

# UN GLOBAL COMPACT

COMMUNICATION ON ENGAGEMENT

20  
23

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INSTITUTE  
OF SUSTAINABLE  
DEVELOPMENT  
Middlesex University Dubai



**Middlesex  
University  
Dubai**

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# INTRODUCTION

This report outlines some of the achievements of Middlesex University Dubai (MDX) from March 2021 until March 2023 in terms of implementing the Sustainable Development Goals (SDGs) within our community. This is the University's third report for the UN Global Compact (UNGC). Middlesex University Dubai is committed to fostering and promoting a more sustainable, inclusive, and equitable environment for our students, staff, and the wider community.

Educational institutions, especially universities, have a responsibility to educate, raise awareness of and advocate for the importance of the SDGs and play their part in fulfilling the SDGs by providing research knowledge, innovations and ESG solutions, external leadership in raising awareness about the SDGs, and shaping the next generation of leaders in the community. This report highlights the initiatives that Middlesex University Dubai has in place to promote sustainability in terms of education, engagement with students and the building of relationships with the public and private sector.

The objectives of the Institute of Sustainable Development (ISD) are to strengthen stakeholder collaboration by aligning academic knowledge and professional practice and by promoting partnerships with businesses, civil society and government to meet the Goals by 2030. As part of our commitment, we complete a biannual report that highlights some of the many inspiring ways in which we are contributing to the SDGs. The report also captures important opportunities for improvement and engagement going forward.

Mr. Andrew Mackenzie, Head of the Institute of Sustainable Development, and Mahine Rizvi Ahmad, Senior Lecturer in International Relations, were the lead authors of this 3rd Communication of Engagement (COE) of Middlesex University Dubai. Ajoke Adetolabo Adeyomoye from the Quality Office was responsible for the data collection and analysis and was a key contributor to this report. For further details on the ISD please visit <https://www.mdx.ac.ae/isd>.



**For more information about the United Nations Sustainable Development Goals, please refer to <https://sdgcompass.org/>.**

# FOREWORD



## **PROFESSOR CEDWYN FERNANDES PHD**

PRO VICE-CHANCELLOR, MIDDLESEX UNIVERSITY  
DIRECTOR, MIDDLESEX UNIVERSITY DUBAI

Middlesex University Dubai is proud to present our third report for the UN Global Compact. This report outlines the sustainability practices we have implemented at our Dubai campus for the period of 2021 to 2023, building on the achievements and goals we set out in our second UN Global Compact submission in 2021.

Middlesex University Dubai received our second 5-Star Rating in the KHDA Higher Education Classification in partnership with QS™ in 2022, once again scoring five stars across Employability, Internationalisation, Research, Facilities, Happiness and Wellbeing, and Inclusiveness. This confirms we offer a world-class standard of education led by international research and teaching standards, which prepares our students to find solutions to the challenges presented by our ever-changing world.

Working together with Middlesex University's international campuses in London and Mauritius, the Middlesex University Strategy 2031 guides our efforts to turn the knowledge we create into action that transforms the world for the benefit of people, communities and organisations.

This report highlights how our administrative staff, faculty, students and partners have collaborated to advance the implementation of the SDGs within our university and the international community. I thank all members of our community for their role in our contributions to the SDGs, which we have recognised in this submission.

This latest report is especially significant as we support the UAE's efforts to take action against climate change during the countdown to the 2023 United Nations Climate Change Conference (COP28) in November 2023, the UAE's Year of Sustainability.

As the first university in the Emirate of Dubai and second in the UAE to join the UN Global Compact, our students, faculty and staff continue to construct a learning environment that embeds sustainability-focused education into the academic curriculum and overall student experience in a creative, inclusive, engaging, and innovative way.

Through academic learning, industry collaborations, inspiring global visits and many other initiatives, our students are empowered to discover that making a comprehensive and tangible sustainable impact on the world is not only about environmental change. Sustainability is about promoting equality, inclusion and diversity and ensuring that all people are afforded the resources to thrive, transform their lives, and shape the world around them. We are committed to continuing to advance the SDGs for a better future for humanity, driven by education.



# MESSAGE FROM HEAD OF THE INSTITUTE OF SUSTAINABLE DEVELOPMENT

## ANDREW MACKENZIE

SENIOR LECTURER IN  
MARKETING AND INNOVATION



The Institute of Sustainable Development (ISD) is delighted to publish the latest Middlesex University Dubai sustainability report for the UN Global Compact. This report showcases our achievements in advancing the UN SDGs of the 2030 Agenda for Sustainable Development. This report highlights the University's many accomplishments to promote the SDGs and Equity, Diversity and Inclusion through education and training, impactful research output, conference engagement, as well as advancing knowledge transfer and case study production, and development activities with the community at large. The report goes on to outline new actions and strategies that address risks to people and the environment, contributing to the SDGs moving forward.

Middlesex University Dubai and the ISD drive inclusive and equitable quality education (SDG4), but also understand that as an academic institution we have a broader responsibility and role to play to reach the wide-ranging SDGs. We are proud to have built strong sustainability partners (SDG17) across the UAE and MEA region and will continue to strengthen this capacity development, while adding new dynamic partners in the next year.

Throughout this reporting period, the ISD has made significant contributions through our clothes drive for sustainable fashion, the recycling of plastic and e-waste, reduction of food waste, as well as programmes on diversity and equality in education, all of which have been student led.

We have also guided businesses to get involved in ESG strategies in the community and led community outreach programmes in 8 different countries in the MEA region with our sustainability partner DHL. Companies who develop strong Environment Social Governance (ESG) standards are being rewarded with harmonious employees, stronger financial performance, and improved brand image. No longer is there a choice between 'going green' and business sustainability.

We have highlighted the need to further develop strategies to move towards achieving and reporting net-neutrality (SDG13) and formalising our impressive record of gender equity hiring and managerial employment (SDG5) and Diversity, Equity and Inclusion (SDG8). The ISD is also very excited about other future endeavours planned for the 2023 academic year, together with COP28 in the UAE. This includes but is not limited to a youth ambassador programme for high-school and university students, ESG strategy planning and development with sustainability partners, building community outreach programmes in the UAE for COP28 solutions for climate mitigation and a plastic pledge involving 50 local businesses and institutions.

Educational institutions, especially universities, have the responsibility to advocate the importance of SDGs and play their part in fulfilling the SDGs, by providing research knowledge, innovations and ESG solutions, external leadership in raising awareness about the SDGs, and shaping the next generation of environmental minded leaders in the community. We are proud to play our role.



INSTITUTE  
OF SUSTAINABLE  
DEVELOPMENT  
Middlesex University Dubai

# DHL TESTIMONIAL

## AMADOU DIALLO

CEO, DHL GLOBAL FORWARDING  
MIDDLE EAST AND AFRICA REGION



SALAM – Sustainability Leadership & Mindset – is the award winning ESG Leadership Development programme of DHL Global Forwarding in the Middle East and Africa region.

DHL Global Forwarding commissioned the programme with the aim to enhance ESG awareness, knowhow, and capability so that leaders can conceive, plan, implement and advocate for initiatives that support Social Impact and Sustainability and demonstrate by doing to show a true Can-Do attitude when it comes mobilising resources and directly impacting the communities we support.

As the primary knowledge partner, Middlesex University Dubai has created and delivered learning content to two cohorts of leaders so far. They have been instrumental in developing knowledge and awareness so that our regional managers are fully up to speed with the UN Global Compact and the Sustainable Development Goals (SDGs). This has ultimately facilitated DHL managers to devise initiatives that reach out to and support development in disaffected communities across the region, in eight of the Least Developed Countries (LDCs).

The knowledge transferred to DHL by Middlesex University Dubai includes Design Thinking principles, Sustainability Reporting principles, Shared Value approaches to CSR, understanding of UN SDGs, and awareness of social and sustainability challenges in LDCs. This has led to various socially impactful initiatives including but not limited to:

- A plastic pollution reduction initiative in Nigeria
- An educational driven Zero Hunger initiative in Madagascar
- An initiative for employment enablement of differently abled people in Ethiopia & the UAE

The programme has also enabled our organisation to understand the financial impact of such initiatives such as the implementation of a fully CO2 neutral Solar Project covering 46,000 sqm of Photovoltaic Roofs in the UAE. Middlesex University's involvement in the SALAM program continuously supports DHL's efforts across many UN SDGs including SDG1, SDG4, SDG8, SDG10, SDG11, SDG12, SDG13, and SDG14 whilst enhancing our brand value and attractiveness to customers, communities, and future talent.

The professionalism and depth of knowledge that Middlesex University has brought as partners to the programme has been outstanding, and we look forward to continuing our collaboration with them. They ultimately support us as a socially responsible company to deliver across all UN SDGs, especially SDG17.

On a personal note, I am very proud that we could jointly initiate, conceive, develop, and deliver on a programme that connects people's heads, hearts and guts, changes mindset and motivates praxis to improve lives in our communities as a new routine or daily habit.





# MIDDLESEX UNIVERSITY STRATEGY 2031: KNOWLEDGE INTO ACTION

## OUR INTEGRATING THEMES



Equity and  
improvements in  
health and wellbeing



Inclusive socio-economic  
development and enriching  
lives through culture



Sustainability of  
communities and  
the environment

Our vision is to transform outcomes for individuals, communities and organisations and to empower people to change their lives. Our learning community has practice at the heart of what we do across education, research and knowledge exchange, and engagement.

We work in partnership and bring people together to create solutions to complex problems. As a community, we are all clear about our areas of focus and our people are empowered to take decisions and shape their work around them.

As a university, we have identified three shared priorities as pillars for strategic implementation to achieve our purpose by 2031.

### TRANSFORMING LEARNING

Through providing innovative, flexible, and highly accessible practice-led education, with excellent outcomes for students.

### CREATING IMPACT ON GLOBAL CHALLENGES

Through practice-oriented and collaborative research, knowledge exchange and education.

### CONSTRUCTING A LEARNING ORGANISATION AND ENQUIRING COMMUNITY

Through a culture that is creative, inclusive, nurturing, agile and outcome focused.

# MIDDLESEX UNIVERSITY DUBAI PARTNERS

The University has partnered with:



A complete list of the University's partnerships can be found at  
<https://www.mdx.ac.ae/business-partnerships>



# UN SUSTAINABLE DEVELOPMENT GOALS



Middlesex University is committed to driving positive impacts for people and planet, working to address the global challenges set out in the United Nations (UN) 17 Sustainable Development Goals (SDGs). We recognise the critical role that higher education has in delivering the SDGs and the value it brings to governments, business, and wider society.

Looking forward to 2023-2024 academic year, Middlesex University Dubai has identified two priorities for the contribution every company can make to achieving the SDGs by meeting its responsibility to address potential and actual impacts to people and the environment that are linked to its operations and value chains. We have focused on the development of the commitment towards a net-zero future and prioritising inclusion and diversity for faculty, students and all our partners.

# MIDDLESEX UNIVERSITY DUBAI TO PURSUE CARBON NEUTRALITY THROUGH COMPREHENSIVE SUSTAINABILITY INITIATIVES

Like any organisation, universities are major employers and consumers of goods and services, contributing significantly to carbon emissions. Universities must take responsibility for reducing their environmental footprint and set an excellent example for other organisations. Recognising the growing awareness within higher education, Middlesex University Dubai is committed to leading by example by taking action to understand and reduce the unsustainable impacts of its own activities.

To achieve a net-zero carbon footprint, Middlesex University Dubai will systematically measure, report, and reduce its carbon emissions. The institution will identify and adapt processes to minimise its carbon output, working closely with all stakeholders to reduce emissions from internal operations as much as feasibly possible.

Unavoidable emissions will be offset through various actions (e.g., plastic waste recycling, tree planting) as part of a broader plan to engage staff, students, and the wider community in carbon reduction efforts. The initial stage will entail a holistic assessment of the university's carbon footprint, examining areas such as water consumption, waste management, printing, transportation, on-site energy usage, company vehicles, and courier services among others. Subsequently, a roadmap for reducing carbon emissions will be developed and implemented in stages, demonstrating Middlesex University Dubai's commitment to environmental sustainability and serving as an exemplary model for other organisations.





# GENDER EQUALITY

As an academic institution, our focus is on prioritising inclusion and diversity for faculty, students and all our partners. Middlesex University is a signatory to the United Nations Global Compact (UNGC) Target Gender Equality as well as a signatory to UN Women's UNGC Women Empowerment Principles (WEP). The focus of this gender equality accelerator programme is supporting companies engaged with the UNGC in setting and reaching ambitious corporate targets for women's representation and to ensure equal pay for work of equal value.

MDX is committed to advocating for a business case for gender equality and the benefits of diversity and inclusion. Developing an action plan for putting our learnings into practice is key and as a first step, in September 2022, we examined our current gender equality performance through the Women's Empowerment Principles Gender Gap Analysis Tool.

The key finding that came through was as follows:

***"You are making progress! Your company recognises the importance of gender equality and is taking concrete steps to introduce policies and practices but is still working on a strategic approach to implementing its commitment and measuring and reporting progress. These resources will help integrate gender throughout business operations and support policies with practice."***

Going forward, key steps that we need to take as an institution is to set in place policies focused on measuring and mapping gender equality in all areas that we have prioritised, so we can measure progress over time.

Furthermore, Mahine Rizvi Ahmad (Senior Lecturer, School of Law and Politics) participated in the second cohort (July 2022) of The Global Compact Network UAE Target Gender Equality Accelerator, a nine-month programme designed to help participating companies of the UN Global Compact set and reach ambitious corporate targets for women's representation and leadership.

This programme has helped us further understand our current gender equality performance and gain knowledge on gender equality related legislation and diversity requirements generally and specifically to the UAE and the Gulf Cooperation Council (GCC) region. Moreover, it has provided us an opportunity to build a network of peers, UN partners and experts to support our gender equality strategy and work collectively to tackle persistent barriers to gender equality. This strategy will be filtered through the university in terms of all our programmes as well as building awareness with faculty, administration staff and most importantly our students.



# MIDDLESEX SPOTLIGHT ON INSTITUTES AND CENTRES

## INSTITUTE FOR SUSTAINABLE DEVELOPMENT (ISD)



The Middlesex Institute of Sustainable Development fosters the advancement of sustainability into the university, community, and global practices. Through outreach, research and training, ISD is a thought leader in sustainability, advocating the Sustainable Development Goals (SDGs) of the United Nations.

The objectives of ISD are to strengthen stakeholder collaboration by aligning academic knowledge and professional practice and by promoting partnerships with businesses, civil society and government to reach a sustainable future. The institute had a particularly successful period in building multi-stakeholder partnerships across MEA, delivering extraordinary results towards the Sustainable Development Goals and providing clear guidance on how to build the most robust, effective collaborations. With our primary sustainability partner DHL, we helped launch community outreach programmes in 8 MEA countries, including Cameroon, Egypt, Ethiopia, Madagascar, Mozambique, Nigeria, Uganda and Zimbabwe. In 2023 this will expand to include 4 new destinations, including Morocco and the UAE. Many other achievements are outlined in the Case Study.



## JURIS - CENTRE OF EXCELLENCE FOR LEGAL EDUCATION AND TRAINING



JURIS was established to provide a platform for a wide range of quality legal education initiatives and professional training activities across Dubai, the region and internationally. Launched in November 2022, JURIS brings together all the experience, expertise and initiatives of its members and our partners. MDX Dubai has always been committed to delivering excellence in legal education, both in and outside of the classroom. The establishment of JURIS is the culmination of many years of dedication to ensuring that we are leading the way in the development of

legal pedagogy, producing graduates who are ready to enter the workforce and providing opportunities for continued professional development.

### GENDER EQUALITY (JURIS EVENT ON WOMEN IN LAW FOR INTERNATIONAL WOMEN'S DAY (IWD))

On 6th March 2023, Juris hosted an engaging and dynamic panel discussion on Women in Law: Embracing Equity. The panel was comprised of women from diverse backgrounds, who shared their own experiences in facing bias and inequity. The hybrid event drew in viewers on a virtual link, as well as alumni, faculty, students, and industry partners in the live audience. The discussion, moderated by Head of JURIS, Samantha Roberts, explored topics including how intersectionality highlights the multiple identities of women, overlapping to create unique barriers and challenges in the legal profession and how we can all work towards a more equitable legal profession.







## PEACE, JUSTICE AND STRONG INSTITUTIONS

As part of Middlesex University Dubai's Law and Politics Department's commitment to bridging academia with practice, the University is collaborating with different international and regional law firms, as well as established UAE institutions to engage law students with pro bono legal advice, supporting lawyers through research and drafting, as well as other activities to raise awareness of the firms' pro bono services and advancing the importance of pro bono legal services in Dubai. The initiative aims at both enhancing students' practice-based learning whilst supporting the community of Dubai. Two MOUs have been signed already with international law firm Hunton Andrews Kurth (HAK) and leading local firm AWS Legal Consultancy. Students are also engaged in supporting the pro bono initiative of the DIFC Courts.

## COLLABORATION WITH ACCENTURE ON GLOBAL LEGAL ACCESS - DEPARTMENT OF LAW & POLITICS, NOV 2021- APRIL 2022

Students volunteered as researchers in support of Accenture's Legal Access global project, in partnership with Baker McKenzie and Terre des Hommes, to bring to life the recommendations of the United Nation's Global Study on Children Deprived of Liberty, through bite-size research sprints. After some training provided by Baker McKenzie and Terre des Hommes, volunteers embarked on research to assess the scale of childhood deprivation of liberty (including root-causes or type and length of deprivation). Collectively over 140 volunteers contributed to research 20 jurisdictions and MDX Dubai was proud to support this initiative.



## CENTRE FOR SUPPLY CHAIN EXCELLENCE



Dedicated to supply chain excellence in education, research, and practice through collaboration with academics, industry partners, government entities, and other research institutes. The Centre is committed to empowering women to enter and take the lead in the supply chain and logistics profession and meet the need for more women professionals and leaders in the supply chain. We have several supply chain women leaders in our team, and much can be learned from their inspiring journeys, including breaking barriers and overcoming obstacles.

## INDUSTRY, INNOVATION AND INFRASTRUCTURE

Walailak University and Middlesex University Dubai Joint Supply Chain Research Symposium On Supply Chain Disruption, Digitisation and Rise of E-Commerce

The one-day symposium held on 7th September 2022 attracted more than 100 delegates including presenters from the UAE, UK, Thailand, Malaysia and Australia. The symposium provided a timely venue for practitioners and academics to engage in a meaningful discourse on the challenges posed by the pandemic and the role of technologies in mitigating such challenges, as well as the opportunities from supply chain digitisation and rise of E-commerce.

<https://www.mdx.ac.ae/supply-chain-research-symposium-with-walailak-university>



## SDG 13 - CLIMATE ACTION

On 12th January 2022, Middlesex University Dubai's Souq Economics – Centre for Economics Research and Centre for Supply Chain Excellence successfully hosted a joint symposium tackling “Cross-Cutting Issues on Economics, Climate Change, and Supply Chain”. The event attracted over 175 delegates from around the world, including presenters and speakers from the UAE, US, UK, India, Thailand, Malaysia and Australia. The symposium provided a timely venue for practitioners and academics to engage in a meaningful discourse on issues shaping the post-pandemic world, including economic growth conditions, the ongoing disruption of supply chains, inflationary risks, and capabilities of governments in navigating these issues.

<https://www.mdx.ac.ae/souq-economics-and-centre-for-supply-chain-excellence-joint-symposium>



## SDG 5 - GENDER EQUALITY

A Panel Session on “The Role of Women Leaders in Building Resilient Supply Chains” in collaboration with Help Logistics was held at the at the Sixth Emerging Research Paradigms in Business and Social Sciences (ERPBS 2022). The panel stressed the importance of women supply chain leaders as champions of positive change within any organisations. The panel responded to questions from the audience including how to become a successful leader, especially in male dominated sectors. The panellists inspired our female students to pursue supply chain as a profession, in which the percentage of women professionals is still low. The panel wrapped up with an interesting discussion on the increasing tech adoption in supply chain and how it could narrow the gender gap in supply chain.

## SDG 3 - GOOD HEALTH AND WELLBEING CERTIFICATION

### Staff and Student Professional Development Certification: Medical Logistics in Pandemics (MLP)

Middlesex University Dubai's Centre for Supply Chain Excellence in partnership with Help Logistics, an international non-profit organization based in Switzerland offered a certification program in Medical Logistics in Pandemics (MLP) over the four-week period of 6th March - 5th April 2022. This MLP certification program is a self-paced, blended learning experience that includes short-animated video lectures, self-assessment quizzes, and facilitator-led, interactive live seminars in a virtual classroom environment. Professional development certificates were awarded to those who completed the certification requirements. A total of 85 MDX Dubai Staff and Students registered (of which 60 completed) in the 1st cohort of the Four-week MLP Certification Programme.



