



**Middlesex
University
Dubai**

Research Seminars 2011-2012

Middlesex University Dubai

Research Seminar 79

Hameedah Sayani
Middlesex University Dubai

Determinants of customer satisfaction and loyalty
in the United Arab Emirates banking industry

Abstract

This study aims to identify the determinants of consumer satisfaction in Islamic and conventional banks in the United Arab Emirates. Previous studies have shown that higher customer satisfaction leads to customer loyalty and enhanced profitability for firms. The study has relevance in this part of the world as the banking sector in the UAE comprises of a very large number of Islamic and conventional banks, which compete against each other for larger market share. Since the products and services offered by the banks are less differentiated, customer satisfaction is based on certain dimensions of service like relationship with employees, cost, location and number of branches, efficiency, and credibility of banks. It is therefore important for the banks, both Islamic and conventional, to understand what factors lead to higher satisfaction amongst consumers in the context of the UAE. The findings of the study indicate that Islamic bank customers are satisfied with Shariah Advisory Board and the number of branches, while the customers of the conventional banks are satisfied by the reputation of the bank, but highly dissatisfied by the conventional banks' ability to handle issues on the phone. However, irrespective of their dissatisfaction with the efficiency of banks, consumers of conventional banks have continued their relationships with their service providers, possibly due to undifferentiated services and higher switching costs.

Biography

Hameedah completed her MBA at UOWD in 2002. She then moved to Canada in 2003 and worked for an investment company for 4 years, looking after a portfolio of approx million dollars. Here she played a key role in listing two companies on the Canadian venture exchange. Then in 2007 she moved to Karachi and taught finance courses as visiting faculty at one of the business schools in Pakistan - the Institute of Business Administration. Hameedah was involved in an education reform project in Karachi from 2007 to 2010 when she joined MDX where she teaches management and finance modules. She is a PhD candidate at the UOWD studying the interdependencies of financial markets with a focus on the Karachi Stock Exchange. Other research interests include regulation and its impact of volatility in financial markets, Islamic banking and investments.

Date: Wednesday June 27th 2012 (4-5pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 78

Dr. Marcus L Stephenson
Middlesex University

Tourism and ethnography: a journey of discovery

Abstract

This work concerns a detailed discussion exploring the merits and challenges of conducting ethnographic research when studying tourists, tourism and the tourism industries. It is based on an autobiographical account of 22 years of experience in employing ethnographic research within a range of tourism (and non-tourism) environments: from the hilltops of Grenada (Caribbean) to inner-city domains of Manchester (UK), and also to the grasslands of Northern Tanzania. The work examines the foundations of the contemporary ethnographic approach, one which partially explores the importance of being explicit about the nature of the 'researcher-researched' relationship. The work also addresses critical debates concerning the importance of 'reflexivity', 'subjectivity', 'inter-subjectivity' and 'crystallization'. The presentation further explores the 'longitudinal approach' and 'rapid ethnographic appraisal'. It is firmly emphasised that tourism studies ought to draw attention to the many potential applications of ethnography in tourism research not least the ability to give voice to the meaningful experiences of tourists and hosts. In a rather cynical but progressive way, the work argues that we should not always be too worried about conducting work that is often perceived to be biased and superficial; after all, when conducting social research in the diverse world of tourism, it could indeed be asserted that is no such thing as 'absolute truth'!

Biography

Dr. Marcus was awarded his first degree, BSc in Sociology and Social Administration from the University of Surrey, where he also was later awarded his MA in the Sociology and Anthropology of Tourism and Travel. He was awarded his PhD from Manchester Metropolitan University in 1998. Dr. Marcus taught tourism management since 1993 and has taught on over 30 subject areas relating to tourism and hospitality management. He conducted research in the Caribbean, Middle East, Tanzania, and the UK and has also carried out research for various tourism-related institutions at both regional and international level. He is currently involved in projects concerning tourism development in the GCC countries, Islamic tourism hospitality and Emiratization. Dr. Marcus has supervised a range of PhDs and has published extensively in the field. He and is currently completing a co-authored book, 'Tourism and Citizenship', which is to be published by Pluto Press.

Date: Wednesday June 20th 2012 (4-5pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 77

Dr. Lois Smith
Middlesex University Dubai

The view from over here: Branch campuses and their role
in the development of Middlesex as a global education provider

Abstract

Middlesex University is part of the move towards global higher education. This workshop is aimed at examining how their offshore branch campuses enable Middlesex to develop its international role. Authentic narratives from academic staff and students at the branch campuses will be used as the starting point for a series of discussions and activities centred around topics such as: perceptions of Middlesex as a 'global' university, what students expect from a Middlesex branch campus, and how academic standards can be maintained in cross-campus delivery of programmes. The intended outcome of the workshop is the development of a number of key points related to the provision of global education which can be taken forward to the Middlesex Teaching and Learning Conference in London.

Biography

Dr. Lois has a PhD in Educational Research and has worked in higher education in the UAE for over 10 years. She has designed and developed a range of programmes and courses at tertiary level. She joined Middlesex University Dubai in 2008 and is the campus Teaching and Learning Coordinator and the Programme Coordinator for the MA Education (Leadership, Management and Change). Her current research interests are teaching and learning in a transnational context, in particular the effect of current global trends in education on academics and their work practices.

Date: Wednesday June 13th 2012 (4-5pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 76

Dr. Stanislava Luptáková
Comenius University in Slovakia

'Considering cultural differences in performance
management implementation in the Middle East'

Abstract

The presentation discusses issues relating to the cultural implications of performance management and thus claims that power distance is an important attribute of cultures, thereby influencing the success of introduced management practices and its acceptance by both managers and employees. The discussion concerns the concept of Power Distance Index (PDI), and highlights the importance of performance appraisal as part of an effective performance management system. The work therefore suggests that PDI values imply the need to tailor any newly introduced management practice in relation to different cultural settings. In line with this, the paper discusses considerations for the successful implementation of performance appraisal in the region of the Middle East.

Biography

Dr. Stanislava is an Associate Professor at Comenius University in Slovakia, where she spent over 12 years teaching HRM and OB on U/G, P/G executive management programs. She participated in various international developmental and research programs; was a visiting scholar at ILR School, Cornell University and she attended the International Faculty Development Program at IESE, University of Navarra, Spain. At Comenius University, Dr. S held various leadership roles and co-designed the HRM specialization. In the years 2002-2008, she worked as a visiting professor at RICEBA, Latvia teaching HRM and co-teaching International HRM on the MBA program. Dr. S also the author or co-author of four textbooks.

Date: Wednesday May 30th 2012 (5-6pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 75

Mohammad Shariq
Aligarh Muslim University

Understanding the marketing elements that drive brand equity:
establishing a research design

Abstract

Creating brand equity is at the core of the brand management function. It is the outcome of the marketing activities carried out by the brand management team. Identifying and managing the right marketing elements in a particular market is critical to building brand equity and consequently stronger brands. The importance of the marketing elements varies from country to country, and the marketing professional has to understand which marketing elements are important in the context of that country. Among the initial work on brand equity, David Aaker (1992) proposed a multidimensional model where brand equity, as an outcome variable, is influenced by the constructs of 'awareness', 'loyalty', 'quality' and 'associations'. This model was first operationalized by Yoo and Donthu (2002) and then subsequent researchers have tested this model in various countries with varying marketing elements. This research project will attempt to understand which marketing elements drive brand equity in the FMCG sector in UAE, where a model will be constructed based on Aaker's multidimensional brand equity model, and tested using 'structural equation modeling'.

Biography

Mohammad Shariq is a marketing professional with 20 years of marketing and sales experience in the GCC region. He is currently working as Marketing Manager with the IFFCO group based in Sharjah, UAE. He is working on his PhD from Aligarh Muslim University (AMU) - the topic of which is 'A study of Marketing Elements that Drive Brand Equity' under the guidance of Dr. Aftab Rizvi of Manipal University and Dr. Bilal Khan of AMU. He is a US educated management professional, where he has achieved an MBA from Avila University, after studying for a bachelor's in pharmacy.

