability. Such centering of content around a topic is recommended in the academic literature with the caveat: "Themes can vary in nature and scope; however, they should be motivating to students and relevant to the modules" (Malik & Malik, 2011, p. 101). Moreover, 'focusing' sustainability into curricula can have advantages (Birtch & Chiang, 2014); it enables students to reflect on their values and experiences and link these to the taught content. The aim of the proposed research is to assess the effectiveness of this module, as evidenced by student experiences, perceived topic comprehension, and self-efficacy. Furthermore, it aims to explore faculty perceptions relating to this module.

Methods: This study involves an exploratory, qualitative design. Students were asked to complete a reflective written piece on their experiences of taking this module. Semi-structured interviews were conducted with a representative sample of 19 students (across a range of grade brackets) and with 6 lecturers who delivered this module. All were asked to provide informed consent and parental consent was obtained for students under 18 years. Thematic analysis is currently being conducted on qualitative responses from students and faculty. Results will be available by early January 2020.

## TRACK E3

### EXISTENTIAL PHENOMENOLOGY OF WORKPLACE STRESS AND THE AID OF NARRATIVE – IDENTITY CONFIGURATIONS TO EMPLOYEES WELL – BEING

**FAWAZ ALROFIAI**

RMIT University

**Background:** The phenomenon of workplace stress has unfortunately not diminished since it was first recognized as a major threat to well-being and productivity. In this paper we present and explain a narrative-based procedure for assisting employees to develop a more resilient identity and thereby a greater capacity to cope with workplace stressors. We contend that knowledge produced through existential - phenomenology informed by the critical incident stories of resilient people can act as a learning and motivational tool for others by informing their own attempts to author a resilient identity.

**Methods:** Our method is designed for our purpose, and our purpose was not to build or test theory. Instead our purpose was to conduct an inquiry that addresses the following question: What are the features of narrative thinking which exemplify the work of constructing a resilient identity? As a phenomenological study, we seek to understand the resilient person's perspective through focusing on how that person experiences his or her world. Utilizing narrative theory as it encourages us to focus on sort of narrative capability that supports the construction of a resilient identity (Polkinghorne, 1988). In a deep sense then, there is a need to uncover what insights related to the construction of a resilient identity might become available by investigating how existential phenomenology might extent the interpretive value of narrative theory - just as there is a need to uncover what insights related to the construction of a resilient identity might become available by investigating how narrative theory might extent the interpretive value of existential phenomenology (Valle, King, & Halling, 1989).

Thus, we employed existential phenomenology as a paradigm for capturing, how workplace stressors are experienced by the individual. A paradigm refers to a group of researchers sharing common assumptions about the nature of reality, utilizing common methodologies, and dealing with similar problems (Kvale, 1983). Adherents of a paradigm have both a philosophy of what the world is like and investigative methods deriving from that perspective. Existential phenomenology is a paradigm that blends the philosophy of existentialism with the method of phenomenology (Van Manen, 2016). The result is a contextually based, holistic psychology that views human beings in non – dualistic terms and seeks to attain a first – person description of experience (Wertz, 2005).

We contend that our interviewees are doing more than just answering our questions – they are simultaneously engaged in identity work – and that much of identity work is influenced by narrative thinking (Polkinghorne, 1988). For this reason we utilized narrative configurations theory as a trajectory lens to link both ends of the obtained narrative, the current responses to workplace stress and the significant events in their life-story (Epston, White, & Murray, 1992). The utilization of narrative theory

was based on two phases. The first phase was to use narrative thinking to draw a full depiction of the interviewee's significant-events and experiences particularly those not to identify – with even if the person's believe that they are peripheral not central to their lives now. However, as narrative thinking tells us that it might be those experiences which explain or drive our current stress responses. The second phase was to use narrative configurations theory to inform or ideally to aid participants to think of their stressful situation differently which might improve their coping capacity. We contend that this method can yield useful insights to improve responses to workplace stress. Nonetheless, this task is not without some daunting difficulties. As Kohn, (1970) noted, understanding a paradigm different from one's own is a difficult task because it requires seeing the world from totally new perspective. Authors Thomson, Locander, and Pollio (1989) use metaphors as means to make this task easier in their research about consumer experience. In this research we will use the same strategy as analysis of metaphors describing assumptions of the "traditional" view and those of existential phenomenology will be employed. An advantage of this approach is that it provides a means of describing a given paradigm's core assumptions, assumptions that are not put to empirical test but are treated as unquestionable givens.

Results: Results suggest that individuals can learn from their own life – story to support their coping capacity now and thus their general well – being. Two key findings are highlighted as helpful narrative strategies: paying attention to what the totality of our moments add up to and constructing personal identities that are informed by narrative configurations. We also discovered, however that our informants demonstrated repurposing of the narrative thinking strategies to enhance their coping capacity without prior introduction to narrative configuration theory.

Discussion: What emerged from our analysis was that our informants felt a strong sense of satisfactory when thinking about how things over time turn 'right' at the end. This findings aligns well with the theory of narrative configurations. Narrative configurations was not about being able to accept one's past difficult experiences; it was about being able to take an active and constructive approach to living in spite of suffering major loses. Phenomenological research is a research for what is it ti be human, as revealed by our understanding of lived experiences. Similarly, narrative theorists provide us with a perspective on what it is to be human, to be a self as narrative centre of gravity.

Conclusions: Our aim was to provide a clear demonstration of what is possible, so we deliberately set out to highlight those examples which show how narrative configurations could be helpful. To archive our aim, we needed to consciously search for, select, and present examples which enable us to clarify the sense making processes of informants who say they have been able to benefit from thinking in ways that we characterize as approximating narrative configurations processes. Although we do not claim that the research reported in this article was designed to be purely scientific, we do claim that it has produced important new knowledge. By demonstrating how people can use narrative configurations processes towards their workplace stressors or otherwise to support their coping capacity and a healthier well – being.



# **UNDERSTANDING ONLINE SELFIE BEHAVIORS AND PERCEPTIONS AMONG EMIRATI YOUTH**

**NADA ALZARA AND MOHAMED BEN MOUSSA**

University of Sharjah

This study aimed to examine selfie-related behaviors among youth in the UAE through exploring the motivations behind using selfies online, the psychological and social factors influencing Emirati youth selfie practices, and their perceptions of selfies on social media. Based on the analysis of the survey conducted among 300 Emirati university students, this study found that selfie users are influenced and affected by various psychological and social factors including self-esteem, social comparison, self-awareness, confidence, and life-satisfaction. Using the Social Comparison, Performativity, and Psychosocial Development theories, the study answered the following key research questions: How do different demographics influence selfie-related behaviors among Emirati youth? What are the most important motivations influencing the selfie behaviors of Emirati youth? What are the psychological and social factors influencing selfie behaviors among Emirati youth? And finally, how does the Emirati youth perceive selfies and selfie-related behaviors? According to the analysis of the survey conducted among 300 Emirati university students, key conclusions of the study are: (1) Gender, social status, and age demographics influence the way Emirati youth participants use selfies; (2) Emirati youth participants are mostly motivated to take selfies by seeking self-satisfaction; (3) Selfie-related behaviors in Emirati youth participants are influenced by their self-esteem, self-awareness, and social comparison levels. And finally, (4) Emirati youth participants trust selfies less than other types of photos as they believe selfies are easier to manipulate than other types of photos.

# THE RISE OF EMOJI AND GIFS: A UNIQUE PARTICIPATORY CULTURE EMBODIED IN THE VISUAL DIGITAL DYNAMICS OF HUMAN EXPRESSIONS ON SOCIAL MEDIA

**ORCHIDA FAYEZ ISMAIL**

Prince Sultan University

Using pictures as a mode of communication is common in the analysis of early human development. However, a problem arises with a reading of history that propagates moving from pictures to writing as a mark of the progress of the human race. Professor John Sutherland from University College, London, evokes "caveman" mode of expression through a pictographic form in a quotation from Emojis blamed as words lose out to pictures (2015). Another perspective of the rise of emoji and GIFs can draw back on great civilizations that used hieroglyphs: ancient Egyptian pictorial formal writing system. Perhaps the affiliation to the most prestigious ancient Egyptian civilization would be an improvement on the former view of human regression into "cavemen" communication.

However, there was always a consensus, both academic & social, that the use of signs is an inferior form of expression. Even with evidence that humans respond more to visuals, written texts remained the more acceptable mode for human interaction; that is until digital and social media prevailed. The use of Emoji has started as supplementary to a written text especially informally. Neil Cohn (2015) contemplates the fact that natural language is never confined to speech alone. To elaborate, emoji and GIFs can perform the role of body language that is an essential part of communication. Thus, one can safely say that emoji and GIFs can offer the study of semiotics data that was never available before. A step further into the development of emoji and GIF is that they start to appear alone, without text. This can be in the form of one symbol only, or as a string of symbols (maybe the seedlings of a sentence!). Other perspectives of cultural and social dynamics reflect in emoji new additions as a direct outcome of current events. To demonstrate, a set of eleven new professional emoji featuring women as well as men in roles of doctors, workers, chefs, professors, technicians, farmers, academics and scientists in response to protests against the lack of such representations. As for the newly introduced palette of facial as well as other body parts' colours are a result of criticism of whitewashing that started in Hollywood. However, the ethnic representation does open doors of racial branding, as there is no guarantee to control individual or collective use. A similar controversy is famous with the emoji originated for #Metoo movement creating more confusion than agreement. An important aspect of this discussion is the universality of the use of emoji.

