



*His Royal Highness*  
**Prince Khalifa bin Salman  
Al Khalifa**  
The Prime Minister of the  
Kingdom of Bahrain



*His Royal Highness*  
**King Hamad bin Isa Al  
Khalifa**  
The King of the Kingdom  
of Bahrain



*His Royal Highness*  
**Prince Khalifa bin Salman  
Al Khalifa**  
The Crown Prince, Deputy  
Supreme Commander and  
Frist Deputy Prime  
Minister of the Kingdom





Under the patronage of  
**H.E. Dr. Majid bin Ali Al-Nuaimi**  
Minister of Education and Chairman of the  
Higher Education Council,  
Kingdom of Bahrain



# Message from The President



**Professor Mazin M.A. Jumah**  
President,  
Royal University for Women

On behalf of the Royal University for Women (RUW) Board to Trustees, Executive Committee, staff and students at RUW, I take this opportunity to thank H.E. Dr Majid bin Ali Al-Nuaimi, Minister of Education and Chairman of the Higher Education Council, under whose patronage this RUW 2nd Conference for Women and Society is being organised. My sincere thanks also goes out to our keynote speakers who took time out of their busy schedules to be part of this academic endeavor.

I would like to thank the 30 invited speakers and 22 researchers, and 9 poster presenters who have come from over 22 countries to present their research papers in the conference. Being a Women's university, RUW is a pioneer in Women's education in Gulf and this conference is an endeavour in celebrating RUW's journey of excellence.

RUW started its operations in 2005 and has received many major achievements since its inception, including receipt of Her Royal Highness Princess Shaikha Sabeeka Bint Ibrahim Al Khalifa for Bahraini Women Empowerment Award for the year 2015; RUW is the first private university to receive HEC Accreditation; RUW is listed on National Qualifications Framework; College of Business and Financial Sciences (CBFS) received the validation of the NQF mapping of two of its programmes and 'Confidence' in all three programmes and the College of Art and Design received full confidence in four of their programmes in the Programmes-within-College review held in 2014 and 2017 respectively.

At regional level, RUW has received recognition from within the region from Kingdom of Saudi Arabia (KSA), Kuwait and Oman. At international level the partnership with our strategic partner West Virginia University, USA has been awarded the IIE's Heiskell Award for WVU-RUW Partnership in 2018 and has resulted in many collaborations including annual Student exchange programme, organising workshops, visiting Professor series and launch of the WVU Civil Engineering programme in Bahrain. Further recent partnership with Dar Al Hekma, KSA and Bangor, UK are being worked on towards fruitful activities.

We at RUW are very much aware of Importance of academic research and encourage and reward traditional scientific researches done by our faculty members in their colleges and at an individual level. This year is dedicated as a research year for RUW. By the virtue of investing in

# Message from The President

our international relationships and academic experiences into research, we are hoping to excel in research too.

At this point I would also like to sincerely acknowledge the support that RUW has received from H.E. Dr Majid bin Ali Al-Nuaimi, Minister of Education and Chairman of the Higher Education Council, Education and Training Authority (BQA), RUW BoT, EXCO and last but not the least RUW staff and students. I take like to thank our sponsors Tamkeen, Ahli United Bank, ALBA, for their generous support.

**Prof. Mazin M A Jumaah, PhD  
President**



# Message from The Academic Vice President



**Dr. Mona Suri**

AVP and Chairperson of RUW  
Conference,  
Royal University for Women

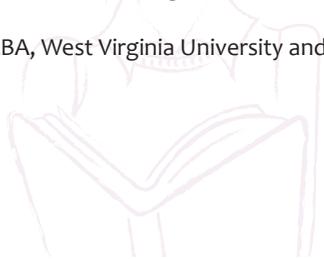
Under the patronage of H.E. Dr Majid bin Ali Al-Naimi, Minister of Education and Chairman of the Higher Education Council, Royal University for Women (RUW) is organising the RUW 2nd Conference on 'Women and Society' on 18-19 April 2018. This biennial conference endeavours to celebrate RUW's journey of excellence. This year the conference theme is Empowering Women through Higher Education, in line with the Mission and Vision of RUW to provide quality education to women.

RUW is the first private HEC accredited, purpose-built, international university in the Kingdom of Bahrain that is dedicated solely to educating women. RUW held a very successful Conference on Women and Society in April 2016 where more than 45 research papers were presented by participants from over 15 countries. Student poster presentations were a highlight of the event and served to stimulate a research culture among the region's youth. In 2018, the conference with the theme of

'Empowering Women through Higher Education', aims to highlight the opportunities for, and face in higher education. The goal is to discover and share additional methods universities might deploy in order to generate outstanding overall improvement for women in higher education.

The conference involves a combination of high official keynote speakers, including but not limited to ministry officials, university leaders and experts/organisations concerned with improving the provision for women, as well as workshops, academic paper presentations and student poster presentations. Further, the research papers will be published as Conference proceedings. The key topics that will be explored include Empowering Women in the Twenty First Century: the role of Universities; Building Gender Equality through Education; Inspiring women to take Leadership positions; Empowering Women through legal education; Role of STEM education in women empowerment; Women Employability and Entrepreneurship; Generation Z: Women's Advancement and Empowering Women in Art and Design Education.

The conference is supported by Tamkeen, Ahli United Bank, ALBA, West Virginia University and Dar Al Hekma University.



