

Wednesday Research Seminars 2018-2019

3 October 2018

“The largest room is the room for improvement enhancing post-graduate dissertation results: a practitioner’s perspective”

Alun Epps, Middlesex University Dubai

Abstract

The context of this practitioner paper is a post-graduate programme run at the UAE campus of a British University. One of the major stumbling blocks with the programme and other business school PG dissertations was that the dissertation proposal was not assessed. This led to some of the students not prioritizing its importance in the programme scheme of things with several proposals being submitted having the feel of being done on the fly and even hand-written. The author suggests changes to workshop teaching and then puts these changes into practice. The results are notable and this paper discusses and suggests how they could be used in future studies and practice.

Biography

Alun Epps received his PhD in Marketing from The University of Wales, Aberystwyth, UK. He serves at Middlesex University Dubai as an Associate Professor in Marketing and MBA Coordinator. Alun has been with MDX DXB for the best part of ten years and teaches marketing and research methods to both PG and UG students. Alun has published numerous papers in international journals and conferences and his research interests include a range of marketing disciplines, as well as community entrepreneurship in education. Before MDX DXB he was at UoWD and before that the University of Dubai. In the UK, he worked at Highbury College and his industrial experience was gained in the media and entertainment industry working for among others the BBC, Virgin and Rank.

10 October 2018

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

Anthony David Murphy, Middlesex University Dubai

Abstract

A vast body of evidence highlights negative attitude among different health and social care professionals towards individuals diagnosed with borderline personality disorder (BPD). Negative attitudes and inconsistent interactions are implicated in poor outcomes, including: increased stigma, self-stigmatisation, disengagement from treatment, and malignant alienation, often contributing to increased symptomatology, self-harm, and suicidal ideations and behaviours. To date, efforts to understand the extent to which these attitudes are internalised by service users, from the perspective of service users, are marked by their paucity. Coupling this with research highlighting poor outcomes among the children of individuals diagnosed with BPD, along with a noted child protection risk among this group, this body of work aimed to increase understanding from the perspective of BPD-diagnosed parents themselves. Taking a phenomenological approach; through extensive IPA interview

studies and a phenomenologically driven series of focus groups, this study examines diagnosis, experiences of care and treatment, and parenting. Participant experiences highlight negative attitudes and interactions with service providers exacerbating stigma, self-stigmatisation, and symptoms; a lack of understanding of the diagnosis and how it relates to the individual specifically, representing a barrier to engagement and therefore treatment; and a complex relationship between symptoms and self-perceived parenting challenges. These findings are discussed in relation to previous research, demonstrating inconsistency and iatrogenic interactions during the period of diagnosis and treatment, identifying further impact on parents and parenting (and therefore child). The process and utility of diagnosis is also examined, demonstrating a diagnostic trajectory model to the BPD parent patient group.

Biography

Dr Anthony Murphy developed an interest in forensic psychology during his undergraduate studies at Middlesex University. After completing an MSc in forensic psychology, he began working in medium and high secure forensic psychological care with high risk violent psychiatric offenders in the United Kingdom, along with several prisons. Anthony was offered a PhD scholarship with Middlesex University after developing a study to examine the experiences of parents who gain a diagnosis of Borderline Personality Disorder. He was employed by the University of West London as a senior lecturer in forensic psychology and as visiting lecturer at the Department of Forensic and Neurodevelopmental Sciences, at the Institute of Psychiatry, Psychology and Neuroscience, King's College London. On a consultative, part-time basis Anthony also acted as an assistant clinical forensic psychologist to the West London Mental Health Trust, including Broadmoor, River House, and Chaffinch ward in medium and high secure, psychiatric care. His recent research has aimed at using the tools of psychology to improve policing, investigation, and outcomes for victims, specifically in relation to the crime of rape in the United Kingdom. He has a number of ongoing research collaborations with the Mayor's Office for Policing and Crime (London), King's College London, and The University of West London.

Anthony is employed as a Senior Lecturer by Middlesex University, Dubai since January of 2018. He is interested in broader themes surrounding forensic psychology; violence; clinical psychology; psycho-legal process; gender, equality, and human rights. His work has been directly involved in training approximately 5000 police officers and specialist investigators.

17 October 2018

“Fintech Innovations: A Paradigm Shift In SME Finance”

Anita Mirchandani, Amity University Dubai

Abstract

The word 'Fintech' implies a dynamic segment of innovative business models and technologies that have the potential to transform the financial services industry. It has gained traction in the recent years due to major improvements in technology, increased use of mobile applications and changing landscape of customer's requirements. As per the KPMG Pulse FinTech Report, Global FinTech investment roared ahead at a record pace in the first half of 2018, with US\$57.9B invested across 875 deals. However, Fintech is driving disruption in financial service industry by leveraging its customer-centric approach, alternative credit models, lower operating costs and broad access to client data. This research attempts to assess the potential impact of FinTech on market players and disruption of banking sector by these technological developments. This study also focuses

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

Biography

Dr. Anita Mirchandani is an Assistant Professor in Banking and Finance at AMITY University, Dubai. She is a doctorate in Banking and Economics with 16+ years of teaching experience. Prior to joining AMITY University, she has worked with American University at Emirates and SZABIST. Dr Anita has various research papers and articles published in leading international journals focusing on emerging trends and practices in international trade, banking other financial sectors. Her papers are published in Management Decision (Emeralds Insight), International Journal of Economic and Financial Issues and Journal of Emerging Trends in Economics and Management Sciences. She has also, to her credit, seven Middle East-based case studies published in European Case Clearing House (The Case Centre). One of her case studies was ranked among top 20 best seller case studies in 2013. Dr Anita has co-authored a book on "Monetary Economics". She has presented various research papers in seminars and conferences at national as well as international level, and chaired an International Conference in Technology & Business Management in 2011 at SZABIST Dubai. She is associated with some of the reputed universities in India as Research Supervisor for PhD students. She is also affiliated with several journals of national and international repute as a reviewer.

