

UN Global Compact Communication on Engagement

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Global Compact
Network UAE

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Introduction

The American University in Dubai Communication on Engagement Report outlines the relevant initiatives undertaken by the university between 2016 and 2018. It is the first report of its kind released by this university.

AUD will continue to celebrate its progress in this area and to renew its commitment to championing the UN Sustainable Development Goals (SDGs) through multiple channels and in varied contexts.

Through its partnerships with, and concern for, stakeholders at every level of society, AUD has taken as an integral organizational responsibility its role of promoting, most centrally, SDG 17, Partnerships for the Goals.

In this report, we detail some of our initiatives towards upholding our commitment to the UN SDGs, which vary widely in their approach and scope but share the same mission of pioneering sustainable approaches to business at all levels of society.

This report was released by the Student Retention and Success Office, under the guidance of Dr. Elham Seyedsayamdost, Academic Advisor to the UNGC Club at AUD, and prepared by Liana Abou Zaki, BBA Economics student.

■ Message from the Provost



At the American University in Dubai, our organizational goals center around multifaceted approaches to increasing our positive societal engagement and influence. We are honored to promote the Sustainable Development Goals at every opportunity, and to produce socially aware and responsible emerging leaders.

Contributing to the creation of a better world is at the heart of AUD's mission, and it has made unparalleled progress towards connecting stakeholders in the region and beyond to cultivate inter-cultural thinking and strategic partnerships, as well as to create an environment that promotes, supports, and rewards social engagement

Whether it is through course materials, class discussions, events, collaborations with private and public entities, or student-led initiatives, AUD is proud to declare and reiterate its support for the UNGC and for upholding its ten principles.

DR. IMAD Y. HOBALLAH

Provost

American University in Dubai

■ Message from the Vice President for Institutional Advancement and Development



We are proud to showcase AUD's unwavering commitment to fulfilling the UN's Sustainable Development Goals (SDGs). In this official Communication on Engagement (COE) Report, the first such report issued by AUD, we highlight our most recent steps towards upholding the highest standards in education, research, outreach, and service to society, and our advocacy and support for a largescale sustained focus on institutional responsibility and engagement to further the UN SDGs.

Both within and beyond the traditional bounds of university activities, AUD has championed these goals at multiple levels of societal and stakeholder engagement. The result has been a far-reaching and fast-growing impact that will only strengthen in the coming years.

DR. JIHAD S. NADER

**Vice President for Institutional
Advancement and Development
American University in Dubai**

■ About the American University in Dubai

The American University in Dubai is a private, non-sectarian institution of higher learning founded in 1995. Today, over one hundred nationalities are represented in our student body.

At AUD, we are committed to upholding the spirit of the American educational system while honoring the cultures and traditions of the Gulf region. Located at the heart of cosmopolitan Dubai and with partnerships with multiple universities around the world, AUD has consistently played an integral part in encouraging and facilitating inter-cultural communication and understanding.

This commitment is further demonstrated by the undergraduate academic curricula of students of all our schools, which include a wide variety of courses in the liberal arts that students of all majors, from Accounting to Electrical Engineering, are required to explore. This ensures that once they leave our halls to embark on their professional paths, they have gained not only the best training in their field, but also a worldview that is tolerant of otherness and directed by a spirit of social responsibility.

It is precisely this approach, combined with our extensive connectivity to and awareness of shifting terrains in our environment, including global markets, critical skills for success, and societal needs and priorities, that have ensured our alumni's continued success in a variety of fields and pursuits.

This strength has been showcased in our repeated nomination to the Times Higher Education Employability Ranking as one of the top 150 universities in the world. The success of our approach is a testament to the UNGC's core belief that social awareness is a central contributor to personal success, and we aim to continue to champion these values on and beyond AUD's campus.



SDG-Focused Courses

Coursework is our most direct resource for promoting the SDGs and fostering students' social responsibility across our academic schools. Students are exposed to issues pertaining to social, economic, and environmental development, which make up the three pillars of sustainable development.

School of Architecture, Art, and Design

Architecture & Interior Design

ARCH 321 | ENVIRONMENTAL SYSTEMS

This core course introduces design with climate and site resources for conservation, efficiency, and appropriateness to the local, regional, and global contexts. Fundamentals of thermal, lighting, acoustical, aqueous, and waste are covered. Passive solar heating and cooling are taught as well as HVAC and associated issues of indoor air quality, energy and power consumption. It also enhances the understanding of the principles of building services, complex environmental issues of indoor air/thermal and lighting quality, construction and environmental constraints in relation to the development of sustainable architecture. Details and constructional components of this design project and regulatory appraisals relating directly to the design project will integrate with other related courses within the curriculum.

ARCH 201 | ARCHITECTURAL DESIGN STUDIO III

This second year studio course focuses upon the understanding of architectural convention in relation to cultural, sociological and general human related aspects. Based on a socio-cultural understanding of design approach students are encouraged to develop their analytical problem-solving skills which function as the basis for design invention and as the foundation of ethical action in the process of architectural designing.

ARCH 422 | SUSTAINABILITY AND ENERGY CONSERVATION

This course exposes students to the concepts of sustainability and energy conservation at the global, regional, and urban scales by assessing the different forms of energy available and the way each relates to the building industry.

■ ■ **SDG-Focused Courses**

ARCH 423 | SUSTAINABLE URBANISM

This course combines expertise in New Urbanism with a thorough understanding of environmental issues and techniques. It also exposes students to a comprehensive and technically informed way on how to design and build places that are environmentally responsible and also gratifying to inhabit.

ARCH 441 | PROFESSIONAL PRACTICE AND ETHICS

Specific to the practice of Architecture, this course, through lectures and presentations, is designed to introduce business practices and procedures to final year students.

Visual Communications

VCCC 350 | COMMUNITY SERVICE WORKSHOP

This class is an actual functioning design studio. The students will work on in-house and real life projects for community groups, charity groups and non-profit organizations. The class gives the student practical experience and published portfolio pieces.

School of Arts and Sciences

ANTH 201 | INTRODUCTION TO CULTURAL ANTHROPOLOGY

This course introduces students to fundamental concepts and theories associated with culture and the study of the interconnection between culture and human behavior. Cultural concepts to be discussed include social relations, language, government, and religion. Awareness of these concepts allows students to appreciate the cultural diversity present in the contemporary world.

ANTH 301 | GLOBALIZATION

This course provides students with a framework with which to understand and examine the complexities of globalization. The course looks at the impact of globalization on various cultural, political, and economic aspects of societies around the world. Scholarly articles from a wide range of authors and sources are central to this course.

■ SDG-Focused Courses

ENGL 315 | CONTEMPORARY FEMALE AUTHORS

This course examines the literary works produced by women authors from the midpoint of the 20th century to the present.

GEOG 310 | HUMAN GEOGRAPHY

This course examines the relationships between people and place, whether purposeful or unintended. It examines what factors play the greatest role in determining where large groups of people situate themselves. Some aspects to be included in class discussion are migration, displacement, culture, transportation, natural resources and environment.

INST 201 | INTRODUCTION TO INTERNATIONAL DEVELOPMENT

This course introduces students to the history of international development as well as current debates and issues in the field. Through the course, students learn about the various development milestones, including the Millennium Development Goals and the Sustainable Development Goals, while analyzing the role of development actors and critically assessing solutions provided to current challenges, such as poverty, gender inequality,

MEST 200 | THE U.A.E. EXPERIENCE

This course examines the U.A.E. as a post-oil society in the Middle East. The relevant aspects of the federation, including the U.A.E.'s economic bases (oil, a diversified economy) and its internal challenges (Emiratization, water and electricity consumption, etc.) will be analyzed. Emphasis will be put on Dubai as an example of a global city in a traditional environment.