## SDG 17 - PARTNERSHIPS FOR THE GOALS

### Middlesex University Dubai Signs MOU with University Teknologi MARA (UiTM)

The two Universities signed a Memorandum of Understanding in a virtual ceremony in March 2022 to work closely across various disciplines. The two parties discussed several mutual areas of interest, including joint research in areas such as supply chain, data analytics, economics, finance, and entrepreneurship; cooperation in organising joint conferences, webinars, training, and workshops; exchange opportunities for students and staff.

### MOU with Young Ship UAE

Middlesex University Dubai signed a Memorandum of Understanding with Young Ship UAE, a non-profit, non-political organisation which promotes the participation of young professionals in the UAE's maritime cluster. The MOU will provide those MDX Dubai students interested in the maritime and logistics industry with opportunities for professional growth, learning and career advancement through engagement with sector experts. The two entities will also participate in knowledge sharing through collaborative research, guest lectures, events and competitions, and student internships.

## CENTRE OF INNOVATION AND ENTREPRENEURSHIP (CIE)



Focuses on knowledge transfer and exchange, working in collaboration with industry to marry cutting-edge university research with the business ambitions of an organisation. CIE has an experienced team of distinguished researchers and highly skilled professionals with outstanding experience in training and consulting. It helps corporations and professionals develop breakthrough strategic solutions to drive sustainable business impact. Our mission is to help organisations in the UAE as well as internationally improve their knowledge and skills, and to enable them to achieve their goals in the business world.

## CENTRE FOR INNOVATION IN HUMAN EXPERIENCE (CIH<sup>x</sup>)



Comprises a group of academics from Middlesex University Dubai and other professionals with varied backgrounds and expertise in the field of Data Science, Robotics, VR/AR and Human Centred Design, who are working together to meet the needs of organisations, entrepreneurs, and government for humanised digital transformation in business and society. CIH<sup>x</sup> believes in and practice innovation, empathy, collaboration, safety, integrity, lawfulness and excellence. As the first of its kind in the United Arab Emirates, the Centre for Innovation in Human Experience (CIH<sup>x</sup>) brings together 3 specialised labs: Insight<sup>s</sup>x Lab, RoboTech<sup>x</sup> Lab, and Immersive VR<sup>x</sup> Lab – each equipped with specialist resources and technology.

## SOCIAL PSYCHOLOGY RESEARCH LAB (SPRL)



Connects academic research to solving contemporary social challenges. They find possible answers to issues embedded in different socio-cultural contexts based on collaboration and ethos. The Lab focuses on conducting research about social processes, mental health, interpersonal relationships, and psychological well-being. Recent research projects have examined mental health and faith in institutions related to COVID-19, implicit bias in higher education, experiences of mothers with children of determination, cross-cultural friendships and multicultural attitudes in the UAE, longitudinal psychological health of surrogates, perception of marital relationships, and qualitative protocols.

## CENTRE FOR CONTINUOUS EDUCATION AND OUTREACH



Drives forward learning as a lifelong experience which doesn't start or stop with a university degree. The importance of learning skills and acquiring knowledge continuously is the main driver for this centre. Our growing portfolio of courses are designed to serve the local and international communities, whether that be individuals, employers and industry, who may be entering education for the first time or building on their qualifications or experience.

## CENTRE FOR ACADEMIC EXCELLENCE (CAS)



A dedicated space where students can seek in person or online advice and academic support from specialist staff and counsellors. CAS team members deliver the Academic Enrichment Programme and coordinate the Student Learning Assistant (SLA) scheme. In addition to this, CAS provides confidential learning disability support, and pre-sessional Digital Literacy workshops, as well as pre-sessional Academic Skills workshops. The CAS Team is constantly endeavouring to support the University's vision of becoming a fully inclusive institution.





## STUDENT SUPPORT FOR ENHANCED ACADEMIC EXPERIENCE - ONGOING

As students come to Middlesex University from various educational backgrounds, it is imperative to provide them with the necessary support their educational journey through university. CAS works to ensure equitable support for all students. This is provided in the form of in-class workshops, daily drop-in sessions, under-18 appointments, and learning disability and mental health provisions.

<https://www.mdx.ac.ae/cas>

## TRANSITION INTO UNIVERSITY WORKSHOPS (OCT 2022- FEB 2023)

Middlesex University Dubai is host to students from over 120 different nationalities. To facilitate their settling-in process, a workshop titled 'Ensuring a smooth transition into university' was delivered in classes to students of the September 2022 cohort of the International Foundation Programme (IFP) from 10th to 21st October 2022 and to students in the first year of undergraduate studies in the January 2023 cohort on 9th February 2023. A total of 243 students attended the workshops. The workshop was conducted to develop awareness in students of the academic and personal issues they may face during their transition from school to university. It provided students with strategies to make the most of the diverse cultures around them, and with coping strategies to build resilience and ensure a smooth transition into university and beyond. It also raised awareness of the support available across the campus to enable them to thrive in university.

## DIVERSITY, EQUALITY AND INCLUSION

### STUDENT AND STAFF INCLUSIVITY CHAMPION INITIATIVE (FEB 2021- PRESENT)

To make our university a fully inclusive campus, we encourage members of our community (staff and students) to help us address any aspects of provision that might be causing barriers to participation. We believe that a strong group of inclusivity champions will prove of real benefit in this respect. Between February 2021 to January 2023, there have been eight training sessions to prepare students and staff for this role so that inclusion is embedded within the culture of the university.

<https://www.mdx.ac.ae/cas/inclusivity-champions>

### INCLUSIVE EMPLOYABILITY STRATEGY (ONGOING SINCE 18TH JANUARY 2022)

The employability of students of determination has become a key priority for Middlesex University Dubai. This innovation has been a creative collaborative effort where the CAS department looked within the University and then out into the community to find ways of initiating a strong and sustainable programme for the employability of our Students of Determination. Partners now include the support team, faculty, professional services, UAE government funded advocacy agencies and multinational employers. It has resulted in representation of our Students of Determination in Career Fairs and individualised job interviews. As a result, there have been many opportunities for new internships for students of determination and new in-house training offers, which have raised the inclusivity profile of the university in the UAE. We hope that this initiative will grow in the years to come and serve as a pioneering model for other universities, as well as the other stakeholders within the community.

## INCLUSIVITY COLLOQUIUMS

The 3rd and 4th in our series of inclusivity events brought together students of determination, their peers, faculty, support staff and colleagues from across the UAE Higher Education sectors, with the aim of sharing our experiences and good practice for promoting inclusivity in UAE universities. The third in the series of Colloquiums was held in April 2021 and was entitled Supporting Students of Determination in a Blended Learning Environment. The focus was on maintaining outstanding inclusion practices during a pandemic and ensuring that neurodiverse students were feeling supported through this difficult period.

<https://www.mdx.ac.ae/about-us/news/news-detail/2021/04/14/middlesex-university-dubai-hold-its-third-colloquium-on-inclusivity!>

In December 2022, the fourth Colloquium was held in a hybrid format and the topic was Inclusive Pathways to Employment: Empowering Student Transition Into the Workplace. The transition of students of determination into the workplace can pose many challenges, and the conference aimed to explore how students, universities, agencies and employers could provide support to make this journey seamless and rewarding. Neurodiverse students, employers, careers advisors and university support departments joined together to collaborate and share good practices that support student transition into meaningful employment.

<https://www.mdx.ac.ae/fourth-colloquium-on-inclusivity>

## STAFF TRAINING ON INCLUSIVE TOPICS - MARCH 2022 - PRESENT

In the period March 2022 - September 2023, the Mental Health and Inclusion Counsellors delivered inclusivity and communication training events for all staff across campus including faculty and administrative departments such as Dubai Academic Registry, Admissions and Campus Central, to address staff questions about inclusivity. This tailored approach to programme/department-wise training offered opportunities for specific scenarios and questions to be highlighted and addressed. This subsequently allowed the development of a comprehensive training framework that was delivered to all staff in November 2023.

<https://www.mdx.ac.ae/teaching-and-learning-committee>

## FOSTERING DIVERSITY: THE LANGUAGE AND CULTURE EXCHANGE PROGRAMME (LCEXCHANGE) - NOVEMBER 2022- PRESENT

This initiative connects students who speak different languages to learn from each other through informal language classes and online or face-to-face activities and events. The focus of these online classes is not only on learning the language but also understanding the customs and traditions of the country where the language is spoken. The classes are run by students and are open to other students across our Dubai, London and Mauritius campuses. The student facilitators are usually first language speakers or highly proficient in the language they try to 'teach'. This creates a more relaxed and fun atmosphere when learning and allows both facilitating students and those joining in to gain key employability skills and experience. The programme was launched on 14th November 2022 at Middlesex University Dubai with six facilitators – two each per language, teaching Arabic, Urdu and Hindi from our Dubai campus to all three campuses. We currently have over 235 registered participants from our Dubai campus for the language courses.

<https://unihub.mdx.ac.uk/study/types/language-and-culture-exchange>

## 'LET'S TALK ABOUT IT' – A MENTAL HEALTH TALK SERIES (NOVEMBER 2021- PRESENT)

These sessions for students were conducted by our Mental Health Counsellor, Ms Nora Tahir, to encourage and facilitate conversations around mental health topics. These were held on 5th, 22nd and 29th November and 6th December 2021 on topics such as 'What is assertiveness?' 'Building self-confidence', 'Setting healthy boundaries' and 'Practicing mindfulness'. The sessions resumed on 17th November, 7th and 12th December 2022 and 20th January 2023 on topics such as Building self-confidence, Living by your values, Holiday Hopes and Practicing Mindfulness. The interactive and engaging sessions aimed to provide a platform for students to discuss their thoughts and opinions on different topics while gaining insight into some basic concepts for safeguarding and strengthening their health and well-being.

<https://www.mdx.ac.ae/cas/lets-talk-about-it>

# PROGRAMMES SPOTLIGHT

Middlesex University Dubai's 2031 strategic vision states its purpose of transforming outcomes for individuals, communities and organisations and to empower people to change their lives. It creates collaborative advantage aligned with its integrating themes, in support of education, research and knowledge exchange. MDX Dubai takes its civic role, whether on a local or global scale, seriously in line with government strategy. The National Digital Government Strategy aims to bridge the digital divide and reduce inequalities, thereby making the UAE a safe, stable and peaceful society aligned with the other national strategies such as the Future Foresight Strategy and the National Strategy for Advanced Innovation, incorporating the UN SGDs. MDX contributes to these as highlighted in the following programme and module offerings.

## KEY PROGRAMME

### MA GLOBAL GOVERNANCE AND SUSTAINABLE DEVELOPMENT

This programme provides students with an in-depth knowledge of evolving theoretical and conceptual, governance and policy debates within the field of sustainable development. It helps develop students' systematic critical awareness of the complexities that inhibit the ability of national and international policies to effectively address global challenges such as climate change and poverty. It provides an intellectual setting in which students can develop appreciation of substantive issues in relation to processes of governance and public policy formulation in different societies and contexts.

## OTHER PROGRAMMES THAT ARE LINKED TO AND BUILD ON THE SUSTAINABLE DEVELOPMENT GOALS INCLUDE:

### BSC (HONS) PSYCHOLOGY WITH COUNSELLING (SDG GOAL 3: GOOD HEALTH AND WELL-BEING)

This programme combines a broad education in psychology with a specialist strand to develop counselling and interpersonal skills together with an understanding of the theory and practice of counselling. The programme focuses on the systems and theories that underpin both psychology and counselling, culminating in the submission of a portfolio of research and knowledge. Graduates of the programme will be eligible and well-prepared to undertake specialised postgraduate training to become qualified to practice as clinical or counselling psychologists.

### BSC (HONS) PSYCHOLOGY WITH EDUCATION (SDG GOAL 3: GOOD HEALTH AND WELL-BEING)

This programme is designed to give students an advanced level of understanding of the way that psychological theories and research have influenced our understanding of child and adult learning and teaching in educational settings. The aim is to direct students to develop an appreciation of traditional and contemporary research, knowledge and applications in the domain. This programme combines a broad education in Psychology with a specific attention to a specialisation in Education. Graduates of the programme will be eligible and well-prepared to gain higher qualifications in applied fields of psychology or studying a PGCE to pursue a career in Education.



**BA DIGITAL MEDIA AND COMMUNICATION**  
(SDG GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)

This programme has been designed in consultation with industry to provide students with a curriculum which meets the practical, technical and theoretical demands of the fast-paced creative industry. Students use professional software and engage in practice-based work while learning cutting-edge techniques and methods of data analysis. Graduates receive the opportunity to immerse themselves in the UAE's thriving digital media landscape by working in digital production and communications.

**BSC CYBER SECURITY AND DIGITAL FORENSICS**  
(SDG GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)

This programme provides students with a significant range of knowledge skills that are highly valued and sought-after by international security and digital forensic sectors in the emerging and increasingly critical cybersecurity industry. Graduates will be able to investigate unauthorised access or data breaches in an organisation through dedicated hardware and software safely and effectively in all stages of cyber security and digital forensic lifecycles.

**BA BUSINESS MANAGEMENT (INNOVATION & ENTREPRENEURSHIP)**  
(SDG GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)

This course provides coverage of key business and enterprise concepts with a strong practical emphasis firmly based on relevant theories. It develops business knowledge in a manner equipping students with the specialist expertise and skills needed to start up, manage and grow a viable business. Graduates under this specialism emerge with the skills and confidence required to support companies to engage in technological changes to improve business performance.

**BA FASHION DESIGN**  
(SDG GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION)

This degree equips students with technical skills, supports creativity, and encourages students to develop their identity as a designer. Students cover a vast array of topics such as fashion illustration, portfolio presentation, technical drawings, garment construction and pattern cutting, corsetry, and tailoring. The programme focuses on a sustainable fashion design approach, with students actively encouraged to adopt new and innovative ways of thinking underpinned with lectures, workshops and seminars. These often explore circular design, sustainable fabrications and innovative pattern cutting techniques.

**MA EDUCATION (TECHNOLOGY INTEGRATION AND PRACTICE)**  
(SDG GOAL 4: QUALITY EDUCATION)

This programme provides students with the opportunity to critically analyse and evaluate the integration of technology within the K-16 classroom environment. It trains students to become innovative educational leaders who will be able to identify future technology trends, evaluate digital tools, and lead system-wide change related to technology integration in schools. Graduates will be able to evaluate the resources and support required for effective integration of digital tools and build a culture of meaningful learning with technology into schools.

**MBA (INNOVATION & ENTREPRENEURSHIP)**  
(SDG GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)

Entrepreneurs and small businesses start-ups are often thought of as the backbone of economies worldwide, while qualities such as innovation and creativity are becoming increasingly sought after by organisations that need employees who can respond to change in dynamic business environments. The Innovation and Entrepreneurship pathway provides an insight reflecting the pioneering and avant-garde spirit of the UAE and the region, where SMEs, Family Business and Free Zones are common.

**MSC MARKETING COMMUNICATIONS AND BRAND MANAGEMENT**  
(SDG GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)

This programme teaches students how organisations seamlessly integrate digital touchpoints into physical experiences through human interaction. Through the programme-specific unique practitioner focused learning experience and the diverse student body, graduates of the programme unearth that the future of brand communication is about innovating naturally and adapting to the different marketing environments and conditions in which organisations function.

**MSC DATA SCIENCE**  
(SDG GOAL 9: INDUSTRY,  
INNOVATION AND  
INFRASTRUCTURE)

All industries now utilise data and Data Science and Data Analytics are increasingly identified as key industrial activities. The role of a data scientist is rapidly becoming a required position for any company that wishes to take full advantage of the data they collect. There is an increased demand for professionals that have the correct mix of mathematics, statistics, computer science, business acumen, and the ability to leverage emerging technologies to solve real-life problems.

**MA EDUCATION (SPECIAL  
EDUCATION NEEDS AND  
DISABILITY)**  
(SDG GOAL 10: REDUCE  
INEQUALITIES)

The successful introduction in 2014-15 of the MA Education (Leadership & Management) and MA Education (Teaching and Learning) focused on providing a pathway for teachers with an interest in developing their management and leadership skills. This new pathway module within MA Education provides students with a systematic understanding and critical awareness of models and frameworks of coaching and mentoring. SEND provides students with the experience of coaching in the workplace, including a range of theories related to emotional intelligence, psychology and personal and organisational change and development. Graduates provide an increasing talent pool of qualified professionals to the industry and will assist dedicated teachers to enhance their existing skills in the classroom and support their transition into senior leadership positions.

**MA EDUCATION  
(TECHNOLOGY INTEGRATION  
AND PRACTICE)**  
(SDG GOAL 10: REDUCE  
INEQUALITIES)

This programme provides opportunities for students to critically analyse and evaluate integration of technology within the K-16 classroom environment. Students will examine barriers to technological integration in education environments with implications for policy and professional development. Students will become innovative educational leaders who are able to identify future technology trends, evaluate digital tools, and lead system-wide change related to technology integration in schools. As part of this course, students will critically analyse the development of inventive and advanced techno-pedagogical approaches to teaching and learning in a school-based environment and plan and apply these approaches in their classrooms. Innovations in disruptive and adaptive technology and the diffusion of ideas that foster and improve student learning outcomes in the digital classroom are analysed and evaluated.

**LLM INTERNATIONAL LAW**  
((SDG 16: PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS))

This degree aims to enable students to specialise in subjects related to international law, equipping them with comprehensive knowledge of the foundational principles of public international law and advanced conceptual insights into theories underpinning the legal status of international organisations and their role in the settlement of international disputes.

**MSC DIGITAL MARKETING  
AND ANALYTICS**

This degree combines conceptual and theoretical thinking with the opportunity to develop practical insight and application. Graduates explore theory and tools within an established and intellectually rigorous context and framework while imparting a diverse range of knowledge, competences and skills to become a successful Professional Digital Marketer.

**MSC STRATEGIC  
MARKETING**

This programme provides graduates with knowledge and skill to analyse complex strategic issues based on learning and practice in the field. The programme brings to life the global focus on marketing as a strategic managerial function that drives organisation-wide initiatives in delivering customer value.

# THE UNIVERSITY ALSO OFFER MANY MODULES THAT ALIGN WITH THE SDGS.

## THESE INCLUDE:

### GOAL 3: ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

#### EDU1206 INFANT HEALTH AND WELL-BEING

This module aims to extend students' knowledge and understanding of factors contributing to infant health and well-being. Students will examine theories of attachment and consider cross-cultural practices aimed at promoting attachment relationships and supporting early development. The module will enable students to evaluate the impact of early intervention strategies, policies and practices to provide support for parents/carers in meeting the health and well-being needs of babies and very young children.

#### PSY3056 SOCIAL, CULTURAL & COMMUNITY MENTAL HEALTH

This module develops the students' knowledge of social approaches to mental health theory, research and practice, and their application to community mental health. Students will develop a critical understanding of cultural, social, environmental and economic influences on mental health and the relationship between social adversity and mental health problems. Additionally, students will develop the ability to critically evaluate evidence bases and evidence based mental health care practice in community settings. This module is well suited to students who are considering careers in clinical psychology, counselling psychology, psychotherapy, mental health promotion and campaigning, social work, human rights advocacy, health management and community mental health.

### GOAL 4: ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

#### EDU2206 SOCIAL PERSPECTIVES ON CHILDHOOD AND EDUCATION FOR EARLY YEARS

The module presents a variety of concepts of childhood and early years education across history and culture. By applying the most influential social theories of childhood developed in the 20th and 21st centuries, the module analyses the relationships between the social contexts and contemporary issues for early years practice, such as a child's well-being and achievement. The module reviews the political and cultural background of policies that aim to address inequality, promote children's rights and support educational achievement, engaging students in exploring the role of the child in a multicultural society.

#### EDU3202 SPECIAL EDUCATIONAL NEEDS AND DISABILITY: INCLUSIVE PRACTICE AND LEADERSHIP

This module looks at special educational needs, disability and inclusion in education and concentrates on the definitions of learning difficulty and disability and the extent to which parents, pupils and students with Special Needs and Disabilities have access to the same educational opportunities as others.

