

## **Research Seminar 109**

Alun Epps

Middlesex University Dubai, UAE

Catherine Demangeot

University of Strathclyde

Vive la difference!

Marketing in the UAE, multicultural consumers, marketplaces and servicescapes

### **Abstract**

This paper examines the challenges and opportunities faced by the contemporary marketer in the United Arab Emirates (UAE), a new nation in the Middle East. This serendipitous multi-cultural marketing paper is part of a larger study of marketing in the UAE and region in general. Using a combination of literature review and expert opinion collected by a round table focus group, the study explores themes that include multi-culturalism; service quality, international and local branding. The work concludes that whilst there are challenges such as diversity, newness of the nation, turbulent environmental factors and national image; there is a strong sense of optimism and strength in UAE marketing that can ultimately teach the world much in the fields of emerging nations, growth, diversification, portfolio management and survival during challenging times.

Keywords: segmentation, multi-cultural consumers, global vs. local branding

### **Biographies**

#### **Alun Epps**

Dr. Alun Epps is an Associate Professor in Marketing, the Centre Programme Coordinator for the MAMC and champions the mighty research committee here at Middlesex University Dubai. His research interests include; marketing communications, consumer behaviour in computer mediated environments, education

marketing, community entrepreneurship, SME and family business marketing. Dr. Epps has had several papers published in peer refereed journals, presented at numerous international conferences and won a best paper award in Slovenia in 2007. In 2010 he was awarded the distinction and excellence in teaching award here at Middlesex and last week was presented with an Employability Champion Award again at Middlesex. He has a PhD from the University of Wales, is a Chartered Marketer, reviewer for the Service Industries Journal, the Arts Marketing Journal, Education, Business and Society: Contemporary Middle Eastern Issues Journal, and the Journal of Research in Interactive Marketing. Before working at Middlesex he did three years at Wollongong and six years at Dubai Poly. In the UK he worked for Highbury College and the University of Portsmouth for six years. Prior to joining academia he worked in media and entertainment industry including spells at the BBC, Virgin and Rank. Among companies that he has consulted for are; Mercedes Benz Gargash Enterprises, Fortune Promo Seven, Dubai Chamber of Commerce and Industry, the University of Portsmouth in Malaysia, the Royal Saudi Navy and more recently Camelicious here in Dubai

### **Catherine Demangeot**

Catherine is a Lecturer at Strathclyde Business School, where she teaches strategy and marketing subjects on the MBA, in the School's home and international campuses. Her focal research interest lies in explaining patterns of consumer behaviours through a better understanding of how they are affected by their environment (in the broadest sense: physical, virtual, cultural). This entails the following areas of enquiry: How do consumers behave in virtual environments?; What is new about the behaviour of consumers in multicultural societies?; How do different cultures impact the manner in which people apprehend and share public goods?; How do cultures influence the basis of trust and social capital among marketing stakeholders?; To what extent can social marketing help developing countries by instigating behaviour change? And how do patterns of consumption behaviour emerge over time, as a result of recurring interactions with the marketplace?

**Date:** Wednesday 5<sup>th</sup> June 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 108**

Ajit Karnik

Middlesex University Dubai

Technical progress, patents and economic growth

### **Abstract**

This research seeks to extend the debate on modelling economic growth and economic convergence in two directions. In the first instance, the standard assumption of uniform rate of technical progress across all countries is relaxed to allow for varying rate of technical progress. We measure the rate of technical progress using an index of patent protection. Secondly, the paper is concerned with investigating the issue of parameter heterogeneity, that is, whether growth models estimated for all countries in the sample change in important ways when estimated for sub-samples of countries. The data used in our econometric exercises stretch from 1995 to 2010 for a set of 89 countries. The set of 89 countries in our sample consists of 25 countries which belong to the high income group, 20 belong to the middle income group and 28 belong to the low income group. In addition, 16 countries have changed their income groups during the time period under consideration. Our econometric estimation technique uses the Generalised Method of Moments (GMM) which has been noted to be superior to standard panel data estimation techniques. Our results show that rates of convergence differ significantly across subgroups. More importantly, patent protection seems to benefit high income countries significantly more than the other groups. For the other group of countries, increased investment rates offers the most important way to enhance income levels.

### **Biography**

Professor Ajit Karnik is a Professor of Economics at Middlesex University Dubai and is a Fellow of Wolfson College, Cambridge. He has held senior academic roles at University of Mumbai, and the University of Wollongong in Dubai. Visiting Assignments have included; Indo-American Fellow, University of Texas, Visiting Scholar, St. John's College, Cambridge, British Council Higher Education Link Visitor, University of Ulster, Fulbright Fellow, University of California, and Smuts Fellow, Faculty of Economics and Politics, Cambridge. Professor Karnik's research specializations comprise political economy, fiscal economics, economic growth and econometrics. He has published 30 papers in refereed journals, 12 papers in edited books, 90 other papers (including conference and working papers), 3 authored books

and 4 edited books. He has undertaken consultancy for Government of Maharashtra (India), United Nations Development Programme, World Bank, Unilever India and is a referee for the International Journal of Applied Economics, Journal of Sports Economics, Publius: Journal of Federalism and Public Budgeting and Finance

**Date:** Wednesday May 29<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 107**

Dean Sheetz

HCT

Research doesn't have to be Academic: A Practical Research Perspective for Educators

#### **Abstract**

Research has shown that academic researchers in education and practicing educators view research in very different ways. In this session, a practical viewpoint on research will be developed, reasons will be given for why educators at all levels should engage in research, and suggestions will be made on how practicing educators can approach research as individuals and in teams.

#### **Biography**

Dean Sheetz has a BS in Mathematics (New Mexico Tech, 1987), an MA in English (University of Memphis, 2000), and a Ph.D. in Organization and Management (Capella University, 2010). He has sixteen years of teaching experience, thirteen of which are in higher education in the UAE. Currently he holds a faculty position with the Higher Colleges of Technology (HCT) Professional MBA program, as well as filling the role of MBA Academic Coordinator at HCT-Dubai.

**Date:** Wednesday May 22<sup>nd</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 106**

Aleya James and Nicole Shammass

HCT

Developing Intercultural Intelligence: Dubai Style

### **Abstract**

“Human diversity makes tolerance more than a virtue; it makes it a requirement for survival” - René Dubos

Rene Dubos articulates forcefully the need for tolerance of diversity; a need that has fuelled growth in the field of Intercultural Intelligence in both the corporate and educational spheres. This paper combines both the theoretical foundation of Intercultural Intelligence with a practical application as we examine a course dedicated to helping develop Emirati students' Intercultural Intelligence within a framework of intercultural intelligence theory. Guiding principles for the teaching of Intercultural Intelligence are given, alongside practical pedagogical suggestions applicable to any undergraduate context. The final section of the paper presents findings demonstrating the effect of the course on students' intercultural competencies using King and Baxter Magolda's trajectory of intercultural maturity (2005). We conclude with the assertion that the potential success of our students in their future roles as co-workers, managers and leaders of the business community in the UAE is considerably enhanced by the knowledge and skills this course brings.

### **Biographies**

#### **Aleya James**

Aleya completed a CELTA course in London and spent time in Oman and Egypt she arrived at HCT Dubai in 1998 having taken a year off to do her Masters in TEFL at the University of Reading. At HCT Dubai Aleya has worked as a teacher trainer on CELTA courses, curriculum writer, and team leader with a focus on work experience and career preparation. Current interests have branched away from English teaching into Liberal Studies. She is currently teaching critical thinking and doing research in Intercultural Intelligence as doing an Educational doctorate program at the University of Bath.