24 October 2018

"Preparing Students For Practice: Mooting As A Tool Of Clinical Pedagogy In Legal Education"

Samantha Jayne Roberts, Middlesex University Dubai

Abstract

This session focuses on the unique position of Middlesex University Dubai as the only UK Qualifying Law Degree provider in the region and our use of mooting as a tool of clinical pedagogy in legal education. Mooting requires students partake in a simulated legal proceedings. I will discuss how the introduction of extra-curricular mooting, through three individual projects operating within the framework of an overarching initiative, has provided invaluable learning opportunities to our students. Engaging in extra-circular mooting exposes students to learning opportunities beyond those measurable in rubrics. Mooting provides students with the opportunity to use their legal knowledge but to also develop much wider skills, including those relating to professional conduct and responsibility, helping to bridge the gap between academia and professional practice. The session will examine the impact of three distinct but related projects designed to encourage student engagement with mooting.

Biography

Samantha is a Lecturer in Law and the Campus Programme Coordinator for Undergraduate Law and Politics at Middle University Dubai. Before joining Middlesex University Dubai in 2016, Samantha held positions at Coventry University, BPP University, the University of Westminster, the University of West London and Birkbeck University. Having completed her LLB Law degree at King's College London, Samantha continued her studies there to obtain an MA in Medical Ethics and Law and then began lecturing whilst completing the Legal

Practice Course at BPP Law School, London. Whilst currently a PhD student at Middlesex University in the field International Law, Samantha also has a keen interest in legal pedagogy, drawing on her professional experiences to inform her research.

31 October 2018

“The Future Of Entrepreneurship”

Wasif Minhas, Higher Colleges of Technology

Abstract

The world of work is going through a prolonged period of uncertainty. Structural changes to our economy are super imposed by technological advancements allied with the 4th industrial revolution. These changes affect us all, but especially the young who are getting ready to enter the labor market in a globalized but increasingly uncertain market economy. This paper focuses on the future of entrepreneurship in the 4th industrial revolution and explores opportunities available to Millennials and Generation Z. It aims to understanding how new generations may harness the power of entrepreneurship to navigate through the 4th Industrial Revolution. The paper is based on a thematic inquiry and interview data derived from a recent study with University graduates. Interviews enabled deep meanings to be drawn out of the rich experiences of graduates who wanted to start a business, where some had succeeded but others had not. Conclusions were drawn from contextual interpretations of participants and the way they organized their experiences. Entrepreneurship is presented, not just as a viable career option, but also as a life style choice and an avenue for self-actualization for new generations. In doing so this paper distinguishes technological advancements as expected metamorphic developments of the 3rd Industrial revolution and suggest that social change, and the transformation of individual economic actors is at the core of the 4th industrial revolution.

Biography

A strong advocate of individual freedom through entrepreneurship, Wasif is an experienced educator, mentor and trainer. Since moving to the UAE from London he has spent the last 7 years teaching Economics and Entrepreneurship at the Higher Colleges of Technology, Sharjah Campuses. He has been heavily involved in the establishment of Innovation Hubs and Business accelerators in Sharjah. Wasif has also led many initiatives related to advancing innovation and entrepreneurship at the National and International stage. Wasif has worked closely with Government organisations in Sharjah and helped develop a bespoke start-up licenses specifically designed for Emirati Entrepreneurs. The “Tomouh” business license provides targeted support in key areas such as registration, incubation and market access. Wasif frequently collaborates with community partners and creates opportunities for creativity and innovation that help enhance the entrepreneurial eco-system and change mind-sets. His deep interest in education and economics is parallel by in his interest in sustainable economic growth. Wasif has several research publications to his credit and presented papers at international conferences.

7 November 2018

“Crime and Money: Determinants of Elections”

Ajit Karnik^a, Mala Lalvani^b and Manali Pathak^b,

^aMiddlesex University Dubai, ^bUniversity of Mumbai

Abstract

The influence of money and wealth in elections has been observed for a long time. Henry George noted in 1883 that “only a rich man, or a man who expects to make money illegitimately out of the position, can afford to run for office”. Crime and criminals have become deeply entrenched in elections in many countries of the world. This is true, not only in developing and emerging countries, but also in some of the more developed democracies of the world. I will be presenting some preliminary results from a study that my co-authors and I have just begun. We look at the influence of wealth and crime in the assembly elections of three Indian states. Our data covers two assembly elections in each of the states, yielding a dataset of more than 20,000 observations. Two kinds of models are estimated: one, a regular Ordinary Least Squares (OLS) regression model with vote-share of each candidate as the dependent variable; two, a logistic regression model with a binary variable (winner/loser) as the dependent variable. Apart from wealth and crime, we also use data on education levels and gender of the candidates. Our initial results show that both crime and wealth help improve vote-share as well as the chances of winning an election. Rather hearteningly, so does education. The influence of gender is weak and not uniform across states.

Biography

Ajit Karnik is a Professor of Economics at Middlesex University Dubai. He has been Reserve Bank of India Professor of Political Economy and Director, Department of Economics, University of Mumbai. He has had visiting appointments at (1) University of Texas at Austin; (2) St. John’s College, University of Cambridge; (3) University of California at Berkeley; and (4) Wolfson College and Faculty of Economics and Politics, University of Cambridge. He has supervised 11 Ph.D. theses, 5 M.Phil dissertations, over 70 MBA dissertations, 25 MA in Marketing Communications dissertations and 4 M.Sc. in Banking and Finance dissertations. Ajit Karnik’s research specializations comprise political economy, fiscal economics, economic growth and econometrics. He has published 40 papers in refereed journals, 12 papers in edited books, 90 other papers (including conference and working papers). He has also authored 3 books and edited 6 books/Special issues. He has undertaken consultancy for Government of Maharashtra (India), United Nations Development Programme, World Bank, Unilever India and KPMG. He has been referee for numerous journals such as Public Budgeting and Finance, International Review of Applied Economics, Economics and Politics, Journal of Sports Economics and Journal of Federalism.