#### PDT4801 LEADERSHIP AND MANAGEMENT IN EDUCATION

The aim of this module is to develop the necessary knowledge and skills for effective leadership and management in education. Students will highlight and examine current scholarship and ideas in the field of educational leadership and management globally and locally. The module activities will promote the development of criticality, synthesis, deep reflection, and scholarly activities. Students will apply selected leadership and management strategies to their own professional practice and to an improvement project in the environment they operate.



## **PDT4809 TECHNOLOGY INTEGRATION LEADERSHIP AND PRACTICE**

This module provides opportunities for participants to critically analyse and evaluate the integration of technology within school and classroom environments. Students will examine barriers to technological integration in schools and colleges' context with implications for policy and professional development. Also, students will become innovative educational leaders who are able to identify future technology trends, evaluate digital tools, and lead system-wide change related to technology integration in schools. Innovations in disruptive and adaptive technology and the diffusion of ideas that foster and improve student learning outcomes in the digital classroom are analysed and evaluated.

## **GOAL 9: BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALISATION AND FOSTER INNOVATION**

### **ACC1125 CORPORATE RESPONSIBILITY AND ETHICS**

This module introduces the concepts of corporate responsibility and business ethics. It aims to introduce knowledge of key stakeholders, together with the rights and responsibilities that businesses have in connection with them. It explores external influences that affect a business in its environment and examines how behaviour at all levels within business should be underpinned by accepted professional ethics and professional values. The module also provides an opportunity to research and debate how a business should respond to ethical concerns and how it should discharge its corporate responsibility.

### **DME3002 NEW TECHNOLOGIES AND INNOVATION**

The module teaches students the creative and innovative application of digital technologies, frameworks and practical media production skills required to prepare students for a professional career in the field of creative technology. Coursework produced as part of the module requires students to approach and solve a problem by the creative application of a new or emerging technology. The module aims for a critical understanding of the role of new and emerging technologies in cultural production and builds on the broad set of technical and storytelling skills developed in DMC2001 Immersive Storytelling. Case studies focus on the design of applications of creative technologies such as: Interactive participatory environments; games, guides, tours, interactive maps and tools, smartphone applications and services.

### **ACC3145 ETHICS AND SUSTAINABILITY**

The aim of this module is to provide participants with the critical tools and mindset to analyse and identify responses to modern ethical business challenges. Students will be sensitised to different ways of thinking, learning from debating, and collaborating with peers from different cultural backgrounds so as to build their methodological, analytical and communication skills. On completion of this module, students will be able to critique the application of concepts of ethics, organisational governance and corporate social responsibility in management, identify and analyse issues in business ethics and corporate social responsibility, and apply concepts relating to ethical reasoning and framework for ethical analysis and decision-making in a business context.

### **CST3310 STRATEGIC INFORMATION SYSTEMS**

This module aims to provide students with the ability to apply key skills in information systems to the business management domain. The module also aims to enable students to obtain important aptitudes towards using information technology solutions such as business intelligence (e.g., data analytics), digital technology solutions (e.g., smart environments) and modern forms of communication (e.g., social networks) to improve business processes. Students will acquire knowledge in a number of topics aligned to the following key areas: information systems and business intelligence and digital business.

## **MGT3318 SUSTAINABLE BUSINESS**

This module focuses specifically on the development of the competences needed to develop sustainable business. The module aims to provide the knowledge and skills of sustainable business to enable students to make a strong contribution to society, economy and the environment. Students will be enabled through a competency-based approach that links real-world orientation, with personal development and coaching, to the development and management of sustainable business.

## **CST3330 INNOVATION AND TECHNOLOGY MANAGEMENT**

This module provides students with knowledge of the role, control, and management of innovation in information systems. It will provide students with the ability to evaluate, consider and create recommendations or action plans with respect to the societal drivers for innovation, the legal and standardisation drivers and controls of innovation, and the use of management techniques to support innovation. During this module, students will consider these issues with respect to real life case studies and the role and knowledge processing of futurologists.

## **MGT4018 ENTREPRENEURSHIP IN THE DIGITAL SECTOR**

This module is underpinned by the ethos that 'Entrepreneurship' is now a career choice for many students in these challenging, dynamic, and uncertain times. The recent developments in digital technologies have facilitated a new breed of Entrepreneur for the 21st century- the 'E-entrepreneur' This module is designed to foster entrepreneurial talent and to encourage entrepreneurial skills underpinned by online digital technologies as a platform for students to shape their future careers, income streams and destinies.

## **MKT4169 MARKETING SUSTAINABILITY AND ESG**

Students will gain an understanding of sustainability across various organisations, industries, and practices, including business, consulting, environmental, social and governance (ESG) factors. The course will enhance participants' knowledge of design and innovation for sustainability, while building workplace skills for leadership positions to head the sustainability transition within ones' team and organisation. This module will impart knowledge and skills to help students become effective sustainability change agents, to overcome barriers to change through creating networking supports, and to create a customised sustainability action plan. Students will link best practice to the UN SGDs and create an understanding of the role of innovative design, planning, and technology in facilitating sustainable business.

## **CST4590 CYBER SECURITY AND LEGAL REGULATIONS**

This module provides students with a solid introduction to the subject of cyber security and information assurance. This includes a broad understanding of the security technologies available to support information assurance and security requirements and vulnerabilities corresponding to attack vectors. It will also explore Regulation of Investigatory Powers Act (RIPA), E-commerce Bill and Key Escrow.

## **MGT4701 ENTREPRENEURSHIP AND SUSTAINABILITY**

This module focuses specifically on the development of the competences needed to develop sustainable enterprises. The module aims to provide the knowledge and understanding of eco and social venture development at the master's level necessary to enable students to make a strong contribution to society, economy, and the environment. Students will be enabled through a competency-based approach that links real-world orientation, through inter and transdisciplinary assignments, academic-business cooperation, personal development and coaching, to the development of sustainability-driven enterprises.

## **MGT4802 STRATEGY AND INNOVATION**

This module aims to provide the key developments in, and thinking derived from, the study of strategy. This is increasingly informed by the study of innovation due to the involvement in enabling competitive advantage.

## **MGT4809 INFORMATICS AND INNOVATION IN HEALTHCARE**

The aim of this module is to provide students with a broad understanding of the challenges facing healthcare senior executives in managing a health information system. It is also designed to provide context for the growing discussion on health information exchange and its impact on the internal and external environments shaping the healthcare industry. The process of organising and coordinating the performance of a healthcare facility. At the same time, the rapidly growing field of health and human services requires an entrepreneurial and innovative mindset as well as continuous improvements.

## **MGT4838 MANAGING INNOVATION**

This module discusses how Small and Medium-sized Enterprises (SMEs) require a different organisation and strategic approach. It aims to create an understanding about the reality of SMEs in various cultural and socio-economic settings, enabling students to manage the challenges within the SME business environment. Students examine two perspectives suitable for entrepreneurship: internal and external. The internal perspective helps students identify key capabilities and internal competencies to enable entrepreneurs and SMEs to develop and implement sound and sustainable strategies and manage operations and planning. The external perspective looks at how SMEs can understand and prepare for the challenges and opportunities presented by external factors.

# **GOAL 10: REDUCE INEQUALITIES WITHIN AND AMONG COUNTRIES**

## **MKT1120 MARKETING THEORY AND PRACTICE**

This module on social and green marketing aims to help students understand the role social and green marketing plays in marketing management. Additionally, it stresses understanding the importance of marketing ethics.

## **ACC2120 ADVANCED FINANCING ACCOUNTING**

This module incorporates a lecture and seminar session on “Environmental and Social reporting”. The lecture introduces the students to the evolution of sustainability reporting, environmental and social reporting in the annual reports, to identify the issues involved and evaluate how environmental information is communicated in financial statements. Students are introduced to concepts like Triple Bottom Line, Prince's Accounting for Sustainability, Global Reporting Initiatives and role of International Integrated Reporting Committee in developing integrated reporting frameworks.

## **LAW2420 EQUALITY AND THE LAW**

This module will explore general issues relating to equality and discrimination, branching out into specific individual areas of inequalities. Students will focus on these issues from a legal, ethical, social, political and economic perspective. Students will gain the ideal preparation for Year 3 modules such as Employment Law.

## **APM3003 CAMPAIGNS AND SOCIAL IMPACT**

Campaigns designed to change society are an integral part of the 21st century media environment. This module will help students understand how these campaigns develop, what they mean and how they reflect the way in which power works in societies. Students will have the opportunity to effectively design, manage and deliver a campaign designed to address an issue of importance to the community.

## **HRM3017 EQUALITY, DIVERSITY AND INCLUSION**

The aim of this module is to promote greater awareness of the importance of diversity issues nationally and internationally. It provides insight into the implications of diversity from a societal, organisational, and employee standpoint, exploring diversity debates, concepts and practices regarding equality, fairness, and inclusion. Subjects taught highlight the significance of diversity management to careers and business sustainability. A variety of topics are included such as cross-cultural management, gender disparity, unconscious bias, age disability, effective multicultural team-working, and diversity legislation.

## **MKT4146 CROSS-CULTURAL COMMUNICATION AND GLOBAL BRANDS**

The ability to communicate in culturally diverse settings has become a key prerequisite of successful global brands. This module examines the discipline of cross-cultural communications in relation to global marketing. It is concerned with the development, implementation and evaluation of marketing communication activities across a diverse range of cultural settings. Students will consider how cultural values influence, and can be reflected in, global communication programmes for both 'goods' and 'services' markets. Message creation, execution and the available vehicles of message distribution will be evaluated across different cultural contexts. Through exposure to a wide range of real-life examples, students will be able to design comprehensive communication solutions to boost brand shares globally.

## **PDT4808 SPECIAL EDUCATION NEEDS AND DISABILITY**

This module will develop students' understanding of best practice in SEND and inclusive education provision. Students will develop an understanding of local and international SEND provision, strategy and policy. As part of this module, the student will develop an understanding of research and evidence in SEND practice, policy, and implementation. Finally, students will be encouraged to develop leadership and management skills related to SEND coordination, delivery, partnership and management.

# **GOAL 8: PROMOTE SUSTAINED, INCLUSIVE, AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL**

## **MGT2014 INTERNATIONAL ENTREPRENEURSHIP**

The aim of this module is to provide students with an understanding of international entrepreneurship and its contributions to the global economy. This will allow the student to confidently discover and develop business opportunities on a global scale. The module uses a combination of workshops and self-directed learning to develop their skills.

## **FIN4510 BANKING AND FINANCIAL INSTITUTIONS**

This module aims to advance students' understanding of modern financial systems and institutions, utilising economic theory and empirical evidence. The programme initially explores the complexity and the integrated nature of international banking systems and regulation. It emphasises the relationship between financial systems and economic performance, particularly the mechanisms by which the former may help to improve resource allocation and economic growth and stabilise banking systems. It also examines the causes of weaknesses in financial systems, including the roots of financial crises. Information-related problems and the way these are addressed by different types of financial institutions and systems will be central to the analysis.

# **GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS**

## **MKT3012 SOCIAL MEDIA AND VIRAL MARKETING**

This module aims to provide students with an understanding of social media and viral marketing and will incorporate owned, earned and paid tactics. The practice of social media and viral marketing in today's marketing landscape will be outlined in addition to how social media and viral marketing facilitates and changes the behaviours of consumers in the marketplace. In preparation for future employment, the module will allow students to apply taught theories to real-life organisations.



## **GOAL 16: PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS**

### **LAW2115 ALTERNATIVE DISPUTE RESOLUTION AND LEGAL ETHICS**

This module aims to provide an opportunity to become familiar with the dispute resolution role of the lawyer and to acquire the skills relevant to that role. It will provide an opportunity for students to engage with key techniques, strategies, theories, values, and cultural issues relating to the negotiation process, and will provide an understanding of the place of Alternative Dispute Resolution within the legal system. Students can critically evaluate aspects of the theoretical basis for mediation as a means of dispute resolution and the place of mediation within the legal system.

### **LAW3116/61 CHILD AND FAMILY LAW**

This module aims to provide students with a knowledge and understanding of the principles of Child and Family Law to enable students to extend their ability to evaluate and analyse the development of both the legal and policy framework regulating child and adult relationships. The module will explore the tensions arising from the use of state intervention into the sphere of the family about issues of privacy, autonomy and welfare. Having taken the module students will have not only an appreciation of key areas of law and procedure affecting children and adults, but also be sensitive to the complexities of the wider social issues raised.

### **LAW3182 PUBLIC INTERNATIONAL LAW**

This module aims to give students the knowledge and understanding on the principles of public international law. Students will extend students' ability to evaluate and analyse legal issues in the international context, often dealing with topical concerns. This might include debates over the legality of the use of armed force, the protection of the environment, or the extent of individual responsibility for war crimes.

### **LAW3407/8 EMPLOYMENT LAW**

This module aims to provide a knowledge and understanding of employment law and deepens the student's appreciation of how legal principles encountered in other law modules can be applied to these areas; to encourage a critical appreciation of employment law and enable students to place the subject in the context of both their working and non-working lives. Having taken this module, students will have an appreciation of the role of law in regulating the employment relationship and stopping discrimination.

### **LEX4701 INDIVIDUAL EMPLOYMENT LAW**

In this module students gain an understanding of the way the law of contract is applied to the employment relationship and assesses the practical impact of statutory rights on the operation of the contract of employment in the UK. It also provides an understanding of the way the employment relationship can be formed and varied and creates awareness of how the law affects workplace rules and procedures relating to employment protection. The module encourages a critical approach to legal regulation by examining the social and political context in which individual employment relationships operate in the UK.

### **LEX4711 UAE AND DIFC EMPLOYMENT LAW**

The module provides an understanding of the way in which employment relationships are regulated in the UAE, through an analysis of the basic elements of the UAE Labour Law and the DIFC Employment Law, which respectively govern employment relationships in the UAE and the DIFC Free Zone that operates in Dubai. The module assesses the practical application of the employment contract on the employment relationship and the practical impact of statutory rights. It also provides an understanding of the way the employment relationship is formed and varied and creates awareness of how the law affects workplace rules and procedures relating to employment protection. The module encourages a critical approach to legal regulation and focuses on the unique double-jurisdictional context of Dubai.

### **LEX4716 INTERNATIONAL HUMAN RIGHTS LAW**

To analyse the international human rights law framework under the United Nations and assess its monitoring procedures and efficacy, engaging the complementary American, African and Asian regional systems. Students will be required to reflect on challenges to the implementation of international human rights law globally, as well as engage strategies that advance thematic and country-specific elements of the human rights bodies under the Office of the High Commissioner for Human Rights. The module will involve critical research on international human rights mechanisms, including treaty-based and Charter-based bodies, as well as regional commissions and courts. The aim is to reach a comprehensive understanding of the full range of civil, political, economic, social and cultural rights and the interaction between domestic, regional and international law in their protection, realisation and fulfilment. Students will be tasked with evolving a rights-based analysis to identify and address gaps that contribute to widespread contemporary global rights violations.

# ENVIRONMENTAL SUSTAINABILITY FOCUSED PUBLICATIONS

Habib, MA., Balasubramanian, S., Shukla, V., Chitakunye, D., and Chanchaichujit, J. (2022). "Practices and performance outcomes of green supply chain management initiatives in the garment industry", *Management of Environmental Quality*, vol 33 (4), pp 882-912

DOI: [doi.org/10.1108/MEQ-08-2021-0189](https://doi.org/10.1108/MEQ-08-2021-0189)

## PURPOSE

The garments/textiles industry is the second most polluting industry in the world. However, efforts to understand and curtail its adverse environmental impacts have not been commensurate, and previous works have largely been fragmented and disjointed. This study aims to conduct a comprehensive and systematic green supply chain management (GSCM) investigation on this industry, where a multidimensional framework involving green supply chain practices and performance is developed, validated and applied.

## FINDINGS

Internal environmental management and cooperation with stakeholders were identified as necessary precursors for implementing the second-order green supply chain practices comprising green design, green purchasing, green manufacturing, green transportation, green facilities and end-of-life management. The implementation of green supply chain practices was found to have a (direct) positive impact on environmental, economic and operational performance and an indirect positive impact on organisational performance. Similarly, both economic and operational performance was found to impact organisational performance positively. Surprisingly, a negative relationship (albeit low) was observed between environmental and organisational performance. Also, garment-manufacturing firms were found to have been unable to translate their IEM capabilities into strategic and long-term cooperation with stakeholders.

Majumdar, S., & Paris, C. M. (2022). Environmental impact of urbanization, bank credits, and energy use in the UAE—A tourism-induced EKC model. *Sustainability*, 14(13), 7834.

<https://doi.org/10.3390/su14137834>

## ABSTRACT

The United Arab Emirates (UAE) has developed rapidly into one of the highest per capita income nations globally. The travel and tourism sector are a central contributor to the Gross Domestic Product (GDP), employment, foreign exchange earnings, and the country's economic diversification strategy. However, the rapid growth of the sector and increase in international tourist arrivals are also major contributors to carbon emissions and long-term environmental challenges. In this context, we employed a tourism-induced Environmental Kuznets Curve (EKC) model for the UAE from 1984 to 2019. The study applied an Autoregressive Distributed Lag (ARDL) model to determine the marginal impact of tourist arrivals and related variables, namely, bank credits to the private sector, urbanisation, and energy use, on CO<sub>2</sub> emissions. The Pesaran bounds test indicated redundancy of short run estimates. The long-run coefficients confirmed the EKC hypothesis of inverted U-shape for carbon emissions and per capita income, along with environmental degradation due to tourist arrivals and financial development. Notably, urbanisation and energy use highlighted the positive steps taken by the government. Granger causality tests indicated a unidirectional association from GDP, bank credits, and energy consumption to carbon emissions. Importantly, tourist arrivals and urbanization had bidirectional causality with carbon dioxide levels. This study is the first to apply the tourism induced EKC model to the UAE, and the findings have important implications for policymakers and practitioners. The causality results highlight the need to balance tourism targets and sustainable economic growth through the adoption of 'green' standards. The results also indicate the potential importance of financial sector efforts to boost green investments and implement clean energy-related technologies.

Rao, P., Balasubramanian, S., Vihari, N., Jabeen, S., Shukla, V. and Chanchaichujit, J. (2021), "The E-commerce Supply Chain and Environmental Sustainability: An Empirical Investigation on the Online Retail Sector", *Cogent Business and Management* (8)1, 1938377.

DOI: [doi.org/10.1080/23311975.2021.1938377](https://doi.org/10.1080/23311975.2021.1938377)

## ABSTRACT

Despite the significant growth of e-commerce in recent years, especially in the business-to-consumer (B2C) online retail sector, its positive and negative environmental implications are unclear from previous research. To understand the environmental impacts of e-commerce, two conceptual models were first developed from the literature. Next, using 303 responses collected through a structured questionnaire from the GCC countries, the proposed models, including the relevance/appropriateness of each construct and its underlying items, were validated, and then the hypothesised relationships between them were assessed. The findings of Model 1 showed that green consumerism does shape the consumers' positive and negative environmental attitudes towards e-commerce, which in turn was found to influence the behavioural intention to use e-commerce channels. In Model 2, positive environmental attitudes no longer predicted behavioural intention with the introduction of perceived ease of use and perceived usefulness constructs as consumers preferred ease of use and usefulness of e-commerce over positive environmental factors. Interestingly, the impact of negative environmental attitudes on behavioural intention remained even in the presence of perceived ease of use and perceived usefulness. The study provides critical insights for practitioners and policymakers in promoting and leveraging the positive environmental benefits of e-commerce, while at the same time strive to minimise/eliminate its negative environmental impacts. The study is arguably the first empirical attempt in understanding the positive and negative environmental implications of e-commerce and its impact on the consumer intention to use e-commerce, and hence the study findings are novel.

Balasubramanian, S., Shukla, V., Mangla, S., and Chanchaichujit, J. (2021), "Do firm characteristics affect environmental sustainability? A literature review -based assessment", *Business Strategy and The Environment*, Vol,30, Iss.2, pp. 1389-1416.