GIFs, on the other hand, offer more levels of textual and contextual meaning than emoji. It is more complex in depicting reactions during online discussions or as a response. GIFs derive from pop culture (mainly cinematic or art forms) that spread mainly due to its humour and non-linguistic universality. It is more famous for conveying gestures repetitively but offers more choice options for releasing mental lexicons. Kelli Marshall (2015) identifies the various layers involved in choosing certain GIFs to be "nostalgia" scenes combined with the rise of a culture promoting concise expression unique to internet

discourse. Yet the complexity of GIFs recycles original scenes to suit new situations thus mimicking intertextual acts. However as things become more complex, it gets closer to real language, perhaps suffice it to say that a glossary of GIFs was published from A to Z while an experimental project attempted creating a language from Gifs by translating GIFs into speech for identification. One drawback remains definitely the humorous undertones of GIFs.

Thus, it appears that the claim that English is losing its position as the number one global language is closer than we expect and it is not losing it to Chinese.

# **THE IMPACT OF GENDER DYAD AND TYPES OF COERCIVE CONTROL ON UAE STUDENTS' JUDGMENTS OF SERIOUSNESS AND BLAME**

**ANTHONY MURPHY**

Middlesex University Dubai

This study explores variations in perceptions of seriousness and blameworthiness across three different forms of coercive control (physical, psychological, and financial) in cases of male-on-female and female-on-male couple dyads. 250 students (age 17-40) from a UK-based university in the UAE were recruited, using convenience sampling, to take part in this independent-groups study. Each participant experienced one of six vignettes depicting a hypothetical coercive control scenario, varied by male-female dyad and type of coercive control. Participants rated the perceived seriousness of the incident and the blameworthiness of the actors involved.

Results demonstrated significant main effects and interactions in perceived seriousness, humorousness, victim responsibility, and perpetrator responsibility based on participant sex, male-on-female and female-on-male dyads of the actors involved, and variations in physical, psychological, and financial control. Findings demonstrate that participant's views of coercive control are significantly impacted by the gender of those involved, the type of control exhibited, and the sex of participants.

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# **UNDERSTANDING HEALTH RELATED QUALITY OF LIFE AMONG UNIVERSITY STUDENTS IN THE U.A.E: THE ROLE OF HAPPINESS, RESILIENCE AND GENDER DIFFERENCES**

**MITANSHI DHANWANI & ADITI BHATIA**

Middlesex University Dubai

Several studies have demonstrated the effectiveness of positive psychological dimensions such as happiness and resilience and importance of differences in sociodemographic factors such as gender in studying health-related quality of life among individuals. They have suggested that studying these constructs enables in the improvement of health-related quality of life among individuals and aids in explaining inequalities associated with it. The present study explores this proposition among the relatively less explored sample of university students by employing a combination of predictive correlational and independent group designs respectively. 172 undergraduate and postgraduate university students belonging to various disciplines from Middlesex University Dubai, other universities in Knowledge park and Academic city were recruited for the study utilizing convenience sampling technique. These participants were then asked to record their responses to demographics and measures of happiness, resilience and health related quality of life. Happiness and Resilience were measured with Oxford happiness questionnaire (OHQ) and the 14-item Resilience scale (RS-14) respectively. In addition to this, to quantify the psychological domain of health-related quality of life, the mental component summary (MCS) of the short-form health survey (SF-12) was utilized. Findings of the study revealed happiness and resilience as significant predictors of the psychological domain of health-related quality of life and discovered no statistically significant differences with respect to this domain among males and females. Current findings suggest that enhancing happiness and resilience among individuals and investigating gender differences with respect to their health-related quality of life can foster an improvement in their health-related quality of life and help in reduction of the inequalities associated with it.

# TRACK E4

## THE IMPACT OF LISTENING AND QUESTIONING COACHING SKILLS ON SALESPEOPLE'S PERFORMANCE: AN EXPLORATORY ACTION RESEARCH IN A MULTINATIONAL ORGANISATION

**TAREK EL KASSAR**

Thermo Fisher Scientific

Employees are the major assets in an organisation. The development of employees is a must for organisational survival, differentiation and success. The training selection process is crucial to be aligned with organisational goals and objectives. The literature indicates that listening is one of the most important skill that salespeople need to have. Moreover, Comer and Drollinger (1999), state that very little research addressed the effectiveness of salespeople's listening. Therefore, the researcher conducted a listening skills training intervention in the multinational organisation under study considering the importance of listening skills on salespeople's sales performance. The aim of the research is to explore the relationship between the listening skills (sensing, processing and responding) on salespeople's sales performance. In addition, the research evaluates the impact of the learning intervention (training) on salesperson's listening skills, questioning skills and sales performance as a result of the training implemented by the researcher in the multinational organisation.

The research is trying to find answers for the following research questions:

RQ1: Are salesperson listening skills positively related to sales performance?

A. Is sensing positively related to sales performance?

B. Is processing positively related to sales performance?

C. Is responding positively related to sales performance?

D. Is overall perception of listening positively related to sales performance?

RQ2: Can training improve listening skills to impact sales performance?

A. Can training improve listening skills?

B. Can training improve sales performance?



The research was conducted in a Dubai based multinational organisation serving science. The participants of the research project were salespersons who were invited to attend a training session on listening skills and voluntarily participated in the research. The total number of participants who attended the training sessions and participated in the project were seventeen employees. Participants were not selected from a larger population; therefore, the research is considered a case study which has 'its own right, not as a sample from a population' (Robson, 1999) (cited in Smith 2015). Three data collection methods were used in the research carried out in the Dubai based multinational organisation. Initially, the researcher used a focus group to determine the training needs of salespeople in the organisation under study. The identification of the training needs analysis was followed by a training intervention on listening skills. Consequently, two data collection methods were used to measure the relationships of listening skills (sensing, processing & responding) to sales performance; and the impact of the training intervention on salespeople listening skills and sales performance. A questionnaire (survey) was administered immediately after the training sessions to answer RQ1, specifically to measure the relationship (correlation) of listening skills to sales performance, across sensing, processing, responding, and overall perception of listening. A follow-up interview was carried with few participants two weeks after the training session(s) allowing the salespersons enough time to meet customers and practice the skills learned and acquired on the training. The interviews aimed at measuring RQ2, specifically the effect of the training on salespersons' listening skills and the impact of the listening skills training on sales performance.

The research outcome does not support the research question (RQ1.A) 'Is sensing positively related to sales performance?'. Moreover, the research findings do not support the research question (RQ1.B) 'Is processing positively related to sales performance?' However, the research finding supports the research Question (RQ1.C) 'Is responding positively related to sales performance?' In addition, the research findings do not support the research question: 'Is overall perception of listening positively related to sales performance?' On the other hand, the research findings indicate that the training intervention had a positive impact on the trainees. The participants (trainees) benefited from the training intervention which improved their overall listening skills and their three (3) listening skills dimensions: sensing, processing and responding. The research findings support our research question (RQ2.A) 'Can training improve listening skills?'

Moreover, the training initiatives on listening skills had a positive impact on trainees' sales performance. The listening skills training helped trainees in handling sales objections and sales closing. Additionally, the listening skills training had a positive impact on the trainees' sales presentation skills, helped the trainees to convert new prospects to new customers and improved the trainees' overall sales performance. The research findings support our research question (RQ2.B) 'Can training improve sales performance?'

The findings of the research carried out in the Dubai based multinational organisation indicate that training improves listening skills. Additionally, training has a positive impact on overall salesperson's sales performance. Therefore, investment of organisations in the development and advancement of their sales force soft skills will be a step stone for organisational survival, differentiation and success in a highly competitive business environment.

# **CAN DIVERSITY HELP YOU SELL? EXAMINING THE INTERNAL AND EXTERNAL IMPACT OF DIVERSITY ON B2B SALES PEOPLE IN THE GCC**

**AMAL SAAD**

Middlesex University Dubai

**Background:** The purpose of this research is to test the link between group level diversity and individual creativity and performance in Business to Business salespeople. The research investigates the influence of internal and external diversity on openness to diversity, learning environment, salesperson creativity, and performance. Little work has been done to link team level diversity with individual results as creativity and performance, especially in a niche field such as B2B sales and in the GCC. The research highlights further implications for further areas of research and managerial practice of building and managing sales teams.

**Methods:** The research uses literature to build a theoretical framework for the study that links the factors of diversity to creativity and performance through the moderating factors of openness to diversity and learning environment. The study uses Simpson's diversity index to gauge actual internal diversity along with perceptions of internal and external diversity.

**Results:** The research indicates that internal and external diversity are linked with different factors. Internal diversity with internal openness; internal openness with learning environment. External diversity links with external openness; external openness with creativity; creativity with performance.

**Discussion:** The results indicate that what matters is not actual diversity as much as the perception of diversity. The results also suggest that the perception of diversity both internal and externally seem to link to openness. The results confirm that salesperson creative behaviour is strongly linked to performance (in this case self-reported). However, the results show that team diversity is not tied with creativity, however, the openness to external diversity correlated with salesperson creativity. Although internal openness seems to indicate a better internal learning environment, however, learning does not correlate with creativity.

**Conclusions:** This research concludes with a new theoretical framework and highlights the importance of external rather than internal diversity on salesperson performance.

# **ROLE OF TECHNOLOGY IN ENHANCING RURAL ENTREPRENEURS IN THE ATTAINMENT OF SUSTAINABLE COMPETITIVE ADVANTAGE. A STUDY FROM SELECTED ENTERPRISES IN JIGAWA STATE, NIGERIA**

**YAHAYA SANI**

Jigawa State College of Education, Gumel

The purpose of this study is to investigate environmental factor i.e. technology in the relationship between element of competitive advantage i.e. resource value, rareness and inimitability with innovation in enhancing rural enterprises sustainable advantage. Data will collected through personal questionnaire from 80 rural entrepreneurs within Jigawa East. This study will add knowledge to the theory and practice of competitive advantage particularly in small scale firms within Jigawa state. Its theoretical and empirical significance will adds more insight on the previous empirical studies in the field that is to say it gives guidelines to entrepreneurs in Jigawa state on the role of Technology in sustaining competitive advantage. For government and firms, the study provides avenue of creation and generation of sustaining competitive advantage in rural enterprises.