MEST 319 | POLITICS IN THE MIDDLE EAST

This course looks at the political structures and systems of governance across the contemporary Middle East as well as the historical factors that led to their formation. The course also examines the complex but significant relationship between local politics and politics at the level of state and government within individual Middle East countries in order to explain how this relationship has shaped policies both at the regional and at the international levels.

■ **SDG-Focused Courses**

MEST 343 | BUSINESS IN THE MODERN MIDDLE EAST

This course offers descriptive and prescriptive approaches to the economies of the Middle East. The course examines the current status of the economies in the region and how they developed. In addition, discussion will focus on economic challenges in the region. Suggestions for addressing these challenges as well as the consequences of ignoring them will also be discussed.

MEST 352 | CONFLICTS IN THE MIDDLE EAST

This course examines the conflicts which have taken place in the Middle East since the end of the World War II. These conflicts include those between nations, cultures, and ideologies.

MEST 353 | WOMEN AND GENDER IN THE MIDDLE EAST

This course explores traditional gender roles in Middle East society, historically and in modern times. It focuses on the lives of key female figures in Middle East history with a view to delineating societal attitudes towards women in the region up to the modern day. The course also examines the role played by religion and religious authorities in the formation and confirmation of such attitudes. In addition, the imperatives of contemporary Middle Eastern women's voices are surveyed as these manifest themselves in film, literature and other intellectual output.

MEST 380 | THE GULF: CULTURE AND ECONOMICS SINCE 1970

This course looks at the modernization of the Gulf region since the withdrawal of Great Britain in 1971. It analyzes the advancements and the dynamics taking place in the Gulf in the political and economic sectors.

SDG-Focused Courses

PHIL 222 | PROFESSIONAL ETHICS

This course discusses professional workplace responsibility within the context of meta-ethics and applied ethics. Specific topics include professional interests of clients and employers, safety and liability, public welfare, whistleblowing, and legal obligations. It also reviews professional codes of ethics and examines case studies involving professional ethics.

PHIL 310 | ETHICS AND MORAL PHILOSOPHY

This course offers an introduction to the history of moral philosophy and an exploration of contemporary ethical debates. Through the reading of various foundational texts, both ancient and modern, this course provides an overview of the basic aims, approaches, and types of moral reasoning. Emphasis is on placing debates within a global context and encouraging students to develop their own philosophical perspectives.

POLS 210 | INTRODUCTION TO INTERNATIONAL RELATIONS

This course examines those elements which most significantly affect how nations and nation-states establish relationships with each other and how they conduct themselves once those relationships are established. The course addresses the question “How do political entities get along, if at all?”

POLS 310 | POLITICAL GEOGRAPHY

This course examines the interrelationship between political phenomena (institutions, processes, behaviors) and the physical geography in which these occur.

POLS 320 | THE UNITED NATIONS

This course provides information to students about the historical development and current status of the United Nations. Discussion centers around the various branches of the UN and their effectiveness in addressing serious on-going global concerns. The course ultimately focuses on the future relevance of the UN and its contributions to global governance and cooperation.

SDG-Focused Courses

POLS 325 | INTERNATIONAL ORGANIZATIONS

This course introduces students to the roles various international organizations play in the overall attempts to address various global issues. The first half of the course is dedicated to intergovernmental organizations (IGOs); the second half focuses on non-governmental organizations (NGOs). Discussions revolve around organizations which target similar global issues.

POLS 330 | FOREIGN POLICY

This course provides theoretical approaches and explanations for how countries formulate and implement foreign policy. It examines implementation of foreign policies in the international arena and analyzes case studies on how foreign policies seem to create or resolve international conflicts.

POLS 340 | INTERNATIONAL DIPLOMACY

In this course, students learn the various aspects of being a diplomat. Much of the course focuses on negotiations that take place in the current global environment and involve the official and unofficial parties that play a role in those negotiations.

POLS 341 | HISTORY OF DIPLOMATIC RELATIONS

This course analyzes the evolution of the art of diplomacy through the centuries. It surveys the events, accomplishments, and thoughts which have shaped its historical development into the peaceful conduct of relations among political entities, their principals and accredited agents.

POLS 401 | CONTEMPORARY POLITICAL ISSUES

This seminar-style course asks students to explore current issues in politics. The primary focus of the course is politics, but all students are expected to look at the historical, business, and cultural factors involved as well. The course is designed to allow students to explore a primary area of interest while maintaining the interrelationships of all major areas of the BAIS degree. This course is also open to non-BAIS students.

SDG-Focused Courses

SCIE 201 | LIFE SCIENCES FOR TODAY

This course introduces students to basics of life sciences including topics that address health and disease, the diversity of life on Earth, and the environment. The course integrates current issues to teach biological concepts, including environmental sciences.

SCIE 211 | WATER SUSTAINABILITY

This course presents an overview of water sustainability by highlighting the importance of water in sustaining life, biodiversity, human health and development. Students will evaluate scientific, technical and socio-economic solutions to sustainably manage global water supplies.

SCIE 241 | PRINCIPLES OF HUMAN NUTRITION

The course provides an overview of complete nutritional requirements needed by humans for the maintenance of good health throughout life and in the prevention of disease. Topics discussed will include dietary sources, nutritional guidelines, food labeling, weight management, and the role of evidence-based science, culture, education and media in dietary choices, practices and policies.

SCIE 242 | WOMEN'S HEALTH

This course examines global topics in women's health emphasizing the physiological, behavioral, social, economic, environmental, and political factors associated with women's health and survival. The course reviews the physiological uniqueness of women and examines mechanisms, practices, and solutions to improving women's health care.

SCIE 311 | PRINCIPLES OF ENVIRONMENTAL SCIENCES

This course is designed to introduce students to the basic principles of environmental sciences. The course will cover important environmental themes such as biodiversity, environmental conservation, population issues, pollution, waste management strategies, and sustainable development. Students will have an opportunity to examine contemporary environmental issues and international environmental policies which directly impact their lives.

■ SDG-Focused Courses

SCIE 341 | PUBLIC HEALTH

This course introduces public health as an interdisciplinary science concerned with topics central to the health of populations and their physical, mental, and social well-being. The course focuses on current pertinent public health problems, assessing causation and examining intervention and management strategies from personal, social, and organizational levels.

SOCI 217 | CROSS-CULTURAL RELATIONS

This course examines the dynamics of communication between cultures. It introduces basic theories related to intercultural relations, examines how culture is evident in languages, behaviors, rituals, and world views, and provides students with practical insight into how to enhance communication between members of different cultures.

SOCI 340 | TECHNOLOGY AND SOCIETY

This course examines the complex nature of the relationship between technological advancements and the societies in which those advancements take place. The primary focus of the course will be the technological advancements which have taken place between the middle of the 20th century and the present day. Discussion will focus on the societal effects of the most recent technological developments. Among other areas, the course focuses on significant technological advancements in the fields of energy, health, war, the environment, and communication.

SOCI 342 | LANGUAGE AND SOCIETY

This course explores the interrelationship between language and society. Changes in society necessitate changes in that society's language. Topics for discussion include the connections between language and identity, religion, gender, and culture.