DOI: [doi.org/10.1002/bse.2692](https://doi.org/10.1002/bse.2692)

## ABSTRACT

Combating environmental pollution and climate change mandates strong commitment and participation of all firms across sectors. However, the environmental conduct of firms is seen to vary as per their characteristics, especially their size, ownership, and age. Current understanding of these characteristics' influence on environmental sustainability is limited, fragmented, and scattered across the literature, which this study seeks to improve and contribute to. Based on a rigorous screening of the last 25 years' literature (1996-2020), the study develops a comprehensive understanding of firm characteristics' implications for environmental sustainability, namely, environmental practices implementation, environmental drivers, environmental barriers, and associated (environmental, cost/economic, operational, and organisational) performance implications. Several meaningful and generalisable trends, conflicts, and consensus, or lack thereof, are revealed. For instance, the extent of environmental practices' implementation can be seen to be greater at large firms' (vis-à-vis small ones) and at foreign firms' (vis-à-vis local ones), though not much difference is seen between old and new firms. Also, several meta factors such as resources availability, innovation propensity, and bureaucracy and organisational inertia are identified that explain the differential influence of firm characteristics on environmental sustainability and dispel erroneous stereotypes. Finally, gaps in the literature offering avenues for future research are highlighted along with implications for research, theory, and practice. Results are expected to help policymakers and practitioners develop policies/interventions that ensure all firms, irrespective of their characteristics, contribute to environmental sustainability. A comprehensive review of this kind has not been previously undertaken and constitutes the novelty of this work.

Balasubramanian, S., Shukla, V., Islam, N., & Manghat, S. (2021). Construction industry 4.0 and sustainability: an enabling framework. *IEEE transactions on engineering management*, 1-19

[10.1109/TEM.2021.3110427](https://doi.org/10.1109/TEM.2021.3110427)

## ABSTRACT

Governments worldwide are taking actions to address the construction sector's sustainability concerns, including high carbon emissions, health and safety risks, low productivity, and increasing costs. Applying Industry 4.0 technologies to construction (also referred to as Construction 4.0) could address some of these concerns. However, current understanding about this is quite limited, with previous work being largely fragmented and limited both in terms of technologies as well as their interrelationships with the triple bottom line of sustainability perspectives. The focus of this article is therefore on addressing these gaps by proposing a comprehensive multi-dimensional Construction 4.0 sustainability framework that identifies and categorises the key Construction 4.0 technologies and their positive and negative impacts on environmental, economic, and social sustainability, and then establishing its applicability/usefulness through an empirical, multimethodology case study assessment of the UAE's construction sector. The findings indicate Construction 4.0's positive impacts on environmental and economic sustainability, that far outweigh its negative effects, although these impacts are comparable with regards to social sustainability. On Construction 4.0 technologies itself, their application was found to be nonuniform with greater application seen for building information modeling and automation vis-à-vis others such as cyber-physical systems and smart materials, with significant growth expected in the future for blockchain- and three-dimensional-printing-related technologies. The proposed novel framework could enable the development of policy interventions and support mechanisms to increase Construction 4.0 deployment while addressing its negative sustainability-related impacts. The framework also has the potential to be adapted and applied to other country and sectoral contexts.

# SOCIAL SUSTAINABILITY FOCUSED PUBLICATIONS

Nanath, K., Balasubramanian, S., Shukla, V., Islam, N., & Kaitheri, S. (2022). Developing a mental health index using a machine learning approach: Assessing the impact of mobility and lockdown during the COVID-19 pandemic. *Technological forecasting and social change*, 178, 121560.

<https://doi.org/10.1016/j.techfore.2022.121560>

## ABSTRACT

Governments worldwide have implemented stringent restrictions to curtail the spread of the COVID-19 pandemic. Although beneficial to physical health, these preventive measures could have a profound detrimental effect on the mental health of the population. This study focuses on the impact of lockdowns and mobility restrictions on mental health during the COVID-19 pandemic. We first develop a novel mental health index based on the analysis of data from over three million global tweets using the Microsoft Azure machine learning approach. The computed mental health index scores are then regressed with the lockdown strictness index and Google mobility index using fixed-effects ordinary least squares (OLS) regression. The results reveal that the reduction in workplace mobility, reduction in retail and recreational mobility, and increase in residential mobility (confinement to the residence) have harmed mental health. However, restrictions on mobility to parks, grocery stores, and pharmacy outlets were found to have no significant impact. The proposed mental health index provides a path for theoretical and empirical mental health studies using social media.

Kyriazi, T., Demetriou, D., Lalani, A. A., and Osman, A. (2022) Towards a Strong UAE National Human Rights Institution: Complying with the Paris principles and beyond, *Journal of Law in the Middle East* 2, 19

## ABSTRACT

National Human Rights Institutions (NHRIs) play an instrumental role in supporting States to fulfil their human rights obligations, by monitoring and reporting on human rights issues, advising the governments on policies and laws, and advocating for reforms that aim to enhance the protection of human rights for all. The Paris Principles, adopted in 1993, have set out universal minimum standards for the establishment and operation of NHRIs and provide guidance to States with regards to their NHRIs' structure, membership, operation and mandate. The Principles stipulate a broad and effective mandate, independence and pluralism as fundamental principles for credible, independent and effective NHRIs. With the establishment of its National Human Rights Institution in December 2021, the Government of the UAE sends a clear message of strong commitment to promoting and protecting human rights and engaging meaningfully with international human rights mechanisms and relevant universal standards. In this context, this essay explores the application of the Paris Principles to the UAE NHRI, considering lessons learned from the region and relevant recommendations of the Global Alliance of National Human Rights Institutions (GANHRI) and its accreditation body, the Sub-Committee on Accreditation (SCA). It critically evaluates the UAE NHRI establishment, making a number of recommendations in relation to its mandate and operation and proposes important agenda items that can inform its action plan.

Schulte, M., Balasubramanian, S., & Paris, C. M. (2021). Blood diamonds and ethical consumerism: an empirical investigation. *Sustainability*, 13(8), 4558.

<https://doi.org/10.3390/su13084558>

## ABSTRACT

Although ethical consumerism has witnessed significant interest in recent years, most studies have focused on low-value, commoditised product categories such as food and beverage and apparel. Despite its significance, the research on ethical consumerism in luxury product segments such as diamonds is relatively scant. This formed the motivation of this study, which examined the ethical buying behaviour of consumers and the moderating effects of their income levels in the diamond industry. Four hundred eighteen responses to a structured questionnaire were collected. The framework comprising of four constructs, namely ethically-minded consumer behaviour, willingness to pay more, ethical concerns



regarding country of origin of diamonds, and ethical buying behaviour of diamonds was first validated, and then the hypothesised relationships between the constructs were assessed using structural equation modelling.

Overall, ethically minded consumer behaviour had a significant positive impact on willingness to pay more, ethical concerns regarding the country of origin of diamonds, and ethical buying of diamonds. Additionally, ethical concerns regarding country of origin positively influenced the ethical buying of diamonds, while the willingness to pay more had no significant impact on ethical diamond purchases. The multi-group moderation test results revealed that the income levels of buyers do affect the relationships between constructs. For instance, for the middle-income group, generic ethically-minded consumer behaviour did not translate into the ethical buying behaviour of diamonds. The findings provide useful insights for practitioners and policymakers regarding ethical consumerism in the diamond industry and help to highlight the issues facing the industry, such as its poor supply chain transparency, human rights abuses, child labour, money laundering, bribery and corruption, and environmental degradation from mining activities.

**Vyas, A., & Stephenson, M. L (2022). Deciphering the environmental challenges and advancements of tourism development in Palau. In Routledge Handbook on Tourism and Small Island States in the Pacific (pp. 257-268). Routledge.**

<https://www.taylorfrancis.com/chapters/edit/10.4324/9780429019968-21/deciphering-environmental-challenges-advancements-tourism-development-palau-anuradha-vas-marcus-stephenson>

## ABSTRACT

This chapter deals with the environmental concerns of tourism development in Palau. Prior to the outbreak of the COVID-19 pandemic, Palau's direction in tourism development had changed quite dramatically. Until 2015, Palau was arguably becoming a mass tourism destination, and there was a concern that negative impacts associated with over tourism could intensify. However, this advancement ceased when Chinese tourist arrivals decreased rapidly from 2015 to 2019. The reduction in tourism numbers complemented the government's redirection towards the production of high-end tourism, characterised by low volume and high-quality experiences. As the discussion indicates, this form of tourism is also problematic to the environment, especially luxury forms of tourism. However, despite the range of challenges and incongruities identified, the chapter illustrates how the government of Palau has been transformative and progressive in its approach to protect and conserve the environment. The subsequent discussion asserts that there is still a need to continue to re-evaluate its approach towards high-end tourism and critically consider experiential and sustainable forms of tourism that are more nature-driven and conservation-based, as opposed to those forms of tourism which are overly consumptive.

**Mohideen, F. A., & Khokhlova, O. (2022). Elder financial abuse based on victim-perpetrator relationship as perceived by Asian young adults. Family relations, 71(4), 1731-1746.**

<https://doi.org/10.1111/fare.12665>

## ABSTRACT

**Objective** - The current study aimed to examine how Asian adults perceive the severity of elder financial abuse (EFA) based on victim-perpetrator relationship and the explanations they give for minimising it when the perpetrator is a close family member.

**Background** - Financial abuse, one of the fastest growing forms of abuse in the elderly population, has remained understudied, especially in Asian communities, due to cultural variations in its definition and perception.

**Method** - A mixed-methods study design was utilised. One hundred sixty-four participants responded to two vignettes depicting EFA perpetrated by a close family member (son) and non-family member (neighbour).

**Results** - Paired samples t test found significant differences in severity ratings of EFA committed by son and neighbour within Asian adults. The qualitative report explored participants' explanations for minimizing EFA perpetrated by close family member using thematic analysis, which identified two major themes: (a) dismissal of severity and responsibility and (2) justification of abuse.

**Conclusion** - This is one of the few studies to provide valuable insight into the influence of culture on perceptions of elder abuse.

**Implications** - With the elderly population in Asia increasing steadily, culturally relevant risk factors of abuse need to be identified because this could guide legal provisions that help protect the rights of older individuals.

# BUSINESS SUSTAINABILITY FOCUSED PUBLICATIONS

Balasubramanian, S., & Fernandes, C. (2022). Confirmation of a crisis leadership model and its effectiveness: Lessons from the COVID-19 pandemic. *Cogent Business & Management*, 9(1), 2022824.

<https://doi.org/10.1080/23311975.2021.2022824>

## ABSTRACT

Despite the significance of crisis leadership for organisations, especially in the wake of COVID-19, empirical research in this area is still nascent. Therefore, “What attributes make an effective leader during a crisis?” is unclear. Using lessons learned from the COVID-19 pandemic, this study seeks to address this gap in the literature by i) developing and validating a robust multi-dimensional crisis leadership model and ii) measuring its effectiveness in handling the crisis. A higher-order measurement model of crisis leadership comprising of seven constructs (compassion and care, openness and communication, resilience and courage, decisiveness, consultation and collaboration, and empowerment) and two structural models to measure its predictive validity (effectiveness in handling the crisis) were proposed based on the review of crisis leadership literature. Next, using data collected through a global survey, the validity of the proposed models, including the relevance/appropriateness of each construct and the predictive power of the crisis leadership model in explaining the organisations’ effectiveness in handling the crisis, were assessed. The second-order confirmatory factor analysis established the existence of a higher-order measurement model for crisis leadership, with each of the seven constructs contributing uniquely and strongly. The structural equation modeling results confirmed the strong predictive power of the crisis leadership model in explaining the organisations’ effectiveness in handling the crisis across its different (beginning, current, and future) phases. The findings show that crisis leadership is multifaceted and requires an all-encompassing effort and provides a road map for organisations looking to develop crisis leadership capabilities for senior managers and leaders.

Balasubramanian, S., Sethi, J. S., Ajayan, S., & Paris, C. M. (2022). An enabling framework for blockchain in tourism. *Information Technology & Tourism*, 24(2), 165-179.

<https://doi.org/10.1007/s40558-022-00229-6>

## ABSTRACT

This viewpoint article proposes an enabling framework that identifies the use of various blockchain technologies in tourism and their applications (digitalisation, automation, disintermediation, and intelligent environment) across the different stages of travel (pre-trip, during the trip, and post-trip). As we know, the tourism sector contributes immensely to world GDP and job creation. However, the COVID-19 pandemic, even after two years since it first appeared, continues to adversely impact the tourism prospects of countries across the world due to nationwide lockdowns and travel restrictions. As the world tries to adapt to the “new normal”, the tourism sector is forced to re-think its ways of doing business and bring about innovations to facilitate the new norms of contactless and safe transactions. Also, the sector, more than ever, needs to effectively deal with its inherent challenges such as transparency and credibility of information, fraudulent practices, opportunistic behavior of intermediaries and foreign currency risks. Blockchain technology can transform the tourism sector by offering innovative solutions that address its pressing issues. However, our current understanding of blockchain application in tourism is quite limited, with previous work being largely fragmented and narrow in terms of both scope and application. We foresee that the insights offered in this viewpoint, including the framework, will advance both theory and practice and facilitate the implementation of blockchain-enabled solutions across different travel stages.

Antao, S., & Karnik, A. (2022). Bank performance and noninterest income: Evidence from countries in the Asian Region. *Asia-Pacific Financial Markets*, 29(3), 477-505.

<https://link.springer.com/article/10.1007/s10690-021-09357-1>

## ABSTRACT

Non-interest income (NII) is income generated by banks from sources other than interest payments. Studies conducted on the relationship between NII and bank risk for the USA and Europe have found that emphasis on income diversification lowers risk in European banks but exacerbates it in American banks. Current research on Asian banks has not led to a coherent view of the relationship between NII and bank risk. We employ data over 25 years for 24 Asian countries to examine this relationship. Using the GMM estimation approach we estimate equations for two time-periods, 1996-2007 and 2008-2018, to examine the NII-bank risk relationship in the presence of some controlling financial, macroeconomic and policy variables. Our results show that non-interest income worsens bank risk for all 24 countries, as well as for sub-groups of countries. We also find that, by and large, economic growth improves bank risk while inflation above a threshold worsens it. Finally, our proxy measure for monetary policy improving bank risk though fiscal policy seems to have no effect.

Hyun, S., Kim, J. M., Han, J., & Anderson, M. (2022). Female executive leadership and corporate social responsibility. *Accounting & Finance*, 62(3), 3475-3511.

<https://doi.org/10.1111/acfi.12894>

## ABSTRACT

We examine how increased female participation in top executive leadership affects corporate social responsibility (CSR). Applying a long-window, event study approach with matching, we first document that CSR ratings improve with increased female participation in the top executive team, consistent with expectations based on previous research. Then, we examine specific ways that female participation impacts CSR decision-making. We predict and find that increased female participation brings more attention to remediating CSR concerns. We also predict and find that, in the uncertain economic times following the global financial crisis, increased female participation moderated addition of new CSR strengths.

# COMPLETED PROJECTS IN SUSTAINABILITY

## SUSTAINABLE AND SMART AGRICULTURAL SUPPLY CHAINS DEVELOPMENT IN MEKONG COUNTRIES

<https://www.logsys-psu.com/1051/>

**RESEARCHER:** Dr Sreejith Balasubramanian – Head, Centre for Supply Chain Excellence at Middlesex University Dubai, United Arab Emirates  
Associate Prof. Dr Janya Chanchaichujit – Prince of Songkla University, Thailand

**FUNDED BY:** Mekong Institute (Mekong-Republic of Korea Cooperation Fund (MKCF))

**DURATION:** March - September 2022

**ABSTRACT:** This research project is part of Mekong Institute's project on "Sustainable and Smart Agricultural Supply Chains Development in Mekong Countries" with the aim of improving production effectiveness and efficiency, reducing post-harvest losses, and increasing energy efficiency in agricultural supply chains through cold chain development and smart and sustainable technologies in the post-COVID situation in the Mekong countries, namely Cambodia, Lao PDR, Myanmar, Thailand and Vietnam funded by the Mekong-Republic of Korea Cooperation Fund (MKCF). With a focus on capacity development for stakeholders and beneficiaries in the target countries, the project is in an urgent need to transform agricultural supply chains (production, processing, and distribution) in the Mekong Countries through the application of the smart agricultural, logistics and renewable energy technology. This is intended to eventually contribute to the achievement of the Sustainable Development Goals (SDG): ending poverty and hunger, promoting efficient energy, and responding to climate change while achieving inclusive growth, building resilient society, and sustainable natural resources.

This research is conducted to understand the readiness of smart logistics technologies and smart renewable energy technology in the agricultural sector. The specific objectives are as follows:

- To gain understanding of the status and readiness of smart logistics technologies and smart renewable technologies and its adoption in the agriculture sector in five Mekong countries, namely Cambodia, Lao PDR, Myanmar, Thailand and Vietnam
- To identify different types, functions, and suitable adaptation of technologies including integrated energy saving devices and applications in logistics and transportation for agricultural production in Cambodia, Lao PDR, Myanmar, Thailand and Vietnam
- To assess human and system capacity needs of government agencies and other stakeholders on the use of identified logistics technologies in the agricultural products transportation and storage in the five Mekong countries
- To suggest and make practical recommendations for effective improvements of key government agencies and the private sector to achieve full operationalisation of smart logistics technologies and smart renewable energy technology in agricultural product in the five Mekong countries.



# DIGITAL CONNECTIVITY IN MSMEs IN THE LANCANG-MEKONG COUNTRIES

<https://www.logsys-psu.com/1066/>

## RESEARCHER:

**Associate Prof. Dr Janya Chanchaichujit** – Prince of Songkla University, Thailand  
**Dr Sreejith Balasubramanian** – Head, Centre for Supply Chain Excellence at Middlesex University Dubai, United Arab Emirates

## FUNDED BY:

Mekong Institute (Lancang Mekong Corporation Fund)

## DURATION:

January - May 2022

## ABSTRACT:

Digitalisation is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities (Gartner, 2022). It holds enormous potential to support growth, promote innovation and facilitate connectivity. COVID-19 has acted as a catalyst for digital transformation. Digital connectivity has proven to be a crucial factor, allowing economies to successfully contain the spread of the virus and enabling business continuity across the globe, saving millions of jobs. For instance, digital cash transactions through mobile phone platforms have reduced the risk of COVID-19 spread associated with physical cash transactions.

Studies have shown that technology adoption has enhanced the competitiveness of Micro, Small, and Medium-sized Enterprises (MSMEs) (UNCTAD, 2020). As diverse as they are, emerging digital technologies offer MSMEs a range of applications and solutions to improve performance and overcome the size-related limitations they face in doing business compared to large firms. Digital tools such as e-commerce platforms, resource management, and collaboration software have helped small companies and start-ups leverage their networks and employees (The Network Readiness Index, 2021).

Despite potentially significant benefits, MSMEs still lag in digitalisation (OECD, 2021). Since over 95% of all firms in many countries and regions are MSMEs, their digitalisation is critical for innovation, economic growth, and job creation. It plays a crucial role in creating sustainable societies (OECD, 2021). MSMEs' failure to adapt to technological changes may further entrench digital inequalities vis-à-vis large firms. Enabling MSME digitalisation has become a top policy priority for most countries because the MSME digital gap has increased inequalities among people, places, and firms. There are concerns that the benefits of the digital transformation could accrue to large firms broadening these inequalities.

To foster digitalisation and the adoption of innovative technologies in MSMEs, Mekong Institute (MI), with the support of the People's Government of the People's Republic of China, is implementing a project on "Fostering Digital Connectivity in the Lancang-Mekong Countries." The project seeks to identify challenges and opportunities in digital connectivity in the MSMEs sector and enhance the key stakeholders' capacity to adopt digital platforms and technologies, contributing to enhanced digital connectivity among LMC member countries.

This study looks at the status of MSMEs' digital uptake, including in the context of the COVID-19 crisis in Lancang-Mekong countries. This research aims to be an evidence-based study to understand the current status, issues, challenges, and opportunities of digital connectivity for MSMEs in LMC. The specific objectives of this study are as follows:

- Examine the current status of the adoption of digital technology by MSMEs in the Lancang-Mekong countries
- Identify the primary enablers and benefits of digital technology adoption for MSMEs in the Lancang-Mekong countries
- Examine the main challenges and barriers facing MSMEs for digital technology adoption in the Lancang-Mekong countries
- Provide recommendations for future actions that will enhance the digitalisation and digital connectivity of MSMEs in the Lancang-Mekong countries

# RESEARCH AND INDUSTRY EVENTS

## UN SDG CASE STUDIES

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership (<https://sdgs.un.org/goals>).

Middlesex University Dubai has highlighted the following case studies advancing the UN SDGs as outlined below.