Date: Wednesday May 23rd 2012 (5-6pm)

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

Middlesex University Dubai

Research Seminar 74

Dr. Nilesh Khare
American University in Dubai

Examining and integrating theoretical explanations on firms' boundary choices

Abstract

Multiple theoretical lenses-Transaction Cost Economics (TCE), Resource-Based View (RBV) and Real Options (RO)- offer conflicting prescriptions on firms' boundary choices. This work uses computational modeling approach to integrate and examine the boundary conditions of these perspectives to help resolve the conflicts. The approach accounts for endogeneity in specific investment and governance mode, considers counterfactual governance mode options, and enables symmetrical emphasis on potential exchange partners. Extant approaches have often failed to consider all these aspects together. This work demonstrates non-standard predictions. For example, the analysis identifies situations where, contrary to TCE prescriptions, it is rational for a firm to unilaterally increase its level of specific investment.

Biography

Dr Nilesh Khare has a MBA in Finance and Marketing, including his CFA, and a BE in Electronics and Telecommunication. Prior to starting his PhD. program concerning business and corporate strategy at Ohio State University in 2004, he worked with such international management consulting firms as PwC and the Henley Centre in India, and with KPMG in South Africa. He continues to offer advice on management development programmes in the corporate sector in Dubai. His research interests concerns the examination of boundary choice of public, commercial, and NGO organizations in the context of poverty alleviation and public services. He has conducted a range of qualitative multiple case study research with a longitudinal focus on commercial banks. Furthermore, Dr Nilesh has taught strategy capstone and international courses at undergraduate level in two very different environments- the US and Dubai, and at graduate level in Dubai. Additionally, he has also taught courses on managing strategic change and innovation.

Date:Wednesday 16th of May 2012 (5-6pm)

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

Middlesex University Dubai

Research Seminar 73

Hameedah Sayani
Middlesex University Dubai

Volatility in emerging stock markets: a study of the Karachi stock exchange

Abstract

This study examines volatility in the KSE100 index of the Karachi Stock Exchange and the S&P500 index for the period January 1996 - March 2011, and analyses whether global events cause volatility in KSE100 index, or whether this occurrence is due to national events only. Iterated Cumulative Sum of Squares (ICSS) algorithm has been used to identify points of sudden change in variance of returns of the KSE100 index. National and global events surrounding the period of sudden changes are examined. The study reveals extreme volatility of the KSE100 index and that the volatility is primarily associated with country-specific events, with global events having little impact on its volatility. The information of sudden changes has then been integrated into GARCH (1,1) model to analyse the impact on persistence of volatility. The assimilation of the information of sudden changes in GARCH (1,1) model, decreases the persistence of volatility and improves volatility estimates.

Biography

Hameedah completed her MBA at UOWD in 2002. She then moved to Canada in 2003 and worked for an investment company for 4 years, looking after a very significant portfolio. Here she played a key role in listing two companies on the Canadian venture exchange. Then in 2007 she moved to Karachi and taught finance courses as visiting faculty at one of the business schools in Pakistan - the Institute of Business Administration. Hameedah was involved in an education reform project in Karachi from 2007 to 2010 when she joined MDX where she teaches management and finance modules. She is a PhD candidate at the UOWD studying the interdependencies of financial markets with a focus on the Karachi Stock Exchange. Other research interests include regulation and its impact of volatility in financial markets, Islamic banking and investments.

Date: Wednesday 9th of May 2012 (5-6pm)

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

Middlesex University Dubai

Research Seminar 72

Dr. Anita Kashi
Middlesex University Dubai

The influence of labeling on social distancing

Abstract

The misconceptions and negative stereotype towards mental illness exists and consequently result in social distancing. The present research aimed at to assess the influence of psychiatric labeling on social distancing. A total of 109 (59 males and 50 females) participants from different undergraduate programs of Middlesex University Dubai campus, were randomly assigned to one of the four vignettes using between subject multi-group designs. These participants were provided with one of the four descriptions with labeling of 'troubled person', 'non diagnosed person' (adapted from study done by Ionta, 2007), 'diagnosed as depression' (adapted from Caldwell and Jorm, 2000) and an 'extravert' (formulated using description given by Eysenck) and then assessed on Social Distance Scale (Arkar and Eker, 1994). The results indicated that the labeling did not have significant influence on social distancing however the description of non-diagnosed (describes psychotic behaviors) vignette influenced social distancing significantly. The result suggests that not just 'labeling' but also behavioral description that is perceived as unusual / pathological seems to play significant influence when it comes to socialising.

Biography

Dr Anita Kashi joined Middlesex University Dubai as a senior lecturer in September 2008, and is currently the program coordinator for both the undergraduate and postgraduate programme. She received a M.Phil. in medical and social psychology, and also a Ph.D. in clinical psychology from Central Institute of Psychiatry, India. She is a life member of Indian Association of Clinical Psychologists and also has worked as a clinical psychologist in the government and corporate sectors in India. She has worked as an academic in Asmara and Ethiopia under UN and World Bank funded programs, and has supervised numerous dissertations and conducted independent research. She has therefore had significant experience in teaching, practicing and researching in her subject area.

Date: Wednesday 2nd May 2012 (5-6pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 71

Evelyn Stubbs and Sally Potgieter
Middlesex University Dubai

Representation of women in the UAE English language press: a case study

Abstract

A linguistic and semiotic reading is made of the textual and visual representations on a double page spread in a newspaper published in the United Arab Emirates. It is argued that the view of cookery as a feminised, domesticated realm is perpetuated in the representation of Hussein, both verbally and visually. A content analysis of the article and photographs reveals that the subject is positioned primarily as a woman, through her own lexical choices, direct quotes chosen by the reporter, who also happens to be a woman, and by the connotation procedures at work in the photographs.

Biography

Evelyn Stubbs has a Masters in Film Studies (cum laude), a Certificate in English Language Teaching to Adults (CELTA), a PG Certificate in Higher Education (Middlesex), and is an IELTS examiner. She has lectured in Journalism at The Witwatersrand Technikon and Monash University, Johannesburg and was an Educational Programmes Developer for Edutel. In the Middle East she has lectured in English at CHN University, Qatar and Wollongong University, Dubai. With a background in Journalism, Eve has worked for various media organisations, including ABC News, London and New York. Her advertising background includes copywriting for Tequila Advertising and Hunt Lascaris, Johannesburg. She is a member of the Middle East Public Relations Association and a member of the Dubai Press Club as well as the South African Association of Industrial Editors. She is currently doing her Doctoral thesis on the topic of cultural representation in Arab film.

Sally Potgieter has an M Ed (English Second Language Teaching) from Rhodes University, South Africa. She also has a TESOL (Teachers of English to Speakers of Other Languages) certificate, and is planning to become a trainer on the TESOL certificate course. She taught Communication in English, ESP (English for Specific Purposes -English for Engineers, English for Public Relations), ESL (English Second language), and EFL (English as a Foreign Language) at Nelson Mandela Metropolitan University in Port Elizabeth, South Africa. Sally spent 2 years teaching English at the College of Banking and Financial Studies in Muscat, Oman before joining the Media Studies Department, Middlesex University, as a lecturer in Communication, and as a lecturer on the M A TESOL programme. Her research interests include: Second Language acquisition and teaching methodology, Language and identity, Language and power, Language and gender

Date: Wednesday 25th April 2012 (5-6pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 70

Dr. Catherine Demangeot (& K. Sankaran)
Strathclyde Business School

The emergence of a public good through online social capital activation

Abstract

Social capital, resident in networks, enhances people's lives by giving them access to resources, including information, which they do not possess on their own. Despite the clear value of social capital theory in studying networks, little is known about how individuals activate the resources that are inherent, yet dormant, in online networks. This study examines how consumers access a network's resources through social capital activation. Data was collected from publicly available posts of an online community (the online forum 'Dubai and the Northern Emirates' hosted by www.expatswoman.com) and consisted of the first post of each thread visible on the forum on the day of data collection. Content analysis reveals six forms of activation, based on whether the activator seeks convergent or divergent responses; seeks factual or subjective information, or urges action. An emergent, public good develops in the process, characterized by the unfolding richness that comes from the diversity of resources.