## **Nicole Shammass**

Nicole started a career in teaching English as a Foreign Language in the Dominican Republic. She then returned to NZ to complete both a CELTA then a DELTA. During this time she worked at UNITEC in Auckland, teaching EFL and ESL. Nicole then ventured to Seoul, South Korea, where she taught at Sung Kyun Kwan University and did a Masters in Language Teaching in Vermont. Nicole moved to the Gulf to explore her Iraqi roots and worked Dubai Women's College since 1999. Nicole's responsibilities have included teaching English and Intercultural Intelligence and teacher training. Her teaching interests vary widely. She recently enrolled on a Doctoral program at the University of Southern Queensland and her dissertation is on Intercultural Intelligence.

**Date:** Wednesday May 15<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 105**

Cody Paris

Middlesex University Dubai

New Internet Tools for Disseminating and Monitoring Research Publications and Citations,

Connecting to Academic Social Networks, and choosing the Right Journal.

### **Abstract**

This informative session will walk attendees through three tools that will help them at multiple stages of their academic research. This will include an introduction to Google Scholar and the recent 'Metrics' and 'My Citations' functions. These new 'Metrics' function allow users to search for the 'impact' of academic journals, and includes a much wider range of articles the often used ISI Impact Factor. This information is useful for determining where to submit papers for consideration. The 'My Citation' function, allows for

users to create online Google Scholar profiles that include publications, citations to those publications, and citation alerts. Additionally, profiles can be made public, adding a social networking aspect. The session will also present Academia.edu, a 'LinkedIn for academics', which allows for the development of professional connections. Additionally, users are able to upload their publications (usually in form of 'pre-proof' drafts for copyrighted publications), thus creating a personalized 'open source' profile to share their research with the world. Additionally, through the 'analytics' individuals are able to track information about the number of profile views, number of document views, countries from viewers, anytime a Google search links to profile, etc. All of this data can be used to illustrate the 'impact' of one's research. Finally, a brief overview of Harzing's Publish or Perish software will be presented, which provides detailed information on Journals (similar to Google Metrics) and individual researchers. This seminar will help colleagues to disseminate their research to wider audiences and connect with Academic social networks.

## **Biography**

Cody Morris Paris is Senior Lecturer in Social Science and Programme Coordinator for the Social Science Programmes at Middlesex University-Dubai. He completed his PhD in Community Resources Development at Arizona State University, and is a Senior Research Fellow of the School of Tourism and Hospitality, University of Johannesburg in South Africa. His primary research interests include: Geopolitics and Tourism, Technology and Tourism, Sustainable Development, Mobilities, and Experiential Learning.

**Date:** Wednesday May 8<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 104**

Anita Kashi

Middlesex University Dubai

“Effect of school type and body shape concerns on eating behaviour

and psychological well being among adolescents girls”

## **Abstract**

Cross-cultural research on perceptions of body image has suggested increasing rates among female adolescents owing to globalization. Body shape concerns have often been linked to eating behaviour and psychological well-being. This study investigates the effects of school type (coeducational and uni-gender or segregated) and body shape concerns on the eating behaviours and general psychological well-being of adolescent girls. The study included 105 adolescent girls selected using stratified purposive techniques from two school types of Sharjah, one being co-educational (N=55) and the other segregated (N=50). These selected participants were assessed on standardized research questionnaires to quantify body shape concerns, eating behaviours, and psychological well-being. Chi-square findings suggested non-significant association between the type of school and body shape concerns, however a significant association was found between the type of school and eating behaviours of adolescent girls. Results of 2x2 Factorial ANOVA indicated significant main effect of 1) school type on psychological well-being; and 2) body shape concerns on psychological well-being. However the interaction between school types and body shape concern on psychological well-being was non-significant. It can be concluded that eating behaviours are associated with school type as the prevalence of unhealthy eating patterns was higher in adolescent girls from the coeducational set up. Another conclusion is that school types impact psychological well-being and body shape concerns. Therefore those without body shape concerns were higher on psychological well-being, and those from segregated school type also showed higher psychological well-being.

Keywords: body shape concern, segregated and coeducation school, eating behaviour, psychological well-being

## **Biography**

Anita joined Middlesex in 2008 as an Senior Lecturer and has been coordinating UG and PG psychology programs since 2010. She completed M. Phil. in medical and social psychology and Ph.D. in clinical psychology from Central Institute of Psychiatry, India. AK is a professional life member of Indian Association of Clinical Psychologists, India and has worked as consultant clinical psychologist at various public and private hospitals, a University Lecturer of both UG and PG in India and overseas for UN in Ethiopia and Eritrea, conducted independent research in diverse areas of psychology including frontal lobe dysfunctions, life events and depression, knowledge of HIV among health science students, stigma related to mental health, and attention impairment. She has supervised more than 70 undergraduate and post graduate dissertations, several publications in national and international journals and is currently collaborating on a number of research projects in UAE, Dubai. AK's research interest areas include

mental health specifically social stigma, cognitive psychology specifically working memory, and personality such as humour styles. She has been awarded National scholarship for BA merit list, Agra University, India.

**Date:** Wednesday May 1<sup>st</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 103**

John Sutton

Middlesex University Dubai

Quality, culture and the international hotel business: The Dubai case

#### **Abstract**

Traditionally superior hotels could ensure capacity bookings and stay ahead of the competition merely by offering luxurious accommodation. Since the mid-1990s, the hospitality industry has discovered that an increasing number of consumers purchase hotel facilities based on quality issues and even subjective relationships. Many international hotel corporations with highly acclaimed reputations for total quality service in other world-wide locations are experiencing unique problems in consistently delivering quality service in their Dubai properties. This paper investigates the effects that culture has on the processes of attempting to introduce total quality service approaches into the environments of Dubai hotels. This research examines the views of those employed in hotels and of those who use them. The empirical findings provide a situational analysis of one area of the several cross-cultural and multi-cultural aspects of the local hotel business by classifying and examining the problems identified, as related to service quality. This area of research was carried out in an attempt to discover whether cultural differences and a lack of cultural awareness caused conflict within the hotel industry. The research problem, simply stated, was to ascertain whether or not management policies were appropriate to the development of the industry, and whether cultural disparity accounted for limitations in providing reliable and constant service quality.

Key words: quality, culture, Dubai, service, management

## **Biography**

After graduating from hotel school at Leeds Polytechnic, John worked for several International hotel companies before setting up his own restaurant and events business. His Bachelor's degree is from Huddersfield University and both his Master's and Doctorate are from Strathclyde University, Scotland. John is a Fellow of the Institute of Hospitality, and has undertaken consultancy assignments for many major international companies. He is co-author of three text books as well as numerous journal articles and conference papers. His research is focused on business quality, service marketing and education. Before working at MUD, John was a Principal Lecturer at Hong Kong Polytechnic University, Professor of Tourism & Hospitality and Director Academic Programmes at Emirates Academy of Hospitality Management, and most recently the Chair of Business & Information Technology at the HCT, Al Ain.