Mala Lalvani is currently Director, Mumbai School of Economic and Public Policy, University of Mumbai and RBI Professor of Political Economy. Her research interests are in Public Economics and Political Economy. She has published 35 research papers in refereed journals.

Manali Pathak is Research Associate at the Mumbai School of Economic and Public Policy, University of Mumbai.

14 November 2018

“Entrepreneurs, Work-Family Balance and Subjective Well-being”

Jason Fitzsimmons, Manipal Academy of Higher Education

Abstract

Being an entrepreneur has been characterized as one of the most stressful jobs one can undertake. Entrepreneurs in particular, face working conditions that are more extreme than those of salaried employees, including higher levels of uncertainty, responsibility, complexity, more intense time pressures and longer working hours. These working conditions can lead to additional stresses above and beyond those experienced by employees and consequently, it is not surprising then, that increasing interest is being placed on the mental health and well-being of entrepreneurs. One considerable source of stress for entrepreneurs is the increasingly blurring of boundaries between work commitments and family responsibilities, and the related stresses associated with excessive work-family role integration. While much of the research on the work-family interface continues to emphasize conflict, stress and impaired well-being, more recent research suggests work and family roles can actually enrich one another through resources being transferred across roles. Achieving work-life balance across domains including work, family, leisure and other activities is a major contributor to an individual's assessment of their overall well-being. In this study we used the Action Regulation Model of Hirschi et al (2018) which suggests that individuals will adopt different action strategies associated with goals, resources, and barriers to goal attainment in order to attain work-life balance. Using a sample of eighty-four (84) Emirati female entrepreneurs (Founders, Co-founders and CEO's) and one hundred and five (105) employed Emirati females (lower, middle and senior management levels) located in the United Arab Emirates. In support of the Action Regulation Model framework, we find that entrepreneurs do indeed make efforts to allocate resources in order to reduce conflict with the aim of enhancing work family balance. The findings have implications for our understanding of strategies that entrepreneurs can adopt in order to achieve the desired goal of work family balance.

Biography

Dr Jason Fitzsimmons is the Chairperson at the School of Business at Manipal Academy of Higher Education in Dubai as well as Dean of Executive Education. Before moving to Dubai he spent a number of years in Singapore and Malaysia, firstly as Director of MBA Programs and the Alumni Relations Office at U21Global Graduate School in Singapore and then as Dean of the School of Business at GlobalNxt University, Kuala Lumpur, Malaysia. Prior to this, he was with the Brisbane Graduate School of Business at Queensland University of Technology in Brisbane, Australia. He has also had significant industry experience and was involved in several successful startup ventures. Dr Fitzsimmons has a PhD (Physics) and MBA from the Queensland University of Technology with research interests in entrepreneurship and new venture finance.

21 November 2018

“What’s Hot in Interaction Design? An International Survey of Practitioners’ Views on Personas”

Engie Bashir, Middlesex University Dubai

Abstract

A persona is a user-model intended to support the design of a digital product by anchoring design within a vision of intended users. Advocates argue that personas promote empathy and help focus design on the goals and characteristics of users. They are, however, not without detractors and although it has been 18 years since the publication of *The Inmates are Running the Asylum*, there has been little research to systematically elicit practitioners’ attitudes about them. We report on findings from a ‘state-of-practice’ survey conducted with Interaction Design/User Experience professionals called ‘What’s Hot in Interaction Design’. We focus on 20 survey items eliciting practitioner’s usage and attitudes towards personas. The items were derived from a review of academic and professional literature sources. The results show that practitioners think that personas have benefits, but that creating them places demand on particular resources, and there are pitfalls. In this paper, we enumerate these. We also organize the results in terms of strength of opinion expressed and discuss implications for methods, tools and curricula.

Biography

Engie Bashir is a senior lecturer in Computer Engineering and Informatics at Middlesex University Dubai. She has enriched students’ knowledge and skills for more than a decade capitalizing on her industry experience in System Analysis and Design, Databases, and Web Development technologies. Engie has delivered lectures across different disciplines including Human-Computer Interaction, Computer Programming, Cloud Computing and Emerging and Novel Technologies. Her research interests include User Experience (UX) and Interaction Design (IxD), Academic-Industry Engagement, Information Retrieval and Filtering and Data Visualization. She is an avid advocator of applying UX design into education and bringing industry practice into teaching and research to prepare students for a smarter future.

28 November 2018

“A decade of academic discourse at the Middlesex University Dubai
Wednesday Research Seminar Series – A Retrospective”

Prof. Ajit Karnik, Dr. Lien Els, Lulu Baddar, Neelofer Mashood, Dr. Lynda Hyland, and Dr. Cody Morris Paris, Middlesex University Dubai

Abstract

From the early days of Middlesex University Dubai, research has been regarded as an integral part of its operations. The Research Seminar Series was conceptualised in 2008 with an aim to provide faculty members an opportunity to exchange research ideas and foster academic discourse. The first session was held on Wednesday, 26th November 2008, signaling the start of 10 years of fruitful academic exchange. Since then, the research seminar series has taken place every Wednesday during the teaching year. This remarkable journey has seen more than 235 internal MDX faculty and external researchers present their

research covering a wide variety of topics across social science, education, psychology, business, computer science and information technology, tourism, law, and others. This week's seminar takes the opportunity to reflect back over the past 10 years, with contributions from previous presenters. We hope this retrospective will offer attendees an interesting and enjoyable opportunity to reflect on the past and plan for future research endeavours.