■ SDG-Focused Courses

SOCI 344 | GENDER AND SOCIETY

This course examines the ways in which various societies and cultures within those societies influence the gender roles of their members. Course discussion involves how concepts of ‘masculinity’ and ‘femininity’ are determined. Gender stereotypes, differences and similarities, limitations, and their impact on areas of culture are also explored.

School of Business Administration Undergraduate

ACCG 352 | FRAUD AUDITING AND FORENSIC ACCOUNTING

This course investigates the deceptions in financial and accounting processes. It is concerned with the detection and prevention of financial statement fraud. Topics covered include fraud examination techniques, internal control methodology, financial statement misrepresentation, conversion investigation methods, inquiry methods and fraud reports.

ACCG 421 | AUDITING

This course presents both the theoretical and practical aspects of auditing, including the responsibilities and function of the independent auditor. Topics include auditing objectives and concepts, types of audits, auditing standards, auditors’ professional code of ethics and auditors’ liability, risk and internal control, and the audit process.

BUSI 211 | BUSINESS ETHICS

This course introduces students to the ethical context of business operating domestically as well as internationally. This course introduces students to a cooperative framework, which will embrace the foundations of regional differences and influences with respect to ethical decision making. The difficult issue of ethical relativism and other problems associated with multiple ethical systems are examined from theoretical as well as case-based applied perspectives.

BUSI 311 | BUSINESS LAW I

This course serves as an introduction to the issues arising in the legal environment in which businesses operate. Consideration is given to the law of contracts, business torts, warranties, agency law and business formation including potential liability exposure.

BUSI 312 | BUSINESS LAW II

This course is a continuation of the introductory business law course and examines the following areas of law: corporate mergers, sales and lease contracts, negotiable instruments, debtor-creditor relationships including secured transactions and creditors rights and bankruptcy, intellectual property and internet law, securities regulations, the international legal environment and labor and employment law including discrimination.

■ SDG-Focused Courses

BUSI 321 | BUSINESS IN THE INTERNATIONAL ENVIRONMENT

Consideration is given to comparative analysis of market conditions and business practices in the global economy, with an emphasis on international economic factors and institutions, including trade, financing, exchange rates, development and government policies. Selected topics in international management are covered.

ECON 401 | INDUSTRIAL ORGANIZATION

The course begins with an examination of basic theoretical models of the behavior of firms under different market structures such as perfect competition, oligopoly and monopoly. The focus then shifts to the applications of economics in antitrust cases. Industry cases and applications of antitrust policies are studied with an emphasis on the structure-conduct-performance approach to industrial organization.

Graduate

MGMT 631 | LAW AND ETHICS IN BUSINESS ORGANIZATIONS

This course exposes students to the most commonly faced legal and ethical issues encountered in setting up and operating a business organization domestically as well as internationally. Topics covered include agency, partnership, corporations (formation, characteristics, and operation), governance, fiduciary duties, mergers and acquisitions, securities regulation and ethical systems.

Business cases are analyzed to examine the legal and ethical reasoning, which managers and judges use in resolving disputes arising in the realm of business. The goal of this course is to develop students' understanding of the primary legal and ethical issues facing today's business leaders.

■ SDG-Focused Courses

Mohammed Bin Rashid School for Communication

COMM 202 | ETHICAL AND LEGAL RESPONSIBILITIES IN THE MASS MEDIA
Using a case study approach, this course provides students with an understanding of the traditions of media-related law that might be used as paradigms in countries with evolving media systems. It explores the ethical duties that accompany journalism, entertainment, advertising, and public relations.

DPST 302 | MEDIA AND PUBLIC SERVICE
This course explores the role of media in promoting health, education, public safety, and issues of public concern. A case study approach will involve students in research and planning media campaigns in these fields.

JOUR 461 | MEDIA AND POLITICS IN THE MIDDLE EAST

This course examines the role of the international media in the politics of the Middle East. The course surveys how the international media chooses to cover local conflicts. It addresses questions concerning the interplay between national interests and objectivity in news coverage, and the role of media in shaping the course of events and judging their outcomes in the region.

School of Engineering

ECVL 340 | ENVIRONMENTAL ENGINEERING W/LAB

Environmental engineering issues associated with water, air, and land pollution. Risk assessment, groundwater contamination, environmental chemistry, global climate change, and sustainable technologies.

ECVL 440 | SUSTAINABLE ENGINEERING DESIGN

Implications of sustainability for engineering design and practice. LEED, life cycle analysis, and environmental impact assessment. Models, software tools, and applications in water management, construction material selection, and energy use.

ECVL 444 | WATER AND WASTEWATER ENGINEERING

Unit operations in water, wastewater, and groundwater treatment. Design of water and wastewater treatment operations and processes using bench-scale experiments and software.

EECE 430 | ENERGY ENGINEERING

Introduction to electromechanical power conversion and transformers as well as alternative and renewable energy with emphasis on solar and wind energy.

■ SDG-Focused Courses: Highlights



Designing Public Spaces for Socio-Cultural Interaction October 2016

Assistant Professor of Architecture at AUD Dr. Annarita Cornaro organized a workshop on Designing Public Space for Optimum Socio-Cultural Interaction. Students enrolled in the ARCH 201 Architectural Design Studio class had the chance to work under the supervision of Dima Nehme - Interior Architect and Program Manager from Cultural Engineering.

In this second year studio course, the focus is upon the understanding of architectural convention in relation to cultural, sociological and general human related aspects. Based on a socio-cultural understanding of design approach, students are encouraged to develop the analytical problem-solving skills that function as the basis for design invention and as the foundation of ethical action in the process of architectural designing.

During the workshop with Dr. Cornaro and Ms. Nehme, the students formulated and discussed ideas for urban furniture designed to engage social interaction in public spaces. The workshop was launched at Khazzan Park and the final presentations were given there a month later, coinciding with Dubai Design Week.

■ SDG-Focused Courses: Highlights



Women Who Inspire Us: International Women's Day at AUD February 2017

AUD students enrolled in the MEST 353 Women and Gender in the Middle East course with Dr. Pamela Chrabieh, Associate Professor of Middle Eastern Studies, organized an international women's day event titled "Women who Inspire us."

The International Women's Day 2017 theme is Be Bold for Change. The MEST 353 Women and Gender in the Middle East students and Dr. Pamela Chrabieh chose to celebrate this day at AUD by highlighting women's achievements and contributions to change in the Southwestern Asian and North African societies: from women who ensure the transmission of culture to future generations in the private sphere to women who are deconstructing stereotypes in the public sphere and challenging societal norms; from women whose food carries the stories of families and communities as well as survival struggles and migration journeys, to women poets, authors, painters, politicians, businesswomen, educators, etc.

■ SDG-Focused Courses: Highlights



The Negative Portrayal of Females in Advertising and to What Extent Are Women to Blame April 2018

Honoring the UAE's 2018 Year of Zayed, the university hosted an inspiring debate on April 23rd, 2018 discussing "The Negative Portrayal of Females in Advertising and to What Extent Are Women to Blame". The debate was not only a manifestation of the most pressing issues, but also a representation of the inter-collegiate collaboration that hallmarks the American University in Dubai. Its discussing panel was divided into students for and against the motion and was proctored by Dr. Sandra Alexander, Assistant Professor of the Humanities.