**Date:** Wednesday April 24<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 102**

Mick King

Middlesex University Dubai

Countering incivility with continuous feedback on in-class performance:

An action research project in an Emirati college context

### **Abstract**

'Naughty' kids are nothing new but in recent times there has been a rise in what the literature calls 'student incivility' in the tertiary sector and institutions have often been caught off guard when trying to deal with it. When giving feedback to mature learners on in-class performance, the danger of conflict and loss of face is a real one. There is also the issue of objectivity in this type of observed assessment. However, personal experience leads me to believe that it can help in creating an environment which promotes teaching and learning and that the ends, therefore, justify the means. Having exercised it as part of institutional policy in a previous post, in this seminar I will share personal action research conducted in an Emirati college where I replicated the system and collected data to see just how feasible

and popular it might be among teachers and students. Results are tentatively positive and suggest that some form of ongoing in-class performance assessment may be beneficial in certain contexts. Attendees are invited to discuss the suitability and ethics of such assessment in their own contexts.

## **Biography**

Mick King has taught, lectured and managed in TESOL environments for 24 years in the UK, Germany, Spain, The Netherlands, Qatar and the UAE. He holds a M.Sc. in Educational Management in TESOL from Aston University, and is a doctoral candidate with Exeter University. Research and publication areas; educational management, content and language integrated learning, problem-based learning, observation and diagnostic writing feedback. 3 book chapters (one of which is co-authored with Dr. Lois and Faiza). His projects have included the development of a content and language-based foundation semester at Stenden University Qatar, Pedagogies for IELTS courses and delivery for secondary school teachers as part of the UNESCO Sharjah Chair projects, and the revision of the Educational Management module of the Aston University M.Sc. in TESOL programme. Mick is a submissions reviewer for the Learning and Teaching in Higher Education: Gulf Perspectives and TESOL Arabia Perspectives, a proposals reviewer for the TESOL Arabia International Conference, and a team member of the TESOL Arabia Teacher Training and Education SIG. He was formerly the Discussions and Forums Coordinator on the TESOL Arabia International Conference Organising Committee.

**Date:** Wednesday April 10<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 101**

Cedwyn Fernandes

Middlesex University Dubai

Seven steps to publication

### **Abstract**

This research seminar is targeted towards researchers who are seeking to publish journal articles and for post graduate students who are working on their research projects. By using an example of an article that

the author recently published, the talk will focus on the 7 key steps in the journey towards publication. The session will be interactive where experienced researchers are encouraged to share their experiences.

## **Biography**

Cedwyn is the MBA program leader at Middlesex University Dubai. He holds a Ph.D. in economics, and worked in the airline industry for over a decade prior to joining academia. Cedwyn teaches macroeconomics, supply chain management and international business. His inter-disciplinary research has focused on management and economic issues. Along with Prof. Ajit Karnik he developed the first macro-econometric model for the UAE. Cedwyn research has also been in the areas of supply chain management, human capital theory, leadership, internet banking and constructing a globalization index. Cedwyn has been a judge at the SCATA supply chain, LOG ME and Airline Business Awards and is a member of the Consultative Committee of the Supply Chain and Logistics Group. Cedwyn has published in renowned journals such as Applied Economics, Tourism Economics, Journal of Fashion Marketing & Management, International Journal of Education Management, International Journal of Business Globalisation and Journal of Applied Business Research. He was a finalist in the Dubai Economics Research Award (DERA) and won best research awards at Conferences. Cedwyn is currently also the head of the Centre for Innovation in Management at MUD

**Date:** Wednesday March 27<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 100**

Sanjay Parahoo

Hamdan Bin Mohammed e-University,

Dr. Heather Lea Harvey

HCT

Investigating drivers of passenger usage of public transport:

A SEM approach in Dubai metro

## **Abstract**

Growing urban density and environmental concerns have led to the development of public transport policies that foster clean, safe and efficient travel, such as Mass Rapid Transit (MRT). MRT services involve a major capital outlay and in order to recoup their investments local authorities must motivate widespread use of the service by urban commuters. However, few academic studies have investigated the drivers of passenger usage of public transport. Therefore, a conceptual model of consumer loyalty in MRT services was developed and tested using structural equation modelling (SEM) based on age segmentation using data collected from over 500 Dubai metro passengers (237 over 30 years of age and 274 under 30). While traditional constructs including service quality, corporate reputation and engagement were all determinants of perceived value in those over 30 ( $p < 0.05$ ) accounting for 89% of variance in the construct, for younger passengers (<30 years) only reputation ( $p < 0.05$ ) was found to influence value (81% variance explained). This overriding effect of the corporate reputation in influencing consumer behaviour in regards to Dubai metro, particularly for younger consumers, was somewhat unexpected since quality has often emerged as the key determinant of value. The implications as well as possible reasons corporate reputation is the primary factor for younger consumers in visible services

## **Biographies**

### **Dr. Sanjai K Parahoo**

Sanjay is the Director for postgraduate Programs at the e-school of Business and Quality Management at Hamdan Bin Mohammed e-University, Dubai. His research interests are in the field of consumer relationships and consumer behaviour in business and e-learning environments. He has extensive research and project management experience in various African countries.

### **Dr. Heather Lea Harvey**

Heather a member of the Health Information Management Faculty at Higher Colleges of Technology, Sharjah. Dr. Harvey earned her doctorate in public health, from the University of South Carolina in 1999, and has taught for more than 10 years at the university and secondary level in the US and more recently the West Indies, Saudi Arabia & Dubai. Her research interests have expanded from program evaluation to include efficacy and behaviour.

**Date:** Wednesday March 20<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## Research Seminar 99

Baker Ahmed Alserhan

UAEU

Muslim Consumers, Islamic Marketing, and Islamic Branding:

The New Market Frontiers

### Abstract

Markets have shown the extraordinary effect that huge population segments like China and India can have when they are integrated into the global economy. The newly enabled consumer masses of these populations create enormous markets that act as engines for growth in periods of stability while acting as pockets of economic activity that soften the impact of decline in slower periods (DeAnne and Karim 2010). These huge population segments have been commonly referred to as the *Billion* segments. In addition to China (1.342b), India (1.195b), and women, researchers recently began mentioning Muslim consumers (1.5-1.8b) as a potential addition to the list. These numbers clearly show the massive size of the Muslim consumer group in comparison to the other three segments. However, while it has been established that the Chinese, Indian, and women consumers can be *roughly* aggregated into actual and targetable billion consumer segments each, no evidence has been provided thus far on whether Muslim consumers do indeed make up a similar homogenous billion consumer segment. Furthermore, the potential marketing implications of such segmentation i.e. targeting or branding to/from Muslims remain an area that is yet to be explored.

### Biography

Baker Ahmed Alserhan is an Associate Professor of Marketing at UAEU. He has a Ph.D. in Information Strategy from University College Dublin. His recent teaching includes Marketing Research, Business Research Methods, Sales Management, International Business, Marketing Strategy and Services Marketing. His research interests cover Islamic Marketing, Islamic Branding, Islamic Hospitality & Tourism, Comparative Marketing, International Marketing, as well as Marketing Strategy. He is the Founding Editor of Journal of Islamic Marketing.

**Date:** Wednesday March 13<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## Research Seminar 98

Waqar Ahmed

Middlesex University Hendon

Ethnic diversity, Britain's Muslims and social policy<sup>1</sup>

### Abstract

Britain has struggled with ethnic and religious diversity. In common conceptions Britain is often regarded as mono-cultural and racially 'pure'. The increasing ethnic and religious diversity has therefore been regarded as a threat, at best to be avoided or at least to be contained. The Rushdie affair marked a significant watershed in Britain's relationship with its ethnic and religious minorities, putting Muslims in the limelight as uniquely 'un-British', simultaneously a symbol of all that is wrong with multiculturalism and a threat to the multicultural dream. This paper;

1. Explores the recent history of ethnicity and social policy in Britain, moving to a particular focus on British Muslims
2. Examines the contention that Muslims are a threat to integration and 'the British way of life'
3. Looks at the process of change among Britain's Muslim communities
4. And finishes with some implications for research and policy.

