



**Middlesex  
University  
Dubai**

# **Research Seminars 2008 - 2010**

## Middlesex University Dubai

### Research Seminar 44

Dr Richard Winter  
Senior Lecturer  
School of Management, Marketing and International Business  
Australian National University

*Agents of Change: Principles and Techniques*

#### **Abstract**

This presentation reviews some of the critical decisions facing change agents as they plan a change program. Key topics relate to a discussion of change agents (core skills, styles and challenges); perspectives of change (calm waters, white-water rapids); and effective change management principles and techniques (phases of change, campaigning for change). A take home message from the presentation is how you think about change will have a strong influence on how you go about managing a change program.

#### **Biography**

Dr Richard Winter is a Senior Lecturer in the School of Management, Marketing & International Business at the Australian National University in Canberra, Australia. Richard's teaching and research interests relate to the case study method. His recent book teaches students how to analyse and define problems in case studies. Richard's research interests relate to the management, work roles and behaviour of professional employees. His work has been published in the Journal of Business Ethics, Journal of Higher Education Policy & Management, Studies in Higher Education, British Journal of Management, Employee Relations, and Leadership & Organisation Development Journal. Richard's current research examines schisms in academic identity based on conflicting ideologies and values systems within the Australian higher education sector.

Date: Monday 12th December 2010 (5-6pm)

Venue: Rm. 007, Middlesex University Dubai, Block 17, Knowledge Village.

# Middlesex University Dubai

## Research Seminar 43

Dr Cedwyn Fernandes  
Associate Professor  
Middlesex University Dubai

*Cross Country Econometric Analysis of Impact of Logistics on Economic Growth - A Preliminary Study.*

### **Abstract**

The link between infrastructure development and economic growth is well established. However, not much research has been done on the contribution of all aspects of hard and soft logistics infrastructure on growth. This study investigates the contribution of logistics to economic growth using a panel data approach across 116 countries. Logistics contributes significantly to economic growth and has a differential impact across High, Medium and Low Income countries. The differential impact of each component of logistics on economic growth was estimated and establishes the importance of soft logistics infrastructure like customs procedures and regulations.

### **Biography**

Dr. Cedwyn Fernandes is the MBA program coordinator 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, giving him a unique blend of academic and senior corporate expertise. Cedwyn has headed prestigious MBA programs and teaches macroeconomics, supply chain management and international business. Cedwyn's 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, internet banking and constructing a globalization index. Cedwyn is 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. He was a finalist in the Dubai Economics Research Award (DERA) and won several best research awards at Conferences. Cedwyn is currently also the head of the Center for Innovation in Management at Middlesex University Dubai.

Date: Wednesday 8th December 2010 (5-6pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

## Middlesex University Dubai

### Research Seminar 42

Racquel Warner  
Head of Foundation Programme  
Middlesex University Dubai

Student Plagiarism: Didactic Failure or Assessment Flaw

#### Abstract

In recent years the detection of academic misconduct in the form of plagiarism has become a significant issue in Higher Education. Universities invest money in plagiarism detection software, they impose harsh penalties on plagiarists but still the problem persists. In this research the perceptions of students, in the foundation programme at Middlesex University in Dubai, about plagiarism were studied using questionnaires and focus groups. The results highlighted a number of reasons why student plagiarized, which included among other factors, a lack of engagement or poor writing skills among ESL students. The study pointed to a need for preventative pedagogy instead of harsh penalties, authentic essay prompts instead of easy to mark questions and a concerted change in the culture of dealing with plagiarism in the information age.

#### Biography

Racquel Warner holds a Diploma in Education, BA in Literature in English with minor studies in International relations. She is an Alumni of the University of the West Indies in Jamaica and Spelman College in Atlanta, Georgia. Racquel received her MEd in TESOL from the University of Wollongong in Australia in 2005. At present she is a doctoral student at Exeter University with research interests in Learner Autonomy and Educational Leadership. Racquel has been an educator for over 15 years and now works as the Programme Coordinator for the International Foundation Programme at Middlesex University in Dubai

Date: Wednesday 1st December 2010 (5-6pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

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# Middlesex University Dubai

## Research Seminar 41

Tereza Horejosova  
Middlesex University of Dubai

Changing Geopolitics of the Arctic - Security, Trade and Environmental Implications

### Abstract

This work deals with the consequences of the climate change in the Arctic region. Due to the melting of the ice, it will soon be possible to access extremely rich resources such as oil and gas. However, the jurisdiction of the Arctic states is problematic and a source of possible conflict. Furthermore, as large parts of the Arctic Ocean are becoming increasingly ice-free, especially in the summer months, it is possible to start using the new sea routes, which thereby significantly shorten the distances between continents (rather than the classic routes). There are also significant environmental implications with the Arctic to further consider. Therefore, this work provides an overview of emerging geo-political concerns in this region.

### Biography

Tereza Horejosova has studied political science at the University of Copenhagen in Denmark and has taught at Charles University in Prague, particularly in the field of Scandinavian politics. She has worked as a research fellow for the Institute for European Policy and has researched various EU-related issues. She has been involved in journalism-based work for an online policy portal on EU issues (EurActiv.cz). She is currently overseeing a research project for the Ministry of Foreign Affairs (Czech Republic), focusing on current development issues and concerns in the Arctic. She teaches part time on social science and development-based courses at Middlesex University Dubai, and is a registered PhD candidate at Charles University.

Date: Wednesday 24th November (5-6pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

## Middlesex University Dubai

### Research Seminar 40

Prof Ajit Karnik  
Professor of Economics  
Middlesex University of Dubai

**Political Systems and Economic Growth: Does Democracy Matter?**

#### **Abstract**

Standard economics growth models do not include political factors as determinants of growth. The purpose of this research is to assess the contribution of political systems to economic growth. Specifically, the work examines whether democracy or suppression of it affects growth in any way. Four different ways of measuring the extent of democracy in a country have been employed. The data set covers 114 countries over the period 1990-2007 yielding 2052 observations. The main results of the research point to a positive contribution of democracy to growth. More pertinently, there is no evidence to suggest that suppression of democracy has any instrumental value in terms of growth of the country.

#### **Biography**

Ajit Karnik is Professor of Economics at Middlesex University Dubai and Fellow of Wolfson College Cambridge (UK). He has been Professor of Political Economy at the Department of Economics, University of Mumbai from 1997 - 2006 and the Director of the Department of Economics, University of Mumbai from 2002-2005. Ajit Karnik has been on visiting assignments at the University of Texas at Austin (USA), University of California at Berkeley (USA), St. John's College, Cambridge (UK), Wolfson College, Cambridge (UK) and University of Ulster at Jordanstown, Northern Ireland (UK). His areas of specialization are Political Economy, Fiscal Economics, Economic Growth and Econometrics. He has published 30 papers in refereed journals, 12 papers in edited books, 90 other papers, has edited 12 books and authored 3 books. He has supervised 11 Ph.D. and 5 M.Phil theses. He has been a consultant to Government of Maharashtra (India), United Nations Development Programme, World Bank, and Unilever India. Ajit Karnik is a referee for international journals such as Applied Economics, Journal of Sports Economics, Publius: Journal of Federalism and Public Budgeting and Finance.

Date: Wednesday 10th November 5-6pm.

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

# Middlesex University Dubai

## Research Seminar 39

Prof Raimundo Soto  
Professor of Economics  
Pontificia Universidad Católica de Chile.

*Economic Growth and Development Strategy in Dubai, Singapore and Hong Kong*

### Abstract

Economic growth in Dubai has been impressive in the 1986-2008 period reaching 6.5% annual on average. On a per capita basis, however, growth has been very low (0.1% per year). This paper first shows that this growth pattern has been largely due to factor accumulation -with capital and employment growing at around 8% per year- and less to gains in the productivity of such factors (productivity has grown at less than 2% per year). These estimates of productivity gains -which in most countries are the main source of sustained growth- are rather low when compared to similar economies such as Singapore or Hong Kong. This paper also shows that there are substantial differences in productivity gains among the main economic sectors; while in some sectors it has grown quite fast in the 1993-2007 period (e.g., construction, retail trade, restaurants and hotels, transportation and communications, and the financial sector), in others it languished or declined (agriculture, oil and mining, manufacturing, construction, electricity, water, and social and personal services).

### Biography

Raimundo Soto is Professor of Economics at Pontificia Universidad Católica de Chile. He obtained his B.A. at the Universidad de Chile and his Ph.D. in economics at Georgetown University. His academic career situates primarily in the field of econometric and macroeconomic theory, time series analysis, and industrial organization. Dr. Soto has worked for the World Bank, the Central Bank of Chile and is currently with the Dubai Economic Council while on leave from the university. He has been invited several times as visiting professor in Bolivia, El Salvador, Peru, and the United States. He was invited as international consultant by the African Economic Research Consortium, APEC, Carter Centre, ECLAC, Global Development Network, the Inter-American Development Bank, and the World Bank for projects in Africa, Latin America and Asia. He was President of the Chilean Economic Association.