# Message from The Academic Vice President

I take this opportunity to thank H.E. Dr Majid bin Ali Al-Naimi, Minister of Education and Chairman of the Higher Education Council, for his patronage and support, all the keynote speakers, researchers, student participants, delegates, supporters, academic and administrative staff of RUW, Committee members of the organising team for their support. A special thanks to Professor Mazin Jumaah, President RUW, for providing the vision and guidance that made this conference a reality.

**Dr. Mona Suri**  
**AVP and Chairperson of RUW Conference**



# Message from Keynote Speakers



**Dr. Jawaher Shaheen  
Al-Mudhahki**

Chief Executive of the Education  
and Training Quality Authority  
(BQA)

Dr. Jawaher Shaheen Al-Mudhahki is the Chief Executive of the Education and Training Quality Authority (BQA), in the Kingdom of Bahrain, since 2008. She began her career at the University of Bahrain, where she held several academic and Administrative positions, where the last position was Vice-President for Administration and Financial Affairs. In 2016, His Majesty King Hamad bin Isa Al Khalifa confers the Bahrain Medal of the First Class on Dr. Al-Mudhahki in recognition of her efforts to serve the Kingdom.

She is an active member or Vice-President in a number of regional and international Boards including International Network for Quality Assurance Agencies in Higher Education (INQAAHE), Association of Quality Assurance Agencies of the Islamic World (IQA), and the Arab Network for Quality Assurance in Higher Education (ANQAHE). Nationally, she is a member in The Supreme Council for Education and Training's Development and The Government Service Centers' Evaluation Committee.

Furthermore, Dr. Al-Mudhahki was a board member in: The Accounting and Auditing Authority in the GCC; Supreme Council for Women; Higher Education Council; Academics Association; and Bahrain Accounting Association; The Women Empowerment Award Committee; and The Commission of Prisoners and Detainees Rights; and she was the editor in chief of the GCC "Arab Journal of Accounting".

Her Bachelor's degree from the University of Bahrain, Master from the University of Denver (USA) and the Ph.D. (1996) from the University of Exeter (UK).



# Message from Keynote Speakers Abstract

**Paper title: Empowering Women through Higher**

**Author/s: Dr. Jawaher Al Mudhahki**

Education is the process to facilitate learning or the acquisition of knowledge, skills, values, beliefs and habits. Education considered the most significant factor for individual's advancements in life, as it positively influence personal, cultural, and economic development of individuals and eventually the society in general.

Women represent 49.6% (3.77Billion) of the total world population, that is rapidly increasing over the years and now it is over 7.6 billion. The United Nations Sustainable goal number (4) to “ensure inclusive quality Education for all and promote lifelong learning”, and goal number (5) to “achieve gender equality and empower all women and girls”, both goes hands in hand to reaching a better life for societies.

The Gulf Cooperation Council (GCC) countries, includes six developing countries with Youth representing more than half of their population, are keen to reach the needs of the 21st century, and education is their mean to get there. The Kingdom of Bahrain started the education reform in 2005, managed by the Supreme Council for Education and Training Developments (SCETD), with a number of initiatives, including the Education and Training Quality Authority (BQA), to assure the achievement of the vision 2030 of Bahrain. On the other hand, the Supreme Council for Women (SCW) is a great support for women empowerment in the Kingdom.

Achieving the most for the future is through a careful consideration of the developments in all fields and reflection of labor work needs in to education.



# Message from Keynote Speakers



**Dr. Farzana A. Al-Maraghi**  
Director, Scientific Research  
Secretariat-General of the Higher  
Education Council  
Ministry of Education

Dr. Farzana Al-Maraghi is the Director of Scientific Research at the Secretariat-General of the Higher Education Council, Ministry of Education, Kingdom of Bahrain. Prior to that, she was the Head of Academic Accreditation at the SGHEC. She has academic experience for around ten years, teaching Mathematics, Research Methodology, and Applied Statistics. Dr. Al-Maraghi earned her PhD in Statistics and Operations Research in 2008 from Brunel University. Her research field was Queueing systems. She holds a Master in Education, specifically, Mathematics Curricula Development, and a Bachelor of Science in Mathematics, both with Excellence and honor classes, from the University of Bahrain. In 2012, she accomplished a professional certificate in Leadership from Said Business School, University of Oxford, UK. She was IBM certified specialist for using the Statistical Product and Service Solutions Software. Dr. Al-Maraghi published articles in the area of statistics in international refereed journals, and served as a referee as well. She has conducted many nation-wide researches mostly in the education sector. She also was accredited by the British Psychological Society, talentQ and HayGroup as ability and personality tests user.

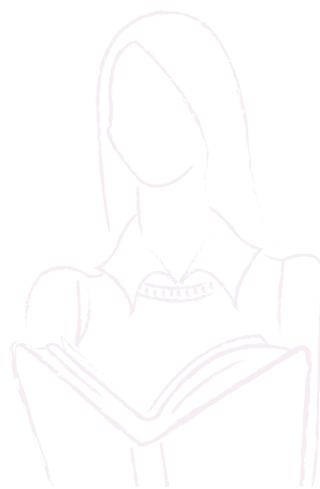


# Message from Keynote Speakers Abstract

**Paper title: Women Empowerment in Higher Education, in the Kingdom of Bahrain**

**Author/s: Dr. Farzana A. Al-Maraghi**

The Kingdom of Bahrain is one of the leading countries in terms of empowering women in Higher education. Through history, Bahrain went through many legislative changes in order to integrate women's needs into national strategies and foster women's participation in all different areas of the country's development programs. From being the first country among Arab countries in the field of primary education for girls to opening of the Higher Institute of Teachers in 1967, where more women were able to have the opportunity to participate and have their role within the educational system. Furthermore, having the first dedicated university to educating women in the country in 2005, which is the Royal University for Women, a private university attracted more women to pursuit their higher education journey. According to the national statistics from the Higher Education Council, The average percentage of female graduates from Higher Education for the last few years is almost 60%.