<sup>1</sup> An earlier version of this paper was presented as the Queen's Anniversary Prize Annual Lecture in social policy at the University of York

### Biography

Waqar Ahmad is Deputy Vice Chancellor at Middlesex University, responsible for all aspects of academic provision including line management of the University's six academic Schools and the Dubai campus. He is a sociologist and social policy analyst with research interests in ethnicity, health and social care and more recently, ethnic and religious diversity and citizenship. Over the past two decades, he has attracted over £4M in research grants and contracts from funders such as the Economic and Social Research Council, NHS R&D and the Joseph Rowntree Foundation. He is currently working, with Karl Atkin, Simon Dyson and Sangeeta Chattoo, on an ESRC funded study of people who are carriers for a haemoglobin disorder, with a particular focus on threats to and the management of personal i/d. Waqar has been

involved in national level research policy in Britain. At various times, he has been the Chief Social Scientist at the Office of the Deputy Prime Minister, member of the ESRC Strategic Research Board, and member or chair of various funding panels for Research Councils UK, the Joseph Rowntree Foundation, NHS R&D and other funders. He currently serves on the Research and Innovation Advisory Committee of the HE Funding Council for England.

**Date:** Wednesday March 6<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 97**

Ian Michael

Zayed University

### **Actions & Insights: Exploring and Writing Business Cases for the MENA Region**

#### **Abstract**

The focus of the presentation will examine cases in the MENA region, using MENA based organizations. Ian Michael along with a team of authors have published three cases study books titled "Actions and Insights" in 2010, 2012 and 2013. The opportunities and challenges of writing cases about businesses in the MENA region will be presented, highlighting some of the cases written and edited.

#### **Biography**

Ian completed a Doctor of Business Administration (DBA) from Victoria University, Melbourne, Australia. His thesis investigated the Electronic/Internet Marketing, and his thesis title was "Consumer Behaviour in a Computer Mediated Environment – Implications for Marketers". Prior to academic life, he spent eighteen years in the industry in India and Australia. He held senior positions in the Travel & Tourism, Banking & Finance, Hospitality, Advertising & Marketing, Pharmaceutical, and Transportation & Logistics industrial sectors. Ian is a Fellow of the Australian Marketing Institute, and a Certified Practicing Marketer. He is currently the Vice-President (Operations & Logistics) for the Academy of International Business (AIB-

MENA). He has edited three cases study books specific to the United Arab Emirates (UAE) and Gulf Co-operation Council (GCC) region, titled "Actions & Insights" published in 2010, 2012 and 2013.

**Date:** Wednesday February 27<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 96**

Gareth Allison

HCT

Utilizing 'orders of worth' in marketing research:

An investigation of online word-of-mouth evaluations of product worth

### **Abstract**

Marketing has consistently borrowed concepts, theories, and models from other disciplines. The research to be presented in this seminar discusses the work of the French sociologists Boltanski and Thévenot on 'orders of worth'. Boltanski and Thévenot (1999; 2006) describe six orders of worth, derived from some of the classic texts, that actors use to identify worth in a range of social settings: inspired, domestic, renown, civic, market, and industrial. The potential application of these ideas to marketing theory and research will be discussed. A study that analyses online word-of-mouth on an expatriate website will then be outlined. The research investigates whether justifications for online evaluations of product worth fit into the 'orders of worth' framework. Additionally, when conflict over the hallmarks of product quality arises between sources of online WOM, it contended that the 'orders of worth' framework may offer explanatory power.

### **Biography**

Gareth obtained his first degrees, LL.B (Law) and B.A (Political Science) from the University of Canterbury (NZ) in 1994. He was also admitted as a Barrister and Solicitor of the High Court of New Zealand in 1994. After graduation he worked in diverse roles in industry in New Zealand, the UK, and Australia, and travelled extensively through Asia, Africa, and Europe. He returned to study in 2003, and eventually obtained his PhD in Marketing from Lincoln University (NZ) in 2009. Prior to relocating to the

UAE, Gareth worked at Lincoln University and Auckland University of Technology. In addition to the current study, his current research interests lie in the areas of ethical consumption in non-Western contexts, food consumption and perceptions in multicultural spaces, status consumption, and cross-cultural and multi-cultural research

**Date:** Wednesday February 20<sup>th</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 95**

Michael Willemyns

University of Wollongong in Dubai

Nepotism, Trust and Employee Engagement in United Arab Emirates

### **Abstract**

The purpose of this paper is to discuss the effects of the enduring tribal-based tradition of nepotism/favouritism (“wasta”), and its relationship with trust and employee engagement in the Emirati workforce in a rapidly modernizing economy and highly competitive expatriate workforce. In the United Arab Emirates, expatriate workers comprise 90 per cent of the workforce, whilst Emirati nationals find difficulty accessing work in this intense, highly skilled work environment. We examine the impact of this economic and psychological pressure upon Emiratis’ traditionally positive view of wasta as a mechanism for tribal survival, and argue that with rapid modernisation and ‘westernisation’ of the young nation of the UAE, wasta is now seen as counterproductive to modern organizational life. Yet the evidence shows that wasta still endures, even in the newly educated and upwardly mobile professional class of young Emiratis. Indeed, the notion of wasta is inextricably intertwined with notions of trust and with organizational engagement. We conclude by arguing that government authorities and legislators in the UAE are in a position of reducing the economically disadvantageous effects of wasta on the UAE workforce and ultimately the UAE economy, and that more emphasis needs to be placed on dealing with wasta in the UAE if the new and rapidly modernizing nation is to be competitive in business, domestically and internationally.

## Biography

Michael is an Associate Professor in the Faculty of Business & Management at UOWD. He has a PhD in Workplace Psychology, with a focus on manager-employee communication and leadership. He is an experienced professor in Organizational Behaviour, Business Communication, Human Resource Management, Cross-Cultural Management, and Strategic Management.

M has presented courses and consulted internationally, including in the United States, Britain, Malaysia, Saudi Arabia, UAE and Bahrain. He has also been Principal Consultant for a large Human Resource Management (HRM) consultancy in Melbourne Australia. His research has been published in numerous well-known Management, Psychology, and Communication publications, and has presented his research at various international conferences.

**Date:** Wednesday February 13<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## Research Seminar 94

Nnamdi O. Madichie, PhD

Qatar 2022 & the GCC Domestic Football Leagues: Business or Show business?

### Abstract

The domestic football league in the Arabian Gulf region has reached a turning point. Million dollar investments have been made from the region; foreign teams have been purchased; coaches have come and gone; domestic leagues have been expanded; stadia have been and/or are still being built; TV rights have been bought (swapped or jostled for); and football academies have been launched. In spite of all these fans are still very much at large! Does this constitute a problem, if so how might it be resolved? This paper focuses on the Gulf domestic football leagues, taken from the purview of two GCC (Gulf Cooperation Countries) states (Qatar and the UAE) in a bid to highlight, from a consumer behaviour perspective, the perceptions of, and attitudes towards, domestic football in the region. The study is undertaken against the backdrop of the millions being spent by the governments in the affected countries on the one hand, and the region on the other. Policy implications are also proffered.