Biography

Catherine is a Lecturer at Strathclyde Business School, where she teaches strategy and marketing subjects on the MBA, in the School's home and international campuses. The topic for her doctoral research concerned how online shopping environments can produce desirable consumer responses. Her thesis used a multi-disciplinary approach to develop a gestalt of consumer perceptions of online shopping environments. The impact of these perceptions on consumer value and site commitment was conceptualised and tested using structural equation modeling. The findings highlighted the central role played by exploratory attributes in driving site commitment. Her focal research interest lies in explaining patterns of consumer behaviours through a better understanding of how they are affected by their environment (in the broadest sense: physical, virtual, cultural).

Date: Wednesday 18th April 2012 (5-6pm)

Venue: Room 012, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 69

Dr. Nora Vyas
Middlesex University Dubai

Neurocognitive functioning and brain development:
Insights from childhood-onset schizophrenia

Abstract

Schizophrenia is a major psychiatric disorder, afflicting 1% of the general population. The disorder typically occurs in adolescents and early adulthood. However, several lines of evidence suggest that its pathophysiology is rooted in early development. Childhood-onset schizophrenia (COS; onset of psychotic symptoms before age 13) is a rare, severe and chronic form of this debilitating disorder, which occurs in 4% of all schizophrenia cases (1:30,000-50,000). COS patients show developmental delays in crucial milestones (e.g. language/speech, motor coordination), higher rates of hospital admissions, and poor social and occupational functioning. In addition, individuals with schizophrenia show impairments in cognitive abilities, particularly verbal memory and working memory. Brain abnormalities are also observed in COS and adult-onset schizophrenia patients. This seminar will provide an integrative overview of the latest advances in schizophrenia research, and will present the most recent findings from the Child Psychiatry Branch, National Institutes of Health (NIH).

Biography

Dr Nora S Vyas is a Senior Lecturer in Psychology at Middlesex University Dubai, and Lindemann Trust Fellow at the Child Psychiatry Branch, National Institutes of Health, Washington DC. She achieved her PhD in Psychiatry and Cognitive Neuroscience at the University of London. Her special research interests are studying the pathophysiology of schizophrenia using cognitive, genetic and neuroimaging techniques. She has received international recognition for her work in the early stages of her academic career in early-onset schizophrenia. She is recipient of several national / international awards early in her academic career including the Young Researcher Award (2008), Young Scientist Award (2009), the Fulbright Distinguished Scholar Award (2010-11) by the US-UK Fulbright Commission, and Lindemann Trust Fellowship (2011-12) by the English Speaking Union. She is Associate Editor of *Frontiers in Child and Neurodevelopmental Psychiatry*, and serves on several international editorial boards.

Date: Wednesday 4th April 2012 (5-6pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 68

Caroline Kannan
Neurospinal Hospital Dubai
Middlesex University Dubai

Food intolerance: a hidden factor

Abstract

Food intolerances, especially gluten intolerance and celiac's disease, may show-up as a variety of symptoms ranging from underweight to infertility. The presentation will begin with a clinical case study of actual twin patients and go through their symptoms and improvements when they changed their food intake. The second part will be a review of the literature regarding this topic, mainly gluten intolerance and its symptoms worldwide and specifically in the Middle East; as well looking at how under-diagnosed it is. Special focus will be placed on children and possible food intolerances and behavior e.g. in autism and why these children should be investigated for food intolerances. The objective of this presentation is to illustrate a new appreciation of the effect of nutrition on the patient's overall health and wellbeing, as well identifying the importance of the removal of offending foods from daily dietary behavior.

Biography

Caroline Kanaan obtained her dietetics and nutrition degree from McGill University, Canada and later completed her Masters in Public health at the American University of Beirut, Lebanon. She has been practicing nutrition in Dubai since 2006 and currently is working at the Neurospinal hospital. She works with patients from all nationalities and covers a range of cases from diabetes and cholesterol to weight loss and special needs in children and adults. Over the past three years she has seen an increased number of cases of food allergies and intolerances also among children with special needs. She is always happy to spread nutrition education through presentations, seminars and media to help people make healthier food choices every day.

Date: Thursday 29th March 2012 (5-6pm)

Venue: Room 008, Block 17, Middlesex University Dubai, Knowledge Village.

Middlesex University Dubai

Research Seminar 67

Dr Cody Morris Paris
Middlesex University Dubai

Developing a Quantified Triple Bottom Line for Tourism: Bridging the Gap between Industry Performance and Resident Quality of Life

Abstract

The tradition of tourism businesses and regional tourism industries is to measure its value to the host community by jobs, wages and tax revenues even though every member of that community is impacted on a daily basis through a broad variety of impacts. This paper demonstrates a conceptual approach for measuring the relative importance of the major dimensions of community quality of life that can be influenced by the tourism industry in order to calculate an indication of overall impact on the well being of community residents. Furthermore, we have empirically tested a complete formulation of a model that values this overall performance in monetary units. A conjoint model for estimating importance is successfully tested on samples of college students and tourism industry professionals in the US and Cyprus. A monetary version of Triple Bottom Line impacts is calculated for the impacts of a specific hypothetical tourism business development. The model is intended to be a comprehensive tool for determining a community's value of the industry and its activities, measured in equivalent tax dollars. It is hoped that locally customized models like this could provide the basis for evaluation and proactive sustainable tourism planning and development. The steps needed for modifying the conceptual model for valuing a World Heritage Site designation for a community are also proposed.

Biography

Dr Cody Paris is a senior lecturer in social sciences at Middlesex University Dubai. In June 2011, at the annual Travel and Tourism Research Association Conference in London, Ontario, he was awarded the prestigious Keeling Dissertation Award given to the top PhD Dissertation in the Field of Tourism between 2008 and 2011. He has also been named a Senior Research Fellow of the University of Johannesburg, South Africa. He has had several papers published this year, most significant of which was his paper entitled: Flashpackers: An Emerging Sub-Culture, which was published in Annals of Tourism Research, one of the top journals in the field. He has been actively involved in initiating several new research studies including: Failaka Island and Tourism Development in Kuwait; The Social Affordances of Flashpacking; Mindfulness: A Cognitive Model of the Tourist Experience in Fiji; and Emiratis Perceptions of Tourism Development in Dubai.

Date: Wednesday 21st March (5-6pm)

Venue: Rm 8, Middlesex University Dubai, Block 17, Knowledge Village

Middlesex University Dubai

Research Seminar 66

Kieran J. Ross
(with Dr Cedwyn Fernandes and Mohammad A. Meraj)
Middlesex University, London

Antecedents of Satisfaction of Students as Customers and its Impact on Loyalty: A Hyper-Competitive HE Contact

Abstract

The higher education market in the UAE is hypercompetitive making student satisfaction important not only from an academic perspective but also from a business one via its impact on consumer loyalty. This paper explores the differential impact of the antecedents of program satisfaction as identified by a Program Experience Questionnaire (PEQ), developed and extended from the National Student Survey (NSS). The PEQ seeks to establish whether there is a link between programme satisfaction, services and facilities satisfaction and programme loyalty. The antecedents of program quality identified by the PEQ are library services, IT services, teaching quality, assessment and feedback, academic support and organisation and program management. The sample for the study consisted of 187 respondents to the 'Programme Experience Questionnaire' completed by finalist students at the end of their academic study at a private university in the UAE. Constructs are validated via Cronbach's Alpha tests and data analysed using regression analysis. The results indicate the differential impact of the antecedents of program satisfaction with teaching quality as having the most significant impact. The link between satisfaction and customer loyalty is significant indicating that in this hypercompetitive higher education market universities must pay attention to student satisfaction.