Date: Wednesday 3rd November 2010

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

## Middlesex University Dubai

### Research Seminar 38

Dr Michael Willemyns  
Associate Professor of Business and Management  
University of Wollongong in Dubai

Mentoring Communication Style:  
Implications for Managers

#### Abstract

This study aimed to identify employees' perceptions of their managers' mentoring-style communication. It examined employees' descriptions of interactions with their managers, using content-coding and statistical analyses. The literature on mentoring, including gender differences in mentoring was also used. Drawing upon the conceptual frameworks of Communication Accommodation Theory and Social Identity Theory, the findings supported the hypotheses that managers who providing task, career and psychosocial support for their employees are considered more effective as mentors. Further, it was found that early-stage employees felt they gain more benefits from psychosocial mentoring than instrumental career assistance. It was also found that female managers were perceived to be more dominating and controlling by female employees than male employees. Theoretical and applied implications for communication in mentoring relationships are discussed.

#### Biography

Dr. Michael Willemyns is Associate Professor of Management at the University of Wollongong in Dubai. He has a PhD in Workplace Psychology, with a focus on manager-employee communication and leadership. Michael is an experienced professor in Organizational Behavior, Psychology, Business Communication, Human Resource Management, Cross-Cultural Management, and Strategic Management. He has presented courses and consulted internationally, including in the United States, Britain, Australia, Malaysia, UAE, Bahrain and Saudi Arabia, and was Principal Consultant Psychologist for a large Human Resource Management (HRM) consultancy in Melbourne Australia. Michael is an experienced Management Coach, and has developed and presented courses on many aspects of management effectiveness, including communication strategies, leadership and mentoring. His research has been published in numerous Management, Psychology, and Communication journals.

Date: Wednesday 27th October 2010 (5-6pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.



# Middlesex University Dubai

## Research Seminar 37

Prof Olga B.A. van den Akker  
Professor of Health Psychology, Middlesex University, London

### Psycho-Social Factors in Infertility

#### Abstract

This presentation will outline the role of Psychology, as distinct from Counselling, in the study of reproductive health, and how psychologists have theorised about the importance of psychology in determining the aetiology of some unexplained infertility. The presentation will also consider some of the psycho-social theory relating to family formation and the universal desire for a child. Unrealistic expectations of patients and non patients of their own fertility and if this is challenged, unrealistic expectations of IVF success, have been reported. These data suggest that public health campaigns could be useful in improving fertility related lifestyle behaviours in efforts to circumvent delayed childbearing resulting in (moderately effective) future treatment. More recent psychological research has moved away from aetiological factors, to determining the causal effects of infertility on people's psychological health and wellbeing. Research determining the psychological effects of a diagnosis of infertility and of the effects of treatment has consistently reported increases in anxiety and depression. Prolonged negative affective states could affect people's ability to cope with the stressors and this in turn can make them more vulnerable to ill health and affect their quality of life adversely. The long term psycho-social concerns of fertility treatment, such as the importance of a genetic link, attachment and relinquishment of babies or gametes are also covered. Lastly, specific psychological models to assist individuals with reproductive decision making will be discussed.

#### Biography

Professor Olga B.A. van den Akker (BSc PhD AFBPsS, C.Psychol) is Professor of Health Psychology and Head of Department of Psychology at Middlesex University. Professor van den Akker was Editor in Chief of the Journal of Reproductive & Infant Psychology and is currently on the editorial board of the Journal of Reproductive Psychology, Biomed Central and Expert Reviews of Obstetrics and Gynecology, and is a member of the British Infertility Counseling Association, the British Fertility Society and the Society for Reproductive & Infant Psychology. Her research interests cover a variety of Health Psychology areas with a focus on reproductive health psychology, using qualitative, quantitative and experimental research techniques. As Principal investigator, she has been successful in securing funding on a number of research grants and was awarded a prestigious 5 year Senior Research Fellowship by the NHS R&D. Recently, she is PI on a funded grant with Dr Purewal on attitude change of Single Embryo Transfer; involved in funded research with Dr Purewal (PI) on a Systematic review of IVF success and, with Dr Alexis-Garsee (PI) on smoking cessation. Olga has published one book and has nearly completed her second book, she has written numerous book chapters, two Government commissioned reports and well over a 100 publications in scientific journals, presented over 70 conference presentations and appears regularly in the media.

Date: Monday 25th October 2010 (4-5pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village.

## Middlesex University Dubai

### Research Seminar 36

Dr Cody Morris Paris  
Senior Lecturer Middlesex University Dubai

Facebook and Special Events: Understanding Marketing Implications Through Two Adapted Technology Acceptance Models

#### Abstract

This study examines Facebook 'events' as a medium for promoting special events to consumers. This study proposes a Social Technology Acceptance Model, an extension of the TAM model, to examine the influence of trust, expected relationships and perceived enjoyment in forming consumer attitudes towards Facebook and consumers intentions to attend an event. Additionally, this study examines a second extended TAM model aimed at examining the influence of emotional factors on users' perceived usefulness, ease of use and perceived enjoyment of using social media and whether it can affect their attitude and actual intention to go to an event promoted through Facebook. Data was collected through an online survey administered through special event organizer's Facebook 'Pages'. Path analysis was used to test the hypothetical relationships in the two models. Findings of the study suggest that users' trust and expected relationship through Facebook had a significant effect on users' acceptance of Facebook and their intended offline behaviour to attend the event. While previous extensions of the TAM model focused on the acceptance of technologies, especially user's adoption of information systems and information technologies, this study focused on the social implications associated with user's acceptance of social media. The findings of this study are important for businesses and organizations as they increasingly adopt marketing strategies focused around social media and consumer generated media. Understanding the social concepts inherent to social media, such as social capital and the related concepts of trust and relationships, and the influence of these concepts on the attitudes towards the technologies being utilized and the influence on consumer behaviour will allow for more successful marketing strategies. The results of the second model indicated that an individual with a high arousal will almost always see Facebook as easy to use and as a very useful tool. Additionally, individual's intention and attitude toward a special event that the individual received invitation to or were made aware of through the use of Facebook is influenced by that individual's affective response to interacting with the company/special event through Facebook. Further, the perceived enjoyment of the interaction with the special event in this study through Facebook mediates the individual's affective response and their attitude toward and intention to go to the special event.

#### Biography

Dr. Cody Morris Paris, originally from Aspen, Colorado, is a Senior Lecturer in Social Science at Middlesex University Dubai where he teaches modules in Tourism, Social Science, and Development. He completed his PhD in Community Resource Development at Arizona State University. His research interests include: Technology and Tourism, Role of Tourism in Community Development and Improvement of Community Quality of Life, Sustainable Community Development and Theory, Tourism Mobilities, Psychosocial Theory of Travel, and Independent Travel. He has published several articles in top tier tourism journals, presented dozens of conference papers at international conferences, and consulted on numerous tourism and community development projects. Dr. Paris has been recognized for his research through numerous international awards including Jafar Jafari Recognition Award for best PhD dissertation, Young Scientist Excellence Award at the International conference on Tourism development in Greece, Best Master's Thesis, and a best paper award.

Date: Wednesday 20th October 2010 (5-6pm)

Venue: Rm. 308, Middlesex University Dubai, Block 16, Knowledge Village

# Middlesex University Dubai

## Research Seminar 35

Professor Chris Ryan  
University of Waikato (New Zealand)

Being a Tourism Researcher and Publishing in Academic Journals

### Abstract

Throughout the universities of the English speaking world pressure on young academics is increasing to publish academic articles in order to obtain tenure or promotion. Additionally pressure mounts on experienced researchers under the United Kingdom, Australia and New Zealand's various research assessment exercises to maintain publications and status in order to retain monies made available to universities through such systems, while the ability to attract research monies is linked to past publications. Although many academics have severe doubts as to the credibility of these systems they are currently a fact of life for academics, especially younger ones. After an initial light hearted look at the researcher's 'life-cycle' the speaker, as an editor of a well established SSCI journal will talk about the writing of an article for academic journals using as an example one of his own papers that in 2 years has secured over 6,300 downloads.

### Biography

Chris Ryan is the Founding Professor of Tourism at the University of Waikato Management School, Hamilton, New Zealand. He gained his doctoral degree from the Aston Business School, Aston University, Birmingham, UK and has published 14 books and over 150 journal articles in a career that has seen him hold positions in the United Kingdom, Canada, USA, Australia and New Zealand. He is an elected member to the International Academy for the Study of Tourism, which by its constitution is permitted only 70 members world wide, and in 2009 was awarded a life time achievement award by the Taiwan Leisure and Recreation Association. The winner of several 'best paper' awards, Professor Chris Ryan sees both sides of publishing as both a researcher and as editor of Tourism Management. During the last 6 years much of his research has been conducted in China, with some also in Dubai. Professor Ryan has been a member of advisory panels to the APEC Tourism Ministers in 2000 and 2004, and in 2009 participated in future planning workshops for tourism in both Beijing and Auckland. He holds an Honorary Professorship at the University of Wales, and Visiting Professorships at Beijing International Studies University, Hong Kong Polytechnic University and an Adjunct Professorship at the Emirates Academy.