### 3

## GOOD HEALTH AND WELL-BEING

### WELL-BEING MATTERS - ALL STAFF TRAINING

In February 2021, Middlesex University Dubai held a two-part training on well-being for education staff delivered by an educational psychologist. During the first half of the interactive session, attendees explored and shared different connotations of well-being. They identified 'what works' for their own well-being, considered its influence on their work with students, and explored different ways to incorporate well-being in the workplace from a departmental and individual perspective. Attendees who wished to take this theme forward were introduced to a simple yet very practical Well-Being Action tool. The second half of the session aligned with MDX's new Integrated Wellness Programme. Attendees considered a holistic perspective, which included understanding the influences between student well-being, behaviour and learning.

### STUDENT WELLNESS INNOVATION COMPETITION

The MDX Dubai Wellness Office invited all students to submit their ideas to the 2021 Wellness Innovation Competition (WIC) conducted from February to May 2021. The WIC was a problem-solving exercise through which students were given the opportunity to showcase their creativity and critical thinking skills by developing innovative solutions to current issues in Happiness and Well-Being. The winning innovation and runner-up received an opportunity for guidance to implement the innovation from the MDXelerator programme.

### WORLD MENTAL HEALTH DAY EVENTS

Using the recent research with UG students as a base, the Wellness Office organised a week of talks, workshops, presentations, panel discussions, and research seminars to raise awareness around mental health, advertise campus resources, and extend student learning in October 2021. As the research showed that procrastination as a variable that had impact on achievement, the week included a workshop on avoiding procrastination, a student-led panel discussion on procrastination and its effects, and a research seminar on the research findings and their implications for educators.

## MENTAL HEALTH SESSIONS

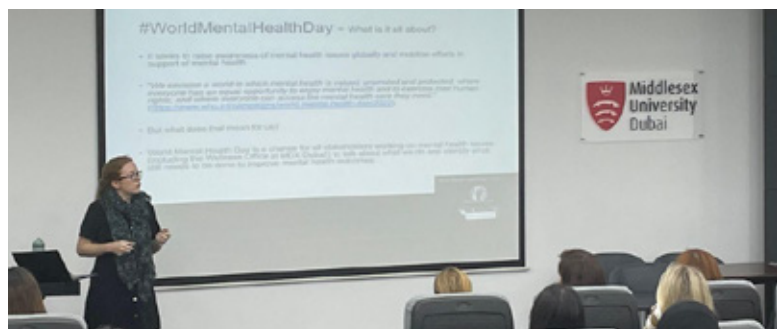
These sessions for students were conducted by our Mental Health Counsellor, Ms Nora Tahir, to encourage and facilitate conversations around mental health topics. These were held on 5th, 22nd and 29th November and 6th December 2021 on topics such as 'What is Assertiveness?', 'Building Self-Confidence', 'Setting Healthy Boundaries' and 'Practicing Mindfulness'. The sessions resumed on 17th November 7th and 12th December 2022 and 20th January 2023 on topics such as 'Building Self-Confidence', 'Living by Your Values', 'Holiday Hopes and Practicing Mindfulness'. The interactive and engaging sessions aimed to provide a platform for students to discuss their thoughts and opinions on different topics while gaining insight into some basic concepts for safeguarding and strengthening their health and well-being. Furthermore, on the 24th of November 2022, the Wellness Office commemorated International Men's Day and Men's Health Awareness Month with a panel of brilliant minds to explore the topic of 'Men's Mental Health' as part of the mdxMindset Talks series. They emphasised the need to break the societal stereotype that men's expression of feelings is a sign of weakness and that a mental health diagnosis does not mean men should face challenges when entering or staying in the workforce.

## MDXMINDSET TALKS

With conversations around mental health long overdue, the Wellness Office introduced the mdxMindset Talks series in October 2022, with the objective of adapting home, work, and educational spaces to better suit the needs of the people within them. Allowing people to talk about health issues, whether physiological or psychological, helps normalise mental health as part of health in general and leads to inclusivity so that people feel safe seeking help. Talking about well-being also creates a community of enquiry around challenges in societal wellness, and this inspires a problem-solving approach to issues affecting different communities. Help-seeking behaviour – as well as help-offering behaviour – is promoted when people communicate openly, and this also makes people more aware of signs and symptoms of mental health problems.



## MAKING MENTAL HEALTH A GLOBAL PRIORITY FOR ALL



On 10th of October 2022, which is World Mental Health Day, the MDX Dubai community came together to reduce the stigma around wellbeing and encourage open conversation around topics related to mental health in line with this year's theme of "Making Mental Health a Global Priority For All". The MDX Wellness Office held the launch event of their new mdxMindset Talks series, a monthly series of sessions and workshops taking place throughout this academic year.

## 'LET'S TALK ABOUT IT'- MENTAL HEALTH TALK SERIES

These sessions for students were conducted by our Mental Health Counsellor, Ms Nora Tahir, to encourage and facilitate conversations around mental health topics. These were held on 5th, 22nd and 29th November and 6th December 2021 on topics such as 'What is Assertiveness?', 'Building Self-Confidence', 'Setting Healthy Boundaries' and 'Practicing Mindfulness'. The sessions resumed on 17th November, 7th and 12th December 2022 and 20th January 2023 on topics such as 'Building Self-Confidence', 'Living by Your Values' and 'Holiday Hopes and Practicing Mindfulness'.





## STAFF INITIATIVES FOR GOAL 3

A number of staff initiatives to ensure work-life balance have been facilitated by different staff across the campus.



Each year, full-time faculty are invited to a cultural outing and team-building session by the University. On 27th May 2022, the staff went to the newly opened Museum of the Future, followed by team building and teaching and learning training. The graphic design team opened their space up for staff to enjoy a link cut printing workshop in June 2022. November 2022 saw a business faculty member facilitate the newly launched Walk and Talk initiative, encouraging colleagues to walk with at least one colleague for a few minutes on a given day each week. A faculty member from the Education School started the first staff choir on campus in January 2023, encouraging staff with a love for music to nurture their talent in an informal atmosphere. In addition, training was offered on all well-being matters by an educational psychologist, and staff training was provided on inclusive topics from March 2022. For more information visit <https://www.mdx.ac.ae/teaching-and-learning-committee>.

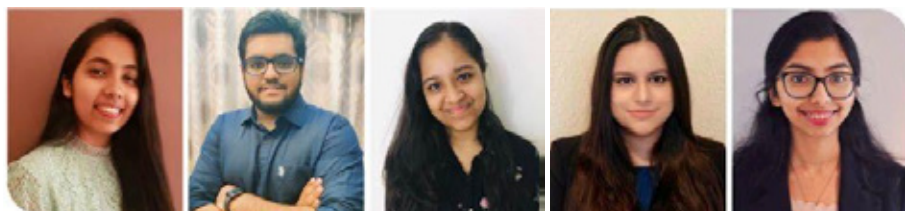
# 4

## QUALITY EDUCATION

### MDX STUDENTS WIN CFA LOCAL RESEARCH CHALLENGE 2021 AND 2022

Middlesex University Dubai's team comprising three MSc Investment Management students Anand Natrajan, Ananya Varshney and Zain-Ur-Rahman secured the CFA Scholarship based on our University Affiliation Programme. Final year BA (Hons) Accounting and Finance students Steni Philip, Harshi Motwani, Sowmya Raghavan, Vikas Prakash Chand and Neha Hussain secured the first place in the CFA Local Research Challenge 2021. The team submitted a detailed investment report and presented their findings in front of a panel of CFA charter holders during the finale held on 27th February 2021. Middlesex University Dubai was

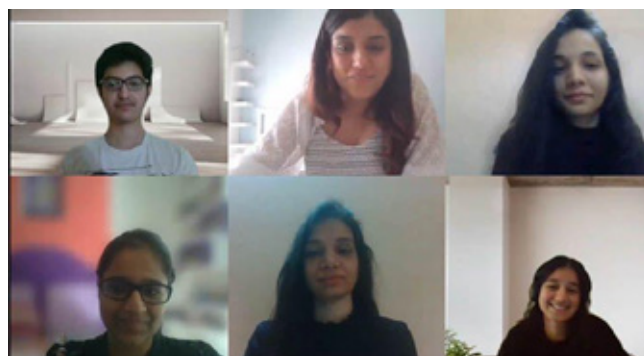
crowned the winner again in 2022 with team members-Vasanth Rajendran, Tresey Chacko, Craig Miranda, Ron Domingo, and Ramona Menezes. The team was well supported by Ms Bhupali Gursale, the industry mentor and CA Rashita Puthiya, faculty mentor.





## ICAEW GO SCHOLARSHIP

Accounting and Finance students have been selected to receive the ICAEW GO Scholarship 2021. ICAEW (Institute of Chartered Accountants in England and Wales) offered the ACA (Associate Chartered Accountant) qualification; one of the top accounting professional qualifications in the world, which many of our students complete after graduating. Representatives from ICAEW conducted an online placement test on 23rd March 2021 for second- and third-year students. The top 5 students were selected to receive the scholarship worth AED 9,515, including tuition fee and learning materials. Students Amanpreet Sudan, Yvette Yashavantha, Farida Khuzema, Arwa Khuzema and Harshi Motwani were selected to receive a scholarship.



## MDX SCHOOL OF LAW AND POLITICS PRO-BONO INITIATIVE



As part of Middlesex University Dubai Law and Politics Department's commitment to bridging academia with practice, the University is collaborating with different international and regional law firms, as well as established UAE institutions to engage law students with pro bono legal advice, supporting lawyers through research and drafting, as well as other activities to raise awareness of the firms' pro bono services and advancing the importance of pro bono legal services in Dubai. The initiative aims at both enhancing students' practice-based learning, and supporting the community of Dubai. This aligns with MDX's 2031 strategy of creating knowledge and putting it into action to benefit students and the society. Two MOUs have been signed already with international law firm Hunton Andrews Kurth (HAK) and leading local firm AWS Legal Consultancy. The engagement with both local and international law firms aims at exposing students to both DIFC and UAE laws.

## IFRS MENTORSHIP PROGRAMME

The first IFRS industry mentorship programme organised for our final year students of BA (Hons) Accounting and Finance at Middlesex University Dubai was completed successfully. Launched in October 2021, the programme involved seven accounting and finance professionals mentoring 33 students over four months. The program had three rounds wherein the students had the opportunity to interact with three different mentors brainstorming practical issues relating to the presentation of financial statements. The mentors CA TP Anand, CA Rishi Chawla, CA Aashna M, CA Hemant Mundhra, CA Chirag Agarwal, CA Renjith Radha and CA Indu Krishnan worked effortlessly with the students, guiding and preparing them for the real world.



## GOOGLE DEVELOPER EDUCATION EVENT



On Thursday 6th January 2022, third year BSc Business Information Systems students hosted an educational and networking event for programming enthusiasts at Coders HQ, a transformational project focused on developing the coding community in the UAE. This meet-up saw students from a range of universities come together at Emirates Towers in Dubai for exclusive education delivered by two Google experts, Sebastian Trzcinski-Clément, Senior Program Manager at Google, and Dr Nabil Hadj-Ahmed, Google Cloud Training Director at Jellyfish. According to Maleeha, the event not only provided the opportunity for young developers to network with and learn from tech

leaders, but it also provided students from different backgrounds who share an interest in Google technologies with the chance to network and develop a sense of community. Middlesex was among the first universities in the UAE to join the GSDC initiative at its launch in September 2020, building on the University's longstanding educational and industry collaboration with Google and other tech sector giants.

## INTERNATIONAL EDUCATIONAL FIELD TRIP

Between 4th and 9th April 2022, students from Middlesex University Dubai's MBA programme visited Paris for a week to study the luxury fashion industry as part of their programme. The students worked on business projects and had the opportunity to research and present their findings on best retail practice in luxury outlets and evaluate the consistency of Bulgari's extension into the fragrance and beauty sectors. Professor Evangelos Moustakas, Programme Leader of the MBA, accompanied the students and praised them for achieving so much in a limited amount of time. The Paris International Field Trip is part of the Applied Learning Experiences of the Middlesex MBA organised by the Centre of Innovation and Entrepreneurship (CIE). These experiences are on offer only for Middlesex MBA students as part of their curriculum and no extra fees need to be paid. The International Field Trip is designed to enhance each student's professional competence by ensuring that they engage with industry best practice and the application of their learning. The Field Trip involves a blended learning approach and combines classroom learning delivered by professors from Bocconi University and guest speakers from luxury fashion retail brands, alongside discussions and industry visits.



## THE OFFICE OF STUDENT RESEARCH ATTAINS INSTITUTIONAL MEMBERSHIP OF THE COUNCIL ON UNDERGRADUATE RESEARCH (CUR) FOR MDX DUBAI

CUR comprises a global network of individual, institutional, and affiliate members with a shared focus on undergraduate research, along with academic and creative opportunities for faculty and students. It is committed to inclusivity and diversity among its participating members and in its array of offerings. In June 2022, MDX Dubai's Office of Student Research signed MDX Dubai up as an institutional member of the Council on Undergraduate Research (CUR) for MDX Dubai. This allows us to learn from the experiences of others working in this domain and to share our best practices internationally.



## UN HIGH-LEVEL POLITICAL FORUM

On 6th July 2022, our lecturers Aditi Bhatia and Stephen King participated in a virtual United Nations High-level Political Forum - Sustainable Development Goals - side event. This was hosted by the Green Hope Foundation. Green Hope's founder and president hosted the session from the UN headquarters in New York, where governments from around the world met to discuss 'SDG4 Quality Education' and other global goals. Aditi and Stephen's participation was based on their research into the transition of communication from offline to online during the COVID-19 pandemic. They presented results from a multinational qualitative study conducted in 2020, which expanded upon emerging theories of digital capital to describe various manifestations of digital poverty and its potential impact on education. They shared key themes from the study, which suggested the exacerbation of the digital divide between students from varying socio-economic backgrounds may also be expected to present challenges for learning environment design and student engagement.



## MIDDLESEX UNIVERSITY DUBAI STUDENTS GARTNER OFFICES - MENTORING PROGRAMME



On 25th September 2022, Gartner welcomed 25 Middlesex University Dubai students who are part of the Gartner-MDX Mentoring Programme for Business, Finance and Accounting and IT students. The programme is a year-long initiative established in June 2022 and supported by Tenia Kyriazi, Engie Bashir, Mariam Aslam and Conchita Fonseca. The programme aims to build trusted relationships between our students and experienced professionals and enrich the lives of both mentors and mentees by having mentors give back to the community through knowledge sharing. This transformative programme provides our students with the invaluable

opportunity to learn directly from industry experts, making them career ready for the real world after they graduate.

## BREKKBULK EDUCATION DAY

On the 14th of February 2023, Middlesex University Dubai's operations, supply chain and logistics students had the privilege of attending Breakbulk Middle East 'Education Day' coordinated and lead by Dr Sreejith Balasubramanian, Chair of Research & Senior Lecturer of Supply Chain at Middlesex University Dubai. The students had the opportunity to listen to a series of informative sessions including Breakbulk case studies, a panel discussion on career opportunities in Breakbulk, and student success stories, as well as the opportunity to interact and network one-to-one with industry leaders and visit the pavilions of various exhibits.



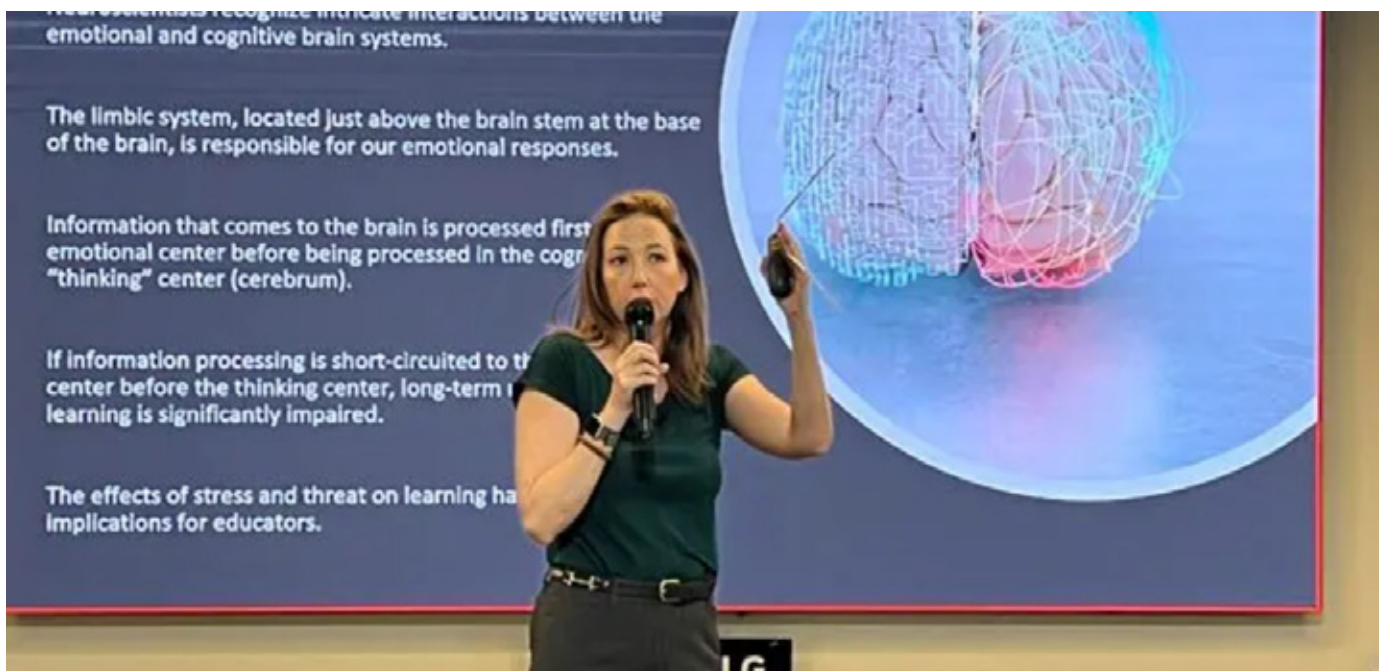
## BIZ BUZZ

During February and March 2023, the Department of Accounting and Finance (A&F) at Middlesex University Dubai hosted the 7th edition of Biz Buzz, the annual intra university fest for the students. The event's motif was 'Sustainability of Communities and the Environment', one of the three integrating themes of Middlesex strategy for 2031. The purpose was to build a responsible community of future professionals adhering to the principles of sustainability in their corporate and personal lives.



## MDX AND DUBAI CARES PARTNER HOSTED EXPO2020 HEALTH SERIES EXPLORING SUSTAINABLE AND INCLUSIVE EDUCATION

The education and training initiative was launched by Alison Burrow, Head of Education and Early Childhood Studies at Middlesex University Dubai, in line with the United Nations Sustainable Development Goals (SDGs). Addressing numerous useful and practical topics that were relevant to both parents and educators, the diverse and inspirational programme placed particular emphasis on how attendees could celebrate and cultivate the talents of every child; instill a love of learning in each student; teach our future leaders to show empathy, tolerance and cultural sensitivity; and how to promote and practice the SDG's in education environments. Stephen King, Lecturer in Media at Middlesex University Dubai, examined the integration of UN Sustainable Development Goals within multiple pre-existing higher education programmes, while Philip Anderson, Lecturer in Education, took attendees on a journey through encouraging creativity in the classroom in alignment with SDG 4.





# 5 GENDER EQUALITY

## MENA GRAD SHOW, DUBAI DESIGN WEEK

Arshya Rais' major final project was entitled 'Bindass Vellas', a brand designed to specifically challenge patriarchal systems in India. In keeping with the programme's ethos of developing autoethnographic project work particularly in the conceptualizing and designing of the major final project, we felt Arshya's work was particularly suited for nomination for inclusion in the MENA grad Show 2021. We nominated three students that year, but only Arshya was successful.



## EVENTS TO SUPPORT WOMEN AND GIRLS



On 9th March 2023, the University in celebration of International Women's Day 2023, hosted a panel discussion titled 'A Conversation Around Equity - Building Workspaces where Women Thrive'. Moderated by Mahine Rizvi Admad, Senior Lecturer in the School of Law and Politics, the session involved a conversation with four empowered, inspiring women who are "walking the talk" by bringing about awareness and tangible policy change, who are using their voices to challenge issues around equal opportunities, gender pay gap, and inclusion, and are helping other women use their voice which is testimony to the fact that these conversations add value and inspire.