5 December 2018

“Evaluation of student engagement by aligning curriculum using a Constructive Alignment Framework: an action research approach”

Shanthi Rajan, Middlesex University Dubai

Abstract

Research in academia identifies the importance of Student Engagement (SE) with regards to student success and their overall academic achievements. Teachers and learners come to the classroom with certain expectations and when these expectations diverge there is a likelihood of disappointment and demotivation resulting in non-engagement. The reasons attributed to SE differs in different contexts, viz qualities of teaching, the way the curriculum is designed, learners' lacking skills, prior knowledge, and inappropriate teaching content. In order to create positive engagement it is imperative to focus on examining the student-teacher relationship as well as the learning environment that can promote and or hinder student engagement. Curriculum and instructional design plays a significant role allowing learners' construct meaning to what they learn and its impact on student performance. Using action learning, this action research (AR) project evaluates SE of a HE4 year 1 business management cohort by aligning teaching and learning activities using a constructive alignment framework. The research findings helped the researcher evaluate SE by aligning these aspects and introduced best practices to create academically competent students.

Biography

Shanthi Rajan is a senior HR professional with 17 years of HR corporate experience. She has worked predominantly in MNCs handling senior HR roles. She moved to academia in 2009 and is currently teaching as a visiting faculty at Middlesex University and University of Stirling. She also works in the capacity as an adjunct visiting faculty at the University of Bolton's campuses in Ras Al Khaimah and Vietnam. Her core areas of specialization include Strategic Human Resources Management, Strategic Change Management, and Organizational Behavior. She is an affiliate member of CILT (UK) and also a Fellow of Higher Education Academy. She holds a Master's degree (specialization in Strategic Human Resources Management) from the University of Wollongong, and is currently pursuing her doctoral studies from University of Bolton. Her research interests include OB, HRM, and Emotional Intelligence.

12 December 2018

“Who is the typical triathlete? - Segmentation through demographics, geographic and lifestyle segmentation”

Nathalie van Zanten, Middlesex University Dubai

Abstract

Triathlon is a relatively new sport, combining three disciplines; swimming, cycling and running. The popularity worldwide is still increasing tremendously. It is the only sport that gained Olympic status within five years after applying for it. The setup of the seminar is based on three parts; firstly a study on triathletes in the UAE and their characteristics. Secondly a study on triathletes in Germany with focus on lifestyle segmentation. The last item is on the investigation of the brand Ironman. It's success factors will be explained through linking with the branding theory in Marketing and will be illustrated. The findings to be discussed in the seminar are to give insight in identifying a typical triathlete, or more specifically three groups of different types of triathletes. As very little research has been done on this athlete the focus lays also on where they come from, what they do for a living, education and for example what amounts they spend on their sports. The explanation of Ironman's success story related to Marketing theory gives insight in how brand equity can be created in the field of sports and what other sports companies can learn from these insights. Information is based on two personal interviews with experts in the field, secondary data and personal experience.

Biography

Nathalie is lecturer in Marketing with experience in corporate business. Previously, she has worked as customer service coordinator in France, Spain and South Africa for General Electric (GE); in a procurement role for French publishers at Swets, now Ebsco; and as Marketing Manager at her family costume jewelry business. Nathalie has exploited her language skills (Dutch, English, German, French and Spanish) in international business. She moved to academia in 2005 joining University of Applied Sciences in Amsterdam (AUAS), teaching UG and PG Sports Economics and International Business Management Studies (BMS) Marketing, Marketing Communications and Sales Management. She holds 2 Master's degrees; in Business Administration and in European Enterprise Management. Her research interests include Marketing, Marketing communication, sports, higher education and cross cultural skills. Nathalie does sports for fun nowadays but used to be a fanatic sports athlete and was Dutch Champion and European Champion in Triathlon Olympic distance. Swimming, Cycling, Running, Yoga and Gym are the ways in which she now relaxes and sets her mind free.

19 December 2018

“Punishing Atrocities”

Shahram Dana

Abstract

International trials dominate the global community's response to mass atrocities. Proponents claim that atrocity trials make crucial contributions to recognition of the trauma of mass violence and to reconciliation essential to avoiding transgenerational urges for revenge. This paper critiques these claims by applying the perspectives of legitimacy theory to examine institutional and normative shortcomings of atrocity trials. The paper identifies specific internal failures of atrocity trials that damaged its moral or legal legitimacy. It also analyses why atrocity trials frequently encounter external factors that challenge their social legitimacy. These shortcomings impede their capacity to contribute to reconciliation. Understanding this dynamic contributes to new knowledge regarding the limits of atrocity trials to address transgenerational repercussions arising from violent pasts and perceived historic victimhood. Moreover, the tendency of atrocity trials to narrate a rigid dichotomy between “victim” and “perpetrator” profoundly challenges its social legitimacy and capacity to achieve reconciliation. However, this paper also claims that social legitimacy is not static and theorizes how moral or legal legitimacy may over time turn the tide on future generations perceptions of social legitimacy. This paper hopes to contribute to new knowledge about the dynamic relationship between atrocity trials, reconciliation, and collective healing.