Date: Wednesday, 16th June, 2010 (4-5pm)

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

## Middlesex University Dubai

### Research Seminar 34

Dr Alun Epps  
Senior Lecturer  
Middlesex University Dubai

**Blood Is Thicker Than Water**  
The Challenges and Opportunities Facing Family Business in Dubai During an Economic Crisis

#### **Abstract**

This paper examines the opportunities and challenges facing Dubai-based family businesses in a global economic crisis. The research method is a review of contemporary literature in the field of global, regional and local family business. The findings suggest that despite the current economic background, the traditionalist tribal and family values and practices of hard work, honour and trust must prevail to see locally-based firms through the lean present times and onto more prosperous pastures. This study aims to engender scholarly discussion as well as empirical testing and is intended to be of interest to practitioners and academics alike.

#### **Biography**

Alun Epps is from Portsmouth, England and is a Senior Lecturer of Marketing here at Middlesex University Dubai. He has a PhD from the University of Wales and is a member of the Chartered Institute of Marketing. Dr. Epps has published numerous journal articles and has presented at several international conferences. His research interests include: marketing communications, consumer behaviour in computer mediated environments, community entrepreneurship and family business. Dr. Epps has acted as a consultant for private and government organisations here in Dubai and before coming into academia worked in the media and entertainment industry for the BBC, Virgin and Rank.

Date: 4pm, Wednesday June 9th, 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

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# Middlesex University Dubai

## Research Seminar 33

Louise Edensor  
Lecturer  
Middlesex University Dubai

'Time for a Change':

The Influence of the Writings of Henri Bergson and Arthur Symons on the Short Stories of Katherine Mansfield

### Abstract

This presentation examines the extent to which the works of Henri Bergson and Arthur Symons influenced the style and structure of Katherine Mansfield's short stories and how this led to Mansfield's active contribution to and shaping of Modernism as a literary genre by developing her own unique style. The hegemony of Bergson's philosophical theories of time and memory and their impetus in changing the face of modern writing is explored through the examination of a number of Mansfield's works along with illustration of how the integration of symbolist techniques is efficacious in developing this new genre of writing.

### Biography

Louise Edensor is Lecturer on the International Foundation Programme at Middlesex University Dubai. Louise has a BA (Hons) Business Administration, BA (Hons) Humanities with Literature, PGCE, Post Graduate Diploma in Literature and will complete her MA in Literature in September 2010. She is a member of the Katherine Mansfield Society. Her research interests relate to such areas as Katherine Mansfield, Modernism and Literary Theory.

Date: 4pm, Wednesday May 26th, 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

## Middlesex University Dubai

### Research Seminar 32

Dr Rajesh Mohnot  
Senior Lecturer  
Middlesex University Dubai

Re-examining Performance of Indian Capital Markets in the Light of Current Global Crisis

#### Abstract

Capital markets around the world have witnessed a dramatic change over the past few years. Developed capital markets, on the one hand, have benefited themselves by diversifying their activities across boundaries, developing and emerging capital markets, on the other hand, have yielded the benefit by way of getting foreign direct investments. This reciprocal activity has helped world capital markets not only to integrate but also to boost their economies. Researchers and policy makers are constantly establishing linkage between stock market performance and economic growth. However, the recent global financial crisis has jolted the capital markets terribly when investors around the world seemed to have lost around \$5.79 trillion just in the month of October 2008. This has certainly created doubts in the minds of investors about the performance of capital markets especially its resilience to combat any such crisis. According to S&P's estimates, the loss extended in the month of October in more than 50 leading equity markets was just little less than 50% compared to previous month. Indian bourses were also seen nose-diving and bottoming out. The current crisis has sparked debate among investors, researchers, policy-makers, authorities, and market regulators to check whether it has impacted the capital markets efficiency. The presentation intends to re-examine whether Indian capital markets hold the efficient market hypothesis (EMH) even in the crisis period. The study covers two stock exchanges of India i.e Bombay Stock Exchange (BSE), and National Stock Exchange of India (NSE). The study chooses July 2008 - December 2009 daily stock indices representing the crisis period. A similar 18-month period has been chosen prior to crisis period in order to make a comparison between the outcomes. Autoregressive (AR) model is used to test EMH.

#### Biography

Dr Rajesh Mohnot earned his PhD in Finance and RBA & MFP from American Academy of Financial Management. Since the beginning of his career in 1991, Dr Mohnot has always been active in the field of teaching, training, research, consulting and administration. He has served at various universities in countries like India, Malaysia, Singapore and UAE. He has twelve research publications in various refereed academic and professional journals and books. He has participated in number of international and regional conferences by way of contributing research papers and chairing sessions. Dr Mohnot is a well-known trainer in the field of accounting and finance especially in banking sector. Till date, he has delivered more than 40 training programs to institutions like Commercial Bank of Dubai, Dubai International Financial Exchange (DIFX), Emirates Institute for Banking and Financial Studies (EIBFS), Malaysian Derivates Exchange (MDEX), Securities and Investment Institute (SII, UK), Emirates Bank International (EBI), Malaysian Institute for Corporate Governance (MICG), Al Ain Municipal Corporation, GETEX etc. He has also delivered seminars to corporate executives in Singapore on several occasions.

Date: 5pm, Wednesday May 19th, 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

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# Middlesex University Dubai

## Research Seminar 31

Dr Lois Smith  
Senior Lecturer  
Middlesex University Dubai

**Less is more: Introducing a New Learning Framework in an Offshore Campus**

### **Abstract**

Middlesex University successfully introduced a new Learning Framework in 2007 which changed the approach to learning, teaching and assessment, as well as restructuring the academic year. In 2008 the Learning Framework was extended to the University's offshore campus in Dubai. This presentation represents the preliminary findings of a research project into the implementation of the Learning Framework at the Dubai campus. It also briefly examines the impact of the Learning Framework on the relationship between the home and the offshore campuses. Data was gathered from student and staff questionnaires in addition to student focus group interviews. Comparisons are made with a similar study conducted at the UK campus. The study was divided into three parts: programme structure and support; assessment and feedback; and independent learning and student responsibility. Overall the findings reveal that students and staff responded positively to the changes and could see the benefits of having fewer, but longer, modules. However, the timing of assessments was found to cause problems for some students, which was sometimes compounded by a lack of learning support. As a result of the preliminary findings, changes in the structuring of assessment and in the provision of learning support, particularly for first year students, have been made, and will be discussed in this presentation.

### **Biography**

Lois Smith is the Teaching and Learning Coordinator at Middlesex University Dubai, and also Programme Coordinator for the newly-launched social science programmes. She has been teaching in higher education the UAE for 13 years and has a wide range of academic interests. She has a PhD in Educational Research and currently her main research interests lie in educational development in tertiary teaching within the transnational context.

Date: 5pm, Wednesday May 12th, 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

## Middlesex University Dubai

### Research Seminar 30

Neil Graney  
Graduate Tutor  
Department of Sport Development, Management and Coaching  
Northumbria University (UK)

Destination Branding: The Use of Sport as a Tourism Development Strategy  
- The Case of Dubai

#### Abstract

In 2007, the Dubai Strategic Plan (2015) outlined five sectors to establish a universal understanding of the Dubai vision. As part of the economic development sector, tourism is seen as a globally fast growing industry, an industry in which Dubai prides itself on setting strong international standards. Govers, Go and Kumar (2007) found positive tourist image descriptions for Dubai were based predominantly on hot weather, culture, luxury hotels and shopping. This presentation, however, provides an insight to the opportunities presented from destination branding, with the particular use of sport as a sustainable tourism development strategy. The UAE is a prime example of using 'place' or as the platform for tourism strategy. Along with Doha (Qatar), Isle of Bahrain and Abu Dhabi, government efforts are to promote real estate development, to create their own 'brand of urbanism', examples of 'instant cities' or 'cities within cities' (Bageen 2007). The success of destination branding, with sport has been sporadic and varied. Rein and Shields (2006) discussed how previously based on an event or a team, the more recent use of place is an emerging platform, using sport in the branding mix as both a primary and secondary tool is a specific strategy which has been under utilised by governments and under researched by academics.

#### Biography

Neil Graney is a Graduate Tutor within the Department of Sport Development, Management and Coaching at Northumbria University, Newcastle, UK. His main responsibilities include teaching in the fields of Sport Management and Research Methods and he contributes to the department's research and consultancy. Recent consultancy activity includes a project with the Shanghai Tennis Masters and the Lawn Tennis Association (LTA), the national governing body for tennis in the UK. Neil has an MSc in Sport Management and previously worked for the Esports football academy in Dubai, following a career as an Operations Manager for a global energy company. Neil is also studying a PhD, exploring the concept of destination branding with the use of sport as a sustainable development and tourism strategy, with a particular emphasis on the Middle East region.

Date: 5pm, Wednesday May 5th, 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)



# Middlesex University Dubai

## Research Seminar 29

Saloni Krishnan  
Research Assistant  
Development of Social Cognition Lab, University of Chicago

Investigating Children's Social Judgments in Multilingual India:  
Effects of language and Accent

### Abstract

Children's attention to language and accent as a marker of group membership is being extensively studied. Research in Western countries shows that adults make a wide range of social judgments based on language, accent; including their nationality, personality traits and preferences (Labov, 2006). Children also make such judgments, preferring to be friends with other children who share the same accent or language as them (Kinzler, Shutts, DeJesus & Spelke, 2009). They may also make inferences about experiences provided, for instance, children make a preference for food or toys provided by a native speaker of their language, over a foreign speaker (Shutts, Kinzler, McKee & Spelke, 2007). These are results from research in predominantly monolingual environments. India is a multilingual environment, with over 80% of the population speaking more than one language. Through a short series of experiments, children's social inferences and judgments were investigated in multilingual India. Some potential implications for research in multi-cultural Dubai are also discussed.