Biography

Kieran Ross is a lecturer in the Business School at Middlesex University Dubai. He is an Australian educated management professional with over ten years experience in the Australian government sector and eight years international experience within the education sector in the United Arab Emirates. Kieran received his B.Ec from La Trobe University in Australia and his MQM (Master of Quality Management) and MBA degrees from the University of Wollongong in Dubai. His research efforts are focused on various aspects of quality management and how such research can be used to formulate enhanced decision making in the field of education

Date: Wednesday 14th March (5-6pm)

Venue: Rm 8, Middlesex University Dubai, Block 17, Knowledge Village

Middlesex University Dubai

Research Seminar 65

Pallavi Kishore
Middlesex University Dubai

Causal Impact of Absenteeism on Academic Performance: An Empirical Analysis

Abstract

With the restructuring in the education system and subsequent emphasis on the higher education many universities of the West have started according relative freedom to their students pursuing higher education. It is expected that mature students can efficiently allocate their study time across classes and across modules. On the other hand, there is discernible and growing evidence that learning is not only faster but also better and more productive in a classroom setting. There are many measurable and non-measurable dimensions on which a student can miss out by not attending classes. One of these measurable effects is the academic performance. Our aim was to study if there is any potential causal linkage between absenteeism and the performance level of students at Middlesex University Dubai (MUD). Data for the analysis was culled from the performance and absenteeism rates of statistics and mathematics cohorts of level 1 students over 3 years. Our results clearly indicate that attendance has strong beneficial impact on academic performance, especially amongst the low performers.

Biography

Pallavi Kishore joined Middlesex University Dubai in 2009, after completing a master degree from University of Wollongong in Dubai. Pallavi completed her bachelor degree in Statistics from Delhi University in India. She is currently doing ACCA, and has now started to work on her PhD from IGNOU, University in India, under the guidance of Professor Ajit Karnik.

Date: Wednesday 7th March 2012 (5-6pm)

Venue: Rm. 8, Middlesex University Dubai, Block 17, Knowledge Village

Middlesex University Dubai

Research Seminar 64

Michael King
Middlesex University Dubai

The Positive and Negative Washback of International
Standardized Exams: A Gulf-based Study

Abstract

Recent years have seen an increase in the use of high stakes international proficiency exams as tertiary graduation requirements in the Arabian Gulf. The washback effect of these exams has been studied previously at college access level but there is little or no evidence of studies when exam preparation runs concurrently to studying for a major. A mixed-method, exploratory approach was employed to analyse this phenomenon by canvassing the views of students and teachers via questionnaires and interviews on how these exams may impact on curriculum, teaching and learning in a Gulf college context. The presentation first considers the pros and cons of standardized tests at the macro and micro level before highlighting the often conflicting research findings of teacher and student beliefs. Finally suggestions are given on the best way forward for standardized tests before inviting attendees to share their thoughts and beliefs on this sometimes contentious subject.

Biography

Mick King's career in education spans more than 20 years. In this time he has taught, lectured, trained, designed curriculum and managed in TESOL and service management environments. His work has taken him to Germany, Spain, The Netherlands, Qatar and the UAE. He has worked in language schools and both private and public universities and colleges. In recent years he has completed project work with UNESCO and Aston University, UK. Mick holds an M.Sc. in Educational Management from Aston University and is a doctoral EdD candidate with Exeter University, UK. He is a member of the TESOL Arabia Conference Organising Committee, for which he coordinates the Debates and Discussions thread at the annual conference. He also sits on the editorial board of the TESOL Arabia periodical Perspectives. Mick's research interests are eclectic, including content and language integrated learning and educational management, and he has published and presented in these and other areas regularly in recent years.

Date: Wednesday 29th February 2012 (5-6pm)

Venue: RM. 008, Middlesex University Dubai, Block 17

Middlesex University Dubai

Research Seminar 63

Dr John Sutton
Middlesex University Dubai

An Exploratory Study of Hotel Companies that have Applied Six Sigma

Abstract

The service sector is starting to adopt Six Sigma, currently its use is limited but it is progressively being applied to a wide range of services; (Antony, 2004; Chakrabarty & Tan 2007). Within the hospitality sector, the application of quality principles borrowed from manufacturing is being implemented in hotels, airlines and hospitals and is generating benefits. A number of hotel chains are now realising the opportunity for improvement and increased competitiveness, and have recently commenced Six Sigma initiatives. This paper provides an exploratory case study of two hotel companies that have applied Six Sigma. It is a prelude to further research into service quality methodologies in the hospitality industry. In doing so, it aims to investigate the effect on performance with a view to examining its success or otherwise. The case study is an ideal methodology to describe an in-depth investigation (Feagin, Orum and Sjoberg, 1991). Case studies reveal details from numerous viewpoints by using multiple data sources. Yin (1994) and others, have developed robust procedures, whereby the researcher follows well tested methods. Preliminary results suggest that although similar to previous TQM approaches, when applied in service industries Six Sigma can empower an organization towards innovation, new ideas and free thinking whilst providing measures and structure for implementing and operationalising these ideas.

Biography

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

Date: Wednesday 22nd February, 2012 (5-6pm)

Venue: Rm. 008, Middlesex University Dubai, Block 17, Knowledge Village.

Middlesex University Dubai

Research Seminar 62

Dr Fehmida Hussain
Middlesex University Dubai

A Knowledge Management Application in Clinical Practice: Tacit-Explicit Knowledge Morphing System (TEKMS)

Abstract

Knowledge Management refers to the process of gathering, organization, refinement and distribution of knowledge in order to deliver value to an organization. Knowledge can be found in different modalities; hence may not always be easily accessible or directly useable. Many knowledge management systems are largely designed to deal with a single modality of knowledge, for example some form of explicit knowledge represented as documents, guidelines, symbolic rules etc, or in the form of tacit knowledge found as experiential knowledge, peer discussions, or specific scenarios. Given the diversity of the modalities of knowledge, and the advancements in technologies, it is realistic to think about designing knowledge management systems which can deal with these diverse forms of knowledge together to provide better decision making capabilities. In the field of medicine, medical knowledge can be found in both explicit and tacit forms. The former, for instance, could be evidence based clinical practice guidelines whereas a good example of latter is experiential knowledge of the practitioner. This paper demonstrates an application of knowledge management in medicine which is a Tacit Explicit Knowledge Morphing system (TEKM) in healthcare (specifically taking as a case of management/weaning of patients placed on mechanical ventilators to assist or replace spontaneous breathing) where the tacit knowledge is derived from past clinical cases and the explicit knowledge is derived from evidence based clinical practice guidelines. The crux of the work encompasses around the operationalization and morphing of the two modalities of knowledge in the clinical setting so that one modality of knowledge supplements the other, applying knowledge management tools and techniques. The evaluation of the system is done with the help of a domain expert.

Biography

Fehmida is currently a senior lecturer in the school of engineering and information systems at MDX Dubai. She has a DPhil in Informatics from the University of Sussex, UK, school of Informatics and a BS in computer Science from the University of Houston, U.S.A. Her professional experience of over 15 years comprises teaching, research and industry. She has worked in the IT industry for 5 years taking up various roles such as manager e-commerce services, Project manager and systems analyst. She brings her industry experience to academia, now her 10th year in teaching. She is quite actively involved in research, her main interests being cognitive modeling, health informatics and digital forensics in which she has published papers in journal and presented at international conferences. She is on the editorial board of Journal of cognitive science and Frontiers in psychology. He holds professional memberships with BCS, ACM, Cognitive science society and AISB.

Date: Wednesday 15th February 2012 (5-6pm)

Venue: Rm. 008, Middlesex University Dubai, Block 17, Knowledge Village

Middlesex University Dubai

Research Seminar 61

Lynda Hyland
Middlesex University Dubai

Teachers' Experiences of Participation in the Incredible Years Teacher Classroom Management Programme: A Longitudinal Qualitative Analysis

Abstract

The occurrence of social, emotional and behavioural difficulties (SEBD) in the primary school represents a significant obstacle for teachers in terms of effective classroom management. Implications of SEBD in the classroom include the disrupted learning of peers and increased occupational stress/ job dissatisfaction reported by teachers. Previous research has shown SEBD to be particularly prevalent amongst young children in areas of socio-economic disadvantaged. This study explores the reality of classroom life for teachers and their experiences of participation in the Incredible Years Teacher Classroom Management (TCM) programme. Nested within a randomised controlled trial, this longitudinal, qualitative study examines changes in teachers' beliefs regarding classroom management. One-to-one semi-structured interviews conducted with teachers of junior classes at baseline (n=10), 6-month (n=8), and 12-month follow-up (n= 6), were subjected to thematic analysis, using the Framework approach. Overarching themes at baseline illustrate teacher stress and feelings of isolation. Emergent themes from 6- and 12-month interviews demonstrate increased teacher confidence, reduced stress, and a positive classroom environment. The TCM programme was shown to reduce teacher stress and facilitate the development of positive teacher-pupil relationships in the classroom.