Biography

Shahram Dana is a public intellectual, academic, trial lawyer, and advisor engaged a broad range of scholarly and professional activities in the areas of criminal law, international law, transitional justice, human rights, and international criminal justice. His passion is fueled by a firm conviction that social policy must be deployed in a manner that optimizes law's capacity to deliver prosperity, security, and justice for all humanity. This commitment to the oneness of humanity has guided his work at the United Nations prosecuting war crimes, crimes against humanity, and genocide; as a commissioner investigating torture by police; as a trial lawyer for indigent persons in the United States, and as a law teacher and scholar in North America, Europe, and Australia. Shahram's research focuses on the law and politics of international criminal justice mechanisms in protecting human rights and shaping world order and international law. His scholarship has been cited by leading international law scholars and practitioners in law reviews, briefs to courts, and NGO reports. His article *Beyond Retroactivity to Realizing Justice* received wide acclaim for advancing the normative foundation of fundamental principles of criminal law in international law. Shahram has advised on inter-governmental initiatives regarding international criminal justice and human rights in domestic legal systems. The Hague Academy for Judicial Expertise invited him to conduct training courses for high-level government officials, lawmakers, judges, and prosecutors from countries in Asia and Europe. And, the International Law Initiative invited him to be the lead facilitator in their training program for legal professionals from more than twenty African countries at the African Center for Legal Excellence in Uganda. Shahram has worked as a law academic or practitioner in Asia, Australia, Europe and North America, and travelled to more than 55 countries.

January 23 2019

“The best-of-n problem with dynamic site qualities: Achieving adaptability with stubborn individuals”

Judhi Prasetyo, Middlesex University Dubai

Abstract

Collective decision-making is the ability of individuals to make a collective decisions without any centralized leadership, but only via local interactions and communication. The best-of-n problem is one subclass of collective decision-making, whereby the swarm has to select the best option among a set of n possible alternatives. Recently, the best-of-n problems has gathered momentum: a number of decision-making mechanisms have been studied or proposed focusing both on cases where there is an explicit measurable difference between the two qualities, as well as on cases when there are only delay costs in the environment driving the consensus to one of the n alternatives.

Originally inspired by how honey bees collectively decide which site is the best destination to build their nest, this research focused on the best-of-n problems in a dynamic environment setting where site qualities can be directly measured by agents, and abrupt changes were introduced to these qualities, whereby the two qualities are swapped at a given time to invert the convenience of the two alternatives.

Using computer simulations, we show that a vanilla application of the simplest decision-making mechanism, the voter model, does not guarantee adaptation of the swarm consensus towards the best option after the swap occurs. Therefore, we introduce the notion of stubborn agents, that are agents that are not allowed to change their opinion. We show that the presence of the stubborn agents is enough to achieve adaptability to dynamic environments, and we study the performance of the system with respect to a number of key parameters, such as the swarm size, the difference between the two qualities and the proportion of stubborn individuals.

Biography

For the past 25 years, Judhi has been providing both services in the information and communication field to various verticals including government entities and law enforcement agencies in more than 15 countries. His area of expertise ranging from IT Security and Cyber-defense, Radio Frequency Identification (RFID), Wireless Communication, Embedded System, Computer Programming, Robots Building, to Business Processes & Project Management.

Judhi received a Master of Science in Engineering Management Degree with Distinction from Middlesex University Dubai, and has been a member of Middlesex University Dubai teaching team since 2017.

January 30 2019

“Inside-out interviews: cross-cultural research in China”

Martin Sposato, Middlesex University Dubai

Abstract

The use of local facilitators in cross-cultural research in Chinese cultural contexts has been encouraged, and yet there is a paucity of research exploring the impact that this may have on data collection and knowledge creation. Addressing this gap, this paper provides a critical reflection on conducting interviews in cross-cultural research in China. The author reflects on the experience of doing research as an outsider to the culture of the participants and the consequences of later working alongside an insider in a Chinese cultural context. While insider and outsider positionalities are formed from a multitude of intersectional characteristics, both gender and nationality emerged as primary influencers in this context. This article contributes to the methodologically oriented literature by making salient the complexities of deciphering the multitude of influences originating from the researcher's own positionality in relation to research others. Reflexivity is also promoted as a tool to explore how and why knowledge is created. While reflections incorporated here are based on qualitative research, this argument extends to quantitative research and demands as researchers we incorporate a thorough reflexive account of our knowledge creation practices in order to produce more transparent and arguably honest outputs.

Biography

Dr. Martin Sposato is a Senior Lecturer in Human Resources Management at Middlesex University, Dubai campus. Martin has studied in a number of Universities around the World, including the University of Technology Sydney, City University of Hong Kong and Harvard University. Martin, holds a Ph.D. in Leadership, from Middlesex University, London and his research focuses on Paternalistic leadership, and Gender and Leadership. Martin is also a CIPD academic member and is a fellow of the higher education academy.

February 6 2019

What is the link between leadership character, organisational culture, and long-term success?

Glenn Williams, CEO of LCP Global

Abstract

In the light of high-profile collapses and public leadership failures around the world, there is no better time than now to challenge the traditional discourse on leadership — and in particular, a leader's values and ethics in relation to personal and organisational performance. In 2011, Dr. Glenn Williams set out to explore the link between leadership character and performance. What defines it? Can it be measured? Is it more likely that businesses will thrive if their leaders and workplace culture have a set of values that consistently drives not only their performance, but become foundational to their business practices, brand, and results? How do organisations maintain a strong commitment to ethical

leadership when they are under pressure to deliver great results? Dr. Williams will share from his research and give practical insights from his direct work with CEOs, Board Chairs and executives, having worked with leaders in 40 countries.

Biography

Dr. Glenn is the founder and CEO of LCP Global Pty Ltd, a leading strategic management consulting firm. With more than 25 years working as a psychologist, executive, and board member in more than 40 countries, he is passionate about changing the way leaders think and behave. He works with business leaders, executive coaches, HR professionals, consultants, and leadership development professionals to give them the tools they need to help organizations achieve their objectives. Its leadership solutions are backed by rigorous research and include the results-oriented Leadership Capacity Program.