The debate is one of the major assignments in Professor Ode Amaize's newly created AUD course: "Historic and Contemporary issues in Advertising and Integrated Marketing Communications" (AIMC 331). The debate addresses one of several learning objectives of the course: using critical thinking skills to encourage perception and exposure to social, political, and economic contradictions in the Advertising industry and how Advertising and related industries of Public Relations and Media can faithfully serve the public good.

Following an opening statement from Dr. Imad Hoballah, the Provost of the American University in Dubai, each representing student expressed a point of view that was countered from the opposing team to ultimately culminate in a final review of the debate style from each side. Dr. Sandra Alexander stated, "in answering this question, it is our hope that a broad exchange of ideas will move us toward talking about practical approaches to tackling this problem of representation and move the debate away from talk of blame toward talk of responsibility."

■ SDG-Focused Courses: Highlights



School of Business Administration Outreach Program - Procter & Gamble February 2018

The AUD Student Retention and Success Office and the School of Business Administration gathered around 100 students (studying Business Law) to attend an hour-long talk by members of Procter & Gamble: Waleed Yousef, Legal Counsel - Arabian Peninsula, and Lana Omayer, who leads the Regional Talent Practice Program.

The talk tackled legal issues in UAE and making the jump from academia to the real world. In a joint statement, Dr. Assaad Farah, Associate Dean of School of Business Administration and Dr. Udo Braendle, Chair of Business and Economics commented that they “believe that this event has assisted students in understanding the external environment of businesses operating in the UAE. It provided students with real life examples that complement the theory studied in class.”

■ SDG-Focused Research

Our faculty research centers on making invaluable contributions to society by tackling prevalent issues and contributing to their understanding.

School of Arts and Sciences

Frangou, S., Dima, D., & Jogia, J., 2017. "Towards Person-Centered Neuroimaging Markers for Resilience and Vulnerability in Bipolar Disorder." *Neuroimage*, 145, Pt B, 230-237. doi: 10.1016/j.neuroimage.2016.08.066.

Moukayed, M., & Grant, W., 2017. "The Roles of UVB and Vitamin D in Reducing Risk of Cancer Incidence and Mortality: A Review of the Epidemiology, Clinical Trials, and Mechanisms." *Endocrine And Metabolic Disorders*, 18, no. 2, 167-182. doi: 10.1007/s11154-017-9415-2.

Vidal-Puig, A., & Moukayed, M., 2018. "Stigma on the Obese Patient: Their Heroic Battle to Defeat their Genes in a Hostile Hypercaloric Sedentary Environment." *Middle East Medical*.

Moukayed, M., 2017. "Stem Cells – Are They a Cause or Cure for Cancer?" Speech, Manipal University, Dubai.

Moukayed, M., 2018. "Strengthening STEM Education." *Khaleej Times*.

Seyedsayamdost, E., 2018. "Working towards the SDGs: What Can Companies Do?" *SDG Philanthropy Platform*.

Seyedsayamdost, E., "From MDGs to SDGs: Global Governance through Goals." (Forthcoming).

Seyedsayamdost, E., "Global Governance in the Age of the Anthropocene: Are Sustainable Development Goals the Answer?" (Forthcoming).

School of Business Administration

Toufaily E., Fallu J.M. & Ricard L., 2016. "OCL: Online Customer Loyalty in the service industries: Scale Development and Validation." *Journal of Relationship Marketing*, 15, no. 4, 1-30.

Toufaily E., Arcand M., Legault J., & Ricard L., 2016. "The Role of Website Characteristics and Social Network Communities in Developing Customer E-Loyalty in the Online Travel Industry," *Journal of Tourism and Hospitality*, 5, 222. doi:10.4172/2167- 0269.1000222.

■ SDG-Focused Research

Zalan T. & Toufaily E., 2017. "The Promise of Fintech in Emerging Markets: Not as Disruptive." *The Contemporary Economics*, 11, no. 4, 415-430.

Toufaily E. & Pons F., 2017. "Impact of Customers' Assessment of Website Attributes on E-Relationship in the Securities Brokerage Industry: A Multichannel Perspective." *Journal of Retailing and Consumer Services*, 34, 58-69.

Kalogeras, S., 2017. "Illuminating the Heart: Finding Meaning and Purpose in Life Through Higher Education." *Transmedia Storytelling and Moral Character*. Little Elm, TX: eLectio Publishing.

Kalogeras, S., 2017. "Transmedia Storytelling Edutainment and the Contemporary Textbook in Higher E-Education." *Exploring the New Era of Technology-Infused Education*. Hershey, PA: IGI Global. doi: 10.4018/978-1-5225-1709-2.ch011

Kalogeras, S., 2018. "The Practice of Transmedia Storytelling Edutainment In Media Rich Learning Environments." *The Textbook, Technology-Supported Teaching and Research Methods for Educators*. Hershey, PA: IGI Global.

Obeidat .M, Young, D., 2018. "Digital Native and Immigrant as Antecedents of Consumer Ethnocentrism." *Academy of Marketing Studies Journal*.

Obeidat .M, Young, D., 2018. "An Assessment of the Recognition and Use of Online Shopping by Digital Immigrants and Natives in India and China." *Journal of International Consumer Marketing*.

Toufaily E., Zalan T., & Lee, D., 2018. "What do Learners Value in Online Education?: An Emerging Market Perspective." *e-Journal of Business Education and Scholarship of Teaching*. (Forthcoming).

SDG-Focused Research

School of Education

Alborno, N. E., 2016. "Teacher Education for Inclusion: Unpacking Beliefs and Assumptions." Speech, The British University in Dubai.

Alborno, N. E., 2016. "Breaking Barriers to Promote Equal Opportunities for all People With or Without Disabilities." Speech, Future Accessibility & Assistive Technology Summit, Dubai.

Hill, C. M., & Alborno, N. E., 2016. "Critical Consciousness: Reshaping Teacher Education in the Arab World." American Educational Research Association (AERA) Annual Meeting, Washington, DC.

Alborno, N. E., 2016. "Teacher Education for Inclusion." Imperial College, London.

Alborno, N. E., 2017. "The 'Yes... But' Dilemma: Implementing Inclusive Education in Emirati Primary Schools." *British Journal of Special Education*, 44, no. 1, 26-45. doi: 10.1111/1467-8578.12157.

Alborno, N. E., 2017. "Teacher Preparation for Inclusion – Changing Mindsets," EdEx MENA, Dubai.

■ SDG-Focused Research: Highlights

Mohammed Bin Rashid School for Communication

Ayoub, E., & Freeman, B. C. (2018). *People, planet, and profits: Comparing media treatment of Dubai's Sustainable City*. Paper presented at IAMCR Annual Conference, University of Oregon, Eugene, USA.

Cities are urban conglomerations that have exponentially proliferated; Dubai, a city-emirate in the United Arab Emirates, is among them. With the continuous expansion of the city's boundaries, its massive growth is not necessarily supported by an equally adequate infrastructure to sustain such growth. As with other cities, Dubai has heavily relied on industrial processes. However, in recent years, there is a growing acknowledgment that negative production externalities can no longer be ignored. For the United Arab Emirates, water conservation, coastal erosions, and greenhouse gas emissions are of concern especially in light of the city's rapid population growth and numerous construction projects.

In this regard, the related concept of 'sustainability' (i.e., living simply and meeting the needs of the present without compromising future generations' needs) has been gaining traction. Dubai's leaders have indicated the need to address the negative externalities by creating a socio-economic infrastructure and environment that foster the take up and favorable identity associated with sustainable practices.