# Message from Keynote Speakers



**Dr. Jennifer E. Orlikoff, Ph.D.**  
Campus President of West  
Virginia University—Potomac  
State College

Dr. Jennifer E. Orlikoff is the 22nd campus president of West Virginia University—Potomac State College. Prior to arriving on the Keyser campus, she served on the Morgantown campus as Director of the WVU Center for Women’s and Gender Studies and as an Academic Leadership Fellow in the Provost’s office. She was also elected Chair of the Faculty Senate and served as the Undergraduate Coordinator for the Department of World Languages, Literatures, and Linguistics. While a member of the French faculty, Orlikoff acted as the French Language Coordinator. She has also been a visiting faculty member at the Royal University for Women in Bahrain.

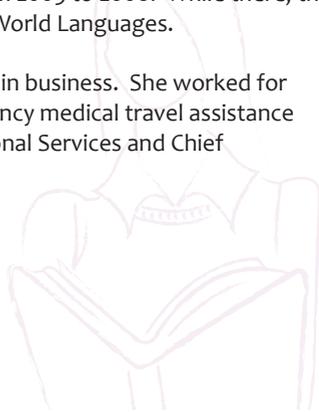
Orlikoff is actively engaged in helping students achieve global competencies and perspectives and has led numerous study abroad programs to several regions in France and Quebec Province in Canada. She continues to advocate for study abroad experiences for students and the globalization of the campus. With this, she is also a

strong proponent of diversity and inclusivity for the college.

Orlikoff is graduated from Rutgers University where she earned her doctorate and Master of Arts in French Literature. She earned her Bachelor of Arts with honors, in French and Art History, from the University of Wisconsin-Madison.

Prior to joining WVU, Orlikoff taught at Rutgers University, the University of Memphis, and in public schools, where she taught French at the middle- and high school-levels in the West Windsor-Plainsboro Regional School District in New Jersey from 2005 to 2008. While there, the district was awarded the New Jersey Model School status for World Languages.

Orlikoff’s background also includes eleven years of experience in business. She worked for Assist America, Inc., in Princeton, N.J., an international emergency medical travel assistance company, where her roles included vice president of International Services and Chief Communications Officer.

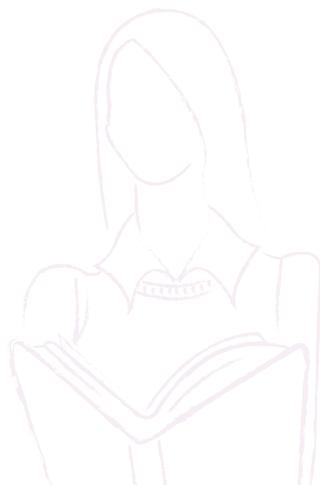


# Message from Keynote Speakers Abstract

**Paper title: A Win-Win Outcome: Inspiring Women to Leadership Roles**

**Author/s: Dr. Jennifer E. Orlikoff, Ph.D.**

Women represent fifty-one percent of the global population, and yet, they are woefully underrepresented in leadership positions across every sector of business, politics, and higher education. What might account for the rarity of women in leadership positions? At the outset, one might expect it to be related to education or access to higher education. In many parts of the world, this is still true. However, in the United States, this is no longer the case: women represent 52% of college-going students, hold 58% of the seats in graduate school, and earn 52% of the doctorates. In spite of this high level of education, there is still a paucity of women in leadership positions. According to a Pew Research Center survey on Women and Leadership (2015), the public affirms that women have all of the expected attributes of a leader including intelligence, capacity for innovation, management ability and other necessary skill sets. Where is the disconnect? How can we inspire and support women to pursue leadership roles? A multi-pronged, societal approach to address this question is in order, including developing public policies that support working women, educating men and women on the global benefits of women in leadership positions, working to eradicate conscious and unconscious biases, recognizing the potential for leadership in women and delineating their path to the top, offering strong mentorship, and engaging in sponsorship. With all parties participating in these solutions to inspire women to leadership roles, everyone wins—the ultimate win-win outcome.



# Message from Keynote Speakers



## **Dr Sharifa Al Yahyai**

Former Minister of Social  
Development, Sultanate of Oman  
Academic Specialist in Women's  
Studies  
Board Member of Arab Women  
Foundation  
Member of Advisory Board in  
University of Business &  
Technology - Jeddah

HM The Sultan Qaboos. In 2008, Dr Al Yahyai has awarded the Arab Woman distinguished Award from Arab Women Foundation in social Work.