Before founding the firm in 2010, Glenn held senior roles with a global U.S.-based NGO with offices in 18 countries that provided educational products in 150 countries. He served as Group Vice President, Senior Vice President, and Chief Operating Officer for Global Operations, overseeing up to 700 direct staff members and a budget of US\$110 million. Earlier in his career, Glenn was a regional sales representative with the multinational company NSK Bearings and launched Pro-Fam Australia, which focused on building strong families and communities and grew into Asia, North America, Europe, South Africa, and the Middle East.

Glenn holds a doctorate from George Fox University, where he focused on the relationship between leadership character and performance. He also facilitates executive roundtables for Halftime Australia, helping leaders align their successes, influence, and opportunities to build a legacy of significance.

February 13 2019

“The Nature of Narrative”

Louise Edensor, Middlesex University Dubai

Abstract

Drawing on doctoral research, this seminar will address the nature of narrative by examining the kind of techniques writers employ in managing perspectives to create tapestries of voices in fiction. Seeking to explore and explain narratological concepts, this seminar will highlight how, whilst narrative and story are interrelated they are, at the same time, distinctly different. This talk will begin by considering some key aspects of narratological study to underscore the discussion of techniques used by several key authors, such as Kazuo Ishiguro, Ian McEwan and Katherine Mansfield. Through illustration, and using a number of authors and stories, this talk aims to showcase the kind of literary craft that formulates, organises or manipulates the reader’s understanding and ideological viewpoint.

Crafting a narrative to give the reader access to the inner consciousness of characters allows for several ideological standpoints to be portrayed. It also permits the withholding of information to create ambiguity, suspense or intrigue. Writers who employ methods such as focalisation and free indirect discourse develop richer narrative schemas which enable a

sense of empathy and closeness with the characters they create. These techniques also provide writers with the opportunity to develop a shared ideology by managing the reader's knowledge and understanding of character. By analysing a short story as an exemplar, this seminar will depict how the literary critic dissects the framework of a narrative in order to expose how the craft of a story underscores the basic tenet that form plus content equals meaning.

Biography

Dr. Louise Edensor is Senior Lecturer and Campus Programme Coordinator for the International Foundation Programme and lecturer in Media and Education. She has a PhD from the University Of Northampton, UK. She has published book chapters and papers on the writings of Katherine Mansfield (and associates), and worked as Editorial Assistant on the journal Katherine Mansfield Studies. Her current research interests centre on the short story form in Modernist Magazines.

February 20 2019

“Education and Marketing of sustainability programs and its effect on behaviour in society”

Andrew Mackenzie, Middlesex University Dubai

Abstract

Parents and school play an important role in developing children's behaviour and attitudes, however, little is known about the effect of children's behaviour in turn altering environmental and social behavioural aspects of older generations with regards to sustainability. The objective is to identify how best to design future programmes so they can positively change behaviour in society. From personal observation, through discussion and written feedback, an effect to behaviour of older siblings and parents of children exposed to the Simply Bottles campaign has been identified.

The proposed exploratory study will look at qualitative research results, through interviews of parents and the effect on their behaviour driven by children. Quantitative measurements of the programmes effect on recycling numbers, i.e. the increase in the amount of plastics recycled in the school year. Simply Bottles, which is currently running in over 65 school in Dubai, is a Plastic Bottle recycling campaign working with Businesses, Schools, Non-Profits and Consumers to increase the recycling of PET plastics across the United Arab Emirates. Creating awareness, educating about plastic waste and recycling, the program provides participants with a practical solution to plastic collection for recycling.

Biography

Andrew Mackenzie is a lecturer specialising in Marketing and Management at Middlesex University Dubai with over 19 years' experience in education and training. Currently Andrew's research interest is in the field of sustainability and he is driving recycling initiatives as an ambassador for the closed loop recycling platform, Simply Bottles. This in turn will lead to exciting studies in understanding the effect of marketing and education on behaviour patterns in sustainable practices in the UAE.

February 27 2019

“New ideas on language comprehension and communication”

Charlotte Conrad

Abstract

Traditional linguistic ideas about signs, meaning, language and communication are increasingly being discredited amongst scholars in the language and communication sciences, who find them reductive and unable to capture what goes on in actual communication situations.

At the same time we see a trend in the cognitive sciences and psychology to move away from an understanding of the human mind as an anonymous, mechanical operator - a describable software which runs the same on any brain - towards seeing the mind as a faculty that serves an embodied, situated, culturally and socially embedded, living being. To enactivist cognitive science this means seeing the individual, locally situated psyche as an indispensable determinant to the realization of world and meaning. Such a claim carries direct implications to our understanding of human semiotic activity.

On the background of highlighting the current trends in psychology and linguistics I will present my own work on the psychology of language comprehension. Based on ideas from modern thinkers within psychology, linguistics and phenomenology (notably William James, James Gibson, Roy Harris and Martin Heidegger), I suggest that language understanding is better portrayed as a complex use of our everyday perceptual ability to figure the world as interactable to ourselves as agents. I show that this suggestion yields a simpler, more encompassing account of language comprehension than traditional machine functionalist cognitive science does, while solving anomalies that stem from the latter.

I will conclude my presentation by talking about the theoretical consequences that the ideas presented have to our understanding of what communication is. I hope this will allow us to have a discussion of the implications a new understanding of communication might have in your different fields.

Biography

Charlotte Conrad received her MA in Rhetoric and in Studies of Nordic Languages and Literature from Copenhagen University in 2004. She earned her Ph.D. in the Psychology of Text Comprehension from Copenhagen University in 2011. As part of an often relocating expat family she has been living as an expatriate in 5 different states in the USA and has been a visiting scholar at the University of Hawai'i at Manoa, HI and Indiana University, Bloomington, IN during that time. She is currently living in Dubai, UAE and is a board member of the International Association for the Integrational Study of Language and Communication (IAISLC) which promotes the study of language and communication without first presupposing language as a publicly shared, fixed code.