Biography

Lynda graduated with a B.A. Psychology in 2006 (DBS School of Arts, Dublin), and an M.Sc. Health Psychology in 2007 (jointly awarded by University College London/ Institute of Psychiatry, King's College London). She worked at the Centre for Outcomes Research and Effectiveness on a Department of Health commissioned project, which examined public health initiatives in England. She has also worked on an evaluation of a public health intervention aimed at changing health behaviours in 'hard to reach' and disadvantaged groups in north London. Her other previous roles include that of project lead on a large-scale randomised controlled trial and lecturer in Health Psychology at Trinity College, Dublin. Her PhD research focuses on the 'Incredible Years' Teacher Classroom Management programme, in particular, an examination of the experiences of key stakeholders involved in this intervention.

Date: Monday 12th December 2011 (5-6pm)

Venue: Rm. 003, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 60

Clifford L. Lewis
PhD Student, University of Wollongong, Australia

Abstract

Given available time and resources, an individual can choose whether to travel and consequently make a choice of where to travel. In this environment of discretionary demand and increasing supply, as more locations seek to attract tourists, an understanding of the travel destination and destination choice is imperative. A novel approach is to treat not only the decision to travel but also the destination selected as being influenced by fashion. Given the public nature of tourism, leisure travel may well be a fashion statement by an individual. This study attempts to identify the determinants that need to be managed to make a place fashionable to visit. In doing so, this study formalises fashion theory and applies it to tourism. The study also aims to develop a 'how to' framework marketers can use to develop their place into a fashionable tourism destination.

Biography

Clifford Lewis is a PhD candidate at University of Wollongong, Australia. He did his Honours in tourism studying the travel behaviour of Young Australian Travellers (YATs) between 18 and 25 years of age. For his thesis, he was awarded the University Medal in 2010. His research interests include the influence of sociology on travel habits and tourism, and the concept of loyalty in business and marketing.

Date: Wednesday 7th December 2011 (5-6pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 59

Dr Mike Newnham
UWD and EAHM

Comparing the Experience of Emotional Labour between Hotel Workers in the Philippines and Australia, and Implications for Human Resource Development

Abstract

The presentation addresses a neglected aspect in the emotional labour literature by seeking to identify the impact of societal culture on how service workers perform emotional labour and its effect on their wellbeing, in terms of the emotional exhaustion and depersonalisation dimensions of burnout. Its original contribution lies in using respondents residing in two contrasting cultures, the Philippines and Australia. The research instrument brings together the INDCOL survey, Emotional Labour Scale, Maslach Burnout Inventory, and job autonomy questions from the Job Diagnostic Survey. Data is analysed from 734 surveys completed by guest-contact workers; hypotheses are tested using the independent samples t-test in SPSS. Meaningful results mainly emerge from comparing responses filtered according to how respondents describe themselves on the INDCOL dimensions rather than by their countries of residence, highlighting the importance of identifying individual-level differences within societies rather than relying on overall descriptions of culture, for such comparative purposes. Respondents report higher levels of burnout when using surface-acting more frequently, and lower levels of burnout when using deep-acting more often. Further, they report similar levels of deep-acting and burnout, and those who report high job autonomy also report lower levels of burnout. Higher levels of burnout are reported by individualists who use surface-acting more frequently. The significance of these findings is the emergence of similar results among respondents in the contrasting culture of the Philippines. The final key finding is that respondents who perform high levels of emotional labour and who experience high job autonomy report less depersonalisation in Australia than the Philippines. Overall, these findings support the usefulness of applying culturally sensitive HRD interventions in the Philippines as well as Australia, to increase the ability of service workers to perform sincere emotional labour and replace negative consequences with positive outcomes for workers, customers and hotels.

Biography

Dr Mike Newnham is currently an adjunct faculty at UWD and EAHM. He has previously held the following responsibilities: Group Director of Human Resources at Abu Dhabi National Hotels; Head of Consulting & Training, EAHM at Jumeirah Group; Chief Human Resources Officer at Jumeirah Group; and Director of T&D at Holiday Inn Worldwide. He recently completed his PhD in social sciences at the University of Leicester, specializing in human resource development.

Date: Wednesday 16th November 2011

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 58

Dr Tereza Horejsova
Middlesex University Dubai

'Why is it hard to love the EU?' Understanding Public Euroscepticism

Abstract

The presented research analyses factors which are characteristic for Danish euroscepticism. It seeks an answer to a question concerning whether certain national specifics pre-determine "the Danish" version of euroscepticism. In previous research, it has not been very common to analyse national versions of public euroscepticism but the current academic knowledge about euroscepticism is still not satisfactory and in particular does not take into account the tender nuances in the demonstration and origins of euroscepticism of each member state. However, as the presenter hypothesises, it is necessary to take the national eurosceptic specifics into account while designing the communication policy on EU issues. The findings of the research conclude that in the case of Denmark, the national specifics which have been identified as strong perception of national identity, referenda, EU opt-outs, specific political system and a formalised co-ordination system of EU affairs, serve as roots, i.e. not necessarily as a consequence of Danish euroscepticism.

Biography

Dr. Tereza Horejsova has a Ph.D. in International Area Studies and M.A. in European Studies, both from the Charles University in Prague. She further studied political science at the University of Copenhagen in Denmark and taught at Charles University in Prague, particularly in the field of Scandinavian politics. She worked as a research fellow for EUROPEUM 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 a senior lecturer at Middlesex University Dubai, teaching in International and Development Studies and Global Social Sciences.

Date: Wednesday 2nd November 2011 (5-6pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 57

Sarina Wakefield

Middlesex University Dubai, PhD Student, Open University (UK)

'Beyond Boundaries': Exploring Hybrid Heritage in Abu Dhabi

Abstract

The Emirate of Abu Dhabi has entered a phase of immense development, a major focus of which is on cultural heritage. Abu Dhabi is creating a heritage industry through the redevelopment of selected existing heritage sites within the city, along with the establishment of a new cultural quarter on Saadiyat Island, which will see the creation of two major 'Western' heritage franchises - the Louvre Abu Dhabi and the Abu Dhabi Guggenheim. Within this process of development we can observe a key contemporary phenomenon relating to the transnationalisation of heritage in the franchising of particular museums and galleries, developed within particular socio-cultural contexts, as global heritage institutions. This paper, and my broader research, is concerned with understanding how autochthonous heritage - that which is formed or originating in the place where it is found - and franchised heritage - the distribution of heritage through a legal relationship between two parties: the franchiser (heritage organisation) and the franchisee (in this particular case the Abu Dhabi Government) - combines to create something qualitatively new, a hybrid heritage. I suggest that by exploring these emerging forms of hybrid heritage, we can begin to understand how heritage is actively implicated in the organisation of new global networks and cultural mobilities, and thus challenge the traditional boundaries that have dominated debates in critical heritage studies

Biography

Sarina Wakefield originally studied Archaeology at the University of Leicester, gaining a BSc in 2001. She then went on to gain an MA in Museum Studies in 2004 also from the University of Leicester. She has since worked on museum and heritage projects in the United Kingdom and the Kingdom of Bahrain. She is currently pursuing a PhD, full-time through the Open University in the UK, entitled 'Franchising Heritage: The Creation of a Transnational Heritage Industry in the Emirate of Abu Dhabi'.

Date: Wednesday 26th October 2011 (5-6pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 56

Dr Ross Brennan
Middlesex University, London

The Use of Case Studies in Marketing and Strategic Management Education

Abstract

This seminar presents some reflections based on 10 years of research into marketing pedagogy. It begins with observations on the motivations for pedagogic research and on the contribution of such research to an academic career. There follows an overview of my 'pedagogic research journey', examining very briefly research into action learning in emarketing, the use of educational drama, and the use of simulation games in marketing education. Subsequently I explain in greater detail some of the research I have undertaken into the use of the case study method in marketing and strategic management education. This has primarily focused on student attitudes towards the use of case studies. More recently I have attempted to devise a contingency framework for the design of case-study based courses, and the seminar concludes with a discussion of this tentative framework.