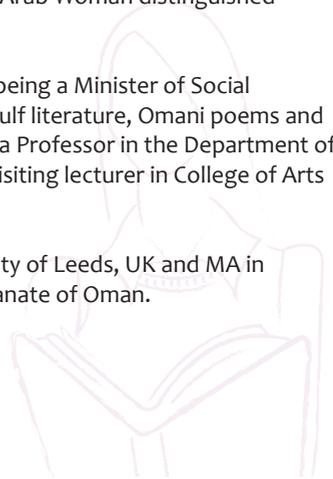
During her academic role in Sultan Qaboos University prior to being a Minister of Social Development, she published a number of studies relevant to gulf literature, Omani poems and women's social and cultural values. From 2001 – 2004 she was a Professor in the Department of Arabic Literature in Sultan Qaboos University and currently a visiting lecturer in College of Arts & Social Sciences.

Dr Al Yahyai holds PhD in Middle Eastern Studies from University of Leeds, UK and MA in Modern Arabic Literature from Sultan Qaboos University, Sultanate of Oman.

As a researcher, writer, and motivational speaker, Dr Al Yahyai is an academic expert in women rights in both the Sultanate of Oman and GCC. She played a significant role in improving national polices related to women rights in Oman during her position as a Minister of Social Development from 2004 to 2011.

During her role as a Minister of Social Development, Dr Al Yahyai had an important role in the history of Omani Women which resulted in designating October 17th as the Omani Women's Day by His Majesty, the Sultan of Oman.

Since her appointment as Minister of Social Development in 2004, Dr Al Yahyai has been participating actively in a number of national and international conventions related women's empowerment, child rights, civil society and the overall social development in Oman. She presented a number of papers on women's empowerment, leadership and examining legislation and practice in Oman in national and international conferences. On the policy-making level in Oman, she was appointed as a board member in a number of national councils such as the Higher Education Council, The Research Council and headed the National Committee of Family Affairs, and the UN CEDAW Committee. Most importantly, in Nov 2005, Dr Al Yahyai has received Civil Ordinance of Oman- Class II by



# Message from Keynote Speakers Abstract

## **Paper title: Inspiring Women to Take Leadership Positions**

### **Author/s: Dr. Sharifa al-Yahyai**

Majority of International, regional and national reports and studies have devoted discussions and meetings on certain women's challenges and obstacles that the GCC still confront. One of these challenges is the high rate of graduated GCC's women and absent women role in leadership position and workforce.

Through the annual reports on Gender Gap Index, MDGs, SDGs, EFA and ARWU, the GCC's States rankings are decreasing in the context of women's participations in workforce, economic and political sectors. The GCC's policies have made huge efforts in opening doors for women to access educational institutes in all levels.

Despite the progress of women's enrollment in the GCC's higher education institutes, social and cultural barriers and bias against women still exist.

Therefore, it is the duty of all policy makers, economist, academics, researchers to facilitate and open doors for all highly educated women to participate in the country's developments and to empower them in leadership roles.

Therefore, this paper attempts to discuss empowering women through education as a key for change. No doubt that "Higher education plays an important role in society because it creates new knowledge, transfers it to students, and promotes creativity and innovation. Higher education institutions are key actors in the production and dissemination of knowledge through research and instruction, and therefore bear a unique social responsibility for fostering values, citizenship, and civic engagement. They are also products of human capital, which is demanded by employers in the labor market and critical to social and economic advancement." (Wilkens et al., 2011)

All international and national reports mentioned above, have agreed on an existing paradox in women's achievement across the Gulf states. Female citizens of the six (GCC) states have good access to education systems, affordable and proficient health care and social services. Women are graduating from university in higher numbers than men, maternal health risks are low and childcare and family support services are plentiful. However, women in the Gulf remain marginalized and, in some sectors, nearly invisible from the workforce. In particular, women are most absent from economic life in the private sector. Kuwait has been successful in achieving more equal participation of women in the workforce, along with high rates of

# Message from Keynote Speakers Abstract

educational attainment. Women make up more than 65% of university degree holders. According to a 2014 survey by the Public Authority for Civil Information, Kuwaiti women constitute close to half of employed citizens.

The role of Royal University of Women in Bahrain is an example in the GCC to be the supportive arm in women leadership. Historically, the American Association of University Women (AAUW) is an organization built by and for women leaders. Founded in 1881 by 17 female college graduates who shared the belief that women deserve better opportunities in education and the workplace, the organization today has 170,000 members and supporters, 1,000 branches, and 800 college and university partners. Each year, AAUW provides more than \$3 million in fellowships and grants to hundreds of women pursuing graduate education. And AAUW offers training across the country for college women seeking leadership positions on campus and beyond.

Looking at the GCC countries, the share of women represented on company boards does not exceed 2%, according to the latest International Labor Organization report. From the GCC Board of Directors Institute (BDI) places the figure of GCC women on boards or executive committees at less than 1%, thereby ranking the region among the lowest in this respect worldwide. Some countries have already begun to show progress.

Finally, this paper highlights the importance of implementing quota system by some GCC's governmental and cooperative positions like UAE and Bahrain. This step has helped to reform a new stage in the country's development and eliminate gender gap between high educated women and the lowest participations in workforce and leadership. Quota system has already been implemented senior role, CEO's, universities presidents and boards seats. The UAE Cabinet issued a ruling in 2012 that obliged all state-owned corporations to include at least one female board member. The share of companies with female board members increased from 12% in 2010 to 14% in 2014 in Bahrain.



# Message from Keynote Speakers



**Dr. Joyce McConnell**  
Provost,  
West Virginia University

As the Provost of West Virginia University, Joyce McConnell, JD, LL.M., is the chief academic officer responsible for the administration of all academic policies, programs, facilities, and budgetary matters. She is committed to WVU's land-grant mission of ensuring access to exceptional education, supporting and facilitating innovative research and serving the needs of the state and people of West Virginia.