# **IMPACT OF USING DERIVATIVES AS HEDGING INSTRUMENTS ON BANKS IN INDIA AND THE UAE: A COMPARATIVE STUDY**

**MARIAM ASLAM AND JASMINE STEPHEN**

Middlesex University Dubai

Over the past few decades, the use of derivatives by corporations has increased tremendously. Derivatives are financial instruments that are used in the form of contracts which are entered into by two parties, where the contract derives its value from an agreed-upon underlying asset. This study looks at the various types of risks faced by banks in India and United Arab Emirates and how derivatives are used to hedge against those risks. The derivatives are traded to haul in profits made on margins and also for the purpose of mitigating diverse risks which are faced by banks.. These banks focus on reducing the different types of risks. One such risk is the interest rate risk which can be defined as the risk faced by the banks when interest rates fluctuate. Other types of risks include foreign exchange risk which indicates the potential losses which could occur as a result of currency rate fluctuations and market movements. The most dreaded risk for the banking sector is the credit risk, which can be defined as the possibility of non-payment of loans by borrowers. This paper analyzes the presence of cash flow hedge which is a hedging practice to cushion against the oscillation experiences with regard to cash flow pertaining to certain assets and liabilities. This paper has made efforts to study the austerities of the above explained risks by collecting a sample of 11 and 12 banks from India and UAE respectively. The study has deployed STATA to conduct the Hausman tests to conclude which risk contributes the most towards the risk exposure of banks, in a comparative study of these economies.

**Implications:** Financial institutions and other regulating bodies can use this study to understand various types of risk that prevail in the banking sector and the measures taken by banks to hedge against those risks.

**Originality:** As far as we know, this is the first empirical study that compares the hedging practices of banks in India and the UAE.

# **IMPACT OF DATA ANALYTICS ON INCREASING THE SALES OF E-COMMERCE BUSINESS IN UAE**

**RUBIA QAMAR AND SUDIPA MAJUMDAR**

Middlesex University Dubai

**Background:** The role of data analytics is inevitable in increasing the sales of E-commerce. Among the data analytic technologies, the predictive analysis can be mentioned in this context. Data analytics is a versatile solution platform that can solve the various problematic issues related to the sales of E-Commerce. There is a problem of adopting technology in various companies because of the complexity of using the technology and at the same time, all the companies cannot afford the charge of adopting the technology. The application of predictive data analytics on the sales of the E-Commerce business mainly focuses on the habits and preferences of the customers. In the present competitive market, retailers will mainly focus on the changing demands and requirements of the customers. To fulfilling the requirements of the customer, the companies will store the products, which the customers will look forward to in the E-Commerce store.

Data analytics is helpful for an organization to deal with different procedures related to the business. An organization can identify the current market position, competition and demand of the products. Along with this, the changing conditions of the industry and market can also be identified. It is helpful for an organization to figure out drawbacks easily and make improvements accordingly (Ousterhout et al. 2015)

**Methods:** The various tools and techniques that have been used for carrying out the research work. In order to see that the research is conducted in a systematic manner, the research methodology is being carried out in a comprehensive and cohesive manner. With the help of the definite approach of the research design and research philosophy, the research study has been conducted. Further, the sampling technique and the data collection method have been highlighted in this section.

**Sampling Technique:** In order to carry out the research work, the sampling technique that has been used for the research study analysis is based on the probability sampling method that helps to obtain the data from the research interview and questions that are asked to the chosen participants of the research. With the help of Likers scale and a survey questionnaire, the research has been done on selected 100 employees of the UAE based e-commerce firm 'Elabelz' (Wildemuth, 2016). The statistical Likers tool and survey analysis have helped to choose and decide the appropriate responses from the chosen sample size of the research respondents.

**Data Collection Method:** Ideally, to carry out research work both the primary and secondary data collection method is being used to analyze and the results that are obtained based on the research study. The Primary data collection method helps in the collection and obtaining data that is generated from the survey results and the interview questions that have been conducted upon the chosen research

participants (McCusker and Gunaydin, 2015). On the other hand, the secondary data collection method is based on the findings and analysis that have been gathered from the literature review articles and journals.

**Results:** Based on the findings from the above data analysis results it can be summarized here that the e-commerce of UAE has shown tremendous growth in promoting global business by wiping out the various cultural, social and economic barriers between different nations. The big role of data analytics on the emerging and rising sales of the e-commerce business in the UAE has largely impacted the online business of the country and with the growing influence of the technological innovations, the e-commerce industry has shown an extensive growth in the global market.

**Discussion:** Primary research has been carried out by preparing the questionnaire for survey respondents for determining their opinions about the advantages and disadvantages that will be obtained by implementing the use of big data analytics (AlSharji, Ahmad and Abu Bakar, 2018). The gathering of information was followed by analyzing the data from the responses, it was found that all the respondents were aware of the implications of the use of big data analytics. However, a very small group of respondents were found not to be discourage the use due to the threats that might occur in case any unauthorized users gains access. The preparation of the questionnaire was also prepared in an effective manner can be found as this covered various area of the topic where the use of the data analytics process is carried out. The feedback helped in understanding the new requirements, which are required to be incorporated by the organizations of business for providing satisfaction to the customers during their purchasing of the products or availing services facilitated by the organization present in the UAE (Yeo and Grant, 2019). Thus, it can be concluded that the completion of the study undertaken by the researcher helps to provide a clear presentation of the varied possible outcomes that can be used by the startup companies and all the existing companies for strengthening their working processes and successfully flourishing in the current market. It is also evident that overviewing of the study from the existing literature present is beneficial for the companies for identification of their issues that are faced by the organizations and requires to be overcome for maintaining the smooth flow of work to be carried out. Along with this, the study is advantageous for analyzing the current scenario of the business organization before and after adapting with using the data analytics for conducting the developed tasks of the respective organizations.

**Conclusions:** Thus, it can be concluded that the completion of the study undertaken by the researcher helps to provide a clear presentation of the varied possible outcomes that can be used by the startup companies and all the existing companies for strengthening their working processes and successfully flourishing in the current market. It is also evident that overviewing of the study from the existing



literature present is beneficial for the companies for identification of their issues that are faced by the organizations and requires to be overcome for maintaining the smooth flow of work to be carried out. Along with this, the study is advantageous for analyzing the current scenario of the business organization before and after adapting with using the data analytics for conducting the developed tasks of the respective organizations.

# TRACK F1

## WORK-RELATED PSYCHOLOGICAL DISTRESS: THE ROLE OF HUMAN RESOURCE MANAGEMENT PRACTICES

**SALIMA HAMOUCHE AND ALAIN MARCHAND**

University of Montreal

Background: Workplace mental health is one of the major challenges facing contemporary organizations. The demanding and unpredictable environment in which they operate appears to be a source of tension that undermines the well-being of their employees. Increased competition, uncertainty about the future, a need for constant adaptation and a demand for performance and results is what characterizes this environment and makes workplaces more and more stressful, increasing thus the risks of mental health problems in the workplace. In this context, Organizations use to bet on their manager regardless of the fact that they may suffer from mental health problems.

Furthermore, in order to increase their performance and to maintain their position in this competitive environment, organizations develop human resource practices which focus of organizational performance. They are known as high performance human resource management practices. Therefore, most of the research that examine these practices focus mainly on their impact on organizational performance. However, some studies highlight the fact that these practices lead to the intensification and the increase of work demands, which could jeopardize the mental health of the organization's members. Focusing only on the effect of high-performance management practices on organizational performance do not help to know how these practices can impact the mental health of employees in general and of managers in a specific way, especially that they have been associated with the major upheaval of managers' work. Furthermore, seldom are the studies which address the relation between high performance management practices, occupational identity and psychological distress.

Despite advances in research on work and mental health, very few studies have addressed managers' psychological distress and the contribution of human resource management. This research aims at broadening the theoretical framework of research on managers' work-related psychological distress, by proposing an integrated theoretical model that mobilizes the dominant theories of occupational stress and the theory of occupational identity. Moreover, this research mobilizes management research to examine the moderating role of high-performance human resource management practices.

Methods: The present research is based on cross sectional data from SALVEO study. A sample of 314 managers nested in 56 workplaces in Canada, mainly in the province of Quebec. Multilevel regression analyses have been performed with Stata software to analyse the data.

Results: The verification of some standards associated with manager's occupational identity are associated in a significant way with workplace psychological distress among managers. Mainly recognition which includes financial and non-financial compensation, promotions and job security. High

performance management practices do not play a moderating role in this context.

Discussion and conclusions: The multilevel analyses performed have highlighted the contribution of work-related factors and some individual factors. Despite advances in research on work and mental health, very few studies have addressed managers' psychological distress in the workplace. Most of research focus mainly on non-managers mental health problems, while, managers play a key role in maintaining and promoting human and financial health in the organization.

The main contribution of this research is the proposition of a theoretical model which attempts to provide an explanation to managers mental health problems in this challenging environment that organizations are facing nowadays. The proposed theoretical framework and its empirical validation offers a valuable perspective for workplace mental health research and business research.