### Biography

Saloni Krishnan is currently a research assistant at the Development of Social Cognition Lab, University of Chicago. She holds an MSc in Cognitive Neuropsychology and Cognitive Neuroscience (with distinction) from the University of London, on a programme jointly offered by Birkbeck and UCL. Saloni is also a qualified speech and language therapist, and was awarded the 'Best Graduating Student' award by Manipal University, India for her undergraduate work in speech pathology. Her research interests include investigating the influence of language on the social judgment of children, and also how individual differences in cognitive skills contribute to differences in language learning. She is a member of the Royal College of Speech and Language Therapists, and the British Neuropsychology Society.

Date: 5pm, Wednesday April 21st 2010

Venue: Rm 004, Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 28

Nalin Abeysekera

Lecturer

Department of Management Studies, Open University of Sri Lanka, Sri Lanka.

**The Impact of Transformational Leadership Behaviour of Salespersons on the Relationship Marketing Behaviour of Customers - With Special Reference to the Corporate Banking Sector in Sri Lanka**

#### Abstract

In the recent economic downturn, the banking sector is very significantly affected because of its direct involvement in the financial affairs of the economy. The objective of this study is to identify how the concept of transformational leadership can be utilised affectively in order to strengthen customer relationships. Hence, this study endeavours to conceptually interconnect and apply two different and important paradigms: transformational leadership and relationship marketing. Based on the literature on transformational leadership, four variables have been identified as 'independent variables': (1) idealized influence, (2) intellectual stimulation, (3) inspirational motivation, and, (4) individualized, considerate behavior (of the salesperson). Two variables in relationship marketing that have been identified as 'dependent variables': (1) customer trust, and, (2) relationship commitment. In focusing on the study of causal relationships, the questionnaire method was considered to be more appropriate. It has found that there is a relationship between transformational leadership and relationship marketing. Moreover, this research focuses on the mediating effect of trust on the relationship between idealized influence and customer relationship commitment, and also intellectual stimulation behavior and customer relationship commitment. The study contributes to understanding how salespersons can create and develop the practice of relationship marketing. Furthermore, this research has identified what sort of relationship would help create better communication with customers. The findings of this research programme will be helpful in preparing training manuals, training guidance and training programs.

#### Biography

Nalin Abeysekera is a lecturer in Management at the Open University of Sri Lanka. He holds an MBA from the University of Colombo and a BSc in Marketing from University of Sri Jayewardenepura (Sri Lanka). Nalin is a member of Chartered Institute of Marketing, the Sri Lanka Institute of Marketing (SLIM) and is currently reading for his PhD at the University of Colombo. He is a visiting lecturer for Universities of Colombo of Sri Jayewardenepura and local private universities as well as an online teacher and chief research supervisor for SLIM. Nalin's research encompasses relationship marketing, leadership and online learning. He has published and presented numerous research papers at international conferences and is writing a book entitled "Marketing in Sri Lanka - a local perspective".

Date: 5pm, Wednesday April 21st 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

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# Middlesex University Dubai

## Research Seminar 27

Jaya Ragavan  
Research Scholar

L (2,1) - Labeling of Join of Paths and Cycles

### Abstract

The assignment of frequencies to television and radio transmitters is subject to restrictions imposed by the distance between transmitters, and is known as the 'channel assignment problem'. This presentation will illustrate how L(2,1)-labeling of graphs form an important model for the channel assignment problem. It is relevant and applicable to the advancement of this field of enquiry over the past decade.

### Biography

Jaya Ragavan is a part time faculty of Mathematics for the Foundation Program at Middlesex University Dubai. She is currently working on her Ph.D. thesis at Vinayaka Missions University, India. Her recent work is being published in the Journal of Ultra Scientist of Physical Sciences. She has been teaching Mathematics and Statistics for the past ten years.

Date: 5pm, Wednesday April 7th 2010

Venue: Room 004, Middlesex University Dubai (Block 16 Knowledge Village)

## Middlesex University Dubai

### Research Seminar 26

Dr Cedwyn Fernandes  
Associate Professor  
Middlesex University Dubai

Dubai Financial Crisis - Causes & Consequences

#### Abstract

The global financial crisis impact on the economy of Dubai seems to have been minimal in mid-2009. The Nakheel bond possible default announcement in November 2009 changed all of that and Dubai's debt problems were thrust onto the world stage. This presentation will look at what is the extent of Dubai's debt? What are the causes of this financial crisis that Dubai finds itself in? and, What are the options available to Dubai to seek a way out of this financial crisis?

#### Biography

Dr. Cedwyn Fernandes is the MBA program coordinator 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, giving him a unique blend of academic and senior corporate expertise. Cedwyn has headed prestigious MBA programs and teaches macroeconomics, supply chain management and international business. Cedwyn's 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, internet banking and constructing a globalization index. Cedwyn is 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. He was a finalist in the Dubai Economics Research Award (DERA) and won several best research awards at Conferences. Cedwyn is currently also the head of the Center for Innovation in Management at Middlesex University Dubai.

Date: Wednesday 31st March 2010

Venue: Rm 004, Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 25

Dr Rajesh Mohnot  
Senior Lecturer  
Middlesex University Dubai

### Forecasting Forex Volatility in Times of Turbulence

#### Abstract

This study is an attempt to evaluate the predictability of the foreign exchange volatility in the exchange rates of thirteen countries including the euro zone specifically covering a period of 2008-09 as a crisis period. The GARCH model has been used to test the existence of persisting volatility in the exchange rates of these countries. The empirical results show that almost all countries except Thailand witnessed non-existence of volatility shocks at least once in a three year pre-crisis period but all the sample countries had volatility shocks in the crisis period of 2008-09. This apparently indicates that due to high degree of volatility in the crisis period, forecasting can be made at least for the next day. The paper also reveals that the exchange rates tend to have persistent conditional heteroskedasticity, and hence, could be predicted with one lag term.

#### Biography

He has twelve research publications in various refereed academic & professional journals and books. He has participated in number of international and regional conferences by way of contributing research papers and chairing sessions. Dr Mohnot is a well-known trainer in the field of accounting and finance especially in banking sector. He has delivered more than 40 training programs to institutions like Commercial Bank of Dubai, Dubai International Financial Exchange (DIFX), Emirates Institute for Banking and Financial Studies (EIBFS), Malaysian Derivates Exchange (MDEX), Securities and Investment Institute (SII, UK), Emirates Bank International (EBI), Malaysian Institute for Corporate Governance (MICG), Al Ain Municipal Corporation, GETEX etc. He has also delivered seminars to corporate executives in Singapore. Dr Rajesh Mohnot is an academically-qualified, multi-faceted professional presently associated with Middlesex University Dubai. He earned his PhD in Finance and RBA & MFP from American Academy of Financial Management. Since the beginning of his career in 1991, Dr Mohnot has always been active in the field of teaching, training, research, consulting and administration. He has served at various universities in countries like India, Malaysia, Singapore and UAE.

Date: Wednesday 24th March 2010

Venue: Rm 004, Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 23

Alaa Garad  
Senior Lecturer in Management  
Middlesex University Dubai

Benchmarking as an Effective Strategy for Organisational Excellence  
Proposal for a Web Engineering Body of Knowledge for Service Oriented Applications

#### Abstract

Benchmarking can inform strategic planning and policy planning, supports the development of new products and programmes, and enables organizations to be more responsive to change. The challenge for businesses embarking on benchmarking revolves around their ability to develop a learning culture that goes beyond a mere imitation of existing best practice by developing new ideas and processes to improve efficiency and enhance quality, as well as striving to improve upon the practices of competitors; they believe that organisational learning would appear to be an essential ingredient if companies are to optimise the outputs of the benchmarking process in the pursuit of superior performance. The most common type of benchmarking used was informal benchmarking, adopting best practices through several forums, and process benchmarking through direct visits.

#### Biography

Alaa Garad holds a B. Com, Masters in Quality Management and has submitted his PhD thesis on Organisational Learning and Excellence. He has over 17 years of experience as a practitioner and trainer in the corporate sector and government that gave him a unique blend of academic and corporate experience. Alaa is ISO 9001 QMS Lead Auditor, Certified European Excellence Assessor by EFQM, Brussels and he is Senior Assessor & Team Leader at several national and regional excellence awards e.g. Sheikh Khalifa Excellence Award, Abu-Dhabi Government Award for Excellence, Dubai Quality Award and he was selected as the Head of Assessment Panel at Ras-Al-Khaima Government Excellence Award in 2008 and he acts a Jury member in Dubai Quality Award.