Provost McConnell is also an academic who has dedicated her career to improving legal education. As a teacher, scholar and higher education administrator she has focused on two educational innovations: multidisciplinary learning and clinical legal education.

Prior to her appointment as Provost, McConnell served as Dean of the WVU College of Law (2008-2014). At the College of Law, she expanded the College's multidisciplinary opportunities throughout the University and implemented state-of-the-art experiential and clinical programs and facilities that support curricular innovation. She made this possible by raising \$36 million in A State of Minds: The Campaign for West Virginia's University.

McConnell was named the 2014 Public Servant of the Year by the West Virginia Association for Justice. In 2010, she was awarded the Special Places Award by West Virginia Land Trust. She earned an undergraduate degree from Evergreen State College, a law degree from Antioch School of Law and a master of laws from Georgetown University Law Center.

In addition to being passionately committed to WVU, McConnell is an advocate for LGBTQ rights, for gender equity in the workplace, and for the preservation and protection of our environment. She is a past President of three sections of the Associations of American Law Schools: the sections on the Dean, on natural resources and energy law, and on women in legal education. McConnell currently serves on the National Collegiate Athletic Association Division One Committee on Infractions, as Chair of the Board of Trustees of the Nature Conservancy in West Virginia, and as a member of the Board of Governors for Antero Resources. She was also Chair of the very successful 2015 West Virginia University United Way Campaign.

In appointing McConnell as Provost, WVU President Gordon Gee said of her, "She understands

# Message from Keynote Speakers Abstract

the bold vision of a major land-grant university and its primary mission to serve our state and its citizens. Her commitment to this University and to West Virginia is evident; it's truly a passion.”

Whenever McConnell has a free weekend—which is not often—she escapes to a cabin in Lewisburg, West Virginia to relax, sit in a hammock, and “just be.”

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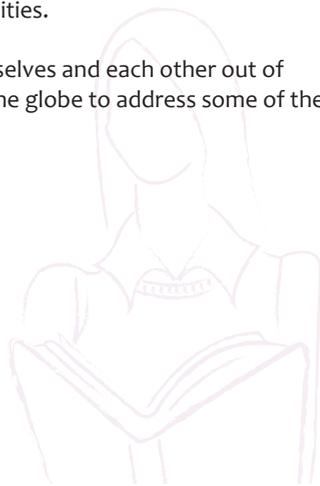
## **Paper title: Women in Education**

### **Author/s: Dr. Joyce McConnell**

Women today make up more than two-thirds of the world's 796 million illiterate people, and women who do not have access to education (and specifically to literacy) are far more likely to experience poverty, hunger, and violence. So it is not surprising that the solution to their suffering is access to education. When we educate women, we see an improvement in quality of life for everyone.

Educated girls can look forward to lifetime earnings of up to 68% of a country's gross domestic product. By contrast, failing to educate girls accounts for the loss to a country's economy of anywhere from \$16 to \$30 billion per year. Educated women marry later and have fewer children, leaving them less vulnerable to violence. Educated mothers have healthier children. Educated women in the workforce contribute to their nation's prosperity as both wage-earners and consumers. And educated women in politics tend to advocate for positive social change and for concrete improvements in their communities.

When we educate women, we give them the tools to lift themselves and each other out of cyclical suffering. More than that, we position women across the globe to address some of the most urgent issues facing our world today.



# Message from Keynote Speakers



بهيجة محمد الديلمي  
مستشار التدريب والتطوير  
المجلس الأعلى للمرأة

حاصلة على بكالوريوس في التعليم من جامعة البحرين ودبلوم عالي في الإدارة التربوية من الجامعة الأمريكية ببيروت وماجستير في التعليم الابتدائي من جامعة البحرين وشهادات تخصصية في عدة مجالات.

ذات خبرة عملية في مجال التعليم وإعداد المناهج وإدارة وتطوير العملية التربوية.

حاصلة على وسام الكفاءة من الدرجة الأولى من لدن جلالة الملك (٢٠١٦).

خبيرة في مجال المرأة والتوازن بين الجنسين وإعداد وتنفيذ وتقييم الخطط الاستراتيجية الوطنية لهيئة المرأة.

ساهمت في إعداد وتنفيذ برامج ومشاريع الخطة الوطنية لهيئة المرأة كما شاركت في تصميم النموذج الوطني لإدماج احتياجات المرأة في التنمية وتفعيله في القطاعين العام والخاص والمجتمع المدني.

عضو مجلس أمناء كلية البحرين للمعلمين (٢٠٠٨-٢٠١٨).

عضو في اللجنة الوطنية للإرشاد والتوجيه المهني، واللجنة الوطنية للمهارات.

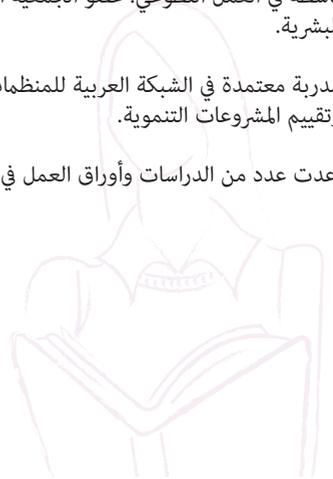
خبيرة معتمدة في مجال المرأة في منظمة التعاون الإسلامي ومنظمة المرأة العربية.