# **MODELING THE DETERMINANTS OF TAX AVOIDANCE AND COMPLIANCE AMONG SMALL AND MEDIUM SCALE ENTERPRISES USING ANALYTICAL HIERARCHY PROCESS**

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The unpredictable nature of crude oil prices in the international market requires government of any monolithic economy to develop solid tax base by generating income from other sources especially small and medium enterprises (SMEs) to guarantee revenue that can engender sustainable fiscal policy. Thus, this study examines the drivers of tax compliance and avoidance among SMEs using multi-criteria decision making tool called analytic hierarchy process (AHP) in order to stimulate positive collaborations between government and other stakeholders. Using a cross-sectional survey design, primary data were obtained through an AHP-based questionnaire administered to 420 SMEs owners and managers across six states in the southwest part of Nigeria. The choice of the six states and respondents was arrived at through a multistage sampling technique. Data generated were analytically processed by adopting AHP procedure of decomposition, comparative judgment, and synthesis of priorities. The Eigen values, Eigen vector and maximum lambda ( $\lambda_{Max}$ ) were obtained using AHP Super Decision software for all the matrices of tax compliance and avoidance drivers. The results indicated compromise choices between the government (who receives taxes) and other stakeholders (SMEs owners and managers who either comply or avoid payment of taxes) in line with the motivations for decisions. The study therefore recommends that government should strengthen the tax compliance drivers and mitigate the high priority tax avoidance drivers to stimulate improve tax revenues thereby increasing allocation of spending on the needs of humanity.

# **MDGS AND POVERTY ERADICATION PROGRAM IN GARKI LOCAL GOVERNMENT AREA JIGAWA STATE, NIGERIA: LESSON FOR THE SDGS**

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In September 2015 the United Nations Organization General Assembly declared a post millennium policy agenda Sustainable Development Goals (SDGs) with 17 desiring goals to solve the world common problems particularly Sub-Saharan African countries by the end of 2030. Poverty is the focus of all the goals, because poverty is the root cause of all the problems. Improvement of the living standard would advance to the overall achievement of the remaining goals. In Nigeria more than 75% of its population are living below poverty line, and mostly are living in rural areas. SDGs and ending poverty is a continuation of the past MDGs poverty eradication program that ended in 2015. This paper will assess the role of MDGs in eradication of extreme poverty in Garki local government area from 2000-2015. Specifically to identify MDGs project on poverty reduction, the achievement recorded and challenges militating against the realization of the goals to serve as a lesson and guiding principles to the post-agenda policy i.e. Sustainable Development Goals in Garki local government area in its quest of ending poverty before 2030. In this survey research, both primary and secondary sources of data have been utilized. Primary data helps to obtained first-hand information from the respondents. However, the justification for choosing this method is because it is the source that provides more detail account and evidence on Millennium Development Goals and Poverty eradication programme in Jigawa State a study of Garki Local Government area. The study population includes the entire people living in Garki local government area, and the Millennium Development Goals officials in the state whom are the policy implementers. It is from these categories that sample was drawn, since it is not feasible to cover every one in the target area. Since it is impossible to cover every respondent, though purposive sampling was appropriate, because it is the one in which the researcher tries to make the sample representative purposely to acquired more data, the researcher interviewed the Jigawa state MDGs officials and the Garki local government officials respectively, they provided enormous information to the researcher in their objectives on poverty eradication programme in Garki local government area of Jigawa state. A total number of 220 respondents serve as the sample size during the conduct of the survey in eleven (11) wards of the local government area. Twenty (20) questionnaires were administered in each ward in the study area. The respondents were accidently sampled base on immediate availability. However, the samples of the respondents have been located within the study area. To this research study, both quantitative and qualitative methods are used to analyze and interpret the data so far collected, by the use of frequency table and percentage ranking. The data obtained using questionnaire compliment with qualitative data. Very few benefitted from the program due to behavioral and institutional weaknesses Before proceeding into that, it is very important to argue that the menace of poverty and its consequences such as hunger and starvation, wants and misery, illiteracy, diseases and

underdevelopment are institutional and behavioral caused by the lack of commitment by individuals, government and organizations. In other words, the blames should be on both the individual leaders and dysfunctional institutions of poverty reduction in the society that is why the programme failed by considering the number that benefitted from the programme in the study area. The paper also argued that without effective and efficient leadership even the best designed programs and strategies will fail, the MDGs came up with a good policy agenda and molded it into three folds as National Economic Empowerment and Development Strategy (NEEDS), State Economic Empowerment and Development Strategy (SEEDS) and Local Economic Empowerment and Development Strategy (LEEDS) at federal, state and local governments respectively but their main concern in Garki local government area is solving the problem through conditional cash transfer. Naturally there is problem along the way that people are unaware of the program. This is the most difficult part therefore sensitization and targeting the 'real' poor will help the new policy of Sustainable Development Goals (SDGs) to succeed.

# THE EFFECTS OF CORRUPTION ON ECONOMIC GROWTH IN NIGERIA (1999- 2016)

**DANLADI BASHIR**

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Corruption is a concept harmful to growth and economic development of a nation as it influences economy by tempering with productivity and the inflows and outflows of investment. Corruption has been at its top in Nigeria because of the broad disparity in the sharing of national income, public enterprises become an avenue of accumulating resources, weakness of the legal system and the anti-corruption agencies, lack of sense of patriotism and nationalism, material inclinations, obsession for quick wealth by the general public. This study examines the effect of corruption on economic growth in Nigeria from 1999 to 2016 by way of using secondary data of corruption perception index as proxy for corruption and gross domestic product as proxy for economic development of the same period. The study reviews relevant literature so as to bridge knowledge gap. The study employs Granger Causality Model for the purpose of testing the cause and effect relationship between corruption perception index and gross domestic product. The findings show a unidirectional causality relationship between corruption index and gross domestic product. For the purpose of projection, the study also employs Autoregressive Integrated Moving Average (ARIMA) model and the results show a consistent trend of the scores of corruption index from 2016 to the next five years which call for a policy suggestion to the government to reverse the poor scores.



# TRACK F2

## MANAGING ORGANIZATIONAL CHANGE IN A MULTIGENERATIONAL SETTING: TOWARDS A CONCEPTUAL FRAMEWORK

**SONY SREEJITH**

Middlesex University Dubai

The need for change in contemporary organizations is unprecedented. To survive and prosper, organizations must change and adapt continuously to cope with the technological advances, increasingly competitive and global marketplace. Approximately 70% of all organizational change management efforts have neither resulted in their intended success nor have fostered sustained change. This low success rate in organizational change is a concern, and has happened, despite the significant efforts of scholars and practitioners over the past decades. Among the different employee centric approach to change management, understanding and managing employee diversity has emerged as an effective tool to improve the success of change management. However, most of these studies on employee diversity and change have focused on understanding the multi-cultural differences towards organizational change. A significant gap in the literature exists with regards to understanding and managing the multi-generational differences in the organizational change process. Despite the burgeoning but disconnected scholarly interest in change management and generational differences at work, no comprehensive efforts have been made to date to integrate the two body of knowledge, which is expected to shed insights on how to effectively lead change in a multigenerational setting. This study attempts to integrate two different body of literature, change management and multi-generational differences at workplace and develop a novel theoretical framework.

In terms of methodology, the systematic review of the literature was conducted using the Scopus (electronic) database. The main constructs and their relationships identified from the review which are central to managing organizational change in a multigenerational workplace setting are trust, organizational commitment, self-efficacy, perceived benefits, employee readiness, employee resistance and supportive behavior. Moreover, the interconnected nature of the constructs (in the proposed framework) implies that assessing these interrelationships are important to better understand the scope of both the problems and the opportunities associated with managing change in a multigenerational setting. This study therefore is expected to provide significant insights for practitioners in the UAE and elsewhere a framework to effectively understand and manage organizational change in a multi-generational setting.

# **IMPACT OF CORPORATE GOVERNANCE MECHANISMS ON FINANCIAL PERFORMANCE, RISK-TAKING AND BASEL COMPLIANCE OF ISLAMIC BANKS**

**ALOYSHA MENDONCA AND FAIZUL HAQUE**

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**Purpose:** The purpose of this study is to examine the effects of ownership concentration, board characteristics and Sharia governance financial performance, risk-taking behaviour and Basel compliance of Islamic banks.

**Design/Methodology/Approach:** Our sample is based on 60 Islamic banks from the GCC and non-GCC countries covering a period of five years (2014-2018). We use descriptive statistics (e.g., mean and standard deviation), univariate (e.g., correlations and t-tests), multivariate (OLS regressions) techniques to analyse governance and financial data.

**Findings:** We find that board size has a statistically negative association with profitability and valuation, and a positive association with risk-taking, asset quality and capital adequacy. In addition, board independence is found to be positively associated with valuation, asset quality and capital adequacy, and negatively associated with risk-taking behaviour. Among Sharia governance characteristics, Sharia board size shows a positive association and Sharia board expertise shows a negative association with risk-taking behaviour. Moreover, Sharia board interlocking shows positive relationship with profitability, valuation and risk-taking. Finally, we find ownership concentration to be positively associated to valuation and risk-taking behaviour of IBs.

**Implications of the study:** Given the significance and rapid growth of Islamic finance industry, there appears to be a limited body of literature on Islamic banking, in general, and corporate governance of Islamic banks, in particular. This study contributes to the literature by capturing the effects of ownership structure as well as conventional and Sharia board characteristics on multiple dimensions of Islamic banks performance covering profitability, valuation, risk-taking, asset quality and capital adequacy from the perspective of the GCC and Non-GCC countries. The study results also have implications for policy-makers to recognise unique corporate governance challenges of Islamic banking in various parts of the world, and to undertake corporate governance and financial sector reforms accordingly.