Keywords: Consumer behaviour, GCC football, Marketing, Qatar, UAE

### **Biography**

Nnamdi is an Associate Professor of Marketing at the University Of Sharjah & Visiting Research Fellow at the Royal Docks Business School, University of East London (UK). He has developed an interest in sports in the Middle East & North African (MENA) region based on his five year sojourn in the region. Drawing upon his lived experience and both personal and participant observation, Dr. Madichie has presented papers on the subject of sports in general and football in particular at numerous international conferences including the prestigious Academy of Marketing conferences held at the Ricoh Arena in Coventry (2010), the Aintree Race Course in Liverpool (2011) and the University of Southampton (2012). He is Editor-in-Chief of the *African Journal of Business and Economic Research* (AJBER) as well as MENA Regional Editor for both *Management Decision* and *Foresight* journals in the Emerald portfolio (a leader in Business publishing). As well as having recently published a case study on the Sharjah Football Club (Emerald Emerging Market Case Studies collection, 2011), he is also Guest Editor for the Foresight Special issue on "Is the Middle East the land of the Future?" to be published in 2013.

**Date:** Wednesday February 6<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 93**

Tina Richardson

Middlesex University Dubai

Teaching Journalism in a Global Context: A Dangerous Game

### **Abstract**

Using a foreign curriculum to teach journalism in a global context presents challenges and raises ethical issues that educators must consider. Even in a time of standardizing sameness, all countries have unique cultural experiences that shape their identity, and those experiences influence perspectives of how journalism should be practiced: perspectives that are informed and enforced by the legal systems of each individual country. It comes as no surprise then that great differences exist from country to country with

respect to a reporter's responsibilities, a misunderstanding about which could lead to legal problems (or worse) for inappropriately trained journalists. As educators we run the risk of imposing an inappropriate understanding of our field and best practices if we do not understand the practice of journalism in the countries in which we teach. We must adapt our methods of instruction to embrace the social and political realities of the environments we are preparing our students to work in; we have a moral and ethical responsibility to do so. At the very least, we should consider the issue.

### **Biography**

Tina is currently a Lecturer at Middlesex University Dubai in the Media and Communications Programme. A graduate of the University of Oregon, she holds degrees in English, history and women's studies. Richardson has published book chapters and presented conference papers on issues of women's activism, the environment, narrative journalism and media education. She is currently engaged in research projects as diverse as "Communicating Change," a study of the communication strategies of women's grassroots organizations in Iraq, Afghanistan and Pakistan and "Octagon ink: tattoos and branding in the UFC." As a resident of the UAE, Richardson played a key role in the development and implementation of the Sharjah Police Department's Traffic Safety programme: "Road Safety: It's No Accident." This professional integrated communications campaign—the first of its kind in the UAE—was based on a project developed by students that emerged from a course she designed and taught on public relations and social responsibility.

**Date:** Wednesday January 30<sup>th</sup> 2013 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 92**

Marcus L. Stephenson and Lulu Baddar

Middlesex University Dubai

Destination Dubai: Conceptual and Local Insights

### **Abstract**

This presentation is composed of two main sections. The first section will provide a sociological assessment of Dubai's approach to tourism development. This conceptual-based discussion will then explore the range of theoretically informed reasons as to why this destination is building an image based on hyper-reality, iconographic grandeur, monumental innovation and super-modernism. In doing so, the enquiry will then deduce the challenges that 'destination Dubai' faces. The second section will focus on presenting primary data based on preliminary research involving 15 members of the Emirati community living in Dubai. The central objective of the study is to seek an indigenous perspective of tourism and tourism development. The presentation therefore concludes by emphasising the importance of examining the diversity of local perceptions of tourism, culture and development within an empirically informed framework. The work generally implies that it is imperative not to lose sight of possible opportunities for the productive advancement of localised forms of tourism and cultural capital.

### **Biographies**

#### **Marcus L. Stephenson**

Dr. Marcus L. Stephenson was awarded his first degree, BSc (Hons) in Sociology and Social Administration from the University of Surrey, and was later awarded his MA in the Sociology and Anthropology of Tourism and Travel from the same institution. He completed his doctorate (PhD) at Manchester Metropolitan University in 1998. Dr. Stephenson has taught on tourism and hospitality management programmes since 1993. He has conducted research in the Caribbean, Middle East, Tanzania, and the UK and has carried out research for various tourism-related institutions at both regional and international level. He is currently involved in research concerning tourism development in the GCC countries, tourism and citizenship, Islamic hospitality, and the Emiratization of the tourism industries. He has supervised a range of PhD programmes and has published extensively in the field of tourism, culture, race and ethnicity.

#### **Lulu Baddar**

Ms Lulu Baddar is a graduate of the Eastern Mediterranean University in North Cyprus. Lulu has a BSc. High Honours Degree and a Masters Degree in Tourism and Hospitality Management. She also has a Certificate of Excellence in Hospitality Management from Tourism Education Quality (ted.Qual) awarded by the World Tourism Organization. She also has a Postgraduate Certificate in Higher Education awarded by Middlesex University. Ms Baddar represented the Cypriot Tourism Ministry in the Egyptian Tourism Fair in 2004 and was the president of the Jordanian Cultural Society in North Cyprus. She has taught tourism and hospitality management at Middlesex University Dubai since 2009, also contributing to the marketing subject field. Ms Baddar has published work in the prestigious journal of Tourism Management. She is currently researching perceptions of tourism from the perspectives of the Emirati community.

**Date:** Wednesday December 12<sup>th</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 91**

Fehmida Hussein  
Middlesex University Dubai

E-LEARNING 3.0 = E-LEARNING 2.0 + WEB 3.0?

### **Abstract**

Web 3.0, termed as the semantic web or the web of data is the transformed version of Web 2.0 with technologies and functionalities such as intelligent collaborative filtering, cloud computing, big data, linked data, openness, interoperability and smart mobility. If Web 2.0 is about social networking and mass collaboration between the creator and user, then the Web 3.0 is referring to intelligent applications using natural language processing, machine-based learning and reasoning. From the perspective of advancements in e-Learning, the Web 2.0 technologies have transformed the classroom and converted a passive learner into an active participant in the learning process. This paper posits that the way both previous generations of e-Learning (1.0 and 2.0) have emerged with the prevalent technologies in their kin Web versions (1.0 and 2.0, respectively), it can be argued that e-Learning 3.0 will provide all earlier generations' capabilities enhanced with the Web 3.0 technologies. Furthermore, in this paper, reviewing all the theories of learning and examining closely the theory of connectivism (considered to be the theory of learning for the digital age), it is argued that since most of the technologies that are to be a part of e-Learning 3.0 are addressed by these principles, a call for a new learning theory for e-Learning 3.0 is not justified. Finally, a review of the secondary literature shows that there will be various challenges and issues related to prevalence and adoption of e-Learning 3.0 technologies, for example increased privacy and security risks, web accessibility, readiness of the users, requirement for further standardization of e-Learning technologies and social issues in term of increase of the digital divide.