The importance of this paper lies in its investigation of the differences between local and external media coverage. It joins the discussion on issues regarding how the media discuss and publicize aspects of 'sustainability' and whether it may take hold within a society on its own or the degree to which it should be guided by government policy.



SDG-Focused Research: Highlights

School of Arts and Sciences

LSE-AUD Project entitled, "Complexity of Humanitarian Response to Internal Displacement in the Kurdistan Region of Iraq". AUD's Dr. Deniz Gokalp has been the Co-PI for this Project.

Internal displacement is a major humanitarian and security issue in the world. Contrary to general belief, there are far more 'internally displaced persons' (IDPs) than refugees in the world today. According to figures released by UNHCR, 65.3 million people were displaced in 2015, 21.3 million of them were refugees while 44 million of them remained internally displaced. The scale of the problem is challenging the capacity of humanitarian organizations and governments to respond to the needs of IDPs.

This project focuses on how the special territorial and governance status of the Kurdistan Region of Iraq (Iraqi Kurdistan), often considered as a state-like entity, influences the humanitarian responses to IDPs in this region. It aims to understand the specific implications of Iraqi Kurdistan's status examining the national and international response to the displacement crisis and the socio-political structure of the region.

■ SDG-Focused Research: Highlights

School of Business Administration

Braendle, U., Sepasi, & S., Rahdari, A.H., 2018. "Comprehensive Sustainability Reporting in Higher Education Institutions." *Social Responsibility Journal*. (Forthcoming).

The aim of this study was to evaluate the comprehensiveness of sustainability reporting in higher education institutions. The study adopts a university sustainability rating framework and utilizes it to evaluate the comprehensiveness of sustainability reporting in higher education institutions.

The results of the study demonstrate that notwithstanding growing concerns over sustainability issues, higher education institutions have been slow to adopt sustainability reporting practices including publishing consistent and periodic sustainability reports, receiving third party assurance, and integrating sustainability reporting into universities' sustainability management systems.

Braendle, U., AlMatarneh, A., & Corbin, T., 2018. "Hiring and Managing Smokers in the Modern Workplace: A Cultural and Ethics Issue." *Journal of Human Resources and Adult Learning*, 14, no. 1. (In press).

Smoking in the workplace is a major topic of modern human resource consideration; when it comes to an employing body, questions arise to what approach a company should take towards smoking. Should employers actively and aggressively encourage current employees to quit smoking outside of work and use positive inducements and negative reinforcements up to and including increased vacation time and sanctioning non-compliant employees to persuade employees to kick the habit, or should employers treat every employee the same as long as personal habits are not affecting performance? The paper discusses certain benefits claimed for smoking that are often overlooked when discussing this issue. It then details the drawbacks of smoking, such as a decrease in job satisfaction and productivity as well as workplace hygiene. The final part of the paper will address which approach organizations should take towards smoking in the workplace.

■ SDG-Focused Research: Highlights

Udo Braendle, U., & Stiglbauer, M., 2017. "Cultural Diversity in German Boards." *Problems and Perspectives in Management*, 15, no. 3, 179-182.

The rise of MNCs, the expansion of the EU and several M&As have exposed German boards to a variety of cultures, but does diversity in the boardrooms improve performance? Based on an empirical study on German publicly listed companies, our unique research into cultural diversity answers the question if the level of cultural variety and cultural distance on boards of directors have an influence on firm performance in Germany. The results, which show a negative, linear influence of both cultural variety and cultural distance on operating performance measures, show empirical support for the importance of contextual factors in the relationship between diversity and performance. We ask for careful consideration before implementing regulations on board diversity.

Buigut, S., and Amendah, D., 2016. "Effect of Terrorism on Demand for Tourism in Kenya." *Tourism Economics*, 22(5): 928-938.

Buigut, S., Braendle, U., Sajeewani, D., 2017. "Effect of Travel Advisories on International Tourism." *Asia Pacific Journal of Tourism Research*, 22, no. 10, 991-1004.

Braendle, U., Farah, A., & Balian, P., 2017. "Corporate Governance, Intellectual Capital and Performance: Evidence from the Public Sector in the GCC." *Risk Governance and Control: Financial Markets and Institutions*, 7, no. 4, 23-29.

Masinde, B., and Buigut, S., 2018. "Effect of Terrorism and Travel Warning on Kenyan Tourism Demand." *Tourism Analysis*, 23, no. 2, 283-286.

Buigut, S., 2018. "Effect of Terrorism on Demand for Tourism in Kenya: A Comparative Analysis." *Tourism and Hospitality Research*, 18(1): 28-37.

Tourism is a major contributor to the economies of multiple countries, and plays a big role in economic development, particularly in the developing world. Sustainable growth is therefore crucial for a sustained economic development. Terrorism and other forms of insecurity, however, have a strong effect on the performance of tourism sector, hence impacting economic growth. Masinde, and Buigut (2018), Buigut (2018), and Buigut, and Amendah (2016) suggests ways to moderate the impact of terrorism. Buigut, Braendle, and Sajeewani (2017), looks at the impact of warning on global tourism demand.

■ SDG-Focused Research: Highlights

Buigut, S., and Amaize, O., 2016. "UAE Public Participation in the Musical Arts." *Poetics - Journal of Empirical Research on Culture, the Media and the Arts*. 58: 43-51.

Amaize, O., and Buigut, S., 2018. "The Reading Public in the United Arab Emirates." *International Journal of Social Economics*. 45(9): 1355-1368. doi: 10.1108/IJSE-02-2017-0057.

The importance of reading, literature, and literacy in society spans the economic, political, spiritual and social-cultural spheres. Several authors have highlighted specific contributions of reading and literature, such as intercultural sensitivity, while also having an impact on incomes. The study (Amaize, and Buigut, 2018) investigates the socio-economic factors that influence the public's reading interest in specific genres of literature, as well as what the public actually reads or listens to in the United Arab Emirates (UAE). It finds that in addition to the various government reading initiatives, there is need to promote not only access to quality education, but also a better reading culture inside the classrooms at an early age. Studies have attempted to document the various positive effects of music in society such as being a means of communication, social cohesion, cultural and national identity, racial tolerance and integration, among others. Buigut, and Amaize, 2016) explores attendance in live music performances in UAE, and shows that ethnicity and length of time of residency, among other variables, affect participation in live performances. This study therefore highlights that policy related to immigration would have an impact on the development of music.

■ Faculty Membership on SDG Committees

School of Architecture Art, and Design

Professor Michael Rice

Selected as the International Academy of Ceramics - IAC, UNESCO correspondent for the UAE in July of 2016.

In his role, Professor Rice facilitated the development of IAC/UNESCO events around transversal topics such as education, environment and heritage as well as other themes corresponding to UNESCO priorities.

School of Arts and Sciences

Dr. Elham Seyedsayamdost

Co-chair of the Academic Taskforce, Women's Economic Principles (since April 2017).
Member of the UNGC UAE Network representing AUD (since March 2017).

Dr. Meis Moukayed

MOCCAUE UAE Sustainability Research Committee.

Dr. Moukayed's role is to advise on environmental and sustainability research related to environmental development and sustainability in the UAE, as well as review "white papers" on environmental and sustainability projects, research, proposals and programs when needed.

School of Education

Members of the Ministry of Education Technical Committee for Teacher.