# SUSTAINABLE BANKING: THE PIVOTAL ROLE OF LIQUIDITY MANAGEMENT

**EDWARD BACE**

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Background/ Context: In the wake of the devastating 2008 financial crisis, many banks appear to display a renewed appreciation for the fundamental ethical values that should underpin banking as a business, including in particular a focus on providing essential services in an effective, honest and transparent manner, as with any other products or services. Despite ongoing abuses, many large global banks, who now trade at a fraction of their previous value, now seem to be more attentive to serving the needs of customers and to the changing preferences of investors. Yet much more needs to be done in the banking and finance sector in terms of building trust, as public perception surveys, particularly in the US and UK, suggest. Even if the big banks continue to be slow to adapt on their own, they will be forced to change for the better by the growing threat posed by so-called 'challenger' banks. Many of these have a competitive advantage in a more responsible, sustainable and innovative business model, which is winning over customers and investors. Sustainability in the sense of institutions being able to weather crises effectively comes down to more effective management of risk and greater focus on the customer, based on theoretical models proposed by the Bank for International Settlements (BIS) and central banks. It is undeniable that such a path needs to be followed, as it has in the past, for institutions such as UK building societies, and Quaker-founded banks like Barclays and Lloyds at the outset. Otherwise, we risk repeats of financial crises, which again could require large taxpayer-funded bailouts in order to keep systemic banks afloat, illustrating banks' violation of the social contract with the government and its people. The aspiration is that stronger regulation and supervision, exemplified by Basel 3 and evolution towards Basel 4, which now stipulate liquidity requirements, as well as conduct-related strictures, will help to prevent future abuses. Yet the banks themselves, led by their boards, need to own this responsibility and build it into strategy to a greater extent than demonstrated in the past.

Given the scope for improvement among many large banks, the aim of this paper is to identify and articulate some basic principles which banks ought to be following, to adapt to the (not so) new paradigm of sustainability and responsibility, and explore how these can be implemented. While these points may seem surprisingly simple and intuitive, perhaps equally surprising is the inertia that big banks have tended to show in openly practicing and promulgating these principles. Through this examination we hope to make a contribution to the thinking around best practice and to influence positively the policies of financial institutions.

Critical Observations: We begin by reviewing the growing corpus of research on the topic of sustainable and responsible banking, which examines the problem from commercial, ethical and religious perspectives. We review theory around governance including agency and stewardship frameworks. In our exposition, we focus on some real life examples of poor liquidity management in particular, including Royal Bank of Scotland and Northern Rock in the UK. From this we attempt to identify what was missing

in the liquidity framework, which then points up the need for reform on a variety of fronts. In this context and drawing upon theory, we investigate the crucial role of the board of directors in taking responsibility for policy formulation and oversight on an ongoing basis, including definition of the bank's risk appetite and articulation of a liquidity policy statement. The wide-ranging realm of proper corporate governance is explored, involving ethics, integrity and accountability, their successful implementation and ongoing refinement and improvement of corporate culture.

Discussion/ Conclusions: Based on our research, we present a number of basic principles which banks should be following consistently, particularly around their business model and the critical aspect of liquidity management. The latter, in all cases led by putting the customer first, as any business striving for success should do, can be briefly summarised as: matching as well as possible the assets with liabilities, with reliance on deposits as funding; maintaining liquidity buffers and liquidity contingency plans, as regulators increasingly demand; cognizance and prudent use of central bank liquidity resources; awareness of bank liability exposures; use of an array of appropriate metrics to monitor liquidity; a robust internal funds transfer pricing policy, which relates to incentive structure; and 'ownership' of the group liquidity risk framework by the group management board, who defines risk appetite. In addition to this, we advocate that all legal entities within a bank group should be 'stand alone' with respect to liquidity and funding; that a high proportion of stable customer funding should be maintained; and that the liquidity of collateral under both stressed and normal conditions needs to be well understood.

There are many other aspects of bank business, that can be examined both quantitatively and qualitatively, relating to sustainability, around other risk areas such as operations and asset quality, and policies of 'green' and socially responsible investment, sound leadership and culture, and good corporate governance (the concept of 'total banking'). However, the scope of this paper is limited to liquidity and balance sheet management principles, given the very broad spectrum of activities impacting a sustainable business model. Starting with these fundamentals, this helps open up the way towards further exploration of wider and more diverse issues.

## **TOURPRENUER: A WINDOW OF PROMOTING INNOVATION AND CREATIVITY FOR JOB CREATION IN NIGERIA. THANKS WHILE WAITING FOR YOUR POSITIVE RESPONSE**

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The research work focuses on tourism entrepreneurship as a window for promoting innovation and creativity for job creation in Nigeria. Emphasis is placed on the significance of tourism entrepreneurship, characteristics of the entrepreneur, technological development and environment to innovation as the key success factors of SMEs in Nigeria. The methodological framework for the research is deductive in scope with use of questionnaires in eliciting cogent and relevant information; the use of existing theories of entrepreneurship, tourism and innovation as the starting point for the study of individual phenomena. The findings revealed that tourism entrepreneurship is capable of promoting small scale businesses and as well serve as a veritable tool towards job creation and self-reliance in Nigeria. Workable recommendations were outlined in the area of policies that will support and encourage tourism entrepreneurship growth and development in Nigeria.

## **SME'S ACCESS TO FINANCE**

**YOUSEF AL SADI AND MICHAEL KLOEP**

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The research aims to study the challenges and obstacles faced by SMEs in Dubai. SME'S are the backbone of any economy, they play a vital rule in the development and stability of the entire economy and they help to create the balance in the market. Majority of the companies registered are SME's., though, and for different reasons, they are faced with many challenges, that are highlighted in this research, with special focus on the key problem that has been identified in this paperwork; the access to fund. The primary source of data has been adopted to collect the opinion of senior bankers and owners of the SME's operating in the UAE. The interview technique and survey outcome, has been adopted to collect responses; the analysis tool used to analyze the data is ethnographic analysis as qualitative data has been gathered. The approach of the study is inductive as new approach has been formed based on the observations and adopted research design is exploratory design. It has been concluded that the SMEs play an important role in the economic growth of Dubai and UAE. It has also been concluded that despite a significant participation in the economy, the SMEs are faced with significant challenges such as lack of access to finance, which results in minimal growth opportunities for the sector. The research also concludes that the limited access of finance to SMEs is mainly due to the high default in the past accompanied by low credit ratings as evaluated using bank's credit scores. Lastly, it has been drawn that other challenges faced by SMEs also affect its growth, which include the market based and macro-economic factors in general.

## **RURAL EMPOWERMENT**

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The past few decades have seen a renewed importance of the empowerment of women in various societies. It has set to become a vital factor in promoting sustainable development and equal opportunities in communities. Empowering rural women has become a central and critical issue in the world as it is a crucial agent of change in the fight against rural poverty and gender inequality. The challenging problem we identified was that women presently in rural areas are poorly paid. They are forced to work for more extended periods in poor working conditions. Outlining the problem, we developed a mobile application which allows users to empower women through the concept of gamification. The application is free to use and helps women in rural areas.



# THE AMAZONS OF THE BUSINESS WORLD: RESEARCH REVIEW AND FURTHER DIRECTIONS

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Entrepreneurship is necessary to initiate the process of economic development of both developed and developing countries as it is the back bone of economy of any country. Entrepreneurship has always been a male dominant sector but digital boom over the few decades and better educational facilities have made women more aware and has facilitated them to venture into this male predominant space. Women entrepreneur has been recognized during the last decade as an important untapped source of economic growth and continues to be a major driver of economic prosperity across the globe. Their rising presence in the field of business as entrepreneurs has led to a drastic change in the demographic characteristics of economic and business growth of a state. Women owned business enterprises are assuming a conspicuous job in the public eye and motivating others and creating greater business openings across the globe. According to a case study conducted by the Harvard Business review on average businesses run by female entrepreneurs create over 60 per cent more value for investors than those founded by men. Another report from the National Association of Women Business Owners, 2017, reveals more than 11 million U.S. firms are now owned by women, employing nearly 9 million people and generating 1.7 trillion dollars in sales. However, these numbers only tell a part of the story. The presence of women in this field is still at an adolescent stage and embodies challenges and hurdles of various kinds that are vast and very unique from those experienced by their male counterparts. Though the entrepreneurial process is to a large extent the same for both men and women, however in practice, the problems faced by women are of different dimensions and magnitudes, which hinder them from exploring their greater potential in the entrepreneurial field. Flouting Social expectations, limited access of financial resources and human capital, building a support network, lack of education, gender inequality, unfavorable business environment, coping with the fear of failure, work and family life balance and government regulations are some of the hurdles that women who embrace entrepreneurship face to a great extent. Moreover, even today, Women are generally perceived as home makers with little to do with economy or trade. The point of women in enterprise has been to a great extent ignored both in the public arena and in sociologies.

Entrepreneurship and new business development in the small and medium as well as large enterprise sector is a rapidly growing area of emphasis in the Middle East and more specifically in the United Arab Emirates (UAE). In the social strata of UAE's population, women have remained the backbone and an integral part of UAE's national culture and in the recent years they have also partaken in the country's economic growth and stimulating gender parallelism. UAE presents a huge business opportunity for women seeking to launch new businesses in the region and it has set various new standards of support for women in their entrepreneurial ventures as it tries to engage all its citizens in social and economic development of the country.