### **Biography**

Fehmida is currently a senior lecturer in the school of science and technology at MDX Dubai. She has a DPhil in Informatics from the University of Sussex, UK, and a BS in Computer Science from the University of Houston, U.S.A. Her professional experience of over 16 years comprises teaching, research and industry. She has worked in the IT industry for 6 years taking up various roles such as manager e-

commerce services, IT Project manager and systems analyst. She brings her industry experience to academia, now her 10<sup>th</sup> year in teaching. She is quite actively involved in research, her main interests being cognitive modelling, health informatics, e-Learning, Cloud Computing and digital forensics in which she has published papers and presented at international conferences. She is on the editorial board of Journal of Cognitive Science and Frontiers in Psychology. She holds professional memberships with BCS, ACM, Cognitive Science Society and AISB.

**Date:** December 5<sup>th</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village. Middlesex University Dubai

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## **Research Seminar 90**

Samineh I Shaheem

Cultural Identity Transformation - Emirati International Student Sojourners in the UK

### **Abstract**

The numbers of Gulf students, particularly those from the United Arab Emirates (UAE), whom travel specifically to the United Kingdom (UK) for tertiary educational purposes, are continuously increasing. Immigration and sojourning discussions have been informed by concepts of globalisation, postmodern identity and cultural nationalism. This work discusses and draws on such concepts to inform the study, which focuses on acculturation experiences of Emirati student sojourners. Reflecting upon sojourner identities during time abroad, as well as repatriation experiences, when back in the UAE, the study explores cultural identity transformation for Emiratis between two different locations or territories.

### **Biography**

Samineh I Shaheem is an Assistant Professor of Psychology and lectures on a wide range of courses including Introduction to Psychology, Cross Cultural Psychology, Social Psychology, Pathologies and Business Psychology. She has studied and worked in different parts of the world, including the USA, Canada, the Netherlands, the United Arab Emirates and the UK. Shaheem appreciates the importance of cultural relativity and tries to find both similarities as well as significant cultural variations in human cognition, emotions and behavior. After all differences should not be deficiencies. As well as lecturing for

the last 16 years, Samineh Shaheem's on-going research, extending from her doctorate, combines her psychology background and academic career. Being a cross-cultural psychologist, and appreciating the importance of uncovering cultural similarities and differences in psychological traits and behaviours, she examines the identity transformation and the adaptation /acculturation process of international students (especially from the Gulf region), studying in the UK, during period of education and upon return.

Furthermore she has been working as a consultant and trainer in the UAE, developing and implementing training sessions for both groups and individuals, in an inspired up to date way, on a wide range of topics such as creativity, cultural diversity, bullying, expatriate adjustment, team work, public speaking, business etiquette, recruitment and selection, employee assessment, assertiveness and emotional and cultural intelligence. Complex topics are carefully researched, seminar objectives clearly set and information is effectively transferred to participants in a comprehensible yet enjoyable manner. In order to reach a wider audience, Samineh Shaheem co-hosts a weekly radio program called 'Psyched Sundays' on Dubai Eye (103.8 FM), Dubai Today with show host, Suzanne Radford. She also has a unique weekly column in Khaleej Times focusing on the diverse psychological and cultural character of the region. Each week, a different topic is explored, in an informative yet engaging manner to try and shed light on issues relevant to all our lives. She regularly contributes to other magazines and newspapers such as Cosmopolitan Middle East and Gulf News. In addition, Samineh Shaheem is an author of two books, 'The Karma Hotel' and 'The Gift of Sirr'. The Karma Hotel's intricate complexity is quite simply expressed so it allows an audience, from diverse backgrounds, to strike an intimate chord with the book's main characters and reach a reader's personal level of consciousness. These two pieces aim to weave together both scientific discourse as well as spiritual ideas which would capture the imagination of people from different backgrounds and faiths with motivating and encouraging messages.

**Date:** Wednesday November 28<sup>th</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village. Middlesex University Dubai

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### **Research Seminar 89**

John Mowatt  
JA Resorts & Hotels

Emiratization - a practice-based perspective

## **Abstract**

There has been over the past 10 years a considerable number of academic research papers published on Emiratisation. They have appeared in academic journals or have been delivered at HR or Emiratisation conferences and seminars. They cover a wide range of issues from surveying UAE youth's views on jobs and careers to attracting, recruiting, developing, engaging and retaining UAE Nationals in the public and private sector workplace. In terms of practical application these academic papers are not generally useful to private and public sector HR and line managers because in the main they have written for an academic audience and not for a hands-on focused business manager audience. That is to say, their impact is diluted because those who should read them and take note of them don't because they are for private and public sector managers not user friendly in terms of application. This is because managers in the private and public sector are seeking practical advice and solutions on how to undertake Emiratisation strategically as well as day-to-day. Academic papers in the main do not address such issues

## **Biography**

John has worked at HCT, Dubai University and The Emirates Academy of Hospitality Management. He currently works at DUTCO/JA Hotels & Resorts as a training specialist and CSR consultant as well as developing and conducting Emiratisation programmes for the DTCM. Since 2005 John Mowatt has been involved in Emiratisation programmes with the DTCM, TANMIA and the ENDP from a practice-based perspective. John has undertaken research and developed programmes that provide private and public sector managers with hands-on Emiratisation applications covering among other things: culture coaching of UAE National new hires/employees, private sector UAE National employees in key workplace skills, training private sector managers, supervisors and team leaders how to engage, develop and retain UAE National new hires/employees, Individual Development Plans for UAE Nationals and Emiratisation research – focus groups conducted with private sector managers, supervisors and team leaders

**Date:** Wednesday November 21<sup>st</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## Research Seminar 88

Louise Edensor  
Middlesex University Dubai

Synecdochic representations of Patriarchal Ideology and of Nationality:

Katherine Mansfield and the Germans

### Abstract

A brief spell in Bavaria for Katherine Mansfield resulted in the volume of German stories, published in *The New Age* of 1910 and later as *In a German Pension*, in 1911. In these stories, the narrator sits outside of, and observes, German society: aloof, distanced and alone. The caustic but observant stories are tales of vulgarity, female suffering and male selfishness. The foreign narrator as outsider, examines the social codes that separate us in Nationality and this makes her perfectly placed to comment upon treatment of woman as 'outsider' or as 'other'. This mirroring of nationality and patriarchal ideology is explored through the use of synecdoche. This paper examines Mansfield's use of synecdoche as a representation of both patriarchal ideology and of nationality. Food, buttons and characters themselves come to represent the nature of difference: the difference of Nationality itself becoming synecdochic of difference in gender. As Mansfield comments upon the social codes of differing nationality, she speaks to the acquiescence of social codes in terms of women's lives and how this crosses boundaries of nationality and status.

### Biography

Louise is a lecturer on the International Foundation Programme, teaching Academic Writing. She has a BA in Business Administration and a BA in Humanities with Literature. She also has an MA in Literature and is currently a doctoral candidate at Northampton University in the UK studying the representation of consciousness and the unconscious in the writings of Katherine Mansfield. She is an assistant editor of the Katherine Mansfield Journal and mentor's Middlesex's Writing Club, Club Ink.

**Date:** Wednesday November 14<sup>th</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 87**

Kristian Sund  
Middlesex University Hendon

Do Accurate Managerial Perceptions Matter?

### **Abstract**

There is growing evidence that managers perceive the environment inaccurately and may not be aware of this inaccuracy, something referred to as knowledge (mis-)calibration. However, the performance implications of both inaccurate perceptions and lack of calibration remain largely unknown. This presentation will present survey data from a study that reports high levels of perceptual error and some degree of overconfidence in the context of a single environmental issue. It is found that accurate perceptions are associated with performance. The study also tests whether strategic issue importance, as measured by resource dependency, influences this association but only limited evidence is found to support this. Knowledge calibration is not found to be associated with performance.