■ The UNGC Club at AUD



UNGC Club Launch March 2017

The Student Retention and Success Office at AUD and the UN Global Compact Organization officially launched the UNGC Club, the first of its kind in the UAE, in the presence of Mr. Mahmoud El Burai, UNGC UAE Local Network Representative. El Burai addressed the students about the ten principles of the UNGC along with discussing future steps for the club.

The attendees also heard from Dr. Elham Seyedsayamdost, Chair of the Department of International and Middle Eastern Studies at AUD and Ms. May Sonbol, President of the UNGC Club.

Mrs. Tala Makhoulf, Director of Student Retention and Success at AUD commented, “the UNGC and AUD have signed an agreement regarding the 10 principles, and in order for us to stay in line with those principles, we have created the UNGC Club for the students. We are proud to say that this is the first club in the UAE to be part of the UNGC.”

■ The UNGC Club at AUD

Since its launch, the UNGC AUD's club activities have included holding regular strategy meetings and informational events to introduce and familiarize students with sustainability principles; hosting the UNGC Youth Ambassador and Academic Advisory board meeting as well as the the UNGC board meeting of 2017; partnering with the #BoxAppeal campaign to distribute essential hygiene products to construction workers in the UAE; raising funds and awareness for breast cancer through participation in the annual AUD bake sale and carnival in 2017; organizing an SDG-themed Treasure Hunt with the Environmental Club; Youth Ambassadors representing the program at the UNGC SDG Awards of 2017 and the Mompreneurs ME Global Mentorship Walk 2018; raising awareness for refugee struggles and sustainable sourcing and production at AUD's annual Food Festival; calling for action through a performance during International Night; and promoting the UNGC, SDGs, and Youth Ambassador Program online via Instagram: @globalcompactaud. These activities contributed to AUD's nomination as the only academic institution shortlisted for the UNGC SDG Awards in 2017.



The Harvard College in Asia Program



Redefining leadership:
initiative and influence
in the modern world
12 - 15 March 2018
American University in Dubai,
E building, E421

HCAP
Harvard College in Asia Program

Events Calendar and Guide

12 March 2018 Monday 10:45 - 12:00 PM	Youth in Leadership Panel Discussion Dr. Raj Kapoor, Assistant Dean, School of Business Administration, AUD Mr. Paul Kenny, Managing Director, AYM Group.
13 March 2018 Tuesday 10:30 - 11:30 AM	Women in Leadership Panel Discussion Moderator: Hayan Abou Fakher, Product Developer and Research Manager, Keno. Dr. Meis Moukayed, Coordinator of Science, AUD. Dr. Natalia Allou, Associate Professor of Interior Design, AUD.
14 March 2018 Wednesday 10:00 - 11:00 AM	Ethical and Moral Leadership Panel Discussion Moderator: Dr. James Lockhart, Assistant Professor of History, AUD and Liana Abou Zaki, Student, AUD. Dr. Hassan Zeineddine, Associate Professor of Management Information Systems, AUD. Mr. Mahmoud Al Burai, Managing Director, Dubai Real Estate Institute. Dr. Sandra Alexander, Assistant Professor of Humanities, AUD.
15 March 2018 Thursday 10:30 - 11:30 AM	Social Leadership Panel Discussion Moderator: Yara Obeid, Student, AUD. Mr. Juan Carlos Fayad, Global Expansions Director, AIESEC. Ms. Medea Nocentini, CEO, C3. Ms. Assia Riccio-Smith, CEO, Evolv'n Women. Mr. Stephen Purdum, Geotechnical Team Leader, Atkins.



AUD has partnered for ten consecutive years with The Harvard College in Asia Program (HCAP). HCAP is a nonprofit student organization at Harvard University that promotes academic, cultural, and social exchange among the future leaders of the United States, Asia and the Middle East. HCAP's 2017-2018 conference theme was "Redefining Leadership: Initiative and Influence in the Modern World." This topic directed the January conference at Harvard in January of 2018 held in Cambridge, as well as the conference in March of 2018 held at AUD. HCAP 2018 featured speakers from UNGC UAE member companies, such as Juan Carlos Fayad, Mahmoud AlBurai, Medea Nocentini, and Assia Riccio-Smith, discussing the importance of these topics and promoting ethical approaches to business.

■ Events and Outreach



AUD Hosts Global Youth Forum

November 2016

The School of Business Administration at the American University in Dubai hosted the Global Youth Forum, a two-day event which took place November 27-28, 2016 with the first day happening on campus and the second day of the forum taking place at Dubai Chamber. The event which was organized and managed by the CSR Division of Al Ahli Holding Group was opened with a welcome speech from then AUD Provost, Dr. Jihad S. Nader who welcomed some 300 students and young professionals aged 19-32.

The conference focused on social innovation as a means to promote a social entrepreneurial mindset, to achieve social impact and to supply change rather than demand it. It brought together social entrepreneurs, investors and ecosystem actors, along with private sector and academic leaders in the social entrepreneurship field.

■ Events and Outreach

Enhancing the Global Experience of Students

November 2016

The School of Business Administration led four lectures for a group of visiting students from Rawal Institute in India, for the second consecutive year in November of 2016, which brought 22 students to Dubai as part of their goal to provide global exposure to their International MBA students.

The American University in Dubai's scope of teaching and imparting knowledge is not only restricted to its enrolled students but the institution is also committed to providing learning opportunities to visiting students from around the world. Every year AUD welcomes visiting students from Europe, USA and Asia to enhance the global experience of students and faculty alike. The unique insights visiting students bring from their current universities, further enrich the education process and the University is happy to include them in our diverse academic community to help promotes harmony and understanding.



■ Events and Outreach



Media Chat on Human Trafficking January 2017

The Mohammed bin Rashid School for Communication hosted a Media Chat with Rajiv Uttamchandani, Astrophysicist, Human Rights Activist, Social Entrepreneur, Chairman at International STEM Society for Human Rights, and President at Humanity Education & Rights.

Uttamchandani emphasized that Human Trafficking has become one of the most unfortunate realities of our time. Countless innocent young girls and boys, even grown women and men have fallen victim to this abhorrent practice.

Mr. Uttamchandani's primary interests lie in the application of modern Science and Technology to help protect innocent children, women, and men around the world from suffering countless abuses to their fundamental and inalienable rights as human beings. He said: *"It is my belief that our hope lies in the powers of modern science and technology, to develop tools to address these issues and bring an end to trafficking and slavery."*

■ Events and Outreach

AUD on Strategic Human Resources

January 2017

Dr. Assad Farah, Associate Professor of Management at AUD, presented *Strategic Human Resources: The Link Between HR and Organizational Performance*, during a luncheon organized by AUD Career Services, hosting Human Resources representatives from both local and international companies based in the UAE. Dr. Farah explained that *people were prime contributors to the creation of competitive advantage in today's organizations*, commenting that *as people were the direct receptors of Human Resource policies, it was important to look at HR as a strategic function*.

According to Dr. Farah, *the implementation of a strategic HR system requires an understanding of the HR performance link*. He explained that first HR policies needed to be designed in line with employee needs, but that it was the way these policies were implemented in practice that really mattered. *“Positive perceptions of HR practices mean that those practices are projecting trust, care for wellbeing and fairness from the organization towards its people. Such perceptions often translate in enhancing attitudes, and employee attitudes in turn, have a direct influence on their discretionary behavior at work, a prime contributor to organizational performance.”*

Dr. Farah finally stressed that *research demonstrated that a proper implementation of a strategic HR system generally lead to positive employee reactions and consequently, higher organizational performance*. Director of the Office of Student Retention and Success Mrs. Tala Makhoul commented, “throughout the year, we liaise with regional and multinational companies, creating a business network to offer employment and internship opportunities for our students and alumni. We hosted this event not only to personally thank our most strategic partners for their continuous support, but to initiate discussions between academia and HR officers in the UAE on improving organizational performance, ultimately leading to the improvement of the jobs available to our graduates.”