This paper attempts to condense the results of a study surveying the status of the UAE female entrepreneurs and endeavors to portray the pattern of UAE female entrepreneurs. First, the study attempts to understand the role of women and their contribution to sustainable economic development in UAE in particular and more specifically in Dubai. Second, to understand the motivation of women to enter into private business. Third, to highlight their experiences in starting a business and the issues and challenges in obtaining credit facilities through banks and other financial institutions and the social support for women entrepreneurs. Finally, to suggest appropriate suggestion for women entrepreneurship development in UAE.

The research methodology process highlights three broad research approaches for this study, including exploratory, descriptive and causal research. Exploratory research is useful as there has not been much prior study on the topic. As there is little research has been done so far on Women Entrepreneurship practices in UAE, this approach will be useful to strengthen theoretical framework. The secondary data is gathered from various sources such as company reports, articles and survey reports published in magazines, journals, academic institutes, media and the relevant sources of the companies and the primary data is collected and assessed through several ways including, person to person interview, focus group interview and through mails with the aid of structured and semi-structured questionnaire. The overall use of mixed methodology (quantitative and qualitative) in the research is to create both a holistic and in-depth understanding. In addition, causal research approach will be used to understand cause and effects relationship, between the two topics, which are Women Entrepreneurships and business performance. The area chosen for the study is the United Arab Emirates.

The paper is structured in the following manner. First, the literature on women entrepreneurship is reviewed. Second, the nature and practice of women entrepreneurship in UAE are highlighted. Third, it discusses the role of selected women entrepreneurs as case study to examine their contribution to the economic growth. Fourth, the paper highlights the challenges faced by women entrepreneurs globally and in the UAE. Finally, the paper summarizes the findings, discusses the prospective solution to the challenges faced by women entrepreneurs and identifies possible future research.

# TRACK F4

## SUSTAINABLE ASSESSMENT: LEARNING BEYOND ASSESSMENT

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Background: Research has shown that assessment has tremendous impact on student learning and development (Price et al. 2011), and hence inappropriate or poorly thought through assessment can diminish the benefits of good teaching practices if these are not captured in assessment approaches (Boud 2000). One of the goals of current education is to ensure that graduates can act as independent lifelong learners. Graduates need to be able to assess their own learning and interpret assessment results. Therefore an important aim of higher education is to develop sustainable assessment skills, enabling students to assess their performance and learning throughout life, and preparing them to meet their own future learning needs. Sustainable assessment focuses on the contribution of assessment to learning beyond the timescale of a given course (Boud and Soler, 2016). It is identified as an assessment that meets the needs of the present in terms of the demands of formative and summative assessment, but which also prepares students to meet their own future learning needs.

Discussion: Most assessment studies focus on improving HE learning in the present and little attention is paid to using assessment to prepare students for future (lifelong) learning. There has been an extensive focus on the benefits of summative and formative assessment types, however these have also been critiqued, as the former focuses on the certification of achievement; grading and pass/fail decisions without any indication on how to improve performance and the latter focusing on improving only current performance and not on the learning process (Greet et al, 2013). As a reaction to the dissatisfaction Boud (2000) introduced the concept of sustainable assessment which is assessment that aims to meet the demands of present and future learning, focusing on contextualized higher-order knowledge and skills, such as critically analyzing and solving authentic problems similar to those at work and in life, and encouraging active lecturer-student collaboration (Boud 2007). Secondly, as people make either individual or collaborative judgments in work and life, students should be supported to develop the capacity for making 'informed judgment', that is, judging problems based on evidence and situations, (Boud

2000). Thirdly, Boud (2000) suggests that assessment should support students to become reflexive, self-regulated learners who are able to reflect and direct their performance; view their learning in context; and consciously meet the demands of the tasks. Developing these skills requires students' active engagement, for example: taking part in assessment design; giving critical feedback on their peers' work; assessing their own work; and using feedback to improve their learning and performance. Finally, Boud et al, 2013 emphasized on constructing 'the becoming practitioner', which requires that students to have all the above-mentioned abilities – being reflexive, self-directed, active, and confident in learning and

judgment. The formation of 'assessment practitioners' requires students' ability to 'calibrate their judgment', that is, to compare their judgment with standards and the judgment of others, especially with 'experienced judges' to adjust and improve their own judgment ability. Boud, 2013 further developed the notion of 'communities of judgment' where students work collaboratively and help each other to form judgment capacities alongside and working with more experienced academics or professionals in those communities.

Based on several earlier research Tai et al, 2018 identified five assessment practices that can help develop the required skills for sustainable life-long learning of our graduates. These practices range from self-assessment; peer-assessment; effective feedback; use of rubrics' and the use of exemplars.

#### Conceptual Framework: Benefits of Sustainable Assessment:

##### 1. Sustainable Assessment Practices

- Self-Assessment
- Peer assessment
- Feedback
- Rubrics'
- Exemplars

##### 2. Skills Developed

- Being able to make 'informed judgment'
- Becoming critical and creative thinkers
- Being reflexive and self- directed learners
- Ability to use feedback to improve performance and learning
- Being collaborative, connected and responsible for others

Conclusions: The topic of sustainable assessments in higher education has attracted a significant level of attention in the recent times. This research focuses on the benefits of sustainable assessment and identification of skills that can be developed as a result of these assessment practices. It further explores the use of a range of assessment practices that can contribute to the sustainable learning of our graduates.

# **YOU ARE NOT ALONE: SUPPORT STRUCTURES AVAILABLE TO MOTHERS WITH CHILDREN WITH AUTISM**

**ANGELIQUE VAN TONDER AND NISHTHA LAMBA**

Introduction: Autism is a “complex neurodevelopmental disorder” which is characterized by a variety of social and communication barriers (Alnemary, Alnemary & Alamri, 2017). Autism Spectrum Disorder is a term used to describe this developmental condition that impacts an individual’s social communication, interaction and behaviours (Shabir, 2019). Due to the difficulties attached, it is known for creating conflict and anxiety among family members. While there is some research on understanding family’s experiences, there has been no research in the Middle Eastern region to accurately determine how having children with ASD affects their families, especially mothers (Woodgate, Ateah, & Secco, 2008).

There has been an increase in the diagnosis of Autism Spectrum Disorder (ASD). A study conducted by Kelly, Tennant and Al Hassan in 2016 reported that 52 million individuals were diagnosed, globally, with ASD. In 2017 Onaolapo and Onaolapo suggested that the global probability of Autism is believed to be around one in every 588 persons. However, a recent survey by World Health Organization confirmed the statistics to be one in every 160 children (Laguipo, 2019). Within the Middle Eastern region autism is believed to affect 4.3 individuals within The Kingdom of Bahrain, 1.4 individuals in the Sultanate of Oman, and 29 out of 10,000 individuals within The United Arab Emirates (Onaolapo et al, 2017); indicating a high prevalence in the UAE. According to Nahad (2015) this life-long developmental condition has been underrepresented over the last 25 years within the Middle Eastern region and is unfortunately surrounded by stigma and shame.

Many funding bodies have dedicated significant research grants to determine the causes of ASD. But these studies usually all orbit the medical and diagnostic fields and neglect the social and emotional or even qualitative nature of this disorder. In recent years many studies have found that ASD has genetic components and can run in families but the exact cause is poorly understood (Shabir, 2019). Some researchers have emphasized pregnancy and birth factors such as low birth weight, in-vitro Fertilization, or even the presence of meconium in the amniotic fluid to be causes of ASD (Bishry, 2013). Scientists within the molecular psychiatry and neurology fields have confirmed that a child who is exposed to high levels of estrogen, while in the womb, is more likely to be autistic (Thomas, 2019). Laguipo (2019), instead recently reported that a “brain protein mutation” in patients with ASD was placed in the brains of mice which caused behaviour alterations similar to those found in individuals with ASD.

Kelly et al (2016) noted that within the UAE, where only 16.5% of the population consists of Emirati nationals and 83.5% are expatriates, the prevalence of ASD is one in every 80 males and one in every 240 females. Al abbady, Hessian and Alaam (2017) mention that genetic disorders and epilepsy has been associated with ASD, diabetes and high maternal and paternal age can all be associated with the ASD diagnoses. Furthermore, Salhia, Al-Nasser, Taher, Al-Khathaami, & El-Metwally (2014) found that Caesarean Sections, more commonly known as C-sections, continuous breastfeeding after the age of 24

months and lead toxicity have all been linked to the causes of ASD. With regards to the cultural aspect of the disorder, various ethnic and religious communities within the Middle East believe that the causes of ASD is the will of God (Dababanah & Parish, 2015). In addition, Hussein, Taha, Almanasef (2011) stated that Arabs in the Middle East believe that the causes of ASD could be attributed to the violation of sacred religious codes. Within the literature it is evident that many communities perceive the will of God differently. Chen, Xu, Huang & Dhar (2013) mention that Asian communities believe that the diagnoses of an Autistic child within the family is usually related to their Karma as they may have committed transgressions in a previous life, whereas the majority of western communities believe that the diagnoses of a child with Autism can be seen as a gift from God. Despite the medical advances made within the field of ASD limited research is available regarding the various support structures in the lives of mothers with children with ASD and how these support structures can affect their well-being.

H.H Sheikh Mohammed Bin Rashid Al Maktoum's policies and efforts are changing perspectives of many individuals in the region and since 2017 this vision has been aimed at securing a better future for all individuals of determination. However, research to bring out the voices, challenges, and experiences of parents is needed to formulate stronger policies. In particular, mothers with the maximum burden of care still experience social isolation and rejection by their communities. Gobrial (2018) believes that there is a lack of awareness among mothers and professionals in the region and views mothers as a vital source of insight and knowledge with regards to Autism Spectrum Disorder.