## 10TH INTERNATIONAL GIRLS IN ICT DAY CEI EVENT: WEBINAR ON WOMEN IN CYBERSECURITY

In celebration of International Girls in ICT Day, the Computer Engineering and Informatics (CEI) department at Middlesex University Dubai (MDX Dubai) and Cisco partnered to host the 'Learn-A-Thon Introduction to Cybersecurity' course. The free event, which was held on 22nd April 2021 as part of Cisco's global NetACad Learn-A-Thon initiative, focused on increasing the presence of women in IT and Cybersecurity. A core objective of MDX Dubai's contribution to achieving the UN's Sustainable Development Goals (SDGs) includes making STEM education equitable for all. In line with the fifth SDG, which aims to achieve gender equality, the CEI have taken the lead in organising numerous regional initiatives encouraging women and girls to engage in STEM and ICT.



## INTERNATIONAL DAY FOR WOMEN AND GIRLS IN STEM CEI EVENT

On 11th February 2022, the CEI team organized a student-led event to celebrate the International Day of Women and Girls in STEM 2022. Senior Lecturer Dr Maha Saadeh commented that professional opportunities in STEM are growing rapidly across the world, working side by side to close the STEM gender gap and level the playing field. Inshaa Uddin and Sadaf Khan, Engineering and IT students at MDX, commented on the role of diversity and inclusion in the field giving way to innovation. The event aim was to empower our female students/alumni and gave them the opportunity to share their own ideas and experiences about how the STEM industry should recognise the unique talents that women bring to the table. The event also discussed how to close the gender gap in line with the UN Sustainable Development Goals, encourage more women and girls to bring their unique perspectives to the STEM field and make STEM more inclusive for all.

## THE WOMEN'S PAVILION AT EXPO2020 - INTERNATIONAL DAY FOR ELIMINATION OF VIOLENCE AGAINST WOMEN



On 25th November 2021, Mahine Rizvi Ahmad and Donya Saberi spent the day engaged in conversations around "The Elimination of Violence Against Women: A Paradigm Shift" for the Abu Dhabi Centre for Sheltering and Humanitarian Care – EWA'A. Mahine Rizvi Ahmad's talk "Violence Against Women is not 'just a women's issue' - Deconstructing the narrative around gender-based violence" explored key themes around language and discourse, based on rethinking concepts around GBV and shifting the focus on the role and responsibility of both men and women in addressing these issues. Mahine and Donya Saberi facilitated a workshop titled "A Turning Point – Rethinking gendered language and actions." This interactive workshop engaged participants in (re)thinking violence against women from a gendered lens, focusing on the impact of words, stereotypes and actions.

## MIDDLESEX UNIVERSITY DUBAI JOINS UN GLOBAL COMPACT'S TARGET GENDER EQUALITY ACCELERATOR PROGRAMME (GOAL 5: GENDER EQUALITY)



In September 2021, Middlesex University Dubai took action to advance women's leadership and representation in business by joining Target Gender Equality (TGE), an accelerator programme from the UN Global Compact. TGE supports companies engaged with the UN Global Compact in setting and reaching ambitious corporate targets for advancing women's participation in business at the highest levels. The participation in the Target Gender Equality initiative under the ISD umbrella was led by TGE ambassador Mahine Rizvi Ahmad, Senior Lecturer in Law, and our TGE

representatives Dr. Fehmida Hussain, Head of Computer Engineering and Informatics, and Andrew Mackenzie, Chair of our Institute of Sustainable Development (ISD). Middlesex University Dubai is already a signatory to the UN's Women's Empowerment Principles (WEPs) and has a robust strategy in place for empowering its female staff and students to succeed in their respective fields, reporting its successes and progress in gender equality through the UN Global Compact.

The University also supports all student research on gender equality and inclusivity by providing resources, funding and grants in diverse fields such as sustainability, law, graphic design, media, tourism, psychology, engineering, IT and business. The University will be setting further tangible goals in 2021 to reach even greater gender equality and progression targets, involving even more women in leadership and increasing female student representation and mentoring roles. Middlesex Dubai also plans to use the WEPs Gender Gap Analysis Tool to assess gender equality performance and set further goals.

# 6

## CLEAN WATER AND SANITATION

### PROJECT MAJI - BATTLING WATER SCARCITY

The School of Law and Politics and The Institute of Sustainable Development were delighted to welcome Sunil Lavani, founder & CEO of Project Maji on Monday, 21st November 2022. Sunil presented to a wide range of students and faculty his unique perspective on sustainable development. He shared his personal journey during which he worked for his family's electronics business, Binatone. He pivoted his career to focus on water provision after he witnessed children collecting dirty water from roadside puddles in Sub-Saharan Africa. Sunil's story touched on the challenges and opportunities of raising capital, designed for purpose water solutions, and developing sustainable water solutions for rural communities. Project Maji was founded in 2014- a social enterprise focused on providing sustainable access to safe water in rural communities throughout sub-Saharan Africa. Sunil now runs Project Maji from its office in Dubai at the International Humanitarian City. Project Maji was the proud winner of the Mohammed bin Rashid Al Maktoum Global Water Award in 2020 as well as being selected as a YPO Global Impact Award Winner that same year.



## 7

# AFFORDABLE AND CLEAN ENERGY

INVEST IN OUR PLANET:  
OUR COMMITMENT TO THE PLANET  
ON WORLD EARTH DAY



On 22nd April 2022 to mark World Earth Day, the Middlesex University Dubai community launched a landmark partnership with Light It Forward UAE by illuminating Dubai's skyline with a call-to-action urging world leaders to 'Invest In Our Planet'. Created using 500 solar-powered lamps, the solar artwork was unveiled at sunset at the flagship MDX campus in Dubai Knowledge Park to celebrate the beginning of an ongoing collaboration through this award-winning initiative. Many lamps were hand built by MDX students and faculty who came together as a community in support of the campaign. With the UAE hosting the UN Climate Change Conference (or COP28) in 2023, the solar message builds on Expo 2020's commitment to act to protect the planet. In addition, the artwork also serves as a reminder to world leaders, who attended COP28, about their responsibility to achieve the UN Sustainable Development Goals and take urgent climate action. This event is the second campaign MDX has partnered with Light It Forward UAE to organise in recent weeks, following a highly successful activation in the Opportunity District at Expo 2020 in March. Led by MDX's research centre the Institute of Sustainable Development (ISD), a group of students spelt out an inspiring message of 'This Is Our Time', encouraging Expo visitors to consider the immediate impact of climate change on their lives and the environment. Further activations and initiatives focused on building awareness of sustainability across the UAE are set to take place in the near future. Light It Forward is the initiative of Litre of Light, an innovative, global grassroots movement founded by social entrepreneur Illac Diaz that is taking sustainable building solutions to the people who are most in need of low-cost infrastructure.



# 8

## DECENT WORK AND ECONOMIC GROWTH

### CAREER DEVELOPMENT AT MDX

During 2021 and 2022, Middlesex University Dubai hosted multiple career days, webinars, and workshops in line with the Careers and Employability Services, with the aim to make each student at the University 100% employable by understanding their individual career goals and aspirations to support them in achieving future success. Some of these events included guest talks and workshops with future employers.

The Computer Engineering and Informatics department at Middlesex University Dubai hosted the virtual Career Day on May 12th 2022, with more than 100 students from CEI attending the hugely successful event. An exciting and informative presentation on Blockchain and Cryptocurrencies was given by Mr Shreenath Iyer, CMO, Digital Financial Exchange (DIFX). The event included insightful guest speaker talks by Amir Shalaby, Senior Business Manager at Amazon; Nikin Mohan James, Training and Support Manager at Falcon Eye Drones (FEDS); Neil D'Souza, Regional Sales Manager, Google India; and Vanessa Fernandes, Senior Manager-Data & AI, Capgemini-UK.



An informative panel discussion on “Career Insights” with some of our MDX Alumni from the industry added another dimension to the Career Day. The expert panelists were Maryam Lawan Gwadabe, Founder of Blue Sapphire Hub in Nigeria; Nikhil Suresh, King’s College London; Otobong Friday, Marine (Data) Analyst at Jotun Middle East, India & Africa; Bittu Scaria, Robotics Engineer, R&D at STRATA Manufacturing PJSC and MDX Visiting Lecturer; and Ansu Anish, Data Scientist at National Paints.

<https://www.mdx.ac.ae/about-us/news/news-detail/2022/05/20/computer-engineering-and-informatics-students-explore-stem-careers-during-2022-career-day>

Together with the Academy of Law of the DIFC, the department of Law offered the Common Law and DIFC Practice Certificate Course for the fourth year. The Future Lawyers Network continued to offer a Mentoring Scheme in which second- and third-year LLB students have been paired with 14 senior legal practitioners for a mentoring process that will run throughout the academic year, allowing students to receive valuable support and enhance their profiles and skillset. The department continued to run career workshops as part of the Law Career Clinic initiative in which industry partners deliver workshops designed to increase employability.

<https://www.mdx.ac.ae/life-at-university/ces>



### MIDDLESEX UNIVERSITY DUBAI INKS MOU WITH YOUNGSHIP UAE

On Tuesday 19th October 2021, Middlesex University Dubai entered a Memorandum of Understanding (MOU) with YoungShip UAE, a non-profit, non-political organisation which promotes the participation of young professionals in the UAE's maritime cluster. The MOU will provide those MDX Dubai students interested in the maritime and logistics industry with opportunities for professional growth, learning and career advancement through engagement with sector experts. The two entities will also participate in knowledge sharing through collaborative research, guest lectures,

events and competitions, and student internships. The MOU was arranged through Rory McConnon, Campus Programme Coordinator of Middlesex University Dubai's undergraduate Business and MA International Business Management programmes and signed by Professor Cedwyn Fernandes PhD, Pro Vice-Chancellor and Director of Middlesex.

## PANEL ON UAE LABOUR LAW

On 6th December 2021, the Centre for Innovation and Entrepreneurship of Middlesex University Dubai hosted the first panel discussion on the new UAE labour laws that entered into force in February 2022. Three distinguished legal practitioners Thenji Moyo, Legal Director and Head of Employment at Gateley, Sarah Malik, CEO and International Disputes Counsel at SOL International and Ivor McGettigan, Partner Employment and Incentives at Al Tamimi & Co, with extensive experience in employment law, provided an overview of the main reforms introduced by the new law in employment contracts, part time and flexible employment, termination, probation, leaves, discrimination, and harassment. The panel discussion gave the opportunity to discuss the impact of the reforms on employers, employees, and businesses in the light of the post pandemic employment landscape and to explore how they are aligned with international best practices, as well as their implications on the work of HR practitioners. The interactive panel discussion was moderated by the Head of CIE, Professor Evangelos Moustakas and the Deputy Director Academic Operations, Dr Tenia Kyriazi and was followed by an engaging Q&A session.



## HILTI GROUP PRESENTATION TO MDX DUBAI

On Thursday 31st March 2022, representatives of the Hilti Group presented to our MDX Dubai MA IBM programme along with invited students from other PG and UG programmes. Vijay Menezes, Head of Logistics Sub Region Gulf and Partner Markets META, and Connor Sheehan, Regional Talent Acquisition Specialist META, presented information about their company and potential internship/graduate opportunities. Hilti is a US \$6 billion / year revenue company, with over 30,000 employees, that manufacture and market products for the construction, building maintenance, energy and manufacturing industries. This presentation provided deep insights into the strategies, logistics and other operations of a long established and successful MNE. Additionally, their internship/graduate opportunities programme presented was relevant to all our business disciplines (e.g., supply chain, marketing, finance, HR, project management, etc.). This event was organised by Dr Lynda Hyland from our Careers and Employability Service (CES), Rory McConnon, Campus Programme Coordinator for Middlesex University Dubai's 61 UG Business programmes and MA International Business Management, and Sreejith Balasubramanian, Senior Lecturer and Chair of the MDX Dubai Research Committee".



## BOOK LAUNCH - SKILLS AND COMPETENCIES

On 22nd February 2023, Middlesex University Dubai hosted the launch event for Dr Sreejith Balasubramanian's book titled 'Essential Skills and Competencies for Supply Chain Professionals and Future Leaders in Asia.' Driven by the disruption seen to the global supply chain and associated industries in recent years, this is a first-of-its-kind book exploring how industry professionals and future practitioners can prepare for upcoming challenges by hiring talent and developing the essential skills and expertise that the industry needs to remain resilient. The event concluded with a panel discussion on 'Developing Supply Chain's Future Leaders: Creating a Resilient Industry by Empowering Talent' with Prakash Rao from Landmark group, Connor Sheehan from Hilti, Julianne Tolentino from Construction Week ME and Mahnoush Gharehdash professor at MDX.

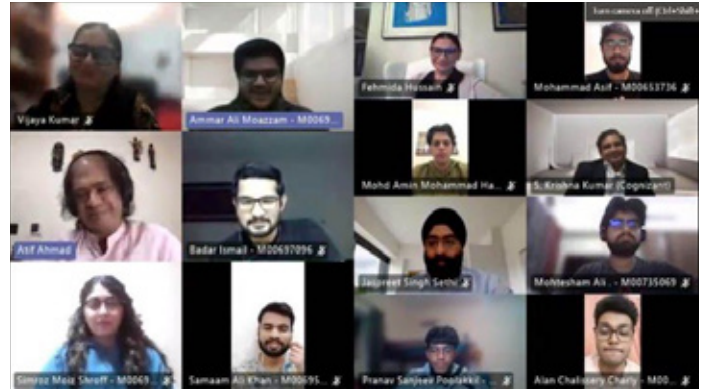


# 9

## INDUSTRY, INNOVATION AND INFRASTRUCTURE

### TECHNOVATION 2021

Technovation 2021 is an internal Fintech competition organised by the Departments of Computer Engineering and Informatics and Accounting & Finance. The finalists presented their Fintech related ideas and prototypes to a panel of judges comprising of a mix of senior industry professionals and academia. The competition in its third year had students spending around 2 months to brainstorm and refine their ideas centered on the theme 'Pandemic and Beyond' by leveraging technology. The top 4 teams were awarded cash prizes sponsored by Al Futtaim Logistics.



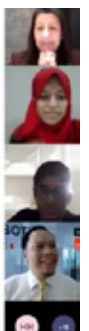
### MDX DUBAI VISITS EXPO 2020 SITE



In January 2021, a team from Middlesex University Dubai were delighted to engage with EXPO 2020 at the Sustainability Pavilion. The visit was the foundation to engaging in curated educational tours for Middlesex Students in 2021. The programme will provide remarkable real-life case studies of the latest interdisciplinary ideas. Andrew Mackenzie, Head of the Institute for Sustainable Development (ISD) engaged with EXPO Sustainability and Innovation tours, and was part of the EXPO environmental conversation, as some of the world's most forward-thinking leaders and environmentalists come together at Expo 2020 to share ideas, best practices,

### TOSHIBA KIOXIA HACKCELLENCE FESTIVAL 2021

Middlesex University Dubai was selected as the facilitator of the Toshiba Kioxia HACKcellence Festival (HACKFEST-21) organized by Group ISD. Launched on 16th June 2021, HACKFEST-21 is described as a committed, purpose filled initiative to establish a Davos for the student universe in the Middle East, Levant, Indian Sub-Continent and Africa. Among many submissions received, 99 qualified hacks were selected to join the six weeks of mentoring starting on 20th September 2021, where MDX facilitates virtual meetings, talks, and consultations via online channels. Several lecturers and researchers from Computer Engineering and Informatics department were among the mentors alongside industry experts and investors. The three winners from this event were LezzGo by Mahina Magesh- a mobile app to organise social physical meetings; Trash-Earn by Samkelo Ngubane, a smart trash bin solution to encourage recycling; and Accident Alert System by Ravinderdeep Singh, a device to automatically send alert when a traffic accident happens.



## MDX DUBAI JOINS DUBAI FUTURE FOUNDATION'S UNIVERSITY ENTREPRENEURSHIP PROGRAMME



In September 2021, Dubai Future Foundation (DFF) announced that Middlesex University (MDX) Dubai joined its University Entrepreneurship Programme (UEP) titled 'Free economic and creative zones in universities', the article focused on establishing integrated economic and creative free zones around public and private universities that allow students to carry out business and creative activities, and incorporate these activities into the education and graduation system. Abdulaziz AlJaziri, Deputy CEO and COO of DFF, and Professor Cedwyn Fernandes PhD, Pro-Vice Chancellor of MDX and Director of MDX Dubai, signed a

memorandum of understanding on behalf of the two parties, aimed at equipping more than 4,800 students of the university from over 120 nationalities with entrepreneurial skills and motivating them to develop innovative solutions in vital sectors.

## RTA HACKATHON

The online hackathon, which concluded with a virtual closing ceremony on 8th September 2021, saw 236 teams made up of students, professionals and freelancers from 18 countries compete to design a product using analytics, machine learning or visualisations that could enhance RTA and DTC operations and improve Dubai's public transport efficiency. Participants used an extensive RTA and DTC dataset to come up with real-world solutions and also had access to exclusive training sessions delivered by the hackathon's partners throughout the five-month initiative.



Middlesex University Dubai recent graduate Juliette Martinez was awarded Best Project in Academic category by Dubai Road Transport Authority (RTA) for her paper titled "Finding A Suitable V2x Communication Protocol for Dubai". Her research aims to improve road safety in Dubai by enabling vehicles to communicate with various objects including other vehicles, roadside infrastructure, and pedestrians.

## STUDENT ENTREPRENEURSHIP PANEL DISCUSSION AT EXPO 2020 (GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE)



On 20th February 2022, Rhoderick Romano took part in a panel discussion at the Polish Pavilion at Expo 2020 that focused on supporting student entrepreneurship shedding light on the roles that universities can play in this thriving economic ecosystem. The event was organised by Innovations Hub Foundation, a Polish-based platform that aims to popularise entrepreneurial attitudes among young people in Poland and across the globe and accelerate the growth of innovative business ventures.



## MIDDLESEX UNIVERSITY DUBAI'S INSIGHTS LAB WINS PRESTIGIOUS SMART DATA EXCELLENCE AWARD FOR INNOVATION IN EDUCATION

Middlesex University (MDX) Dubai's Insights Lab has announced that it was named the winner of the Smart Data Excellence Award in Education at the Smart Data Summit PLUS 2021 on Thursday 18th November 2021. The SDS+ Data Awards are presented to those organisations that have gone above and beyond in their approach to AI and data analytics, setting them apart from entities within their category as well as other industries. MDX Dubai's Insights Lab was also placed in the top five nominated organisations for the Smart Data AI Innovation Award, which celebrates innovation in AI in all industries, alongside four other prestigious firms from across the region: Abu Dhabi Police, Saudi Aramco, Bee'ah, and Ajman Municipality & Planning Department.



The Insights Lab has also partnered with prestigious UAE government entities, such as Dubai Taxi Corporation and the Roads and Transport Authority, to conduct data hackathons that allow students and professionals to work with real datasets. In addition, the Insights Lab team has delivered corporate training and consulting programmes to major organisations including Emirates NBD, DAMAC Properties, ADNOC Group, Majid Al Futtaim, Landmark Group and First Abu Dhabi Bank. This strong industry network has resulted in several internship opportunities for Middlesex University Dubai students interested in pursuing a career in data analytics.

## MDX AKTASHIF 2.0 COMPETITION



On 22nd June 2022, Middlesex University Dubai's media students were crowned winners of the Aktashif 2.0 Canon Middle East's annual 'creative careers competition.' The grand winner of the competition was Angelica Banares with her innovative 'MetaPod'; a unique professional-grade podcast facility that holds equipment in one single space for content creators. Abbas Abdul Razak won an award for his project 'Misfit'; a media brand which

promotes thrifting and sustainable fashion' and Arjun Radeesh for his podcast 'Arjun talks to Grads' which tells stories of university life.

## GITEX GLOBAL DEVSLAM

In October 2022, Middlesex University Dubai's UG IT students attended Global DevSlam alongside GITEX GLOBAL. The DevSlam offered sessions related to the latest technological advancements in collaboration with Microsoft and other leading names in IT with the aim to reveal futuristic concepts that substantiated 'an internet for the future', during which MDX students sharpened their skills by participating in live coding challenges related to algorithms.