March 6 2019

Research Culture and Challenges in the UAE

Jacinta Dsilva, MODUL University

Abstract

Research has significant importance in every market since it opens door to new information about several things known and unknown. Conducting new research give a boost to researchers as they can identify new trends and test models which can be of great worth to several industries, however, conducting research in some parts of the world is challenging. In 2010, Dr Jacinta Dsilva embarked on a journey to do her doctoral research on Service Quality of Low Cost Carriers in the Middle East with great enthusiasm and zeal, however, very soon realized that the reality is different. The seminar will discuss her research on the Service Quality Model for the Low-Cost Carriers as well as the challenges she went through to make the research successful. Finally, some do's and don'ts will be discussed for those who are likely to take on this journey in their near future.

Biography

Dr Jacinta Dsilva is a visiting Senior Lecturer at MODUL University, teaching International Business and Tourism related subjects. In the past, she has worked with Higher Colleges of Technology and Emirates Aviation University. She has been a successful academician for the past 18 years and has both corporate as well as an academic background in several business areas. She has worked as a System Wide Course Team Leader for three subjects while at Higher Colleges of Technology. She is a graduate from Coventry University with a PhD degree in Marketing and Service Quality. She also holds a double Masters; in Human Resource Management and Marketing. Earlier in her career, she has worked as Team Leader at Barclays Bank, Dubai and ANZ Grindlays in India.

She is an active member of Evolvin' Women, a social platform for sourcing women talented in hospitality, differently. Recently, she has joined as an editorial board member of International Journal for Innovative Engineering and Management Research. She has been an active member of the Academy of International Business and has presented several papers locally and internationally. She has also organized several local and international level conferences while at AIB MENA as Manager Interns.

March 20 2019

“Psychological health, prenatal bonding, and experiences of gestational surrogates”

Nishtha Lamba, Middlesex University Dubai

Abstract

Commercial surrogacy in India began in 2002 and quickly grew into an unregulated 2.3-billion-dollar industry. Convenient regulations such as low costs and allowing name of commissioning parents on the birth certificate attracted many intending parents from around

the globe. The extreme economic and cultural differences between international couples and surrogates, fertility clinics compromising health of surrogates for profit, stigmatization of surrogacy in India, and the constant surveillance of these women living in a 'surrogate house', had raised concerns regarding the potentially negative psychological impact of surrogacy on Indian surrogates. Terms like "womb farm", "baby factory", and "global sisterhood" were frequently used to represent the surrogacy 'market'. However, there was no information regarding the psychological health of women choosing to become surrogates in low-income countries.

The primary aims of this research were (i) to conduct a longitudinal assessment of surrogates' psychological problems, (ii) to examine the nature of the bond formed between surrogates and the unborn baby and establish whether this prenatal bond contributes to their psychological problems, and (iii) to explore the experiences of surrogates during and post-surrogacy. Surrogate mothers were compared with a matched group of expectant mothers during pregnancy and most of them were followed up 4-6 months after the birth. All surrogates were hosting pregnancies for international intended parents and had at least one child of their own. Data were obtained using standardized questionnaires and in-depth interviews and were analyzed using both quantitative and qualitative methods.

Biography

Dr Nishtha Lamba is a behavioral scientist with a keen interest in policy work. Broadly, her research interests include 'mental health of vulnerable populations' and 'families built through assisted reproductive techniques'. She completed her PhD in Psychology from University of Cambridge in 2017. Her PhD work being inter-disciplinary had elements of social psychology, health psychology, developmental psychology, and bio-ethics. She also holds an Mphil in Social and Developmental Psychology from University of Cambridge and a BA in Psychology and Sociology from Hunter College, City University of New York. She is primarily a mixed-method researcher and has published her research in international peer reviewed journals on a range of topics, such as, language development in children, social media and culture, egg donation, and surrogacy. She is also working as a consultant psychologist for a mental health startup based in London and an infantry in the Indian Army.

March 27 2019

"Evidence on the Nature and Extent of Fall in Oil Prices on the Financial Performance of Listed Companies: A Ratio Analysis Case study of the Insurance Sector in the UAE"

Pallavi Kishore and Mariam Aslam, Middlesex University Dubai

Abstract

The sharp decline in oil prices that started in 2014 affected most economies in the world either positively or negatively. United Arab Emirates has been striving to diversify away from oil and expects higher non-oil growth in 2018. This study involves calculations and comparisons of ratios pre and post the fall in oil prices in the insurance sector in the UAE. Parametric tests, conclude that while the change in profitability and efficiency ratios is statistically significant, the other ratios have been quite stable in the period. There has been an overall slowdown in the insurance industry yet UAE has been mostly resilient to the fall in oil prices and given the visionary leadership of its policy makers, the diversification strategy has taken effect rather quickly.

Biography

Pallavi is a qualified statistician and Chartered Accountant who graduated from Delhi University. She attained her Master's degree in International Business from University of Wollongong (Australia) where she also marked the beginning of her academic career as a lecturer in Accounting and Statistics. Currently she is pursuing her PhD in the field of Economics. With over 12 years of teaching and research experience she has been successfully leading large cohorts of students from diverse international backgrounds at both undergraduate and postgraduate level. Pallavi's research interests include fields of Accounting, Statistics, Education and Econometrics.

Mariam is a lecturer in Accounting and Finance with a keen interest in equity, derivative and financial analysis. She did her MSc in Finance and Management from Cranfield University, UK and BA in Business Administration from Middlesex University, Dubai. She has been successfully teaching across a wide range of programmes including MBA, MSc Investment Management, BA Business Management and Accounting & Finance.