Biography

Ross Brennan is Reader in Marketing at Middlesex University, Hendon. He holds a degree in economics from the University of Cambridge, a master's in management science from Imperial College, London, and a Ph.D. in marketing from Manchester. Prior to entering the academic profession Dr Brennan worked for BT. His research in recent years has been in the field of business-to-business marketing with the IMP Group, a worldwide network of researchers and it includes marketing, strategy and business education. Dr Brennan has served as editor of 'Marketing Intelligence and Planning', and has been involved with the development of doctoral researchers in marketing as chairperson of the Academy of Marketing doctoral colloquium and as a panel member at IMP Group conferences. At Middlesex, Dr Brennan is the Research Leader for the Department of Marketing, has Group Chair for Marketing, and held several PL roles. He held Visiting Fellowships at both the University of Cambridge (Clare Hall) and the University of Oxford (University College). Ross is a Member of the CIM, a Fellow of the Higher Education Academy, a Member of the Academy of Marketing, a Fellow of the Royal Society for the Encouragement of Arts, Manufacturers and Commerce, and a Member of the Economics and Business Education Association.

Date: Wednesday 21st September 2011 (2.30-3.30pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 55

Dr Pranab Pani
Middlesex University Dubai

Volatility and Forecasting in the Short-Run:
An Analysis of Pricing Movements in a Commodity Market

Abstract

Historically, gold, as a commodity, has played multifarious roles - most importantly as a medium of exchange and store of value. Besides this, it is being increasingly used in various fields of industry as well, such as electronics, computer, dentistry, aerospace, etc. Owing to demand-supply mismatch and consequent high value, it is considered to be an excellent means of alternative investment. As gold serves as a basis for various purposes and one of them is profit, it has been a subject of tremendous interest not only for the scholars but also for the investors and speculators - hence, it has been a continuous effort by all interested to use sophisticated methods to model and forecast its price. But, modelling gold prices is a challenging task as historical time series of gold price has invariably been observed to be non-stationary and non-linear. The main objective of this research study was to identify and fit a simple but suitable model which can simulate the time series pattern of gold price movements in the UAE market and forecast the price with reasonable accuracy. As autoregressive integrated moving average (ARIMA) models are well known for suitability and accuracy in short-run forecasting, we used the Box-Jenkins methodology for this purpose. Given the sample period and the time interval, ARIMA(1,0,0) was found to be the most appropriate model to simulate the price movement in the UAE market. It implies that if random shocks do not significantly affect the price movements, last period price can be used as forecast for next period.

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 one 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 teaching and training experience, especially 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: Wednesday 11th May 2011 (5-6pm)

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

Middlesex University Dubai

Research Seminar 54

Mike Dawney and Nosheen Rachel-Naseem
Middlesex University, London

Introducing Student Support Strategies to Pakistan's Universities: Educational Development Through Best Practice in European Higher Education

Abstract

This session will present a social action research project which explores the impact of students' peer mentoring on the culture of learning within higher education institutions in Pakistan. The overarching objective is to examine the value of peer mentoring as a mechanism for promoting educational attainment and improved student retention. In addition, it will discuss the way in which such processes may contribute to developing learning communities in Universities and other education provision in a developing country, particularly amongst "non-traditional" entrants to HE. Peer Mentoring has been shown to be highly effective in studies in Europe and other parts of the developed world in helping students, particularly those benefitting from widened participation in HE, with their learning and experience as a student, with significant benefits in retention and attainment. The work will discuss the rationale behind this project, its design and the key quintessential elements. It is intended that a successful model would be developed that could be adapted, with further involvement from European Universities and other organisations such as UNESCO, especially to meet the needs of other countries.

Biography

Michael Dawney is the Director for UK Collaborative Partnerships and European Projects, Middlesex University (London, UK). His research interests concern such topics as new media forms and their cultural impact, cultures of the global political economy and higher education reform in Europe. Michael is a founding member of the editorial group: Radical Philosophy, and founding member and chair of the Association for Cultural Studies. He is also a member of the editorial board for the Magazine of Cultural Studies. He has 10 PhD supervision completions, and his teaching interests relate to such topics as: the political economy of the cultural industries; new media; social networks and political identity; globalisation; and theories of culture. He has been proactively involved in a variety of research projects, especially relating to the TEMPUS projects.

Nosheen Rachel Naseem is currently studying for a PhD at Middlesex University, London. Her work concerns structured peer mentoring in Pakistani universities. Nosheen has an M.A in Education at Middlesex University (UK) and also a M.Sc. in Chemistry at the University of the Punjab Lahore (Pakistan). She is currently the Student Exchange Manager at Middlesex University and has considerable teaching experience in Pakistan. Nosheen has a broad range of research interests: the emotional and social development of young people; student needs in relation to specific cultures; comparative analysis of student support services in educational institutions in developed countries; management of change and measuring the impact of change in educational institutions in developing countries; education for sustainable futures; education policy and practice; and learning and teaching in science education.

Date: Sunday 1st May 2011 (5-6pm)

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

Middlesex University Dubai

Research Seminar 53

Dr Clifton Chadwick
Senior Lecturer
British University in Dubai

A Case Study and a Conceptual Model for Teaching Critical Thinking

Abstract

There is evidence, both from research and considerable anecdotal evidence that teachers in public schools in the MENA region and India do not effectively teach children how to think critically, how to ask questions, how to search for answers on their own rather than to simply memorize what they are told or what is in their textbook. The use of rote memorization is predominant in this region, yet the development of world class schools for the knowledge economy requires that students be able to think critically. Critical thinking, viewed as rational and analytic thinking is crucial for participation in a knowledge economy and society. This work first provides results from a case study of teaching critical thinking. In a highly regarded public school, teachers were asked their opinions about teaching critical thinking. All were in favour and claimed they taught this type of thinking. Systematic classroom observation with a checklist showed that almost no efforts existed. The work then suggests a conceptual model for teaching thinking based on structured content, cognitive and affective learning strategies and dispositions, metacognition and problem-solving skills. It is suggested that it is important to examine research on the historical role of teachers in the development of critical thinking, and, the roles of students, parents and teachers in the improvement of thinking, including what should be done by each and which are the main impediments to successful development.

Biography

Dr. Chadwick has thirty years of successful sector analysis, policy and project development and project implementation in developing countries. Currently a Senior Lecturer in the Faculty of Education at the British University in Dubai, he recently finished the post of Senior Curriculum and Policy Advisor to the Ministry of Education and Culture of the newly formed Democratic Republic of East Timor (through World Bank financing). Previously he was the Senior on-site Project Manager in the most important country-wide education reform project in the Middle East, in Qatar (through the RAND Corporation). He has been actively involved in analyzing needs and the nature of systems requiring poverty alleviation interventions. He was co-author of the first "sector analysis" in education, in Korea, for USAID, Team Leader for a World Bank Social Sector Analysis in Honduras, author of the Education Sector Analysis in Equatorial Guinea and many other similar projects. He completed his Ph.D. in Educational Research (Psychology) at Florida State University. Dr. Chadwick has advised Ministries and Ministers of Education throughout the world with particular reference to educational reform issues. He has developed education and health projects for World Bank, USAID and private foundations (including preparation of several successful proposals), through the OAS and UNDP and other organisations. Dr. Chadwick has published twenty textbooks in three different languages on a wide range of education issues. He was the Editor and main force behind a widely distributed and highly acclaimed journal of educational technology and psychology, *Revista de Tecnología Educativa*, and member of editorial board of several other publications. He has authored fifteen major monographs (reports, sector analyses, etc) written for international organisations, including one on How to Determine the Quality of Education and over two hundred articles published on a wide range of education issues in refereed and other journals, magazines and newspapers.