■ Events and Outreach

Dubai Without Architects

March 2017

The Department of Architecture hosted Francisco Colom, architect and researcher at ibda design for a lecture titled “Dubai Without Architects”. Colom presented a series of projects that respond to a more complex and creative understanding of sustainable development. Convening the lecture was Jose Carrillo, Assistant Professor of Architecture at AUD.



■ Events and Outreach

Diplomatic Speaker Series launch

March 2017

The Department of International and Middle Eastern studies at the School of Arts and Sciences at AUD launched a Diplomatic Speaker Series, inviting diplomats from around the world to speak to students, allowing them to engage and learn from experts. Since then, it has featured prominent speakers from governments around the world, including Canada, Germany, India, Jordan, Mexico, Peru, and the United States.

“In our increasingly interconnected world, there exists a growing need to better understand the politics, economics, and cultures that make up the global community,” comments Dr. Elham Seyedsayamdost, Chair of the Department and Assistant Professor of International Studies. In this regard, the Department offers a rigorous Bachelor’s program, led by accomplished faculty possessing unparalleled interdisciplinary expertise and experience in Academe, government, and international organizations.



■ Events and Outreach



Youth Engagement and the Global Refugee Crisis March 2017

His Excellency Hussain Al Hammadi, UAE Minister of Education gave the keynote speech at the *Youth Engagement and the Global Refugee Crisis* conference organized and hosted by The American University in Dubai (AUD) and the UNHCR, in the presence of Commissioner Christos Stylianides - European Commissioner for Humanitarian Aid and Crisis Management, His Excellency Dr. Tareq Al Gurg, CEO of Dubai Cares, and students from AUD and several high schools in the UAE. The conference tackled how governments, the private sector, academia and NGOs can facilitate and further encourage youth involvement in public service and build effective programs in response to global crises.

As an extension of AUD's collaboration with the UNHCR, Dr. Elham Seyedsayamdost's classes (United Nations and Introduction to International Development) have hosted guest speakers to bring refugee issues into the classroom. She joined the "Roundtable on Enhancing Dialogue and Partnership between Academia and Humanitarian Actors on Regional Displacement Crises in the Middle East and North Africa Region", hosted by UNHCR in Amman, Jordan, April 2017.

Events and Outreach

RTA Transport Hackathon

March 2017

AUD Students won first place at the inaugural RTA (Roads and Transport Authority) Transport Hackathon event at the RTA Innovation Lab. The winning team came up with an app called Waselni (meaning 'to connect' in Arabic), a social networking app inspired by Facebook that encourages the use of public transport. The team was made up of American University in Dubai Civil Engineering students Dania Ayman Musallam and Mariam Mohd Hamdan Khalifeh; and University of Wollongong Computer Science students Bisher Zumot, Mansour Akbari, Mohammed Nawaz Hussain.

AUD hosts YouthSpeak Forum

April 2017

AUD hosted YouthSpeak, a global youth movement powered by AIESEC, to empower young people to take action on world issues.

Saturday, April 29th, 2017



American University in Dubai

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Events and Outreach



Dr. Elham Seyedsayamdost UNGC Panel on Gender Equality

May 2017

Dr. Seyedsayamdost participated as a member of the panel titled “Women’s Empowerment Principles and Gender Equality” hosted by UN Global Compact UAE Network Anniversary Event: Transforming Our World Through Innovation and the Sustainable Development Goals.

Dr. Deniz Gokalp training at the American University of Iraq - Suleimaniah

June 2017

As part of a two-year long research project led by Dr. Deniz Gökalg in collaboration with London School of Economics (LSE), and funded by Emirates Foundation for Philanthropy, a training course took place at the American University of Iraq-Sulaimaniyah on 24-25 May 2017.

Dr. Gökalg of the School of Arts and Sciences and the Department of International and Middle Eastern Studies at AUD has been doing research on and in Iraq since 2013 in collaboration with the London School of Economics. Her research collaboration has produced several workshops, international conferences and training courses dealing with women’s and human rights, and the rights of internally and internationally displaced people in the Middle East and Afghanistan. Dr. Gökalg has also produced book chapters, academic articles, blog articles and conference papers based on her research, and able to involve several AUD students in her research.

■ Events and Outreach



Education for Employment: Bridging the Gap Between Academia and the Industry November 2017

The American University in Dubai held the "Employment for Education; Bridging the gap between Academia and the Industry" conference, which brought together the top CEOs in the region, as well as the heads of HR and distinguished AUD Alumni, to discuss the changing requirements of the job market, and the skillset required from new graduates to be relevant and job ready upon graduation.

The opening keynote speech was delivered by AUD's then president Dr. Lance de Masi, who discussed the key role of universities in investing in students' soft skills and maximizing their exposure to the workforce while they are still studying, developing work skills and beginning their professional careers through placements and internships. He noted that the drive of AUD to get students "Life Ready" lies in the institution's ability to engage professionals in the classroom and to connect students with the work industry from their early days at AUD. The event was comprised of three panels: the CEO panel, the HR panel, and the Alumni panel.

■ Events and Outreach

Dr. Deniz Gokalp Co-Organizes LSE Conference on Displacement November 2017

Dr. Deniz Gokalp co-organized and presented at the Conference at the LSE Middle East Center titled, “Responses to Displacement in the Middle East”.

Internal displacement is a global humanitarian, human rights and security issue. Contrary to popular belief, there are far more IDPs than refugees in the world today, and the scale of the problem is challenging the capacity of humanitarian organizations and governments to respond to the needs of both IDPs and local populations. Conflict and violence being the main triggers of internal displacement, a significant proportion of IDPs are in the Middle East, especially in Syria, Iraq, Yemen, Libya and Turkey.

This conference presented a collection of papers focused on internal displacement in the Middle East.



■ Events and Outreach

Science Division Wins at the Emirates Environmental Group 17th Public Speaking Competition December 2017

AUD students at the Science Division, School of Arts and Sciences (SOAS), won third place (2nd Runner up) in the "Sustainable Food Systems - Understanding Food Security" category at the Emirates Environmental Group (EEG) competition.

The team competed in the Emirates Environmental Group (EEG), 17th Inter College Environmental Public Speaking Competition 2017, shining in the category of "Sustainable Food Systems – Understanding Food Security". It was a very exciting competition, with nearly 70 groups from all the top UAE and regional universities (Saudi Arabia, Oman, Sudan among other) competing in the 4 competition categories over 2 days. The judging panel was comprised of leading companies and professionals from the sustainability industry.



■ Events and Outreach



AUD-UNHCR-LSE Training Workshop on Displacement and Refugees February 2018

The "AUD-UNHCR-LSE Training Workshop on Displacement and Refugees" took place on February 12, 2018 at the American University in Dubai. The workshop was hosted by the Department of International and Middle Eastern Studies in the School of Arts and Sciences and led by Ameera Azzam from UNHCR and Zeynep N. Kaya from the London School of Economics.