## GITEX YOUTHX UNIPRENEUR



Middlesex University Dubai's Science and Technology faculty and students came together with fellow technology practitioners and researchers to celebrate their diverse range of achievements at GITEX GLOBAL, the region's largest technology exhibition that took place in Dubai, UAE from 10th to 14th October 2022. Attending GITEX allowed faculty the opportunity to share their knowledge with fellow STEM researchers and practitioners and demonstrate thought leadership in industry. Students were also able to witness the latest technological developments and build their professional networks. In an incredible turn of events, MDX Dubai was recognised as the Best University in Fostering Innovation and Entrepreneurship at the GITEX YouthX Unipreneur Awards 2022. The award was granted in recognition of the Computer Engineering and Informatics Department's commitment to facilitating excellence in STEM

research, teaching and learning and providing opportunities in the field for all Middlesex students to develop entrepreneurial skills. Middlesex's award-winning InsightsX Lab, one of the specialised labs under CIHx, was a proud community partner of Global DevSlam.

## GLOBAL MEDIA CONGRESS ABU DHABI

From the 14th to 16th November 2022, the Global Media Congress was hosted in Abu Dhabi, with the objective of facilitating critical knowledge exchange and taking part in sharing ground-breaking ideas and cutting-edge solutions shaping the future of the industry.

Students from Advertising, PR and Branding; Digital Media and Communications; and Journalism and Creative Writing recently participated in the Global Media Congress in Abu Dhabi. The event was attended by hundreds of media professionals and hosted dozens of exhibitor stands. Students learned about the potential of AI and Machine Learning, and the Metaverse. They also participated in masterclass workshops and demonstrations by leading practitioners in the field.



## DIFC FUTURE TALENT EVENT:



Middlesex University Dubai faculty represented the university at the recent DIFC Future Talent Week event running 7th to 9th February 2023 at the DIFC Innovation Hub. Dr Anita Shrivastava Kashi, Dr Fehmida Hussain, Mahine Rizvi Ahmad, Judhi Prasetyo, and Dr Lynda Hyland shared their expertise with students, graduates, and industry representatives at the Speaker Sessions. The annual DIFC Future Talent Week focuses on a series of events featuring a diverse range of opportunities dedicated to supporting young talent. Alongside the Speaker Sessions, DIFC Talent Week facilitates employment and networking opportunities with the region's leading organisations and exciting start-ups. The

MDX Dubai faculty presented such talks as "Stress and Resilience: Navigating the journey from university to employment", "Sustainability and ESG Investments", and "Robotics and the Fourth Industrial Revolution".



## MDX GOES TO DUBAI TECHNOLOGY ENTREPRENEURSHIP CAMPUS - DTEC

On 16th February 2023, Middlesex University Dubai PG students had a chance to visit Dubai Technology Entrepreneur Campus (DTEC) to learn about the ecosystem of support available for entrepreneurs. DTEC is the largest tech entrepreneur centre in the region that provides technology startups with the ultimate work environment from which to start and scale. It also offers a programme of events, trainings, mentorship and networking opportunities along with an in-house VC. The students were welcomed and given a tour of its facilities across the area. The trip was coordinated by Middlesex University's Theresa Doan, Innovation and Incubation Specialist and professor Rhoderick Romano.



# 10

## REDUCED INEQUALITIES

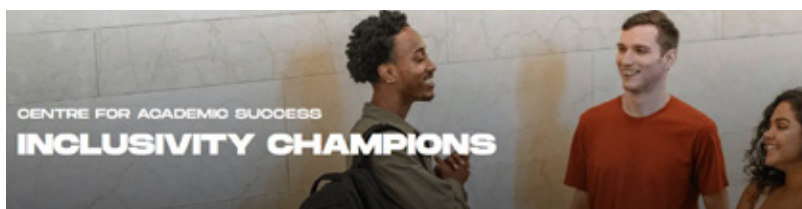


### CLARIFYING IMPACT WEBINAR - INCLUSIVITY IN CLASSROOM

Stephen King, ISD Ambassador, participated in the Clarifying Impact Webinar Series on 20th January 2021, organised by AMPUZ and the UNGC Pakistan. APMUZ is a social enterprise managed by Ayla Bajwa, who was previously the UNGC head in the UAE and has worked closely with our Institute of Sustainable Development on several projects including the UNGC certification. Stephen moderated discussions with two Pakistan tech-ed companies, WonderTree, who provide education games for children with special needs; and Amani Institute, who are in the adult learning space, developing individuals with the skills to contribute. In collaboration with the Global Compact Network Pakistan, the discussion focused on the inclusion of girls in the online classroom, and trends in education.

### STUDENT AND STAFF INCLUSIVITY CHAMPION INITIATIVE

Middlesex University Dubai encourages members of its community (staff and students) to help address any aspects of provision that might be causing barriers to participation. We believe that a strong group of 'inclusivity champions' will prove of real benefit in this respect. Between February 2021 to January 2023, there have been eight training sessions to prepare students and staff for this role so that inclusion is embedded within the culture of the university.



## COLLOQUIUM OF INCLUSIVITY



On 7th April 2021, Middlesex University Dubai hosted the third Colloquium on Inclusivity themed 'Supporting Students of Determination: Inclusion in a Blended Learning Environment'. The colloquium accentuated the attitude shift required to support students of determination during the pandemic with the transition to online learning, fostering a culture of inclusivity at a community level, which included 67 participants from 16 universities.

### FOURTH COLLOQUIUM OF INCLUSIVITY IN EMPLOYMENT

On the 6th of December 2022, the Centre for Academic Success held their Fourth Colloquium on Inclusivity, titled 'Inclusive Pathways to Employment: Empowering student transition into the workplace', which explored how students, universities and employers can come together to support students of determination in their journey from education to employment, to make it seamless and rewarding.



## INTERNATIONAL DAY EVENTS



### 13TH INTERNATIONAL DAY

Middlesex University Dubai celebrates its diverse student body through events such as International Day. On 9th December 2021, Middlesex University Dubai celebrated the highly anticipated 13th International Day. The event saw a spectacular display of 23 stalls, each dedicated to a country and collectively representing a multinational student base. As always, the stalls were created and executed by students at MDX who were proud to showcase their heritage within this wonderfully diverse city that we call home. There were 17 impressive performances throughout the day which celebrated diversity and tradition amongst the MDX community. The varied lineup showcased the broad range of talent within the student body, with gifted musicians, singers and dancers all delivering memorable performance pieces.

### 14TH INTERNATIONAL DAY

On 24th of November 2022, Middlesex University Dubai celebrated its 14th International Day with 118+ nationalities across both the Academic City and Dubai Knowledge Park Campuses.



## COLLOQUIUM OF INCLUSIVITY

The employability of students of determination has become a key priority for Middlesex University Dubai and this innovation has been a creative collaboration of where the CAS department looked within the University and then out into the community to find ways of initiating a strong and sustainable programme for the employability of our Students of Determination. Partners include the support team, faculty, professional services, UAE government funded advocacy agencies and multinational employers. It has resulted in representation of our Students of Determination in Career Fairs and individualized job interviews like the one organised on 18th January 2023. There have been many opportunities for new internships for students of determination and new in-house training offers which have raised the inclusivity profile of the university in the UAE. We hope that this initiative will grow in the years to come and serve as a pioneering model for other universities as well as the other stakeholders within the community.



## FOSTERING DIVERSITY: THE LANGUAGE AND CULTURE EXCHANGE PROGRAMME (LCEXCHANGE)



Launched in November 2022, this initiative connects students who speak different languages to learn from each other through informal language classes and online or face-to-face activities and events. The focus of these online classes is not only on learning the language but also understanding the customs and traditions of the country where the language is spoken. The classes are run by students and are open to other students across our Dubai, London and Mauritius campuses. The student facilitators are usually first language speakers or highly proficient in the language they try to 'teach'. This creates a more relaxed and fun atmosphere when learning and allows both facilitating students and those joining in to gain key employability skills and experience. The programme was launched on 14th November

2022 at Middlesex University Dubai with six facilitators – two each per language, teaching Arabic, Urdu and Hindi from our Dubai Campus to all three campuses. We currently have over 235 registered participants from our Dubai campus for the language courses.

<https://unihub.mdx.ac.uk/study/types/language-and-culture-exchange>

## MAWAHEB VISIT: ART STUDIO AND CAFÉ FOR PEOPLE OF DETERMINATION

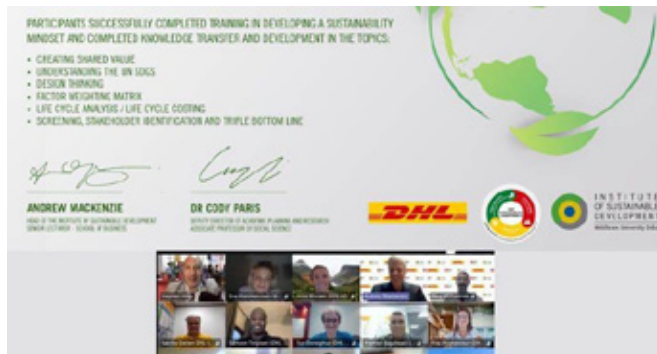
In February 2023, a group of students from Mawaheb, an art studio and community café for people of determination in Dubai, visited the campus to experience a day in the life of an MDX Dubai student. The group met with Pro-Vice Chancellor and Director Professor Cedwyn Fernandes PhD and our current students and were taken on a tour of our campus to visit our facilities. Students from Mawaheb and Middlesex University Dubai participated in many creative activities and enjoyed meaningful interactions throughout the day. Jenny Hooff, Life Skills Instructor at Mawaheb, highlighted the students' delight at participating in the



# 11

## SUSTAINABLE CITIES AND COMMUNITIES

### SUSTAINABILITY MINDSET 2.0: LEADERSHIP DEVELOPMENT PROGRAMME (GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES)



Sustainability Mindset 2.0: Leadership Development Programme was held on 20th October 2021 organised by DHL to develop a sustainability mindset in managers. The Institute of Sustainable Development (ISD) delivered an intensive 3-day training for DHL management across 11 MEA countries focusing on DHL's theme of 'Connecting People, Improving Lives'. It was led by ISD head Andrew Mackenzie along with Stephen King, Rhoderick Romano, Mahine Rizvi Ahmad, Rory McConnon and Dr Sreejith Balasubramanian.

# 12

## RESPONSIBLE CONSUMPTION AND PRODUCTION

### DUBAI DIALOGUE 2021 CONFERENCE

Middlesex University Dubai in association with the Dubai Centre for Responsible Business participated in The Dubai Dialogue 2021 on the topic 'Accelerating the Transition to a Circular Economy' hosted by the Dubai Chamber. The Dubai Dialogue 2021 is an annual forum bringing together a community of stakeholders such as business leaders, entrepreneurs, and experts to have an inclusive goal towards achieving a circular economy. Estimates of achieving a circular economy are estimated to be up to \$4.5 trillion and that currently, the world economy is only at 10% of its potential.



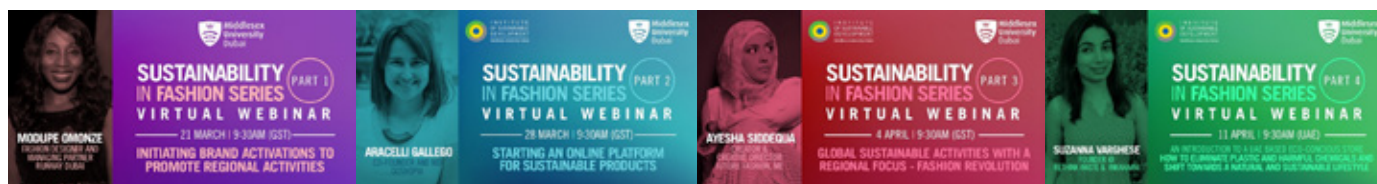
### SUSTAINABILITY IN FASHION SERIES

From 21st March to 11th April 2021, Middlesex University Dubai's Institute of Sustainable Development (ISD), Fashion Department, and Middlesex Dubai Icon Studio united to present a webinar series on 'Sustainability in Fashion' in the attempt to drive awareness and affect change in emerging designers and young consumers across the university body. Each session was led by guest speakers from the regional fashion industry that shed light upon ethical and sustainable practices.



The following speakers were in session:

- Modupe Omonze: Initiating Brand Activations to Promote Regional Activities
- Aracelli Gallego: Starting an Online Platform for Sustainable Products
- Ayesha Siddequa: Global Sustainable Activities with A Regional Focus - Fashion Revolution
- Suzanna Varghese: An Introduction to a UAE-Based Eco-Conscious Store, To Eliminate Plastic and Harmful Chemicals and Shift Towards a More Natural and Sustainable Lifestyle



## FASHION REVOLUTION UAE

### FASHION REVOLUTION UAE 2021

On 22nd April 2021 six Middlesex University Dubai Fashion Design students were named amongst the 10 finalists of Fashion Revolution UAE's upcoming Sustainable Fashion Competition Digital Show. Open to budding designers across the UAE, as part of Fashion Revolution Week in the UAE, the annual programme promotes sustainable and ethical fashion consumption and production through workshops and seminars.



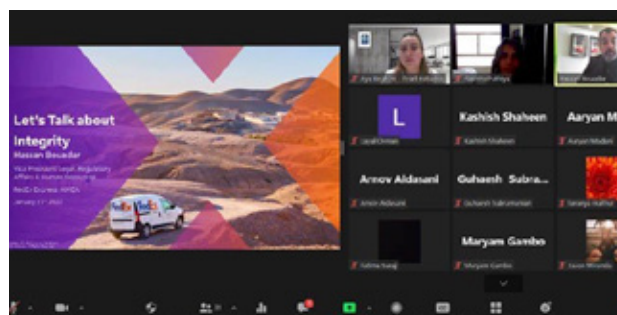
### FASHION REVOLUTION UAE 2022

Fashion Design students at Middlesex University Dubai celebrated another victory on 28th April 2022 at Fashion Revolution UAE. First-year Fashion Design students Aleena Sudheer and Ayesha Nargis were awarded second place in the Fashion Revolution UAE Student Competition at Times Square Center, Dubai on 24th May 2022. They collected materials from thrift stores, like curtains and tailor scraps from the university to create beautiful designs in the essence of sustainability. This incredible achievement gave students who took part the benefit of an amazing opportunity to showcase their talents and designs to industry and learn more about the importance of sustainability in Fashion Design.



## UNGC BUSINESS PLEDGE

On 31st January 2022, final year students of MDX BA Business Management (Finance) had a fantastic opportunity to listen to Mr Hassan Bouadar, Vice President Legal, Regulatory and Human Resources at FedEx Express at Dubai, UAE. The speaker enlightened the students on the importance of personal integrity in all realms of life. The interactive session, organised in conjunction with the Pearl Initiative, witnessed students raising a range of questions on personal growth, career prospects, and key success factors. The event was part of the Business Pledge which was launched in 2017 at the Pearl Initiative and United Nations Global Compact Regional Forum "Sustainability in Action".



The Business Pledge highlights the key role the Private Sector plays in promoting responsible and sustainable growth based on good corporate governance practices in the Gulf region. The purpose of the series was to bring business leaders and youth together, informing and inspiring students on how these topics are applied in practice by businesses in the Gulf region. Mr Hassan facilitated the essence of integrity throughout the session, while Aya Ibrahim, Mahine Rizvi Ahmed, Rory McConnon, and Rashita Puthiya coordinated the event.

## FOR THE LOVE OF THE PLANET

For The Love of the Planet is a two-day festival putting the UAE's future leaders at the heart of student-driven solutions to the issues of sustainable fashion, food sustainability, and developing a circular economy. Organised by the Institute of Sustainable Development at Middlesex University Dubai, the inaugural edition that took place on 20th to 21st March 2023 offered two jam-packed days of student showcases, interactive workshops, and thought-provoking panel discussions by industry experts.

The event was held as part of our commitment to achieving the UN Sustainable Development Goals and supporting the UAE in its sustainability agenda as the nation prepares to host COP28. The agenda was designed to uphold our community's sustainability objectives, help visitors build knowledge through education, and promote 'thinking differently' when it comes to combatting climate change.



A range of guest speakers were invited to share their industry experience and help our students and visitors develop real-life skills and expertise in how they can impact sustainability in food and fashion. The interactive sessions allowed our students to step into the shoes of a sustainability expert, bringing the knowledge they were acquiring to life.

Students were also presented with examples of successful, innovative sustainable entrepreneurship and how sustainability can result in a profitable yet ethical business. A diverse range of sustainability-focused businesses exhibited at the event to educate attendees on the varied business solutions to sustainability.

As well as inspiring students with their own stories of success, our visitors and speakers were able to be inspired by our students' own work and perspectives. Our students showcased their work in sustainability throughout the event in mediums such as fashion, digital media, video, business and design, highlighting the integration of the United Nations Sustainable Development Goals in their respective curricula.





# 13

## CLIMATE ACTION

As a university across two busy campuses, with students from all programmes and backgrounds transitioning through the buildings and grounds, we put focus on making changes and supporting initiatives that allow the students to be immersed in the process of making a difference.

Whether it is reducing our carbon footprint through less screen time, visiting a sustainable business or organisation, or it's a fully engaging student-led competition, there is an obvious emphasis on recycling, reducing waste, and conserving energy across our community.

Through a variety of initiatives, we work on reducing the amount of plastic and other single-use materials around campus.

These include:

### SIMPLY BOTTLES RECYCLING PROGRAMME

Simply Bottles is a not-for-profit recycling initiative that works with schools, businesses, and other organisations to reduce plastic pollution and increase recycling rates of PET plastic in the UAE. Currently through our Reduce, Reuse, Recycle program we have significantly reduced single use plastic and have prevented over 250,000 plastic bottles from ending up in landfill. These bottles remain in a circular economy where they are shredded and turned into recycled clothing.



### E-WASTE DRIVE

A public waste bin in the main lobby for electronic parts that students, parents, faculty, and the wider community can contribute to by bringing household electrical items to campus. All items were sorted and disposed of correctly and sustainability, reducing the amount of e-waste that goes to landfill.

### CLOTHES DRIVE

A public collection box for old clothes and textiles was placed in our main lobby and students, staff and community members were encouraged to bring their pre-loved and old items onto campus as part of the initiative. The initiative aimed to raise awareness of how the fashion industry is one of the world's largest polluters and help us rethink how we approach our clothes and styles.

### VISIT TO TADWEER WASTE MANAGEMENT CENTRE

In partnership with Green Hope Foundation, a non-profit organisation that raises awareness of sustainable development in civil society, a delegation of our Media students and members of Club Impact, a student society that focuses on impactful engagement across the local community, visited Tadweer Waste Management Centre in September 2022. The Tadweer team shared with our students how general waste is sorted to identify materials that can be steered away from landfill, how aluminium cans are repurposed, and the enormous composting operation that provides new soil for farms in the UAE and beyond. The visit allowed the students to see the positive impact that waste management has on the circular economy both locally and globally.

### ENERGY CONSUMPTION

State-of-the-art energy-saving LED lightbulbs have been installed across campus to reduce our electricity output and carbon footprint. On average, LEDs use up to 90% less energy than incandescent bulbs, according to the US Department of Energy. Automatic motion sensors are also installed in all public, high-traffic areas, which turn off when there is no one in the room, thereby reducing the likelihood of a lightbulb being left on and wasting energy.



## SUSTAINABILITY AUDIT ON ALL TECH AND DIGITAL SYSTEMS

In order to reduce our internal impact on the environment, our IT team have been making changes to our computer systems. This includes an audit of all existing equipment to highlight unused functionalities and optimise current systems, reducing the need for investment into unnecessary upgrades. All computer devices have been programmed to go into sleep mode after one hour of inactivity, and other devices such as projectors and printers will sleep while idle, saving electricity whilst on campus. Printing is also limited to a certain number of pages per employee and student, to reduce our paper consumption.

## “SOWING SEEDS” DEPARTMENT OF FASHION DESIGN

“Sowing Seeds” is an initiative emerging at the nascent Department of Fashion Design, from a 3 year-long gradual nurturing of futuristic mind-sets in the decision-makers of tomorrow, to ‘lighten’ students of dark side of this glamorous industry via awareness activities, mandatory outcomes to modules in the syllabus, workshops for schools and guest visitors. Through this initiative we have impacted the emissions from the fast fashion industry practices on campus and educated many students about the impact of their purchase behaviour.

A collaboration between the Middlesex University Dubai and the local/regional creative community/industry, this is an entity that is taking active steps towards sustainability, powered by the motivation of hosting the upcoming COP28 and the heightened focus on UNSDGs. Capitalizing on the first-movers advantage we have made these changes right from the start and have sown the seeds of sustainable thinking into young minds, nice-and-early.