مدربة في مجال التخطيط الاستراتيجي، والإدارة والقيادة والتقييم وقياس الأثر وتكافؤ الفرص والموازنات المستجيبة لإدماج احتياجات المرأة، والبناء المؤسسي والتطوير الإداري والتطوير الذاتي ومهارات الحياة.

ناشطة في العمل التطوعي: عضو الجمعية البحرينية لتنمية الطفولة ونائب رئيس جمعية البحرين للتدريب وتنمية الموارد البشرية.

مدربة معتمدة في الشبكة العربية للمنظمات الأهلية في مجال إدارة المنظمات الأهلية وحشد التأييد وتدبير التمويل وإدارة وتقييم المشروعات التنموية.

أعدت عدد من الدراسات وأوراق العمل في مجال المرأة والتعليم والمجالات الاجتماعية.



# Message from Keynote Speakers Abstract

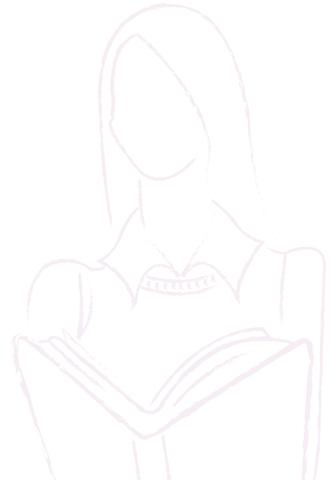
**Paper title:** التعليم العالي في مملكة البحرين من منظور التوازن بين الجنسين

**Author/s:** بهيجة محمد الديلمي

تولي مملكة البحرين اهتماماً كبيراً بتعليم المرأة وتدريبها في جميع مراحل التعليم إيماناً منها بالدور التنموي للمرأة، وتشكل المرأة 74% من خريجي التعليم العالي مما يشير إلى حرص المرأة البحرينية على التزود بالتعليم واكتساب القدرات اللازمة للمشاركة في التنمية بما يعود بالنفع عليها وعلى اسرتها والمجتمع بشكل عام.

وتتنوع فرص التعليم العالي كماً ونوعاً للمرأة والرجل ويتمتع بقدر كبير من ثقة المجتمع لوجود الضمانات التنظيمية والرقابية اللازمة، إلا أنه يواجه بتحديات تتمثل في سرعة التطور العلمي والتقني والاقتصادي في المجتمع مما يستدعي سرعة الاستجابة من مؤسسات التعليم العالي لتتوافق مخرجاتها من الموارد البشرية القادرة على العمل والانتاج والابتكار والإبداع في عالم دائم التطور ضمن منظومة عالمية.

لذا فإنه من الأهمية بمكان أن نسلط الاهتمام على الفرص التعليمية كماً ونوعاً وتطوراً ومواكبة لاحتياجات سوق العمل والانتاج ليس في إطار المستقبل القريب المحدود بعد التخرج وإنما وفق الاستشراف العالمي لمهن وأعمال المستقبل ضمن التطور التكنولوجي والتقني والعلمي في إطار يختزل حدود الزمان والمكان.



# Message from Invited Speakers



**Ms. Sylvia Mueni Kasanga**  
MCI Arb, Arch. (A1083), M, AAK  
RIBA Chartered Architect

Sylvia Kasanga is a practicing Architect and Arbitrator. She holds an Undergraduate Degree in Architecture from Jomo Kenyatta University of Agriculture & Technology (JKUAT) and Master's Degree in Business Administration from United States International University – Africa (USIU-A). She is a member of the Chartered Institute of Arbitrators both in United Kingdom (UK) and Kenya, vibrantly serving in the Kenyan Branch Committee. She is a RIBA Chartered Architect. Sylvia Kasanga has been in the construction industry for 14 years. She is the Founder and Managing Director of Sycum Solutions Company Ltd, an Architectural firm based in Nairobi. She sits on the Board of Directors for the Lukenya Group of Schools and is a Trustee for the Lukenya University in Makueni County. Currently, Sylvia is a Member of the 12th Parliament of Kenya in the capacity of Senator. Duly, she serves as a Member in the Parliamentary Committee on “Land, Environment and National Resources”, as well as the one on “Road and Transport”. As Senator, she aspires to

utilize her professional passion and expertise on; Affordable Housing, Alternative Dispute Resolution and Education matters to advocate for formulation of SMART policies, regulations and laws on these areas.

She looks forward to working together with public servants, private practitioners, communities, and interested stakeholders to drive Kenya into Sustainable Development.



# Message from Invited Speakers

Abstract

## **Paper title: PREPARATION OF STUDENTS FOR EMPLOYABILITY AND ENTREPRENEURIAL ACTIVITY**

**Author/s: Ms. Sylvia Mueni Kasanga**

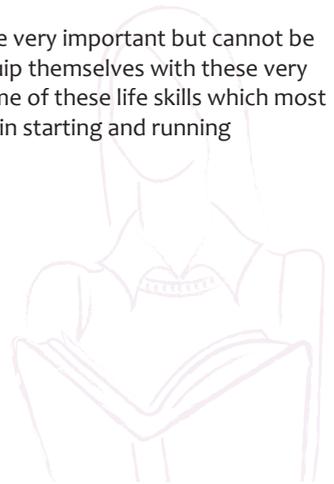
The greatest challenges facing many countries today are; inadequate human capital and high unemployment rates among youth. For any country to compete in the global economy, the burden of human capital investment and youth unemployment must be contained. This paper therefore seeks to look at the issues surrounding youth unemployment and how tertiary institutions and other key stakeholders can play a part in providing solutions to the problem.