Limited research on ASD that has been conducted in the Middle Eastern region generally focuses on the causes of ASD, characteristics of ASD, and on intervention and therapy for the child. Very little focus is placed on personal experiences, such as the experiences of mothers and the support they require (Crabtree, 2007). Meadan, Halle and Ebtan (2010) reported that the diagnoses of Autism Spectrum Disorder is growing each year at a rate of between 10% - 17%. The increase could be attributed to genetics, vaccines or toxins as mentioned by Goin-Kochel et al (2005), or simply to the growing awareness of the disorder worldwide. These rates mean that there are likely more and more parents who require mental health support. Mothers with children with ASD often experience higher levels depression, anxiety, anger and grief compared to mothers with neurotypical children or even those with children with Down's Syndrome (Meadan, Halle & Ebata, 2010; Riahi and Izadi-Mazidi (2012). Parents of children with Autism Spectrum Disorder often experience a form of loss after the diagnoses of their child (O'Brien, 2007) which leaves them feeling as a failure as a parent (Ying, Lu & Run-Sen, 2018). Identity ambiguity refers to the inability to separate one's own life from the life of one's child and this complex and often underestimated coping skill can impact the daily lives of mothers with children with ASD (Wayment & Brookshire, 2018).

Many mothers are experiencing major social, physical and psychological health concerns with regards to the care and well-being of their Autistic child (Dardas & Ahmad, 2013; Zeina, Al-Ayadhi & Bashir, 2014). Within the Middle East researchers have noted that the lack of availability of appropriate support services



and the failure of treatments have all been linked to high levels of stress and anxiety among family members (Zeina, Al-Ayadhi & Bashir, 2014). The majority of therapeutic services are provided by private sectors within the UAE, but these sectors often struggle to meet the high demands of special needs cases due to limited capacity (Hussein & Taha, 2013). In addition to the limited or lacking services within the Middle East, Alnemary, Alnemary & Alamri (2017), the government may need to invest more in mental health services.

**Methodology:** Seventeen mothers were interviewed over a period of three months. A total of 37 participants had agreed to take part, however 20 participants did not take part in the final interview process due to either family obligations, school holidays, not obtaining permission from their husbands, or either cancelling their appointments without reason. Participants from various cultural and religious backgrounds took part in the research study. Majority (23%) of the participants were from South East Asia (e.g. mention some countries here). 12% of participants were from Africa, 17% were from Great Britain and Ireland, 18% were from the Middle East and Asia (e.g. mention some countries here), 6% were from North America (e.g. mention some countries here) and a further 6% were from Oceania (e.g. mention some countries here). The participants all reside within the United Arab Emirates and have at least one child with Autism Spectrum Disorder. Access to the population was obtained through various online support groups used by mothers of children with Autism Spectrum Disorder and through word of mouth. The researcher got in touch with a support group for mothers with children with autism. She used snowballing sampling to get in touch with more participants. Participants were then reached out via social media or email. A digital recorder was used to collect data. This highly effective research tool is powerful in ensuring the gathering of accurate data that explores the complexities of a phenomenon more accurately (Al-Yateem, 2012).. During the filing and transcription of data each participant was provided with a pseudonym in order to ensure the security and confidentiality of each participant. At the conclusion of each interview the participants were thanked and a debriefing sheet was provided to each participant.

**Results and Discussion:** The Qualitative results of the research revealed that most mothers are still not receiving appropriate information during the initial diagnoses of their children. Some mother expressed that they felt neutral regarding the feedback and support provided by specialist as they often trust the professionals and did not know any better. To further emphasize the importance of the research it was confirmed that little to no academic research has been conducted within the region regarding mothers' experiences and the various support structures in their lives. This research has thus been designed to address the perceived paucity in the Middle East, specifically in the United Arab Emirates. Moreover, mothers experience stress and anxiety with regards to their children with Autism Spectrum Disorder and that the support structures in their lives are either wonderful or extremely lacking. "You are not alone" forms part of the major messages throughout this research study. Research collected from 17 mothers



indicated that 29% were satisfied with the initial support that they received from medical professionals and that the majority of participants (71%) indicated that they receive most of their support from online support groups or small gatherings, as mother-to-mother advice is more valued than the advice of professionals. The relatively small sample size in this research study might not convey the experiences of all mothers of children with Autism Spectrum Disorder in the United Arab Emirates but may be supported through the words of Guest, Bunce and Johnson (2006) who mention that the accuracy of sample sizes are often challenging within homogeneous “hard-to-reach, stigmatized” and or “hidden populations”. Additionally, the research revealed that mothers receive most of their support from peer support groups or from online support groups on social media platforms. A total of 71% of mothers felt very satisfied with the support that they receive from their support group whereas 23% of mother expressed neutral satisfaction. The neutral satisfaction can be attributed to mothers expressing that they do not feel a need for support services or that they provided more support than what they received.

# **ENTREPRENEURIAL ATTITUDES AMONG NIGERIAN STUDENTS: THE ROLE OF ENTREPRENEURSHIP EDUCATION**

**ABUBAKAR MUHAMMAD BAGUDO**

Kebbi State University of Science and Technology Entrepreneurship is undoubtedly being recognized as an important channel through which sustainable development can be achieved. Whatever be the form of economic and political set-up of the country, entrepreneurship and business operations are essential for economic growth and development. To this end, the current study investigated the impact of entrepreneurship education on students' entrepreneurial attitudes at university level. This study used cross sectional research design and the survey was conducted among 220 university students. To observe the possible effect of entrepreneurship education on the entrepreneurial attitudes of university students, paired sampled students' T- test was used. The study find out that engaging university students in entrepreneurship education has significant positive effect on entrepreneurial attitudes and intentions. The study concludes that students appreciate the knowledge and reorientation they received through the entrepreneurship programme by changing their mind-sets away from paid jobs and other forms of dependency. It is therefore suggested that the Nigerian government and policy makers re-strategize efforts in tapping the employment potential of entrepreneurship by increasing the effectiveness of actions aimed at promoting students awareness on the importance of self-reliance through business creation and as well making funds available at the lowest possible cost to genuine business owners across the various sectors of the economy.

# POSTER SESSION



Middlesex  
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# EXPLORING SHYNESS AND SOCIAL INTERACTION IN WOMEN: A MIXED-METHODS STUDY

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## Introduction

Shyness has been classified as a dispositional trait by Cheek and Buss (1981) and has developed into a concept of individuals remaining hesitant and developing anxiety when forced to socialise. People with extreme levels of shyness appear uncomfortable and demonstrate both physical symptoms like blushing and stammering and psychological symptoms like feeling inferior (Zimbardo, Pilkonis & Marnell, 1977). Over time, shyness developed from a classification of personality trait (Buss, 1986) to illness that had a negative impact on the social life of an individual (Lane, 2013).

Since social connections are a vital element of an individual's life, studies that investigated shyness and social connectivity/interaction explained how shyness ranged between mild-social-avoidant behaviour to inhibitory social phobia (Zimbardo et al., 1977; Rosheim, 2018). Consecutively systematic reviews have shown that shyness has been a mediating factor in negatively influencing social connectivity by causing high levels of loneliness, depression (Henderson, Gilbert & Zimbardo, 2014; de Moor, Denollet, & Laceulle, 2018), and interpersonal difficulties (Holt-Lunstad, Smith, Baker, Harris & Stephenson, 2015).

In support to the research mentioned above, shyness has shown to affect women more than men (Afshan, Askari & Manickam, 2015). Additionally, it has shown to increase loneliness, anxiety and negatively impact women in their fashion choices. Similarly, research has also demonstrated how shyness leads to a decrease in social connectivity and social interaction (Amin, 2017; Whaite, Shensa, Sidani, Colditz & Primack, 2018), however, these studies focused on both men and women and have not ideally been studied on women. These discrepancies in literature are indicative of how these tendencies need to be studied in detail, particularly on women since shyness has shown to have a negative impact on the general lifestyle for individuals (Amin, 2017; Hughes, 2017).

Collective evidence suggests that there are limited qualitative studies on shyness and aspects of social interaction (Hipson, 2017), these studies have individually focused on either shyness or social interaction, but these concepts have not been studied together.

Therefore, this study hypothesises that shyness will negatively predict social connectedness in young female adults in the United Arab Emirates. To ensure that the subjective perspective of shy women is captured, the study will utilise a mixed-methods approach to explore experiences and challenges of shy women (Carducci & Barrett, 2016). The triangulation of the data will result in obtaining a well-balanced perspective and bridge ideological gaps.

## Materials and Methods

**Design:** A concurrent mixed-methods design with a dominant priority for qualitative process was formulated using a QUANT + QUAL model (Hanson et al., 2005). Standardised questionnaires and an open-ended questionnaire were utilised. In the quantitative part, the predictive variable was shyness and

the outcome variable was social connectedness. Qualitative data was elucidated from the open-ended questionnaire. Triangulation of data allows the research to be viewed in different perspectives, enabling researchers to identify patterns and verify a hypothesis (Miles et al., 1994). The quantitative component ensured that factors like mood and memory reconstruction does not impact the self-perception and recollection of shy individuals and will numerically signify shyness. The qualitative data will help in understanding the hypothesised relationship further.

**Materials:** This study used Shyness Scale (SS) (McCroskey & Richmond, 1982) and Social Connectedness Scale (Lee & Robbins, 1995) and an Open-Ended Questionnaire to obtain subjective perspectives of shy women.

**Participants:** The sample consisted of 98 young female adults, who were recruited via a convenience sampling technique from Middlesex University, public locations, and through mutual contacts who had received second-hand information regarding the research.

**Procedure:** All the three questionnaires were handed out to participants along with information sheet and consent form. After participation, participants were thanked for their time and debriefing sheets were given.

**Data Analysis:** For Quantitative data analysis, a Linear Regression was administered to understand if shyness predicted social connectedness.