Date: Wednesday 13th April 2011 (5-6pm)

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

Middlesex University Dubai

Research Seminar 52

Dr Rhys Rowland-Jones
Director of Research and Knowledge Transfer
School of Management and Languages
Heriot Watt University Dubai

A Wing and Several Prayers - Accrediting Skills in the Aerospace Sector

Abstract

The 'Lean Education Accreditation Programme' (LEAP) considered the development of an academic framework as a possible solution to meeting the lean competency development requirements of Airbus. Airbus has four lean academies across Europe and is recognised as a world leader in lean technologies. Airbus fosters ties with industry in all the countries where it is represented, aiming to place its suppliers where its customers are. Airbus draws on a global network of more than 1,500 suppliers in over 30 countries. This global network provides a sphere of influence on the capability and practice of the supply chain. As part of the 'skills that work for Wales' agenda set by the Welsh Assembly Government, up-skilling of the workforce has moved higher up the political and social agenda (much in the same way as Emitterisation). The applied research focus of the LEAP project was driven by Airbus and its supply chain, with input from the wider aerospace sector that ensured the academic programme was synergous to the needs of the industry sector business environment. Supported and funded by the Sector Skills Council for science, engineering (SEMTEA) and working with Airbus at the 'Lean academy' at Broughton, North Wales, the study linked with the wider Airbus facilities for both Lean and Supply Chain management. Development of academic content was informed by the theory and practice of lean management principles and techniques with a focus toward developing effective process improvement techniques in relation to the aerospace industry.

Biography

Dr Rhys Rowland-Jones is the Director of Research and Knowledge Transfer at Heriot Watt University, School of Management and Languages, Dubai, UAE. He is a Visiting Professor of Strategic Operations Management, Robert Kennedy College, Zurich, Switzerland, and the former Head of Glyndwr Business School, Glyndwr University, Wrexham, where he established the Centre for Sustainable Enterprise Research (CeSER) in 2008, becoming the Research Director. Additionally, Dr Rowland-Jones was Head of Glyndwr Management and Leadership Centre, a joint pan Wales venture with Wales Assembly Government and Cardiff University. He was additionally the deputy Chair of the University Quality and Standards Committee, a member of Glyndwr Research Committee and Academic Standards Committee. Formerly Dr Rowland-Jones was Head of School of Operations at Bristol Business School, University of the West of England. Dr Rowland-Jones has acted in an ambassadorial capacity on behalf of the University throughout a range of institutional settings such as International Government Agencies, the Wales Assembly Government, Sector Skills Councils, Local Authorities, UK and overseas partnerships, and the University of Wales. He has recently returned from a second funded visit to Malaysia that provided the basis for a joint research venture with the Malaysian Government Department on developing a knowledge transfer facility for SME's in both Malaysia and UK. The former Chief Examiner for the UK Chartered Quality Institute, he led on the recent Airbus academic development programme for Lean and Supply Chain. He chaired the development of the Logistics Academy for Wales, and represented the HE sector in Wales on skills leadership in the papermaking industry.

Date: Wednesday 6th April 2011 (5-6pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 51

Dr Kay Sanderson
Middlesex University Dubai

Why leave home? Expatriate Academics in the UAE

Abstract

The purpose of this study was to explore the decisions and motivators when expatriate academics choose to leave their home country. This was a qualitative study drawing on data collected from 25 expatriate academics, covering 15 nationalities and comprising 13 male and 12 female. A key motivator for this study was to update and add to the small body of existing research, led by Altbach (1999) Richardson (2000, 2003) and Potts (1997). The study explored the socio-cultural re-conceptualisation of the individuals as they described their integration into new contexts; the transition from the familiar to the unfamiliar, in determining the drivers behind their relocation and to consider the impact this may have personally and professionally. The findings demonstrated that the key driver in taking the overseas appointment was not career or money. These findings are insightful to academics considering an international move and valuable to institutions considering hiring staff. They highlight the importance of considering the needs of the academic's family circumstance to maximize the effectiveness of the new staff member.

Biography

Dr Kay Sanderson started her teaching career in England over twenty years ago. She has taught in infant, junior and secondary schools in a range of subjects from Business Studies, Travel and Tourism, PHSE, PE and Accounting. She has also taught and run ESL courses, as part of her own business to Diplomats children at selected private schools in the UK. A career move into Further Education enabled her to complete a PGCE. Kay subsequently taught on the Chartered Institute of Marketing Programme and was responsible for the implementation and validation of a number of Higher National Diplomas, including Travel and Tourism and Business Studies. During this time she also had responsibility for internal and external verification. Recognition as a star teacher (Ofsted report) enabled her to work on curriculum development and staff training as part of a Government initiative in FE, primarily in the PGCE in Further and Adult Education. After moving into HE she took on the role of Business Development Manager and Part-time Lecturer and then full-time lecturer in Teacher Training - specifically on the BEd Sports Science and BA (Hons) Outdoor Education Programmes at Charlotte Mason College, Lake District, UK. Moving to the Middle East eleven years ago, she initially worked as a Deputy Head. Upon completion of her MBA through Strathclyde University (UK), Kay moved to the Higher Colleges of Technology, Sharjah Mens and Ladies and alongside her lecturing duties she sourced sponsorship deals to enable the first delegation of UAE Nationals to achieve success at the Doha debates. She has taken part in a range of other projects, including the first ascent by UAE women of Quornet Al Sawda in Lebanon to building houses with Habitat for Humanity in Jordan. She then moved into a Supervisory Post towards the end of her six years and started working on the development of a new Foundation Programme. Her PhD thesis in Education Research from Lancaster University focused on Expatriate Academics in the UAE and her research interests concerning such topics as: academic careers, teaching and learning, and leadership and motivation.

Date: Wednesday 23rd March 2011 (5-6pm)

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

Middlesex University Dubai

Research Seminar 50

Dr Alun Epps
Middlesex University Dubai

Kiss it Better, or the Kiss of Death?
The perception of student feedback websites in Dubai

Abstract

The purpose of this paper is to investigate the attitudes of students in the United Arab Emirates to non-institutionally sanctioned student evaluation websites; and to consider how educational institutions might respond to the demands of students for more information. The study involved a self-completed questionnaire, administered to 118 undergraduate students at a single university in the United Arab Emirates (UAE). Despite the fact that there is no well-known student evaluation website in the UAE, 13 per cent of the survey participants had previously visited a similar site, 85 per cent said they would consider posting on one if it existed in the country; and just over a half of the students were in favour of such websites being established in the country. Despite the limitations, such as the sample size and the convenience sampling strategy, it is clear that students appreciate information about course evaluations and that educational institutions should consider how students obtain this information. The advent of student evaluation websites in the UAE could bring a set of challenges and opportunities to educational institutions, but, whether they are established or not, institutions would probably benefit from developing effective strategies for the dissemination of course evaluation and other student-related data as a matter of urgency. Student evaluation websites, such as RateMyProfessors.com, are popular in the United States (US), Canada and United Kingdom (UK), but it was unknown how students in a relatively conservative country such as the UAE would react to such websites. Educational institutions can use the findings in this paper to develop suitable policies and strategies that address the issues discussed.

Biography

Dr. Alun Epps is the Campus Programme Leader for MA Marketing Communications here at Middlesex University Dubai. His research interests include; marketing communications, consumer behaviour in computer mediated environments, education marketing, community entrepreneurship, the use of information and communication technologies in small to medium enterprise marketing and family business. Dr. Epps has had several papers published in peer refereed journals, presented at numerous international conferences and won a best paper award in Slovenia in 2007. In 2010 he was awarded a distinction and excellence in teaching and student centred-learning award here at MUD. He has a PhD from the University of Wales and is a member of the Chartered Institute of Marketing as well as a reviewer for the Service Industries Journal and the Arts Marketing Journal. Before working at MUD he did three years at the Gong in the next building to us and six years at the Poly. In the UK he worked for Highbury College and the University of Portsmouth for six years. Prior to joining academia he worked for the BBC, Virgin and Rank. Among companies that he has consulted for are; Mercedes Benz Gargash Enterprises, Fortune Promo Seven, Dubai Chamber of Commerce and Industry, the University of Portsmouth in Malaysia and the Royal Saudi Navy.