The paper starts with giving statistics on number of youths globally and rates of youth unemployment after which it briefly lists some of the causes of youth unemployment.

Tertiary institutions have been blamed for being overly theoretical, leaving students ill-prepared and lacking the necessary practical skills for the labor force. The paper therefore interrogates the impact and efforts of key stakeholders (such as higher education institutions and governments) in youth engagement towards productive economies, and assesses the need to reform academic and labor policies in contributing to productive economies. The higher education sector however also faces some challenges which hinder it from boasting of all-rounded graduates who are a value addition to the job market. The paper proceeds to look at those challenges and how they can be countered.

The paper then lays a special focus on the women graduates. It highlights statistics of women graduates and women graduates in the job market and how numbers of women in the job market and entrepreneurial fields can be increased.

Lastly, the paper appreciates that there exists life skills that are very important but cannot be taught in schools. The graduates must go the extra mile to equip themselves with these very important life skills. The paper therefore goes ahead to list some of these life skills which most employers look out for while employing and are also essential in starting and running successful businesses.



# Message from Invited Speakers



**Ms. Nishat Riaz MBE**

Director,  
Education British Council  
Pakistan

Nishat has over 17 years of experience of programme management and oversight. She has developed and supervised large scale programmes on health, gender, skills, culture and education. Nishat is one of the founding members of Karakorum International University- the first university in mountain ranges in Karakorum and Himalayas, Pakistan.

Nishat has been on governing boards of international development organisations for over 17 years. At present she is director and trustee on boards of Aga development Network and Hashoo Foundation.

Nishat's holds an engineering degree in Electronics and Communications – the first female engineer from Gilgit Baltistan. She was the Premier Chevening Scholar from Pakistan in 2003 and recipient of President's Award of Excellence for best academic performance. She holds an MA in International Development from University of Manchester, UK. Nishat believes in continued

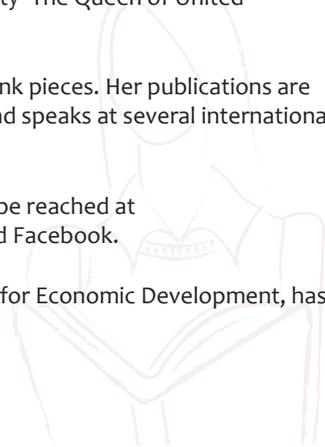
professional and academic development, and has currently completed her research on education leadership as part of her PhD degree.

At present, Nishat is managing British Council's education work in Pakistan. Her portfolio includes management and implementation of multi- million dollar education programme covering schools, skills, further and higher education, alumni relations, scholarships and Education UK. For her contributions in the field of education, Nishat has been awarded the honorary title of Member of British Empire (MBE) by Her Majesty- The Queen of United Kingdom.

Nishat enjoys contributing to thought leadership and writes think pieces. Her publications are part of international journals. She is an international speaker and speaks at several international platforms including TEDx.

Nishat likes horse riding, is an avid social media user and could be reached at [nishatriaz@gmail.com](mailto:nishatriaz@gmail.com) and [@nishatriaz](#) on Twitter, LinkedIn and Facebook.

Nishat is married to Moin Uddin who works for Aga Khan Fund for Economic Development, has three boys and is settled in Islamabad.



# Message from Invited Speakers

Abstract

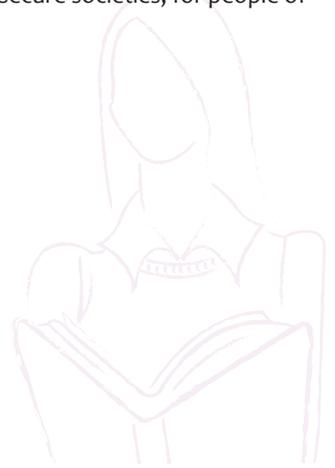
**Paper title: Women and Girls-Making a Lasting Difference**

**Author/s: Ms. Nishat Riaz MBE**

2016 and the adoption of the Sustainable Development Goals (SDGs) marks an important milestone for progressing gender equality and the empowerment of women and girls worldwide. The British Council is committed to playing our part in contributing to improved gender equality, empowering women and girls and creating opportunity in order to contribute to a safer, more prosperous and inclusive world.

The British Council is able to draw on a wealth of experience and resources to promote this agenda of change. Education can be used to strengthen capacity for reflection and critical thinking and challenge gendered thinking from an early age. Our networks across civil society and government can bring different sections of society together to address gender inequalities and open up spaces for women and girls to participate, to exercise leadership and influence decision-making.

British Council works with public and private sector to provide quality education across Pakistan. Equal opportunity, diversity and inclusion is central to all education programmes at primary, secondary, tertiary, further and higher education levels. This talk offers an overview of how the British Council Pakistan's work addresses gender inequalities both directly and indirectly towards the empowerment of women and girls, illustrating as well how vital this theme is across a number of programmes. It also provides insights into how we can improve our work and make more of an impact as we implement our next five-year plan. The centrality of our work on gender equality and empowerment of women and girls to the British Council's purpose is reinforced here, as is our commitment to the development of more open, inclusive and secure societies, for people of the UK and worldwide.