This initiative has translated into bigger ideas, being made by students into a video in the first year module FSH1910: Research and Communication – where students research the depth of the damage faced by the planet and then submit a 2 minute 30 second video with cutting edge and impactful solutions via their research and digital skills, put together into a punchy outcome, that cocktails creativity with technology. A series of Guest Talks are conducted throughout the year, to stimulate and germinate their ideas via providing inspiration derived from industry professionals/stalwarts. The additional spin-off has been building bridges of network with the fashion companies/start-ups in the UAE, providing mentorship, internship, apprenticeship, and employment opportunities to students, where the awareness of Fashion Sustainability has allowed them to bring classroom learning to real-world processes/situations/challenges and hit the ground running.



# 16

## PEACE, JUSTICE AND STRONG INSTITUTIONS

### MOOTING SOCIETY AND MODEL UNITED NATIONS SOCIETY (GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS)



#### MOOT COMPETITION 2022

The Mooting Society, led by 5 student committee members, has over 100 members and meets on a regular basis, hosting workshops, guest speakers and a variety of internal and external competitions as well as formative moots. MDX Dubai law students participated in the Philip C. Jessup International Law Moot Court Competition UAE National Rounds, winning to become to be UAE Qualifying Round National Champions in March 2022. MDX Dubai entered a team to the Willem C Vis International

Commercial Arbitration Moot, which took place in Vienna in April 2022, for the sixth consecutive year as well as the Pre-Moot Middle East in February 2022 and the AIAC pre-Moot. The Mooting society also participated in the ADR-ODR International Negotiation Competition, winning the Gold Medal, the ICC Mediation Competition and Amity University Dubai Client Counselling Competition during the academic year.

#### MOOT COMPETITION 2023

The MDX Mooting Society's represented Middlesex University Dubai in the 9th Lazareff Le Bars Vis Moot 2023. The team won 2nd place in the pre-moot consisting of four intense rounds. Anna Angela Soosappan was awarded the 3rd best Oralist. With special mentions to Fathima Zahra and Maryam Majeed for their excellent handling of questions posed and arguments made. Their success can be attributed to their coaches Maria Patricia Dela Cruz, Madhup Chaturvedi, Simran Bhoee, Honey Mathew and Iqrah Muhammad Islam for their consistent support to the team through their journey.



#### INTER-UNIVERSITY DEBATE COMPETITION

A team of four from Middlesex University Dubai's Fearless & Public Speaking Club was invited to compete in United Arab Emirates University's Inter-University Debate Competition on SDGs between the 24th to 27th October 2022 in Al-Ain. The students were required to debate their ideas and suggestions for resolving the challenges related to the 17 SDG goals.



## SIEMENS ENERGY - ANTI-MONEY LAUNDERING

On 23rd January 2023, Middlesex University Dubai launched a certificate programme on Anti-Money Laundering in collaboration with Siemens Energy to tackle the global money laundering problem that undermines the integrity of our financial systems and the stability of the economy.



## MODEL UNITED NATIONS CONFERENCE

In February 2023, MDX Dubai's Model United Nations (MUN) Society participated in the 16th Annual Model United Nations Conference at the American University of Sharjah (AUS) and won 4 awards, including 3 top prizes. The committees and topics covered 'The Economic Impact of SDG's in Combatting Climate Change' in the General Assembly 2, 'Gender Segregation in Educational Institutions' in CSW, and 'War & Conflict: A Cause of Environmental Crisis?' in UNEP.





# 17

## PARTNERSHIPS FOR THE GOALS

### SALAM A SUSTAINABLE MINDSET DHL

#### TO DEVELOP A “SUSTAINABILITY MINDSET” IN MANAGERS, IN LINE WITH THE UN SDGS

The Institute of Sustainable Development (ISD) delivered multiple intensive 3-day training suites, developing a sustainability mindset for DHL management across many MEA countries. The second round was held in June 2022, an exciting and extremely successful training and development programme with DHL across the Middle East and Africa (MEA).

Participants successfully completed training in developing a sustainability mindset and completed knowledge transfer in multiple topics including Creating Shared Value through ESG, Understanding the UN SDGs, Governance and Stakeholder Involvement, Design Thinking, Factor Weighting Modelling, Life Cycle Analysis and Life Cycle Costing, screening Stakeholders Identification and the Triple Bottom Line.

The results have led to solutions linked to the UN SDGs, 4 have launched in the following countries:

- Egypt – ‘Egypt Warehouse Pro’ A technical apprentice program for underprivileged youth in Cairo.
- Ethiopia – ‘Self-EmployAble’ EOE especially focused on disability equal employment opportunities.
- Nigeria – ‘Go Green Nigeria’ Plastic pollution reduction on land and under the water.
- Zimbabwe – ‘Infra-Edu Zim’ An education and development program focused on building literacy rates in Zimbabwe.



The program is scalable, as the next 4 outreach programmes are being launch May to June 2023 in Cameroon (Blood donation drive), Madagascar (Relieving Food Poverty), Mozambique (Access to Quality Education) and Uganda (Empowerment of female high school graduates for employment). A third round of training and development is running in August 2023 including the UAE and Morocco.

The DHL theme remained the focus throughout, Connecting People, Improving Lives, and we were successful in developing an awareness and involvement with issues related to Corporate Citizenship; harnessing the capability and willingness to engage with community and social development at the ground level. The countries participating included Bahrain, Egypt, Ethiopia, Ghana, Kenya, Lebanon, Mauritius, Nigeria, South Africa, Turkey, Qatar, UAE, Uganda and Zimbabwe.

## DHL MEA YOUNG TALENT PROGRAM – SUSTAINABILITY MINDSET TRAINING.

The ISD at Middlesex University Dubai and our sustainability partner DHL, has initiated engaging and immersive workshops about “Developing a Sustainability Mindset” that has now reached over 80 young professionals from across the Middle East and Africa. Participants worked in groups to brainstorm and propose sustainable solutions for COP28 and the year of sustainability, under the categories Go Green, Go Teach and Go Help, linked to the UN SDGs. Each group was tasked with coming up with a problem statement relating to a current sustainability issue, developing a proposed ESG practical solution.



## AWARDS EVENT AT DHL MANAGER CONFERENCE ISTANBUL 2022

This culminated in the ISD presenting awards to the winning sustainability teams and SALAM programme being a winner of sustainability awards, in Istanbul in 2022, presented by ISD lead Andrew Mackenzie.



## TRAINING DAY WITH DHL

On 18th June 2021, Middlesex University Dubai's Institute for Sustainable Development (ISD) conducted a training session with our sustainability partner, Deutsche Post DHL as part of the company's Global Learn & Grow Week. Learn & Grow Week brought together DPDHL employees from all over the world to discuss topics that are at the heart of the company's strategy, including digitisation. The session was conducted by Middlesex faculty Andrew Mackenzie, Mahine Rizvi Ahmad and Stephen King. Participants in the session were located across three

continents and different cities. This workshop introduced key concepts and ideas around environmental, social and corporate governance (ESG), the UN Sustainable Development Goals, and what DPDHL are doing and can do to support such initiatives. Through interactive activities, participants reflected upon how they are contributing to both a better world and to DPDHL's sustainability vision, connecting people and improving lives.

The guests found inspiration on how they can further contribute personally and within their communities.

## INSTITUTE OF SUSTAINABLE DEVELOPMENT PARTNERS WITH WATER ALLIANCE UAE

In February 2022, Middlesex University Dubai's Institute for Sustainable Development (ISD) collaborated with Water Alliance UAE on its RE-NEW Student Water Innovation Challenge to deliver workshops to school students. This partnership's aim was to make a difference in the sustainability of water use locally and globally, and thereby contribute to the Sustainable Development Goals. The workshops focused on imparting knowledge and developing skills to inspire innovative thinking and find ways to combat environmental challenges of pollution and climate change. They comprise part of a broader programme developed by the Water Alliance and supported by ISD that support the United Nations Sustainable Development Goal 6, which focuses on "clean water and sanitation for all", and the UAE's 2030 National Agenda for Sustainable Development.



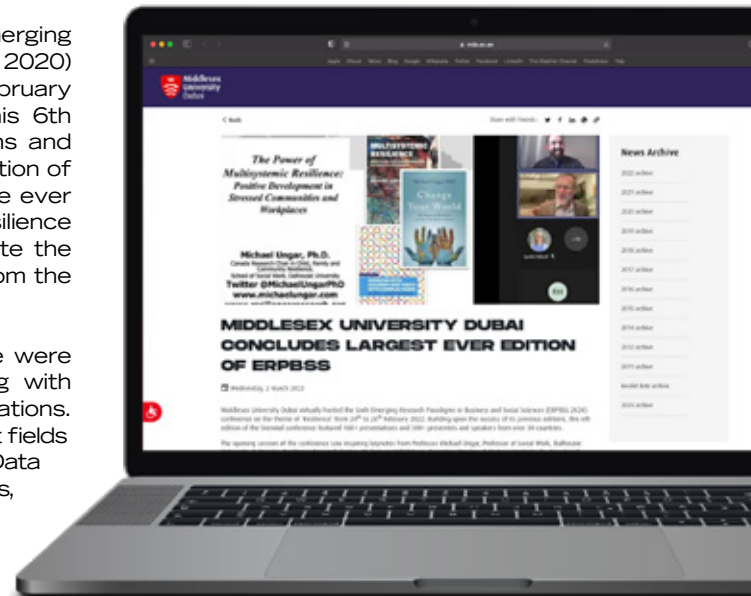


# MIDDLESEX UNIVERSITY CONFERENCES

## MIDDLESEX UNIVERSITY DUBAI EMERGING RESEARCH PARADIGMS IN BUSINESS AND SOCIAL SCIENCES (ERPBBSS) CONFERENCE 2022

Middlesex University Dubai virtually hosted the Sixth Emerging Research Paradigms in Business and Social Sciences (ERPBBSS 2020) conference on the theme of 'Resilience' from 24th to 26th February 2022. Building upon the success of its previous editions, this 6th edition of the biennial conference featured 160+ presentations and 300+ presenters and speakers from over 30 countries. This edition of the conference turned out to be our biggest and most inclusive ever since we first launched it 11 years ago. This itself shows the resilience of our student, academic and industry community, who despite the time difference, came together to share the lessons learned from the pandemic and ideas shaping the post-pandemic world.

Across the extensive multidisciplinary 3-day conference, there were over 160 research and practitioner papers presented, along with several plenary and panel sessions and student poster presentations. The nine special tracks brought together specialists from different fields to take part in meaningful discourse about topics as diverse as Data Analytics and Artificial Intelligence, Agile and Resilient Supply Chains, Transformative Marketing, Technology in Education, Sustainable Development, Health and Wellbeing, Entrepreneurship, and Economics. The conference wrapped up with an engaging workshop on 'Special Needs Education' with educators in the region.



<https://www.mdx.ac.ae/about-us/news/news-detail/2022/03/02/middlesex-university-dubai-concludes-largest-ever-edition-of-erpbbss>

## CONFERENCES OF APPLIED PSYCHOLOGICAL RESEARCH IN THE MIDDLE EAST

### EIGHTH CONFERENCE OF APPLIED PSYCHOLOGY RESEARCH

On 8th April 2021, the first online psychology conference showcased a keynote address by Professor Viren Swami (among the top 2% of scientists worldwide) on "Nurtured by nature: Why being in nature is good for us", followed by oral paper presentations, and a thought-provoking panel discussion on expatriate acculturation in the UAE. Oral presenters at the conference represented all three campuses of Middlesex, and several other international universities. Topics included the psychological impact of the pandemic, refugee trauma, and psychopathology, among others.

### EIGHTH CONFERENCE OF APPLIED PSYCHOLOGY RESEARCH

On 25th November 2022, the Psychology Department's 9th annual conference focused on the theme of 'Global Mental Health'. The conference was a hybrid event, with over 300 attendees and several international speakers joining from Italy, the UK, Mauritius, Bahrain, India, and the UAE. The keynote speaker, Dr David Giofre from the University of Genoa, spoke about 'Intelligence in children with neurodevelopmental disorders'. The programme featured research presentations and practitioners sharing industry insights and a workshop.

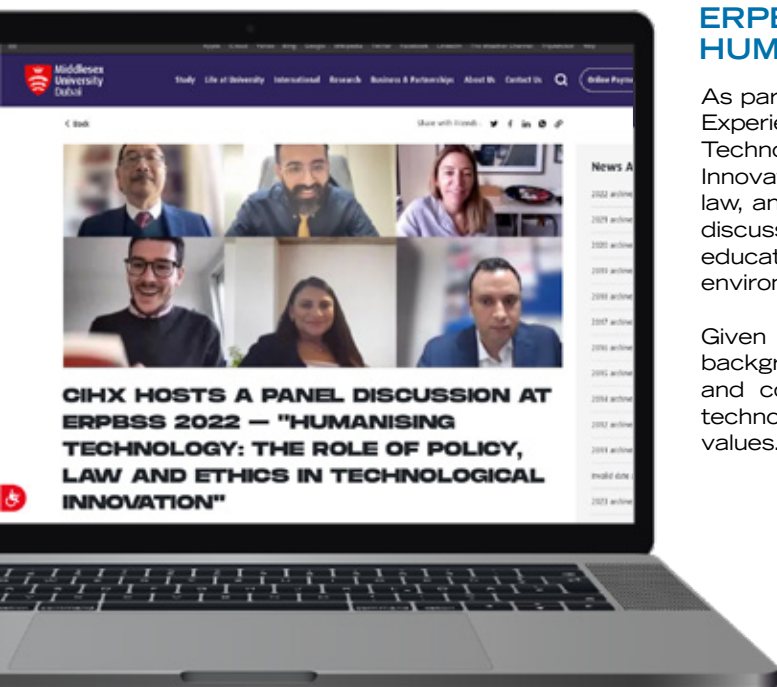


# 6TH INTERNATIONAL CONFERENCE ON EMERGING RESEARCH PARADIGMS IN BUSINESS AND SOCIAL SCIENCES - ERPBSS

From the 24th to 26th February 2022, Middlesex University Dubai held the 6th ERPBSS conference virtually. The conference themed 'Towards a Resilient Future', holistically after the emergence from the pandemic. It provided a global platform for researchers, practitioners and even students from different disciplines for sharing impactful and use-inspired research on a range of topics including lessons learned from the pandemic and ideas shaping the post-pandemic world, some of these are mentioned below: ERPBSS Wellness Ecosystem Panel.

As part of the 'Special Track on Wellness' at the Sixth ERPBSS Conference at Middlesex University Dubai, the Wellness Office held a panel discussion on well-being initiatives with professionals from different areas of wellness. Topics included the successes and challenges of regional mental health initiatives, societal and systemic issues in wellness, structural vs individual approaches to mental health, the media's role in wellness initiatives, ableism and understanding disability, mental health 'trends' in awareness and implementation, approaches to inclusion, and suggestions for educational institutions and workplaces. Panelists included:

- **Adam Griffin:** Occupational Therapist with a special interest in adolescent mental health
- **Aisling Keaveney:** Head of School Inclusion with a special interest in pupils with ASDs
- **Dr Joseph El-Khoury:** Psychiatrist with a background in Conflict Medicine
- **Waleed Shah:** Photographer with a special interest in body image



## ERPSS CENTRE FOR INNOVATION IN HUMAN EXPERIENCE (CIHX) PANEL

As part of the innovation track, the Centre for Innovation in Human Experience (CIHX) Panel held a panel discussion on 'Humanising Technology: The Role of Policy, Law and Ethics in Technological Innovation.' The exciting panel discussion explored the role of policy, law, and ethics within technological innovation. Main themes of the discussion included the legality of autonomous AI, the role of education in the context of the future, financial implications, and environmental considerations.

Given the multidisciplinary nature of the topic and the diverse backgrounds of our expert panel, the session was broad in its scope and covered various topics within the concept of "humanising" technology, including practical suggestions for incorporating these values. Panelist included:

- **Dr. Fehmida Hussain:** Head of Center for Innovation in Human Experience (CIHX), Associate Professor at Middlesex University Dubai
- **Dr. Tenia Kyriazi:** Deputy Director Academic Operations at Middlesex University Dubai
- **Dr. Eduard Fosch-Villaronga:** Assistant Professor at eLaw - Center for Law and Digital Technologies, University of Leiden, Netherlands
- **Paul Kayrouz:** Head of Fintech, Blockchain & Emerging Technologies at PwC Middle East
- **Prof William Wong:** Professor of Human-Computer Interaction and Head, Interaction Design Centre, Middlesex University London

## THAT DESIGN FESTIVAL, MARCH 2022

The Graphic Design Programme launched their inaugural THAT Design Festival which took place over - 7th and 8th March 2022. We started the academic year with the third years naming and designing the branding for the festival and organized a team of student designers to carry out the required deliverables over an eight-week period. Staff members acted as project managers and art directors, ensuring that all designed outcomes were on brand, and appropriate for delivery across a variety of media - web, print and social media.

All graphics staff members also posted to their individual LinkedIn accounts and Instagram Stories to further the promotional reach of the festival. International colleges of art and design were invited to join the festival for free, ensuring international recognition of the event and awareness of the MDX campus before the festival went live. 400 registrations were achieved just before the launch. As the days progressed, that number increased to approximately 700, as all registrants were given free access to recordings of the talks when the festival concluded.





# ABOUT MIDDLESEX UNIVERSITY DUBAI

Middlesex University Dubai is the first overseas campus of the internationally renowned Middlesex University (London). The campus, which opened in January 2005, has over 4,800 students from more than 120 different nationalities, and offers undergraduate and postgraduate programmes in a wide variety of subject areas such as Business, Law, Psychology, Graphic Design, Marketing, HR, Computer Engineering, Education, Accounting and Finance and more. Middlesex University is a global university committed to meeting the needs and ambitions of a culturally and internationally diverse range of students, by providing challenging academic programmes underpinned by innovative research, scholarship and professional practice. Middlesex University Dubai prepares its students to be professional, skilled individuals fitted for the modern world, committed to lifelong learning and able to contribute to the communities in which they live and work.

Availing all the advantages associated with being a British university, Dubai campus students can benefit from all the opportunities afforded by a rapidly developing modern city in the heart of the Middle East, while experiencing the diverse nationalities and cultures that make up the population of Dubai. Middlesex University Dubai has two campuses in Dubai Knowledge Park and Dubai International Academic City. Our campuses occupy spacious classrooms and study areas. Dubai Knowledge Park and Dubai International Academic City are set up to accommodate international institutions that promote learning. Middlesex University Dubai students are part of a much wider student community.

Our Alumni are highly successful individuals who have gone on to exceptional careers. They are leading teams and consulting for major organisations both nationally and across the globe, in companies such as Oracle, Microsoft, Etihad Airways, Cleveland Clinic, Samsung, and Adidas. Many of our Alumni are also successful entrepreneurs, building up new businesses and introducing innovations. Our industry links strengthen the opportunity for work placements, internships, and ongoing graduate careers.

Our academic and administrative staff are fundamental to our success, coming to us from all over the globe. We employ more than 200 staff, including many recognised leaders in their field of research, as well as active practitioners who bring in their invaluable practical experience. Driven by honesty, integrity, ambition and mutual support, our community forms the foundation of our world-class institution. They work tirelessly to harness the creative, innovative and enterprising spirit that has guided our university since its inception.

In 2017 the Middlesex Institute for Sustainable Development was founded with the mission to “promote a sustainable future through information exchange, capacity-building and innovation and to address global challenges through research, education and engagement, preparing tomorrow’s leaders for life and work.”



# CONCLUSION

Middlesex University Dubai continues to engage with the initiatives of the United Nations Global Compact through its best practices that put people, the community and the planet first. The University raises for, educates, trains and advocates for the UN Sustainable Development Goals through its programme and module offerings, cutting-edge research, innovation, campaigns, and sustainability-oriented workshops and training provided to staff, students, professionals, and society at large.

The UN SDGs are articulated in our University Strategy 2031, embedded in our curriculum, reflected in our impactful and practice-focused research outputs, and advocated for and promoted through co-curricular, extracurricular activities and community engagement initiatives. We have established specialised centres that are dedicated to educating staff, students and the local and international community about technology, business, entrepreneurship and innovation, law and sustainability, as well as to provide the community with the spaces, connections and resources they need to work, innovate, connect, create and transform. In this context, Middlesex University Dubai continues to prioritise wider social and environmental issues and foster a fertile environment to conceptualise and develop solutions that promote an equitable and sustainable society.

The University continues to develop university-wide policies that ensure sustainable practices in various parts of its operations. Staff and students continue to raise awareness about sustainability as well as engage in sustainable-oriented activities, thereby promoting the Sustainable Development Goals.

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