Date: Wednesday 3rd March 2010

Venue: Rm 004, Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 22

Dr Pranab Pani  
Middlesex University Dubai

Inter-firm Linkages  
A Study of Small-scale Enterprises of India's Auto-component Sector

### Abstract

Various types of inter-firm linkages, such as networks, alliances, and sub-contracting, are not only hogging the industrial organisation space but throwing fresh challenges for industrial organisation literature. The current study seeks to investigate the nature and correlates of such linkages in small-scale enterprises in a liberalising economy, like India. In India, small firms have access to cheap labour and large firms to technology and finance. Thus sub-contracting type organisational arrangements have been proved to be useful for both the categories and firms have reaped the benefits of specialisation advantages. The small firms stand to gain a lot in the form of advantages like access to raw materials, technology, testing facilities, marketing channels and stable demand. This study seeks to explore the nature and determinants of inter-firm linkages undertaken by small firms in the auto-component sector. The main objective is to focus on the incidence and extent of sub-contracting activities as a form of inter-firm linkage and analyse and identify the firm, industry, or policy level factors that influence small firms' participation in these arrangements.

### Biography

An alumnus of Indian Institute of Management (Ahmedabad) and London School of Economics, Dr. Pranab has served as an Associate Professor in the faculty of the Indian Institute of Management popularly known as IIMs, before joining the Middlesex University in its Economics and Statistics department. During his tenure at IIM he concentrated more on teaching, training/consulting and also held various senior academic administrative positions. He has got teaching/training experience, mostly in post-graduate programmes (MBA level), executive post-graduate programmes, broadband-based executive post-graduate programmes, faculty development programmes, and short-duration executive development programmes. He was also involved in research consultancy projects, sponsored by International Labour Organisation (ILO/ARTEP); Planning Commission, Govt. of India; Ministry of Industry, Govt. of India; and Indian Council for Social Science Research.

Date: 5pm Wednesday 24th February 2010

Venue: Rm 004, Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 21

Santhosh Menon  
Middlesex University Dubai

### Implementation of Force Directed Graphing Algorithm

#### Abstract

Graphs are used for visualization of data in many business and scientific systems. It can be used to represent a multistep process, where each step has a definite order, i.e., each step follows one or more predecessor steps and has one or more successor steps. There are many forms of software that help in the preparation of graphs using an automated layout process and force directed algorithm; which is one class of methods that create an automatic, visually pleasing and easy to understand layout of the nodes and edges of the graph. The paper presents an attempt at the implementation of the algorithm using csharp language on the MS .NET platform and presents the resulting layouts obtained.

#### Biography

Santhosh Menon is a Lecturer in Information Technology at the Middlesex University Dubai. He holds a MS in Mechanical Engineering from Southern Illinois University, Illinois (USA), where he was involved in vibration analysis and simulation. His current research interests are in graphical algorithms. He is teaching undergraduate classes in 'business computing', 'decision making' and 'computer architecture'. Prior to this, he has worked as a consultant and program analyst at various companies including JPM Chase bank, PWC and US Xpress. He was also a research assistant at University of Connecticut.

Date: 5pm Wednesday, 17th of February 2009.

Venue: Rm. 004 Middlesex University Dubai (Block 16, Knowledge Village).



# Middlesex University Dubai

## Research Seminar 20

Dr Lien Els  
Associate Professor  
Middlesex University Dubai

The impact of organisational culture on the role of the contingent knowledge worker

### Abstract

The evergreen Peter Drucker once said, “Twenty years from now, the typical large business will have half the levels of management and one-third the managers of its counterpart today. Work will be done by specialists brought together in task forces that cut across traditional departments.” This prediction could not have been more true. More and more organisations are relying on the contributions of the knowledge worker to assist them to steer through ongoing and rapid changes, globalisation, evolution in technology, aggressive competition and, every now and then, the sting of an economic downturn. With this change in work practices however, comes a unique set of challenges. The purpose of this paper is to investigate some of the critical issues to be aware of if organisations are to benefit from the knowledge, expertise and wide-ranging experience of the contingent knowledge worker.

### Biography

Lien started her career as a German teacher. She then moved on to the University of South Africa in Pretoria where she was eventually inaugurated as a Professor in Educational Management. She published quite extensively and obtained a number of research awards during this time. She left UNISA after 13 years to establish an Academy for Business Development to serve and consult not only the corporate sector but also government institutions in southern Africa. She worked together with several universities to establish Continuing Professional Development courses for in a variety of professions. Lien joined the University of Wollongong in Dubai in 2005 as an Associate Professor in Human Resource Management. She also served as Vice Dean and Head of PELT (Programme for the Enhancement of Learning and Teaching). She is currently an Associate Professor in Human Resources and Management at the University of Middlesex in Dubai. During her time in Dubai Lien has gained wide-ranging experience in consulting and worked with companies such as Al Ain Municipality, ADNOC, Nakheel, Al Rostamani, Boehringer Ingelheim, Abu Dhabi Environment Agency, Dubai Tourism and SEHA.

Date: 5pm, Wednesday 10 February, 2009.

Venue: Rm. 004 Middlesex University Dubai (Block 16, Knowledge Village).

## Middlesex University Dubai

### Research Seminar 18

Dr Lois Smith  
Middlesex University Dubai

'Practitioner research in higher education as a means of creating professional knowledge'

#### Abstract

This presentation looks at the issues surrounding practitioner research in higher education and its role in professional knowledge creation. It examines the nature of professional knowledge in the context of higher education and argues that practice-based research is a legitimate form of academic research. Academic work practices tend to be based on practical experience rather than research, and research conducted by practitioners tends to be aimed at improving practice rather than creating new knowledge. However, this presentation explores the relationship between practice and research in the creation of 'new' knowledge, and uses examples from my own research as illustrations. It takes a social practice theory approach to knowledge and argues for a more research-led approach to teaching in higher education, as well as the removal of the distinction between the researcher and the practitioner in this field.

#### Biography

Lois Smith is the Teaching and Learning Coordinator at Middlesex University Dubai, and also Programme Coordinator for the newly-launched social science programmes. She has been teaching in higher education the UAE for 13 years and has a wide range of academic interests. She has a PhD in Educational Research and currently her main research interests lie in educational development in tertiary teaching within the transnational context.

Date: Wednesday 11th November, 2009 5-6pm

Venue: Room 004

# Middlesex University Dubai

## Research Seminar 17

Dr. Alun Epps  
Senior Lecturer in Marketing,  
Middlesex University Dubai

Test-Driving Community Entrepreneurialism  
A Living Case Study of Industry and Higher Education Working in Tandem

### Abstract

This research chronicles a community-collaboration in Dubai, UAE between a leading car dealership, sixty two undergraduate marketing students in agency groups and a leading international university. The car dealer launched a new youth-centric model and challenged the students to devise the launch concept pitch. The results suggest a mutually advantageous outcome for all community members; whereby the car dealer has its campaign tailor-made by its ultimate consumer, the students acquire experience and fuller curriculum vitae from one of the most recognised global brands and the university enhances its standing with the wider stakeholder community. This study contributes to the literature on community-based entrepreneurship as it is of a pioneering nature and reports an activity, which to the author's knowledge is the first of its kind executed in the MENA region. As a contributor to the body of knowledge in the field, the study has shown that; in a truly global learning organisation, in a fast developing cosmopolitan city and new nation; a complex collaboration can work and deliver favourable outcomes for all community stakeholders.

### Biography

Alun Epps is a Senior Lecturer in Marketing. He holds a Doctorate of Philosophy (PhD) in Web-Based Consumer Behaviour, University of Wales, Master of Business Administration (MBA), University of Portsmouth, Bachelor of Arts (BA Hons) in Business Studies, London South Bank University, Post-Graduate Diploma in Marketing (DipM), Chartered Institute of Marketing, and a Post-Graduate Teaching Certificate (PGCE), University of Manchester. His research areas are marketing communications, consumer behaviour in computer mediated environments, search engine marketing, community entrepreneurship, the use of information and communication technologies in small to medium enterprise marketing and family business. He has had several papers published in peer refereed journals, presented at numerous international conferences and won a best paper by a peer-reviewed process award in Slovenia 2007. He is a member of the Chartered Institute of Marketing and a reviewer for the Service Industries Journal. 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, New York College, Athens, Wyeth Laboratories and the Royal Saudi Navy.

Date: 5-6pm (Wednesday, 4th November),  
Venue: Rm. 004

## Middlesex University Dubai

### Research Seminar 16

Ajit Karnik  
Professor of Economics  
Middlesex University Dubai

#### Valuing Cricketers Using Hedonic Price Models

##### Abstract

This paper is concerned with estimating hedonic price equations for cricketers. The 2008 auction in India for cricketers to play in the Indian Premier League (IPL) of Twenty20 cricket has revealed the bids made for 75 players. Using the information on the bids, hedonic price equations have been estimated. It is seen that the usual way of judging cricketers - in terms of runs scored and wickets taken - is reflected in the estimated equations. In addition, young players command a substantial premium over other players as do players from India and Australia. The analysis is then extended to evaluate the performance of players in the IPL tournament of 2008 and estimate the rates of return to the owners of the teams. The estimated models are checked for robustness by incorporating the results of the IPL Auction of 2009. The models are found to be robust to the inclusion of additional cricketers bought during the latest IPL auction.