# Message from Invited Speakers



**Dr. Sarah Turnbull**

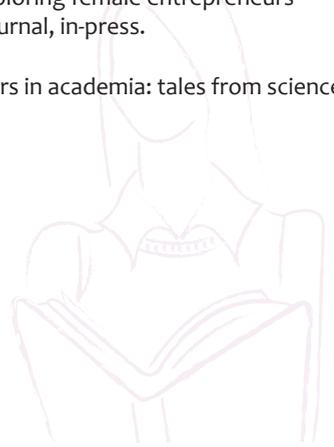
Director of DBA  
Faculty of Business and Law  
University of Portsmouth

Sarah is Director of the DBA programme for the Faculty of Business and Law at the University of Portsmouth. Sarah is a Fellow of The Chartered Institute of Marketing and has significant global advertising industry experience, including 7 years as Account Director on Emirates Airline. Her recent book *Marketing Communications: discovery, creation and conversations*, co-authored with Chris Fill is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising. It is the leading text book on marketing communications for undergraduate and postgraduate students in the United Kingdom. Her work has been published in a number of international marketing journals including; *The Journal of International Advertising*, *Journal of Marketing Communications*, *Journal of Direct, Data and Digital Marketing Practice*, *Qualitative Market Research: An International Journal* and *Journal of Islamic Marketing*.

Sarah is a role model in the UK for women in higher education and is part of a national programme for women's development. She has won a number of awards for research, including her research into women's careers in the Middle East, Emerald Best International Symposium 2014 Academy of Management Philadelphia. Additionally she has co-authored a number of papers on women's career challenges in STEM and marketing, including:

Thompson-Whiteside, H., Turnbull, S., & Howe-Walsh, L. (2018). Developing an authentic personal brand using impression management behaviours: exploring female entrepreneurs' experiences. *Qualitative Market Research: An International Journal*, in-press.

Howe-Walsh, L., & Turnbull, S. (2016). Barriers to women leaders in academia: tales from science and technology. *Studies in Higher Education*, 41(3), 415-428.



# Message from Invited Speakers



**Dr Liza Howe-Walsh**  
DBA, MSc, BA (Hons),  
PG CERT Ed, FHEA, MCIPD.

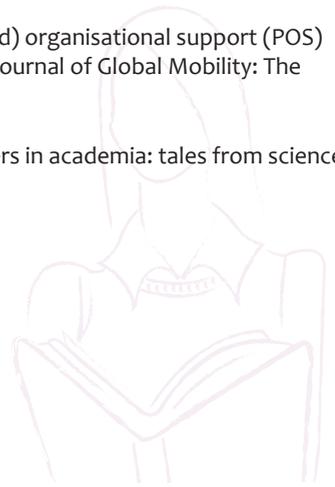
Liza is the Athena Swan Champion for the Faculty of Business and Management, at the University of Portsmouth and an Aurora Role model for the leadership foundation of Higher Education. Liza has significant industry experience working as a Global Mobility manager for PwC, where she led consultancy projects for blue chip clients in Technology, Finance and Manufacturing industries. Additionally, Liza has worked as an expatriate providing an insight as well as specialist interest in international careers.

Liza is committed to greater equity of careers in higher education, leading workshops globally including Canada, Cayman, the Middle East and UK, to develop competencies for women aspiring to leadership positions. Additionally, Liza has chaired and participated in Institutional reviews for the Ministry of Education in Bahrain and the Kingdom of Saudi Arabia to advance opportunities in women's higher education.

Liza has published numerous internationally recognised journal articles in a range of top rated journals such as International Journal of Human Resource Management and Journal of International Management on the topic of women and global mobility. Additionally, her research has been presented at various international and national conferences as well as invited key note speaker for both academic and practitioner audiences nationally and internationally.

Howe-Walsh, L., & Torka, N. (2017). Repatriation and (perceived) organisational support (POS) The role of and interaction between repatriation supporters. *Journal of Global Mobility: The Home of Expatriate Management Research*, 5(1), 60-77.

Howe-Walsh, L., & Turnbull, S. (2016). Barriers to women leaders in academia: tales from science and technology. *Studies in Higher Education*, 41(3), 415-428.



# Message from Invited Speakers

Abstract

## Paper title: Creativity in The Curriculum

**Author/s: Dr. Liza Howe-Walsh and Dr. Sarah Turnbull**

Building women's confidence and providing an organisational environment that enables women to assume leadership positions is important if organisations are to address the issue of gender equality. We share evidence from our recent research on women in higher education and provide insights into a number of initiatives run to help women develop their careers.

We have worked on several projects to develop global leadership competencies (mainly utilising the GCI) with women in the UAE and Qatar as well as reviewing programmes in the Kingdom of Saudi Arabia (KSA) and Bahrain. Having undertaken similar work in the UK we were struck by the differences from our work in the UK and GCC countries. Using the GCI helped to highlight the strengths of women either working in a leadership role or working towards a leadership role. Whilst the assumption may be that women in the UK are confident and facing less challenges to obtain leadership roles there was a distinct difference in perceptions. Women in our work displayed high levels of confidence in the GCC countries we explored. Whilst facing different challenges, in particular within KSA, women were working within the differing working practices in a proactive and positive way.

With a continued emphasis on nurturing future female talent into the job market. Higher education provides an essential platform to equip women with the academic knowledge and skills to enter the job market.