### **Biography**

Kristian Sund is a Principal Lecturer in Strategic Management at Middlesex London. He teaches strategic management at both undergraduate and MBA levels and leads the online distance-learning MBA in Shipping & Logistics. He has been involved in executive education for close to ten years, both as an educator and a program director. He is a Fellow of the Higher Education Academy and is featured in the Who's Who in the World. Kristian's research currently focuses on managerial and organizational cognition and perceived environmental uncertainty, as well as more generally organizations and strategic management. His research has been applied to the hospitality industry, the postal industry, leisure (service) industry and others and has appeared in a variety of journals. He has authored and edited several books, including the series "The Future is in the Post", and is a member of the Advisory Council of the Royal Mail Group. Kristian holds a Ph.D. in Management and M.Sc. in Economics from the University of Lausanne and a M.A. in Society, Science and Technology from the Swiss Federal Institute of Technology (EPFL), where he also completed his post-doc.

**Date:** Wednesday October 31<sup>st</sup> 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## Research Seminar 86

Jakob Pietschnig  
Middlesex University Dubai

This is it: a meta-analysis of the Mozart effect

### Abstract

In the early 1990s, a study reporting transient enhanced spatial task performance of college students after exposure to the first movement allegro con spirito of Mozarts' sonata for two pianos in D-major (KV448) in Nature (Rauscher, Shaw, & Ky, 1993) was celebrated in popular media as having found a means to increase intelligence. However, the original findings were heavily contested in the scientific community, as numerous replication attempts of the so-called Mozart effect failed. In the present meta-analysis, published and unpublished evidence from 39 studies investigating the Mozart effect over a time-span of 16 years is analyzed (3000+ participants). Observed effects of the Mozart sonata on spatial task performance were of moderate strength and were shown to be confounded by publication bias. In all, there is only little evidence left for a specific Mozart effect, whereas the observed music effects can be sufficiently explained by well-known mechanisms of general arousal..

### Biography

After receiving his M.Sc. in Psychology in 2008 from the University of Vienna Jakob worked as a Research Associate at the Methods Unit of the Department of Basic Psychological Research at the University of Vienna. Until completion of his Ph.D. degree (with distinction) at this very place in June 2012, Jakob co-authored more than 25 articles in peer-reviewed scientific journals and boasts an equal number of contributions on international conferences. In 2011, Jakob received the John B. Carroll Award for Research Methodology of the International Society for Intelligence Research. Jakobs research interests include statistical methods in the framework of meta-analyses, suicide prevention, and generational IQ gains (Flynn effects). His work on the Mozart effect was covered by media in more than 75 countries.

**Date:** Wednesday October 24th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 85**

Ianna Contardo  
SP Jain University

Mark positively the brain of your consumers with Neuro-Marketing approaches

### **Abstract**

In 2007, Read Montague revealed to the academic and not-so academic community a well-guarded secret on the famous battle between Coca-Cola and Pepsi Co. In an experiment that since has toured the globe with the title "Why Choose this Book? How we make decisions", he puts teenagers' brains, including that of his 19 year old daughter in a scan. Then he has them go through the equally famous Dallas contest of a blind taste of the two soft drinks from the distinct brands. As you might recall, almost forty years earlier, Pepsi had captured substantial market share by demonstrating on numerous TV ads that people overall preferred the Pepsi taste when offered in an undisclosed marketing comparison the two drinks. Yet the battle is not over. With the new neuro-imaging data and little babble, Read shows astonishing results of how in fact the experiential memory of taste is only one of the various levels that will stay with us as consumers.

From this initial understanding of the precious advances achieved through novel insights and technological progress made in the area of the neuro-sciences, we will proceed to elucidating some of the basic strategic conundrums in marketing and proposing ways to capture the brain of the markets in more holistic ways. The seminar is based on numerous studies carried out in the past from academic scholars, advertising and marketing agents of international repute, and also personal affiliation with one of the founding fathers of neuro-marketing, Prof. Zaltman of HBS with whom the author has had the pleasure to work over the last two decades.

### **Biography**

Ianna is from Milan but left her country at the age of 5 and lived in France, but also Germany, Spain, USA and England while studying for her PhD at Warwick Business School, in "Industrial Relations". Her research interests are the philosophical foundations of phenomena - taking a very Husserlian perspective and having some issues with the Heideggerian way of twisting absence into presence, she has since moved from the topic of her doctorate "Going Out of Business - A Post-Structuralist Analysis of the Institutional Relevance of the Harvard Business School" to the study of the neurosciences applied to the

business realm. Currently Associate Dean at S P Jain School of Global Management & Head of the Neuro-Marketing Centre, she is taken by the positive psychology movement and incorporates this into her courses on strategic decision-making. Loves her family, watching movies, playing sports and is fond of the UAE.

**Date:** Wednesday October 17th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 84**

Mick King  
Middlesex University Dubai

Evaluating experienced TESOL teachers: management challenges and solutions

#### **Abstract**

A rise in managerialism has led to increased quality assurance measures in English language teaching environments. A very tangible example of this is classroom observation as part of evaluative teacher appraisal, which may cause experienced practitioners stress even when it purports to be developmental. This exploratory mixed-methods study used an online questionnaire and interviews among experienced teachers and appraisers in the Arabian Gulf to canvass views on the impact of classroom observation and general appraisal practices. Findings suggest that while teachers are generally supportive of appraisal, most experience some level of dissatisfaction with its implementation. These findings may encourage managers to consider the extent to which they need to rethink their appraisal programmes to keep this important group of educators motivated.

#### **Biography**

Mick's career in education spans 25 years. In this time he has taught, lectured, trained, designed curriculum and managed in TESOL and service management environments. His work has taken him to Germany, Spain, The Netherlands, Qatar and the UAE. In recent years he has developed and taught courses on UNESCO projects and on a consultancy basis he revised the Educational Management module of the Aston University M.Sc. in TESOL. Other curricular development projects include developing the content and language integrated first semester for BBA programmes at Stenden University Qatar. Mick holds an M.Sc. in Educational Management from Aston University and is a doctoral EdD candidate

with Exeter University, UK. He is a member of the TESOL Arabia Conference Organising Committee, for which he coordinates the Debates and Discussions thread at the annual international conference. He also sits on the reviews team of the TESOL Arabia periodical Perspectives and the online journal Learning and Teaching in Higher Education: Gulf Perspectives. Mick's research interests are eclectic, including content and language integrated learning and educational management.

**Date:** Wednesday October 10th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 83**

Izhar Haq

American University in the Emirates

Leveraging on Emerging Technologies for Solving the United Nation's Millennium Goal 2

#### **Abstract**

The target date for meeting the United Nation's Millennium Goals (UNMG) is fast approaching. The various methods being implementing by different types of organization are both commendable and encouraging. However, it is widely believed that it will be extremely challenging to accomplish the UNMGs by the end of 2015. The rapid increase in data bandwidth and the pervasiveness of the Internet is challenging the traditional way of thinking as well as providing new business models. Web 2.0 has been a disruptive technology and have put the user in full control of what information they want and how they want to interact with it. It has provided the user with a vehicle to engage, participate and contribute on a global scale in an unprecedented ways. This presentation will discuss how such technologies can be leveraged to contribute towards solving the UNMG 2 i.e., to Achieve Universal Primary Education.