##### Biography

Ajit Karnik has been Professor of Economics since 1997. From 1997 to 2009 he was a Professor of Political Economy at the University of Mumbai in a position funded by the Reserve Bank of India and from 2006 to 2009 he was Professor at the University of Wollongong in Dubai. He was Director of the Department of Economics, University from 2002 to 2005. He has been recipient of the Indo-American Fellowship (at the University of Texas at Austin), Fulbright Fellowship (University of California at Berkeley), Smuts Fellowship (Cambridge University and Wolfson College), Visiting Scholarship (St. John's College, Cambridge University) and a British Council Higher Education Link Visitor (University of Ulster at Jordanstown, Northern Ireland, UK). Professor Karnik's areas of specialization include Political Economy, Fiscal Economics, Macroeconomics, Economic Growth and Applied Econometrics. He has published 28 papers in refereed journals, 12 papers in edited books and 24 other papers. He has also authored 3 books, edited 4 books, written 11 working papers, completed 12 research projects, and presented 35 conference/seminar papers. Eleven Ph.D. and five M.Phil. dissertations have been completed under his supervision.

Date: 5pm, Wednesday 28 October, 2009.

Venue: Room (tba). Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 15

Dr Syed Aziz Anwar  
Associate Professor of Marketing  
Hamdan Bin Mohammed e-University, Dubai

*'Advances in Market Orientation Theory'*

### **Abstract**

This paper makes a factor analytic investigation of the construct of market orientation. The sample for this study comprised 250 healthcare managers in the United Arab Emirates, each one completed a research instrument containing 28 items of market orientation, developed from focus group discussions and a review of literature as well as 10 items to assess background variables. Five factorial groups (customer focus, competitive focus, environmental scanning, strategy implementation and new service development) that had Eigen values greater than 1 were extracted from the analysis. These factors accounted for 79 percent of the total variance. Based on empirical evidence, the paper lays out the implications for future research in market orientation.

### **Biography**

Dr. Syed Aziz Anwar is Associate Professor of Marketing at the Hamdan Bin Mohammed eUniversity, Dubai. He has over thirty years of experience of designing and delivering courses in MBA, M.Sc. and BBA programs in New Zealand, Germany, Brunei, Malaysia, Nigeria, India, Bahrain, Kuwait, and UAE. Dr Syed's Ph.D. thesis was evaluated by a jury of the Commission of the European Union, Brussels. Following a positive advice from the jury, the thesis was sponsored by the Commission for publication in the UK in the form of a book, 'The European Community and Indo-British Trade Relations' (Gower, England, 2003). The British Council, London selected him as a younger social scientist in 1979 to do post-doctoral research at institutions of higher learning in the UK. Dr. Syed has extensive consulting experience in strategic marketing management and international business development. Past clients include Toyota Brunei, HSBC Brunei, JKR Brunei, and United Nations' International Trade Center. Dr Syed's research papers and case studies have been published in books and refereed scholarly journals in USA, UK, Malaysia and India. Dr. Syed is on the editorial board of the Journal of Teaching in International Business, USA, Journal of Transnational Management, USA and Journal of International Business and Entrepreneurship Development, UK.

Date: 4pm, Wednesday 13th May 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 14

Dr. Ala Al-Hamarneh  
CERAW - Institute of Geography, University of Mainz

'Globalisation of Higher Education in the Arab World -  
Chances and Challenges in the XXI Century'

#### Abstract

Three major factors are behind the extensive and intensive process of the globalisation of higher education in the Arab World: Firstly, the demographic pressure of very young nations who are looking for better qualifications. Secondly, the opening of national education systems to match the global tendencies concerning economic liberalisation and privatisation of services, particularly within the context WTO (GATS) rules and agreements. Thirdly, the need for more local options for higher education after 9/11, especially given new travel restrictions and security measures in Europe and USA where traditionally many young Arabs used to seek university degrees. The process of internationalising higher education is reflected in various new models of cooperation between countries and institutions beyond the old established forms of cooperation (exchange of students and professors, joint research programs etc.). The new models of cooperation include among others 'off-shore' universities, joint e-learning programs and management and leasing contracts. The development of these new models is based on a wide-range of investments strategies and business activities (FDI, joint ventures, private local investments, profit and non-profit universities) as well as various concepts of accreditation. In the post 9/11 era, there are various declared motivations for the non-Arab cooperation partners to be engaged in the process of the internationalisation of higher education systems in the Arab World. Beyond the sometimes declared business aims, numerous partners declare development assistance (capacity building and know-how transfer) as a focal goal of their activities, especially partners from the new-comer countries on the Arab market of higher education like Germany, Canada, France and Britain. Such nations endeavour to embed their activities in the development assistance discourse and often in the discourse of 'inter-cultural dialogue' as well. These discourses challenge the business interest of the globally liberalised market of educational services and local strategies of liberalisation. The presentation aims to discuss the challenges and chances of the globalisation of higher education between commercialisation, capacity building and export of education. Such discussions will be exemplified through reference to experiences from Jordan, Oman, UAE, Egypt and Qatar.

#### Biography

Dr. Ala Al-Hamarneh is assistant professor in economic and social geography at the Johannes Gutenberg - University of Mainz/Germany and senior researcher at the Centre for Research on the Arab World (CERAW). He obtained his PhD. in human geography from Kiev State University in 1994. His research interests are focused in such areas as globalisation of services, tourism, international migration and geo-hermeneutics. He has published on Islamic tourism, Palestinian refugees and deportees, gendered spaces in Arab cinemas, Arab migrants in Germany and the internationalisation of higher education in the Arab World. His last edited volume, Islam and Muslims in Germany, won the 2008 Choice Magazine (USA) Outstanding Academic Title Award.

Date: 4pm, Wednesday 6th May 2009

Venue: Room 309, Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 13

Associate Professor Olgun Cicek, PhD  
Head of Business Department  
Emirates Aviation College, Dubai

*'Vertical Integration between the Airline and the Hospitality Industries: Challenges and Prospects for the Future Expansion of the Emirates Group as a New Strategy'*

### Abstract

The presentation will focus on the development of both Airline and Hospitality industries in Dubai. The discussion will outline the role and contribution of the Emirates Group in the economic development of Dubai in general, and aviation and tourism development in particular. The main component of the presentation will be on the diversified strategies of the Emirates Group in the hospitality industry. Emirates Group operations and development strategies in relation to the future expansion policies will also be analyzed.

### Biography

Dr Cicek is an Associate Professor and Head of Department for Business Administration / Air Transport Management at Emirates Aviation College in Dubai. He has completed his MSc in Tourism Management at University of Surrey in UK, and his PhD in Travel and Tourism Management at Dokuz Eylul University in Turkey. He has been teaching management, business, travel and tourism courses at undergraduate and postgraduate level at different universities in Turkey, Georgia, N. Cyprus, and now in Dubai since 1992. His teaching and research areas are mainly in management, business, travel and tourism, particularly quality, ethics, marketing, OB, cross cultural communication, policy and planning. He has several academic committee works, publications, as papers, presentations at conferences and contribution as a book chapter both nationally and internationally. He has organized many national and international level conferences in both the capacity of chair and as a committee member. He has had regular involvement in local and international accreditation process at different institutions.

Date: 4pm, Wednesday 29th April, 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 12

Neelofer Mashood  
Lecturer in Human Resource Management  
Middlesex University Dubai

'Emiratisation, Omanisation and Saudisation- Common Causes: Common Solutions?'

#### Abstract

Countries in the Middle East region rely heavily on the use of expatriates to underpin their booming economies. However, according to Rees, this reliance on expatriates can have long-term political, economic and social consequences. Hence, several countries have therefore started to introduce policies aimed at influencing the demand and supply of expatriates and indigenous workers. This presentation focuses specifically on the attempts made in this respect by the governments of the United Arab Emirates (UAE), Oman and Saudi-Arabia. The presentation introduces the topic area and then discusses what is meant by the terms Emiratisation, Omanisation and Saudisation and explores why organizations are not significantly utilizing nationals. The discussion then looks at the way the nationalization programmes are implemented and reinforced and, ultimately, how successful they are. The paper concludes by drawing out the differences and similarities between the nationalization programmes in Oman, the UAE and Saudi-Arabia. As such, the paper fills a gap in the existing literature on nationalization programmes in the Gulf region.

#### Biography

Neelofer Mashood teaches in the Business School at Middlesex University Dubai. She is also the Campus Program Coordinator for the Masters program in Human Resource Management. Neelofer graduated from Aligarh University with a BSC in Chemistry. She was awarded with 'Best Student Award' and given a full scholarship to do her Masters in Biochemical Engineering but opted to do her MBA instead. She was also given a merit scholarship in the second year of the MBA program. Neelofer has been teaching in the UAE since the last 12 years. She has attended many workshops including the popular 'Training the Trainer' workshop. She is currently pursuing her PhD in HR. Her research interests are in the area of Cross-Culture Management and especially Cross Culture Psychology.

Date: 4pm, Wednesday 22nd April, 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)



# Middlesex University Dubai

## Research Seminar 11

Lulu Baddar  
Lecturer in Tourism Management  
Middlesex University Dubai

*'An empirical study of the selected consequences of frontline employees' work-family conflict and family-work conflict'*

### Abstract

This study developed and tested a research model that examined the effects of work-family conflict (W-FCON) and family-work conflict (F-WCON) on a number of selected consequences using data collected from frontline employees in international five-star chain hotels in Jordan. The results demonstrated that W-FCON exerted a significant positive influence on job stress (JSTRESS), while F-WCON did not. Contrary to the hypothesis the results did not provide any empirical support for the significant negative relationship between W-FCON and family satisfaction (FSAT). The findings further revealed that higher F-WCON led to lower FSAT. As expected, high levels of FSAT resulted in increased life satisfaction (LSAT). However, this study failed to find significant negative relationships between conflicts in the work-family interface and LSAT. The results also revealed that JSTRESS was not significantly associated with LSAT. Consonant with the study hypothesis, W-FCON, F-WCON, JSTRESS, and LSAT were found to be significant predictors of turnover intentions (TURNINT). This study reported that the impact of F-WCON on TURNINT was greater than that of W-FCON. Implications for managers and future research directions are presented.