Date: Wednesday 16th March 2011 (5-6pm)

Venue: Rm. 003, Middlesex University Dubai, Block 16, Knowledge Village

Middlesex University Dubai

Research Seminar 49

Dr Cody Paris
Senior Lecturer
Middlesex University Dubai

Flashpackers: A Mobile-Virtual Ethnography of Tech-Savvy Backpackers

Abstract

Flashpackers are members of a 'new global elite' that symbolize the ongoing convergence in society of technology, physical travel, and daily life. The purpose of this study was 1) to understand the mediation of the backpacking tourist experience through ICT, and 2) to understand the convergence of information and communication technologies (particularly social media) and backpacking culture. A mobile-virtual ethnography of these eight key informant flashpackers was then conducted and included a content-linking analysis of their social media and eInterviews. Findings provide important insight into the usage and meanings associated with social media for backpackers, the virtual infrastructure of the backpacker culture, and the role of social media as a mediator of the backpacking experience. The results indicated a clear distinction between the 'statusphere' and 'blogosphere'.

Biography

Dr. Cody Morris Paris is a Senior Lecturer at Middlesex University Dubai. He has completed his PhD in Community Resource Development at Arizona State University. His varied research interests include technology and society (particularly in relation to travel and tourism), role of tourism in community development and the improvement of community quality of life, sustainable community development and theory, and tourism mobilities. 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.

Date: Wednesday 9th March, 2011 (5-6pm)

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

Middlesex University Dubai

Research Seminar 48

Dr Lien Els
Middlesex University Dubai

Reflection as a Tool to Enhance Self-directed learning

Abstract

One of the most important graduate attributes has to do with a student's ability to learn independently. Self-directed learning assumes that learning experiences should be organised as task accomplishments or problem-solving learning projects. To achieve this goal, students need to learn how to look back on an experience and to try and make sense of it. Reflection and the ability to apply the outcome thereof in mental processes such as critical thinking, creative problem-solving, and timely decision-making, is essential to learning. Several reflective models (e.g. David Kolb [1984], G. Gibbs [1988]) are available to teachers. However, they all need to be practiced on a daily basis in order to enhance self-directed learning.

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: Wednesday 2nd March 2011 (5-6pm)

Venue: Rm. 003, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 47

Dr Paul Miller
Middlesex University, London

Re-Defining the Teacher; Reimagining the Self: Professional Shifts in Values, Beliefs and Practices

Abstract

One's identity is always on the 'verge'. It is not fixed, nor can it be so. Therefore, as circumstances change, so must an individual in order to adapt to new ways of living and being. Teachers trained in the Caribbean were recruited to teach in England. The experience of teaching in England has produced both negative and positive outcomes for them. Twenty seven individuals, including nine Overseas Trained Teachers, were interviewed as part of this qualitative study. A key conclusion drawn is that Caribbean teachers in England have mastered a new professional discourse; and, in the process have fused previous situated knowledges with localised knowledges, underpinning their growth and development and providing the basis for what maybe described as their new emergent professional teacher identity in England. This paper discusses the context, method and findings of this research.

Biography

Dr Paul Washington Miller spent 13 years as a Secondary School teacher both in Jamaica and London, before moving to Higher Education. He received his PhD from the Institute of Education, University of London [Education Policy/Human Resources Management in Education] and his MBA from The University of the West Indies [Human Resources Management]. He is currently reading for a Master of Law [LLM] degree. He is Fellow of the College of Teachers and Fellow of the Institute of Fiscal Studies, School of Finance. He has several publications in the area of Teacher Migration/Teacher Identity.

Date: Monday 21st February 2011 (5-6pm)

Venue: Rm. 309, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 46

Dr Melodena Stephens Balakrishnan
Associate Professor
University of Wollongong

Preventing Brand Burn during Times of Crisis: A Look at 26/11 - The Taj Mahal Palace and Towers Terrorist Attack

Abstract

Brand Burn is the accidental negative impact on a brand as a consequence of a crisis relating to factors outside the control of an organisation not directly related to product or organisational management. Using a case study methodology, the methods used to manage brands during a terrorism crisis, using brand architecture and brand components are identified and evaluated. Firstly, the work contributes to theory by adding to the limited research in this area. Secondly, it contributes to the practitioner's point of view by providing a checklist that gives strategic tips for preparing for, and managing, brand crises. The focus of this case study is the terrorist attack on the Taj Mahal Palace and Hotels in Mumbai (India) on 26 November 2008.

Biography

Melodena is an Associate Professor at the University of Wollongong, Deputy Dean and Program Director (MBA) in the Faculty of Business and Management. She is Founder and Chair for the Academy of International Business-Middle East and North Africa Chapter (Est. 2009). Melodena is also a Regional Editor for Emerald's Emerging Market Case Studies (2010 onwards). She has over 15 years of industry and teaching experience from a multi-cultural perspective (India, USA, Taiwan & UAE). Her teaching areas are marketing strategy, service marketing and consumer behaviour. She currently researches in the areas of branding, service loyalty, destination marketing, UAE studies and crisis management. Her case study on Dubai was recognized by Emerald Group Publishing for being downloaded more than 10,700 times between 2008-2010. The current paper she is presenting won the best paper award at the Reputation Institute's annual conference in Brazil, 2010.

Date: Wednesday 16th February, 2011 (5-6pm)

Venue: Rm. 003, Middlesex University Dubai, Block 16, Knowledge Village.

Middlesex University Dubai

Research Seminar 45

Evelyn Stubbs
Media Programmes Coordinator
Middlesex University Dubai

Postmodern Philosophy in Selected Tarantino Visual Tropes

Abstract

The paper analyses two Tarantino films contextualised within the discourse of postmodernism. The postmodern elements of pastiche, bricolage, homage, intertextuality and hyperreality are defined and identified within the films and the relevance of embedding the characters within the realm of popular culture considered. Discussed within the theoretical framework of Jean-François Lyotard's concept of the metanarrative (2005) and Jean Baudrillard's concept of hyperreality (2010), relevant scenes identify Tarantino's subversion of such metanarratives and the use of hyperreal violence as a means of playing with the concept of representation and reality and the displacement of these by simulacra (defined by Baudrillard as copies without originals). Lyotard argues that in modern societies totality is maintained by means of "grand narratives" which signify the practices and beliefs of those societies. Tarantino's panache in subverting such signifying practices, and in the process viewer expectations, is discussed and relevant filmic sequences analysed using semiotic methodology. In the process, the characteristics that culminate in the creation of the "Tarantino Effect" (Berg 2006) are uncovered.

Biography

Eve has completed her MA Film Studies dissertation (University of South Africa) where she previously received the Outstanding Academic Achievement Award for her BA English Honours. She has completed her Post Graduate Certificate in Higher Education (Middlesex University). She has her Certificate in English Language Teaching to Adults (Celta) and is an examiner for the International English Language Testing System (IELTS). She has lectured in Journalism at the following institutions in Johannesburg: The Witwatersrand Technikon; Monash University; Bantori Business College and The Institute of Corporate Training. She was an Educational Programmes Developer for Edutel. In the Middle East she has lectured in English at CHN University, Doha, Qatar; Wollongong University, Dubai and is currently the Media Programmes Coordinator at Middlesex University Dubai. She is a member of the Middle East Public Relations Association and a member of the Dubai Press Club. With a background in Journalism, Eve has worked for various media organisations, the most notable being ABC News, Johannesburg Bureau, as a researcher. Her advertising background includes below-the-line copywriting for Tequila Advertising, Johannesburg and Hunt Lascaris, Johannesburg on the South African Airways, the South African Red Cross Association and Nashua campaigns. She wrote the year books for National Private Colleges and the Gordon Institute of Business Science. Her print experience includes Editor for the South African National Tuberculosis Association Publications; Associate Editor for Health Beat, and Assistant Editor Phoenix Trade and Technical Publications.

Date: Wednesday, 9th January 2011 (5-6pm)

Venue: Block 16, Rm. 003, Middlesex University Dubai, Block 16, Knowledge Village.

www.mdx.ac

Middlesex University issues its guides and other literature as a general guide only and not as a contract. The University reserves the right to modify or alter as necessary any of its published information and programmes, to suit circumstances as they change in such a large and dynamic institution. Middlesex University reserves the right to cancel or amend any part of any programme for reasons of viability or due to any other unforeseen circumstances.