#### **Biography**

Over 20 years of experience in teaching, research and social services. Dr. Haq has over 40 publication in various areas including neural networks and ion channels; Monte Carlo techniques, stochastic processes and discretized algorithms for protein folding; computational models for optimization of wind turbine blades. He has held several top academic and administrative positions in various universities in UK, Canada, UAE and Pakistan. He holds a Ph.D from University of Cambridge. Dr. Haq has won several awards for community services (onedirham - a charity organization to provide free education for the

underprivileged); research award (Sheikh Khalifa Funds in RFID); Established a research center in Stem Cell differentiation. Recently, Dr. Haq has setup a Technology Incubation Center at AUE to encourage, promote and support initiatives in social and technology entrepreneurship.

**Date:** Wednesday October 3rd 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 82**

Kay Sanderson  
Middlesex University Dubai

Academic Expatriation:

An investigation into the importance of connections when entering expatriate life

### **Abstract**

This study investigates the issues academics face when they accept positions which label them as expatriate. It looks at the many challenges they face from a social perspective (Richardson 2000, Schermerhorn 1999) and focuses on these in relation to connections; to their past and to their present. The aim is to establish whether these connections have a significant bearing on their ability to settle in their new environment. A group of twenty academics based in the United Arab Emirates participated in the study describing their introduction to life in the UAE through semi structured interviews. The findings of the research identify that the strength of the connections to the academic's past existence and how they managed these are shown to have a direct link to their ability to establish themselves in the new country. Equally in order to embrace the culture a desire and confidence to make these new connections was shown to be vital. Not all of the academics interviewed successfully made these connections. For this group, it was found that the inability to make connections impacted greatly on the description they gave of their relocation experience. The study's findings are an important addition to the higher education establishments in the UAE and wider Gulf region; however they are also of use to universities worldwide hiring staff who would be classed as expatriate. Equally the findings will be of interest to academics considering a move to a new position outside of their current 'home' country.

### **Biography**

Dr Kay Sanderson began her teaching career in England twenty years ago and her research interests include academic careers, experiential education, mobility and cultural identity. Completing her PGCE, initially lecturing in FE, Ofsted recognised her as an outstanding lecturer and she worked on curriculum development and staff training as part of a government initiative. Transferring into HE she lectured on Teacher Training Programmes and took on the role of Business Development Manager. A move to the Middle East in 2000 saw the completion of a Strathclyde MBA. Continuing her career at the Higher Colleges of Technology, Sharjah she lectured on business, Travel and Tourism and e-commerce programmes and facilitated opportunities for Emirati students to present to global audiences at the United Nations and the Doha Debates and achieve success with charity adventures. She subsequently secured a supervisory post developing a new Foundations Programme. A career break to concentrate on raising a family allowed her to complete her PhD in Educational Research from Lancaster University, UK, become a qualified Life Coach, and run her own coaching business. Kay returned to HE three years ago and is now a Senior Lecturer in the Media Department in Middlesex University, Dubai. Alongside her lecturing and research duties she has networked to create strong links with local organizations, including MEPRA and The Sheikh Qasimi Foundation for Research.

**Date:** Wednesday September 26th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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### **Research Seminar 81**

Cody Morris Paris  
Middlesex University Dubai

The Future of Tourism Development in Kuwait: Politics and Mega Projects

#### **Abstract**

The purpose of this paper is to explore the potential and challenges facing tourism development in Kuwait. The first part of the paper will examine the current state of tourism in Kuwait. Next, the current political events, economic reforms, and development plans will be discussed to provide a foundation for understanding how tourism fits within the economic diversification plans in Kuwait. Finally, the paper will use the proposed development of Failaka Island to illustrate the obstacles and opportunities for the development of tourism in Kuwait. The critical discussion of tourism development on Failaka will focus on three main narratives: preservation of heritage vs. the development of an iconic modern destination, the role of Failaka Island development for the economic diversification in Kuwait, and the implications of the

Kuwait's democratic system and rentier economy on large-scale developments. The discussion is based upon analysis of secondary data, materials from official sources, and fieldwork observations.

Failaka Island has the potential to be developed into a iconic destination for tourists in Kuwait. It has a rich mix of cultural heritage, natural climate, and is strategically located. While there are many obstacles for the development to come to fruition, mostly surrounding the political instability and in-fighting between the National Assembly and the executive branch, there is hope that the economic reforms outlined in the Kuwait Vision 2035 will allow for the development to move past the conflicts between the private sector and the government that have plagued the proposed development in the past. Additionally, the island's development will need to take into consideration the preservation of the historically important sites. The struggles faced in the development of the tourism projects on Failaka Island are reflective of the wider challenges facing Kuwait as it seeks to diversify its national economy.

### **Biography**

The paper he presented at the previous research seminar, Developing a Triple Bottom Line for Tourism, has been accepted for publication in the Journal of Travel Research. In April at a conference in Turkey, for the paper entitled "A Cultural Consensus Analysis of Backpackers in South East Asia: ASEAN and Australasian Regional Identities" he won the best paper award. In May, he was named to the Executive Board of Amizade, a global Service learning non-profit organization focused on developing international services learning opportunities in numerous countries based on Fair Trade Learning Principles. He currently has 10 papers under review or under revision in academic journals. In addition to his current research projects, he has also initiated three new research studies including with colleagues in the US, Europe and Australia: Tourism & Transparency: Navigating Ethical Risks in Volunteerism with Fair Trade Learning, Exploring the SocioTechnographic behavior of Independent Travelers in Cairns Australia, Independent Travel, Social Media, and Crisis: A Discussion of Digital Social Convergence, Collective Intelligence, and Hyperawareness during the Bangkok Riots and Chilean Earthquake. Finally, he is co-chairing/co-organizing a conference on "Independent Travel and Hospitality" in Beirut in January.

**Date:** Wednesday September 19th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.

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## **Research Seminar 80**

Raquel Warner  
Middlesex University Dubai

Re-engineering Teacher Training

### **Abstract**

This paper explores the current educational landscape in the Dubai and how the professional identity of teachers has changed given that schools are enterprises, offering education as a commodity and being run as businesses. Through qualitative data collection techniques, the paper examines the skills employers expect teachers to have and suggests how teacher training and development programmes should be reengineered to adequately prepare teachers for work in this new "marketplace

### **Biography**

Racquel Warner holds a Diploma in Education, BA in Literatures in English with a minor studies in International relations. She is an Alumni of the University of the West Indies in Jamaica , Spelman College in Atlanta, Georgia and the Caux Scholars programme in Montreaux, Switzerland, where she studied conflict mediation. Racquel received her MEd in TESOL from the University of Wollongong , Australia in 2005 and completed her PG Cert HE in 2010 at Middlesex University in Dubai. Her masters research topic was to investigate "how teachers' cultural identity affects students learning". At present she is a doctoral student at Exeter University with research interests in "Learner Autonomy and Critical Pedagogy". She has been a member of TESOL Arabia for the past 9 years . Racquel is also an IELTS Examiner.

She has been an educator for over 15 years and has worked on 2 curriculum re-design and material development projects in order to better align content, assessments and teaching with students' learning. In 2004 she was part of a team which piloted the use of Computer Assisted Learning Labs (CALL) in the delivery of English for Academic Purpose (EAP) at UOWD. At present Racquel is the Programme Coordinator for the MA TESOL and International Foundation Programmes at Middlesex University in Dubai.

**Date:** Wednesday September 12th 2012 (4-5pm)

**Venue:** Oasis Theatre, Block 16, Middlesex University Dubai, Knowledge Village.