### Biography

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. Lulu also has a Certificate of Excellence in Hospitality Management from Tourism Education Quality (ted.Qual) awarded by the World Tourism Organization. Lulu represented the Cypriot Tourism Ministry in the Egyptian Tourism Fair in 2004; she was also the president of the Jordanian Cultural Society in North Cyprus. Lulu joined Middlesex University Dubai in 2006 where she became the Admissions and Student Office Manager. Lulu has recently moved to teaching and renewing her research activities after having published two referred papers in 2005 in the Journal of Tourism Management.

Date: 4pm, Wednesday 25th March 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village).

## Middlesex University Dubai

### Research Seminar 10

Dr Mario Rossi  
Designer, Environmental Scientist  
Agronomist and Forester

*'Sustainable (path)ways: Historical Trails in Chianti, An Example of a Sustainable Tourism Project'*

#### Abstract

The project for the entire network of historic trails in the Chianti Region of Tuscany (Italy) was commissioned by the League of the Historical Towns of Chianti, the Provinces of Firenze and Siena, the Tourism Office of Tuscany Region and the European Community. More than 1600 km of trails were organised and unified in this project, which was seemingly one of the largest and successful projects for ecotourism in Europe. It is now included in an official guidebook with associated maps and dvds, distributed by local authorities and Tuscan tourism offices around Italy and Europe. This presentation emphasises the historical and visual beauty of the paths, illustrating how the project sets a new standard for environmental planning and integration for Italy, particularly in terms of establishing a unique system concerned with connecting different cities and territories with a concerted emphasis on maintaining the heritage and traditions of the trails themselves. The work makes use of analysing local resources and data sets, as well as GIS techniques, which thereby help to formulate and shape the structure of an integrated approach to public financing and sustainable tourism. Accordingly, through the utilisation of such environmental economics methods as TCM (Travel Cost Method), the level of financial involvement of the authorities has been estimated to be quite limited leaving space for private investors to be involved in an environmentally friendly, micro-project of corporate financing. The general outcome is both tangible and useful, encouraging a new sustainable model for the local economy in both the short and medium term. Therefore, this strategy helps to protect pathways, maintain beautiful surroundings, generate employment, pursue small cooperatives and, importantly, invigorate the general public with a strong sense of environmental awareness, one which encourages individuals to develop a proud connection associated with 'belonging to the land'; as well as having an constructive impact on the real estate values of properties.

#### Biography

Dr Rossi holds a PhD in environmental economics and for the past 18 years has managed over 200 different projects. He is a practitioner in the field of "agritecture", which is an equilibrated mix of knowledge concerning the environmental sciences, sustainable architecture (LEED based) and landscape design and research. He has professional experience in the sustainable design sector, ecological and landscape restoration (& planning), with empirical knowledge in such areas as sustainable landscape architecture/design (LEED rated), botany, erosion control and storm water management. He has worked as a design director and a senior landscape architect and planner, and as been involved in a range of environmental impact assessments and projects in Italy and the USA, as well as the Middle East. His recent work includes the concept design of the Central Park of the Palm Jumeirah in Dubai, Phase One of the Arabian Canal, the new airport project in Abu Dhabi and the Sharjah Wedding House. Dr Rossi has a background in teaching, training and mentoring students at Florence University and at the New York Bronx Botanical Garden Horticulture School, USA; these students represent the mixed disciplines of architecture, agriculture, ecology, forestry, planning and urban design. He is currently freelancing as a guest lecturer in the history of design, digital art, motion graphics and digital-based project management at SAE Institute, Dubai (UAE).

Date: 4pm, Wednesday 18th March 2009 (4-5pm)

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 9

Dr Samar Baddar  
Senior Lecturer  
Middlesex University Dubai

*'Strategic Account Management in an Emerging Economy'*

### Abstract

The strategy of carefully selecting the most important group of business customers for special treatment - for which several terms are in use such as Strategic Account Management (SAM) - has come in for considerable recent attention. Prior studies in the field have concentrated on the evolution of SAM in developed economies, very largely in the USA and Western Europe. However, like all fashionable business ideas it is to be expected that SAM will increasingly be 'exported' to emerging economies. It is just such a case that provides the focus of this paper. The purposes of this paper are to explore the implementation of SAM in a major firm in an emerging economy and to examine the extent to which the Western notion of SAM has been adopted wholesale at a large telecommunications operator in a developing country ('Arab Telco'), where there is limited in-depth research in the area. It concludes that the approach to strategic account management employed by Arab Telco shows excellent fit with the recommendations of Western authorities about the implementation of such programmes. At the same time, three key culturally-specific factors were identified as central to the successful implementation of SAM in Arab context.

### Biography

Dr Samar Baddar is a senior lecturer in marketing and programme coordinator for the MA Marketing Communications programme at the Middlesex University - Dubai. She has also worked as a senior lecturer, programme leader and link tutor at Middlesex University, UK. She was actively involved in the validation, review and implementation of the new programmes for the new learning framework, and represented Middlesex University at a number of international recruitment fairs in the Middle East. She has also served as a marketing executive for the Cyprus Times and as a programme presenter and producer for Jordan Television & BRT/Cyprus. She received her BA (Hons) from Middlesex University, UK and an MBA from Eastern Mediterranean University, Cyprus. She received her Post Graduate Certificate in Higher Education in 2002 and her PhD in 2004 from Middlesex University, UK. She also received training from the University of Cambridge, UK.

Date: Wednesday 11th March, 2009 (4-5pm)

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 8

Dr Ceri Sims  
School of Health and Social Sciences  
Middlesex University London, UK

*'Young Children's Memories of Repeated Events'*

#### **Abstract**

Previous research has shown pre-school children to be particularly poor at retrieving specific memories for repeated and familiar events. The presentation will thus discuss alternative theoretical models of memory plus evidence that young children can retain the specific details of a singular mundane event and they do not merely resort to sampling from a schema when asked questions about such events. The presentation also discusses attempts to apply the 'Headed Records Framework' to eyewitness memory and the significance of using retrieval cues to enable young children to mentally recapture the context of an event without contamination from suggestive and post-event information.

#### **Biography**

Dr Ceri Sims is a senior lecturer in developmental psychology, including child eyewitness testimony. She is based in the Department of Psychology, located in the School of Health and Social Sciences at London Middlesex. She obtained her first degree at the University of Liverpool and her PhD from the University of Durham. Her research interests are focused in such areas as 'children's event memory'; 'intervention with clumsy children'; and 'language acquisition'.

Date: 4pm, Wednesday 4th March 2009.

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village).

# Middlesex University Dubai

## Research Seminar 7

Dr Uma Gunasilan  
Senior Lecturer  
Middlesex University Dubai

*'A Critical Evaluation of the Teaching and Learning Experience in Computer Programming'*

### Abstract

From a student perspective, the general problem concerning computer studies at undergraduate level is that it is difficult for students to connect with real world scenarios when they are actually trying to deconstruct and solve problems. From the teaching perspective, however, it is challenging to deal with students who seem to be rather perplexed and uninterested in the subject matter, inattentive to learning applications. The role of the educator as a 'guide' and 'facilitator' requires one to look at the process of giving guidance, providing constructive feedback and facilitating students to produce ontological associations to problem situations that they never thought existed. Accordingly, this process in turn can then be productive in the merger of acquired knowledge together with the intelligible attainment of new knowledge. Such a view supports those studies conducted by Ben-Ari (1998) where constructivism theory is introduced to knowledge learning, thereby encouraging students to 'construct knowledge' rather than merely acquiring, applying and retaining knowledge provided by the educator. However, although it is acknowledged that this former process works extremely well and effectively in science as well as mathematics-based education, there is an acknowledged discrepancy in its application to computer science education. Therefore, the presentation acknowledges this inconsistency and proceeds to progressively respond through developing and illustrating further ways to construct creative and innovative mechanisms, as well as produce epistemological solutions to problem solving practices. Adopting the role of a knowledge-based educator, it is important to remember that this role fundamentally exists to educate students and to enlighten them of the wonderment of the subject matter.

### Biography

Dr Uma Gunasilan, the recipient of this year's Best Paper Award for the Seventh World Wide Conference on Education and Culture, is a Senior Lecturer in the School of Engineering and Information Sciences at Middlesex University Dubai. She is an honorary senior research fellow at the University of Science, Malaysia for the National Advanced Center for IPv6, Malaysia. She has also served on the faculties of University Tunku Abdul Rahman, Malaysia, the National State University of Singapore and University of Science, Malaysia. For almost ten years, Dr Gunasilan has pioneered in the fields of computer networks, information systems and the pedagogy of computer science. She is affiliated with a number of well known corporate organizations such as Dubai Airports, INTEL, CISCO and Malaysian Government.