For the qualitative analysis, participants comprised of the initial sample and were selected through purposive sequential sampling. The Shyness Scale was used as a screening tool to obtain shy females. Out of twenty-five participants who scored the highest shyness score, nine were selected for Thematic analysis and their responses on the open-ended questionnaires were analysed.

## Results

The quantitative aspect analysed through a regression analysis indicated that shyness significantly and negatively predicted social interaction in females. The qualitative analysis through Thematic analysis revealed that shyness impacted participants' identity, fashion choices, social cognitions concerning their environment, and their interactions on social media. The three main themes that emerged were identity as a shy individual, social cognition, and virtual life.

## Discussion

The result obtained was in accordance with previous research that reported a significant correlation between the two variables (Holt-Lunstad et al., 2015; Barstead et al., 2018). The qualitative findings converged with the quantitative results and provided additional empirical evidence that shyness in women indeed impacted social connectivity and, in some cases, limited social interaction eventually leading to socially isolating behaviours. Shy females expressively described the various problems they encountered during social interactions. Essentially their responses indicated that shy individuals were stuck in a cycle of negative thoughts of being judged and perceived in a certain way by the society that led them to adopt a certain mindset which subsequently led to personal dissatisfaction, limited social

interaction, and eventually an increase in social isolation.

Conclusion: This study concludes how a shy mindset impacts social cognition and social interaction, negatively in individuals and therefore the study ultimately serves as an empirical link towards understanding the perspectives of shy young adults in the UAE and the relationship they harbour with the social world. While this study focused on experiences of shyness in women, it is perhaps possible to generalise these findings to males as well.

# **“I CAN GO THROUGH THIS MYSELF”: EXPLORING THE BARRIERS AND FACILITATORS TOWARDS SEEKING HELP FOR MENTAL HEALTH IN SOUTH ASIAN MALE YOUTH**

**AJAB MUSTAFA AND ADITI BHATIA**

Middlesex University Dubai

Despite high levels of psychological distress in young South Asian males; past research consistently highlights a paucity in effective support seeking for mental health in this population. The current study aimed to explore the barriers and facilitators that affect the process of help-seeking, specifically in the context of social and professional support. The study used 17 male participants from the age range of (18-25), belonging to the various nationalities within the South Asian region; residing in the United Arab Emirates. The interviews were transcribed and thematically analyzed. The analysis attributed the restriction for help towards conformity to masculine and cultural ideals, stigma and problems in therapy. In terms of facilitators, the study identified effective identification of the problem, connection with individuals and the aspects of professionalism as the main motivators. The future implications, in consideration of the strengths and limitations are further discussed.



# **IMPACT OF SOCIAL ROLE IN AGGRESSIVE BEHAVIOUR ON SUBJECTIVE WELL-BEING AND INTERNALISING SYMPTOMS IN YOUNG ADULTS**

**MARCO KILADA AND ANITA SHRIVASTAVA KASHI**

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Aggressive behavior towards peers is a pervasive and well-researched issue. Less is known about the affective and psychological impacts that accompany being a perpetrator of aggression and a victim to aggression on young adult students in the UAE. The current study employed a within-group non-experimental cross-sectional design to examine associations between the extent of being both a perpetrator of aggression and a victim to aggression on internalizing symptoms (depression, anxiety) and subjective well-being. Young adult students (N = 217) were recruited from multiple university campuses and completed self-reports of internalizing symptoms, subjective well-being, and the extent of each social role in aggressive behavior. Results indicated that depressive and anxiety symptoms were significantly predicted by victimization. Associations between perpetration of aggression and internalizing symptoms were nonsignificant. Neither perpetration of aggression nor victimization significantly predicted subjective well-being. Implications of these findings for increasing the mental well-being of students across UAE campuses are discussed.

# **TOWARDS A MODEL FOR PERFORMANCE EVALUATION OF CLOUD MACHINES**

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In the past few years, cloud computing has emerged as an efficient and smart solution for various services, eliminating the need for physical computing hardware. With all these services provided by cloud computing, the market for cloud computing will increase in the coming years. There is a high chance of cloud inefficiency with the growth in usage. Moreover, the efficiency of virtual machines provided by cloud computing also depends on various factors. This paper attempts to come up with a model that could not only investigate the factors that impact the performance of machines in the cloud but also predict it. Various benchmarking tools and live experiments with a combination of physical and virtual machines led to a robust data-set that was used to generate the model. It was observed that the performance evaluation could be predicted based on several computational parameters.

# THE EFFECT OF INSTAGRAM USAGE ON LIFE SATISFACTION AND HEALTHY EATING ATTITUDES

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## Objective:

- To examine the effect of Instagram addiction on life satisfaction and following health or fitness related pages/hashtags on the eating attitudes of an individual.

## Design:

- The study employed a non-experimental design.
- One-way between-subjects ANOVA was conducted to analyze the effect of three levels of Instagram addiction (IV), average, high and significantly high, on life satisfaction (DV) of an individual.
- Independent t-test was used to analyze whether following pages/hashtags (IV) (2 levels - Yes/No) that promote healthy eating-habits affects eating attitudes (DV) of an individual.

## Methods:

- 159 undergraduate students (mean age 19.7 years) of Middlesex University were recruited through convenience sampling to fill out the Instagram Addiction Test - Adolescence version (IAT-A) (Teo and Kann, 2014), Student Life Satisfaction Scale (Huebner, 1991) and Eating Habits Measure (Dailey, Richards and Romo, 2010).

## Results:

- The findings of the study did not show a statistically significant difference between different levels of Instagram addiction and its effect on life satisfaction of individuals  $h^2 = .034$ ,  $F(2,156) = 2.78$ ,  $p = .06$ .
- Furthermore, the results did not show any statistically significant difference in the eating habits of the participants who follow healthy pages/hashtags  $t(157) = 1.05$ ,  $p = .29$ , 95% CI [-1.66, 5.47].

## Conclusion:

- The current study does not yield any statistically significant results to support the conclusions by previous research regarding the effect of Instagram, today's most relevant social media platform, on an individual's lifestyle, specifically life-satisfaction and eating-habits.

# THE SECURITIZATION OF MIGRATION IN THE EU AND THE UK

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The discourse around migration in Europe has shifted from welcoming migrants, to tougher migration policies and increased border security post 9/11 and eventually to the withdrawal of the UK from the EU, Brexit. This research analyzes how the securitization discourse around migration developed in Europe and puts its emphasis on the UK as an example to illustrate how political speech and the use of metaphorical words and sentences contributed to the negative narrative of migrants. The urge to securitize migration due to events such as 9/11, the EU enlargement, increased globalization, terrorist activities and the EU migration crisis, contributed to a state's desire to apply human security that led to the securitization of migration, decreased mobility and a less sustainable way of living. The findings in this research illustrate that the negative political discourse and the continuous encouragement to securitize migration by politicians through speech contributed to the urge for the UK to withdraw from the EU.

Speeches on migration of the last two decades of four British politicians have been analyzed on how their speech played a part in today's securitization discourse. Via coding of the speeches, themes are identified that are in line with the migration discourse of the leaders in the rest of the global North. Each theme is then analyzed further in the discussion of the results and explained what is being threatened, what the threat contains, the existential threat and the required measures that need to be procured to solve the threat. The findings are that the threats are external and come from migrants, illegal migrants, economic migrants and asylum seekers that often come to the UK to seek opportunities to better their lives, for safety or education. However, the impact migrants have on the UK, the type of migrants and the quantity, are issues all four researched politicians agree with and considered a threat towards the British society, the state, their safety, peace and the British economy.

The conclusion of the research is the undeniable fact that British politicians played a crucial role in securitizing migration over the years, and implementing stricter policies and increased border control. To gain back full control of their borders and increase security, the referendum of the "Leave Campaign" gave birth to Brexit. Brexit represents the continuation of Bush's "war on terror" in 9/11, the dissatisfaction with the EU policies dictated from Brussels concerning migration and the regaining of British border and political control. In reality, Britain, like many countries in the global North, is coping with problems such as aging, a low fertility rate, increasing pensions and a shrinking of that part of the population that can work. Migration seems to be the obvious solution as the global South seems to have a large population that is capable to work and a less graying population. Also, this would be a more sustainable solution as it would provide more people of the global South, chances to increase their standard of living and access to equality.

However, British politicians seem not to be bothered by the rising issue of who will be taking care of the elderly. The complex, intertwined, social, political, economic and cultural problems that arise with

securitizing migration by nation-states, which have their political agenda, are increasing with the rapid globalization and continuous improvement in technology. The discourse around the intense securitizing of migration is not in favor of the UK to secure its competitive economy in the future post Brexit. Therefore, this matter requires to be researched further, on how the withdrawal of the UK from the EU impacts the migration securitization discourse further.

# **THE POLITICS OF DIVERSITY AND INCLUSIVITY; QUOTAS, AFFIRMATIVE ACTION, STRUCTURAL CHANGE VS THE DISCOURSE OF REPRESENTATION**

**KHADIJA ABUBAKAR**

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Diversity and inclusion are two separate concepts; being diverse does not mean that the environment of diversity is inclusive. Inclusion involves diversity in the structural level of governance; whether in education or the workplace. Therefore it is important to note that the discourse of diversity needs to be representational in structure, otherwise it perpetuates stereotypes and narratives that do not advance change and participatory inclusion.

This research examines the separation of diversity from inclusion by analyzing diverse workplace environments to decipher whether representation exists as a superficial camouflage of diversity under SDG or whether diversity and the discourse surrounding it, is inclusive on an equitable level of development for sustainable goals of equality and representation.