The workshop provided specialized intensive training to 20 AUD students in some of the most important areas of action within the UNHCR mandate including International Protection, Mixed Migration, Human Trafficking, Gendered Vulnerabilities and Durable Solutions for refugees. The workshop also included simulation activities through which students got to experience two different situations of mass influx and displacement crisis and to think creatively about emergency responses to displacement. Student trainees from the Department of International and Middle Eastern Studies, the Department of Journalism, the Department of Economics and Decision Sciences, and the Department of Interior Design were given Certificates of Completion at the end of the day.

■ Events and Outreach

Counseling and Guiding SEN Students Workshop March 2018

The Admissions Office at AUD organized its 6th annual Guidance Counselors' Workshop, themed "Counseling and Guiding SEN (Special Education Needs) Students." The event took place on Wednesday February 28, 2018 on the AUD campus bringing together 56 guidance counselors from leading schools in the UAE, Cairo, Bahrain, Oman, KSA and Jordan.

The workshop was divided into 2 sessions. The first session was in the form of an interactive panel discussion which was facilitated by Dr. Jigar Jogia, Associate Professor of Psychology at the American University in Dubai. The discussion focused on providing Career Education for students with Special Needs, and counseling techniques for those working with these students, including tips on how to help them navigate a route to career success.

The second session included testimonials from three AUD students with mental and physical health challenges which was facilitated by Mr. Raj Kapoor, Associate Professor of Business Administration at the American University in Dubai.



■ Events and Outreach



Global Networks of Capitalism: Case Studies from Pakistan and Afghanistan March 2018

The Department of International and Middle Eastern Studies presented the panel on “*Global Networks of Capitalism: Case Studies from Pakistan and Afghanistan*” on March 4, 2018 at the American University in Dubai. The Panel hosted Antonio De Lauri, Senior Researcher, from the Chr. Michelsen Institute in Bergen, Norway and Gilles Dorronsoro, Professor of Political Science, from Paris-1 Panthéon-Sorbonne University in Paris, France.

Dr. Antonio De Lauri’s talk on *Debt, Capitalism and Unfreedom among Brick Kiln Workers in Pakistan* provided an anthropological account on the historical genealogy of debt bondage in brick kiln farms. Having done extensive field research in the brick kiln farms in Pakistan, Dr. De Lauri highlighted that bounded labor and dependency on debt are consequences of capitalist transformations in South Asian history and older and new forms of structural inequalities embedded in the caste systems in the region.

In his presentation on the international state-building in Afghanistan post-2001, *Rebuilding Afghanistan: Between Neoliberalism and Neopatrimonialism*, Dr. Gilles Dorronsoro argued that the process guided by a market-oriented neoliberal agenda has turned into state-destruction rather than state-construction. Dr. Dorronso argued that the current state in Afghanistan is a rentier state characterized by a system of neopatrimonialism turning foreign aid and public money into private profits and unable to reproduce itself.

The speakers offered fascinating insights into the repercussions of historical and recent forms of capitalist transformations in Pakistan and Afghanistan for the states as well as societies. The event attracted an impressive amount of people from AUD community and ended after a long Q&A session in which participants and speakers had a chance to discuss the issues further in detail.

■ Events and Outreach



Bridging the Academia of Life Sciences with Industry in the UAE **April 2018**

Dr. Meis Moukayed, Professor of Natural Sciences at the American University in Dubai was one of the leading scientists and academics who recently participated in a workshop held by the Dubai Science Park (DSP) to discuss educational partnerships and high skills training development needed to support Dubai Industrial Vision 2030. The American University in Dubai was among a dozen leading UAE institutions that participated in the discussions focused around training future workforce of scientists in research and development, and in lifelong skills needed for expanding life sciences and pharmaceutical industries in the UAE. Dr. Moukayed explains “The UAE and Dubai have top quality infrastructure to be able to attract high-end pharmaceutical, health and life science manufacturing companies to the UAE. It also has safe and regulated living and work environments to support the huge task force required to man this amazing endeavor. “The opportunities would be immense when this strategy is accomplished. It will supply the local market with top pharmaceutical products to support the increasing public health needs of the nation, region and possibly beyond in the long term. It would generate a large income of funds that could in turn be channeled to enriching the Research and Development (R&D) initiatives in academia and industry alike. In fulfilling the goals of the Dubai Industrial Strategy 2030 we would be creating a future generation of skilled life scientists, health professionals and biomedical engineers who would be the foundation of a stronger knowledge-based economy that can sustain its needs in the future. It all serves to build a stronger and happier independent innovative nation in the UAE”.

■ Events and Outreach

Role of Youth in the Future of Transportation April 2018

The university proudly welcomed H.E. Mattar Mohammad Al Tayer, Director General, Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA) to discuss the “Role of Youth in the Future of Transportation”. Dr. Lance de Masi, the President of the American University in Dubai, warmly introduced Mr. Al Tayer who instigated the discussion with the key success factors of Dubai and how its competitive infrastructure has allowed Dubai to accommodate and embrace digital and technological innovations.

H.E. Mattar Al Tayer, stressed Dubai’s relentless efforts to keep pace with the future needs marked by accelerating improvements of roads and transport means in Dubai. He announced plans for protecting the environment, raising traffic safety level, and shortening the time of travelling from one place to another. “The Dubai Self-Driving Transport Strategy stands out of other global strategies as the transition towards autonomous transport in Dubai is driven by the Government, whereas it is the private sector that steers the process in other cities and countries.”



■ Events and Outreach



American University in Dubai Reveals Solar Decathlon Middle Project May 2018

The American University in Dubai has revealed for the first time their model of the Solar Decathlon Middle East Project at WETEX. AUD was shortlisted for the Solar Decathlon Middle East competition in October 2016. Since then, the university has established an effective multidisciplinary team to build an energy efficient house for the Solar Decathlon competition. Students from the AUD School of Engineering, in collaboration with the School of Art, Architecture and Design are working closely with reputable companies to utilize the latest technologies in solar power and construction engineering. It is worth noting that AUD is one of fifteen universities worldwide to participate in the Solar Decathlon Middle East 2018 competition.

Students from disciplines as diverse as civil, mechanical, and electrical engineering; architecture and interior design, and journalism and digital production are working together to design, execute, and disseminate relevant information to the public about the project. The architectural design of the sustainable house addresses relevant traditional, modern, and innovative architectural elements to accommodate a sustainable living environment while maintaining aspects of the

■ Events and Outreach

AUD pushes education frontiers with MOU signings

June 2018

Combining the premise of accessibility to higher education with the quality of education offered at AUD, the university has endeavored to collaborate with secondary education institutions through the signing of a Memorandum of Understanding (MOU) with a number of schools.

The university has signed MOUs with Al Maarifa International Private School, Al Mawakeb Barsha, Al Mawakeb Garhoud, Dubai Modern Educational School, Dubai National School Al Barsha, Dubai National School Al Twar, International School for Arts and Sciences, New Academy School, Nibras International School, and Philadelphia Private School. The MOUs are a manifestation of mutual intent to develop the field of education in the region.

Through tuition waivers, joint research projects, and internship opportunities, the bridge between Higher Education and Secondary Education shortens. The schools were welcomed on the AUD campus at the President's office where they proceeded to sign the respective MOU agreements. Following the exchange of agreements, each school was awarded an honorary plaque from the American University in Dubai that highlighted the university's pride in fostering relationships within the education sector.





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