Date: 4pm, Wednesday 25rd February 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village).

## Middlesex University Dubai

### Research Seminar 6

Associate Professor Cedwyn Fernandes, PhD  
MBA Programme Co-ordinator  
Middlesex University Dubai

#### Factors Determining Elasticity of Demand for Tourism in Dubai

##### Abstract

This study estimates the elasticity of demand for inbound tourism from 24 countries to Dubai with a view to understand the factors that influence this demand. The variables tourist arrivals, real per capita income, relative prices, accommodation costs were tested for panel unit roots and panel cointegration was employed to determine the specification of the models to be used. Determinants of the elasticity of demand for the entire panel are consistent with theory. Within the subgroups there are differences. Developed Countries and Arab Countries have an income-elasticity of demand  $> 1$ . Tourists from the Developed Countries seem to be the most sensitive to relative prices and the cost of accommodation is significant only for tourists from the Arab and Indian Sub-continent Countries. Income elasticity of tourism especially from Arab countries is high indicating that marketers should tailor their strategies accordingly. Accommodation costs have an impact on demand highlighting the need for more budget hotels. Relative increase in prices has a negative impact on tourism demand, highlighting the need to control domestic inflation.

##### Biography

Dr. Cedwyn Fernandes is the MBA program coordinator 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, giving him a unique blend of academic and senior corporate expertise. He has worked extensively in establishing joint ventures around the world and has been directly involved in setting up systems to enhance productivity of these ventures. Cedwyn is a member of the Consultative Committee of the Supply Chain and Logistics Group and a judge at the SCATA awards. Cedwyn's research interests are in the areas of macroeconomics and supply chain management. He was a finalist in the Dubai Economics Research Award (DERA) and won several best research awards at Conferences.

Date: 4pm, Wednesday 18th February 2009

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 5

Dr Mick Randall

Dean of the Faculty of Education at the British University in Dubai

*'What is education for and (how) can we measure it? The changing discourses of education and their effect on policy'*

### Abstract

This discussion will examine the move in educational discourse from that of a "humanistic" to that of a "socio-economic/human resource" viewpoint. In particular it will look at terms such as globalisation and their effect on curriculum aims. It will argue that terms within economic theory are not neutral but ideological in nature. It will examine the way that such discourse effects the measurement of educational success internationally and nationally through the use of benchmarking and league tables. It challenges this current position and the priorities placed test results within teaching in general and educational planning. It will argue that this emphasis ignores important cultural variables which are essential in evaluating education. This debate is highly relevant to the present situation in the UAE, where Dubai has just published the results of its first TIMSS assessment. The paper will discuss the implications which can be drawn from such exercises and will compare similar evidence from other countries such as Singapore. It will suggest other ways to collect evidence about the success of education which may provide more useful ways of evaluating education.

### Biography

Dr Mick Randall is currently Dean of the Faculty of Education at the British University in Dubai. He gained his Masters in Second Language Learning and Teaching and his doctorate from Birkbeck College, London University. He is interested in providing feedback, counseling and cross-cultural interaction in pedagogic situations and has published a book, *Advising and Supporting Teachers* with Cambridge University Press. Mick has taught in a number of different contexts both in the UK and overseas, particularly in the Middle East, where he also worked on behalf of the British government as an inspector and teacher training advisor to the Omani Ministry of Education. While in the Middle East, he worked with the Workers' University in Cairo training English teachers. He obtained his doctorate through a study of lexical access in English and Arabic and maintains an interest in the psycholinguistics of word recognition, spelling and reading. He hosted a colloquium on word recognition and spelling in 2005 and is actively engaged in carrying out research into spelling here in the UAE. He has just released a new book *Memory, Psychology and Second Language Learning*, published by John Benjamin.

Date: Wednesday 11th February, 2009 (4-5pm)

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

## Middlesex University Dubai

### Research Seminar 3

Dr Lois Smith  
Senior Lecturer / Teaching and Learning Coordinator  
Middlesex University Dubai

*'Sinking in the sand?: Academic work in an offshore campus of a western university'*

#### **Abstract**

This research looks at academic work in an offshore campus of a western university. The focus is on the external factors which influence academic practice, mainly in relation to assessment, and the way academics perceive their role. This study is set within the wider context of transnational education and the changing nature of academic life, and, unlike some previous studies, it presents an entirely offshore perspective. The relationship with the home campus and the local educational, social and political context are found to be the major external influences on academics. Leading from the research, some suggestions for increasing the success of offshore campuses are offered. These include establishing strong channels of communication, and a well-developed induction process.

#### **Biography**

Lois Smith is a Senior Lecturer at Middlesex University Dubai. She has approximately ten years' experience in various roles related to teaching and management in tertiary education in Dubai. Her PhD is in Educational Research, and her research interests are centred around higher education within a transnational context. Her publications are focused on teaching and learning, and she is currently researching the social and cultural implications of policy implementation in offshore campuses.

Date: 4pm, Wednesday 17th December, 2008.

Venue: Room 309 (tbc). Middlesex University Dubai (Block 16, Knowledge Village)



# Middlesex University Dubai

## Research Seminar 2

Associate Professor Lejla Vrazalic, PhD  
Programme Co-ordinator  
Middlesex University Dubai

*'E-Learning Barriers in the UAE:  
Preliminary findings from a nationwide study'*

### Abstract

E-learning is relatively new to the United Arab Emirates. Most tertiary institutions have allocated ICT resources to provide alternatives to the previously used teacher-centred “chalk and talk” approach to learning and teaching. However we have not yet developed a comprehensive understanding of the application of e-learning methods and resources in the tertiary education sector in the UAE. This paper describes the preliminary findings from a collaborative research project which empirically investigated the perceived barriers to e-learning for students studying at tertiary institutions in the UAE using an online questionnaire. The paper analyses the associations between e-learning barriers and students' age and gender. The ease of use, usefulness and satisfaction with e-learning are also examined in relation to e-learning barriers. The study aims to inform faculty who are integrating technology in their teaching and provide guiding principles to tertiary institutions encouraging the use of e-learning as an integral part of the learning environment.

### Biography

Dr Lejla Vrazalic is currently an Associate Professor in Information Systems and Business, and Campus Programme Co-ordinator at Middlesex University Dubai. Prior to joining Middlesex University in 2008, Dr Vrazalic was Chair of the College of Business at the University of Wollongong in Dubai, where she also held the position of Chair of Research from 2005 to 2007. Dr Vrazalic has more than 10 years of international experience in higher education, having taught in the UAE, Australia, Hong Kong and Malaysia. She has published widely in the areas of e-business in international journals such as the Journal of Small Business and Enterprise Development, the Journal of Global Information Management, and the Australasian Journal of Information Systems, and received more than AU\$250,000 in competitive research grants. In 2006, Dr Vrazalic received a Citation from the prestigious Carrick Institute in Australia for educational leadership. She was also awarded the Prime Ministers Award for Excellence in Business Community Partnerships and the Vice Chancellors Award for Outstanding Contribution to Teaching and Learning in 2004 from the University of Wollongong. Dr Vrazalic has been an international assessor for the Australian Research Council since 2005 and is currently an external reviewer for the Oman Accreditation Council.

Date: 4pm, Wednesday 10th December, 2008.

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)

# Middlesex University Dubai

## Research Seminar 1

Professor Raed Awamleh, PhD  
Director, Middlesex University Dubai

*'Managerial leadership styles, employee performance, and job satisfaction in an expatriate work environment: A review of empirical evidence'*

### Abstract

This research review examines transformational and transactional styles of managers in an expatriate environment. It summarizes an accumulation of research studies in this area conducted by Awamleh and associates over a number of years while focused on expatriate work environment and utilizing various quantitative techniques. Empirical evidence of key leadership studies is presented and critically examined. The main focus areas include the impact of managerial leadership styles on employee performance and job satisfaction in addition to related other variables. Moreover, interaction between key variables and their impact is also addressed. Comparison with global research findings is also considered, and propositions advanced. Furthermore, research implications are drawn and future empirical research directions outlined. Importantly, implications and considerations for practicing managers are highlighted and discussed.

### Biography

Dr. Raed Awamleh is currently the Director of Middlesex University in Dubai. Previously, Dr. Awamleh was the Dean of Academic Affairs at the University of Wollongong in Dubai and the Assistant Dean of the Faculty of Business at the University of Jordan. Dr. Awamleh is a Full Professor in management and specializes in leadership and strategy. Raed has numerous international management publications in reputed journals, and has won a number of best paper awards in international academic conferences. Dr. Awamleh was also a finalist in the first Dubai Economic Research Award in 2006. In addition, Raed has a wide corporate consulting and training experience across the Middle East in both private and public sectors. His industry experience included being a lead assessor for prestigious excellence awards such as King Abdullah II Excellence Award, Dubai Excellence Award, and Ras Al Khaima Excellence Award. Dr. Awamleh holds a PhD in Business Administration from the University of Mississippi (USA), an MBA from Mercer University (USA), and a BBA from Yarmouk University (Jordan). In 2007, Dr. Awamleh completed the Oxford Strategic Leadership Program at Oxford University, UK.

Date: 4pm, Wednesday 26th November, 2008.

Venue: Room 309. Middlesex University Dubai (Block 16, Knowledge Village)



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