April 3 2019

“Midlife - crisis or contentment? A mixed-method exploration of meaning in life during middle adulthood”

Aditi Bhatia, Anita Kashi, and Lynda Hyland, Middlesex University Dubai

Abstract

Meaning in life has been the recipient of growing empirical interest within the last decade; however, its relevance during the midlife transition remains largely unexplored. A mixed-method analysis was undertaken to assess factors associated with the search for, and presence of, meaning in life during middle adulthood. Multiple regression analysis of data from 152 participants in the UAE, revealed that personal growth, self-compassion and materialism were significantly predictive of both search for, and presence of, meaning in life. The analysis of five participant interviews using Interpretative Phenomenological Analysis (IPA) generated three central themes related to spirituality, altruism and the midlife transition, along with other psychosocial factors and misconceptions regarding the midlife crisis. The findings provide significant contributions to the domains of positive psychology and lifespan development. A shift from the crisis approach to a more positive outlook towards midlife is thus recommended.

Biography

Aditi Bhatia is a Lecturer in Psychology at Middlesex University Dubai and her area of multidisciplinary research interests include - Mental Health, Gender Studies, Positive Psychology, Somnology and Lifespan Development. She has previously worked as an Assistant Psychologist at Universal Hospital, Abu Dhabi and at St. Pancras Hospital in London, along with voluntary work with the Behavioral Sciences Pavilion at Sheikh Khalifa Medical City (Abu Dhabi). Aditi has a Master's degree in Clinical Mental Health Sciences from University College London (UCL) in the UK and a Bachelor's degree in Psychology (with Counselling) from Middlesex University Dubai. She is also a graduate member of the British Psychological Society in United Kingdom. During her clinical practice, she was primarily involved in psychotherapy training and has a special interest in working with young people suffering from anxiety and addiction, using Cognitive Behavioural Therapy,

Compassion-Focused Therapy and other mindfulness-based approaches. She is also a co-founder of an Abu Dhabi-based non-profit Mental Health Support Group – Soul Knit, aimed at providing support and awareness for psychological issues in the UAE.

Dr. Anita Kashi is an Associate Professor in Psychology and is the Head of Psychology at Middlesex University Dubai. Anita received an M.Phil. in Medical and Social Psychology, and a Ph.D. in Clinical Psychology from the Central Institute of Psychiatry, India. She is a life member of the Indian Association of Clinical Psychologists and has worked as a clinical psychologist in the government and corporate sectors in India. She has worked as an academic in Eritrea and Ethiopia on UN and World Bank funded programmes. Anita has supervised numerous dissertations and conducts her own independent research. Her research interest includes schizotypy, social aspects of mental illness, humour, and individual differences.

Dr. Lynda Hyland is a Senior Lecturer in Psychology at Middlesex University Dubai. She graduated with an M.Sc. in Health Psychology from University College London, where she also worked at the Centre for Outcomes Research and Effectiveness on Department of Health commissioned projects. Lynda's other previous roles include project lead on a large-scale randomised controlled trial, and lecturer in Health Psychology at the Dental School in Trinity College Dublin. Her Ph.D. from Maynooth University focused on stakeholder experiences of the 'Incredible Years' Teacher Classroom Management programme. A methodological pragmatist, Lynda employs both qualitative and quantitative approaches in her research. Her interests include intervention research, chronic illness management, and health inequalities.

April 10 2019

“Factors Discriminating the Success and Failure of ICT for Development Projects”

Supriya Kaitheri, Middlesex University Dubai

Abstract

Information and Communication Technology (ICT) is fueling the growth of global economy. Intelligent use of ICT is a key to transform societies and it can contribute to the development objectives of a nation. Information and Communication and Technology for Development (ICT4D) is defined in this study as the design and use of ICT tools and e-Services that consider social context and socio-economic development. This paper tries to explore the factors discriminating the success and failure of ICT4D projects. Multiple Discriminant Analysis (MDA) was used to test the framework and address the research question in this study. Analysis revealed that Subjective Norm, Perceived compatibility, Perceived Ease of Use, Perceived Quality, Perceived Complexity and Perceived usefulness of ICT4D projects are the best discriminators between successful and unsuccessful ICT4D projects.

Biography

Dr Supriya Kaitheri is a senior lecturer in Data Analytics & Quantitative Methods at Middlesex University Dubai Business School. Prior to joining Middlesex, she completed PhD in Information Technology and Systems Management from Indian Institute of Management Kozhikode. Her thesis explored the area of ICT for social development and e-Governance. She was also a Gold medalist in Computer Science and Engineering. Her teaching and research interest include Data Analytics, e-Governance, business analytics, and consumer

Technology Readiness. She had presented her work at several conferences and also won award including Education Without Borders - presenter Award, IPID ICT4D grant winner, Acer Incredible Green Contest, and Wipro Earthian Award.

April 24 2019

Creating a Supply Chain Strategic Plan for your Business

Muddassir Ahmed, Bridgestone Middleeast

Abstract

The process to create a Supply Chain Strategic Plan explains how an organization and/or supply chain professional can create an integrated Supply Chain Management strategy that leverages standard business processes and tools, optimizes organizational capability, minimizes waste, improves predictability, and delivers comprehensive value to the customer. The seminar will discuss the following aspects:

- SWOT analysis for your Supply Chain Department
- The 4 Pillars of Supply Chain Strategy
- Define Key Supply Chain Goals & Results. Keeping 4 Pillars of Supply Chain Strategy in mind.
- Define Key Tactics & Initiatives to Achieve Supply Chain Goals
- Create a Supply Chain Strategy for your business/department

Biography

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.