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أول جامعة خاصة "معتمدة من مجلس التعليم العالي"

# RUW SCIENTIFIC RESEARCH COUNCIL

## MONTHLY NEWSLETTER



## RUW SCIENTIFIC RESEARCH COUNCIL NEWS

Royal University for Women, in conjunction with West Virginia University, will host an Occupational Medicine Conference on February 11<sup>th</sup> and 12<sup>th</sup>, with the topic, "Disaster Preparedness: State of the Art Update for the Occupational Health Specialist."

This conference will address ways to strengthen the sustainability of disaster management to ensure a high level of preparedness in preventing and responding to a wide variety of potential events. Speakers include both international and GCC-based experts.

This series is designed for physicians, nurses, etc., who practice in the areas of occupational medicine. Participation from government officials, NGO's, civil society organisations, and private sector representatives is welcome.

<http://www.ruw.edu.bh/occupational-medicine-conference>

## EVENTS:

- March 4<sup>th</sup> at 11:30, eminent members from the Supreme Council for Women will conduct a two hour workshop regarding Gender Sensitive Budgeting for RUW students
- March 27<sup>th</sup> at 11:30, eScientia workshop titled, "Tips to Write a Research Paper" in combination with "How to Select the Right Journal." Both Faculty and Students are requested to attend.
- RUW will host a Breast Cancer Conference on April 4-5<sup>th</sup>, 2018.

## HIGHLIGHTS:

RUW Research Council is recommending worthy reads related to Women's Studies:

- 1) *Arab Women's Activism and Socio-Political Transformation: Unfinished Gendered Revolutions* by Sahar Khamis and Amel Mili published by Palgrave Macmillan, 2018
- 2) *Arab Women Voice New Realities* (anthology) co-edited by Rosanne Khalaf and Dima Nasser, Turning Point Books, 2018
- 3) "Achieving Gender Equality in the Arab Region amidst the Changing World of Work" by Dr. Mona Farid Badran, published in International Labour Organisation 2017

## RUW FACULTY RESEARCH ACHEIVEMENTS

### Book Publication:



Dr. Humam Elagha, Assistant Professor, Centre for General Studies, published a book: H. Elagha (2017), “IT Governance and Firm’s Performance: Theories and Best Practice”, (1st Ed.), Noor Publishing 2017, ISBN-10: 3330847972; ISBN-13: 978-3-330-84797-2. The book is published with the name of RUW and based on an approved research proposal. The book can be ordered online at: [morebooks.de](http://morebooks.de) and [amazon.com](http://amazon.com). The book is available at RUW library.

#### PREFACE

This book provides comprehensive coverage of IT governance practices for advanced students and managers. Through an approach that offers up-to-date chapter content and empirical evaluations, this text presents a unique set of materials that educators can customize to their students’ needs. This book interprets important theories, models and practices in the IT governance domain and examines the key determinants that influence the overall effectiveness of IT governance. The book evaluates how governance domains impact the level of IT governance maturity and how governance mechanisms impact the overall effectiveness of IT governance. The book contributes to the IT governance literature in developing a conceptual IT Governance Framework by linking internal governance maturity and mechanisms with the overall effectiveness of IT governance, and by disclosing a largely neglected influence of Business/IT alignment on IT governance maturity. Moreover, the book contributes to the IT governance literature on the importance of IT governance domains and mechanisms in establishing mature and effective IT governance. The book concludes that organizations with more mature governance domains and more effective governance mechanisms likely obtain a higher degree of overall effectiveness of IT governance.



Dr. Pasquale Borea, Dean and Associate Professor, College of Law, published a book chapter: P. BOREA, “**Women’s rights and protection of women from domestic violence in Muslim countries, within and beyond the Council of Europe: the legislation in Turkey and Bahrain as a case study**” (p.223-246) In “Reconsidering gender based-violence and other forms of violence against women: A Comparative analysis in the light of the Istanbul Convention”, Libellula University Press, Lecce, 2017. ISBN: 9788867352814.

### CONFERENCE PRESENTATIONS/ CONFERENCE PROCEEDINGS



Dr. Hisham Al-Azzawi, Head of Department of Architectural Design and Assistant Professor in the College of Art & Design, and Ms. Amna Hasan, part-time College of Arts and Design staff, presented research on “**The Role of Sustainable Management in Small and Medium Enterprises; With Reference to SMEs in the Kingdom of Bahrain**” at the First Research Conference organised by the American University of Emirates in Dubai (AUEIRC 2017) under the theme of Creative Business and Social Innovation on 15-16 November.



Dr. Vivien Exartier, Assistant Professor in the College of Business and Financial Services, presented a paper titled, “**Lesson-Drawing and Policy Diffusion of GCC countries in the development of renewable energies: the case of The Kingdom of Bahrain**” at the 4th International Conference on Technology and Management 2018 ICTEM in Singapore on January 27. In addition, Dr. Vivien was asked by the conference organisers to chair a session during the conference.

## STUDENT RESEARCH

**Masters' Thesis:****Master of Design Management, March 2017****The Use of New Mass Media in Promoting Entrepreneurial Activities of Women in the Kingdom of Bahrain****By: Sarah Mohamed Ali Ahmed****Abstract:**

Entrepreneurial activities help majorly in the economic development of a country. This has led the Kingdom of Bahrain towards encouraging entrepreneurship, specifically women entrepreneurship. However, women entrepreneurs still face a number of significant issues such as, accessing new markets, which new mass media has the ability to resolve. New mass media strategy implementation will enable women entrepreneurs in the Kingdom of Bahrain with information exchange, customer relationship management, marketing, communication, as well as global accessibility and exposure. It will also assist in promoting the entrepreneurial activity as a whole if properly utilised to its full potential.

This study covers the topic of the use of new mass media in promoting entrepreneurial activities of women in the Kingdom of Bahrain, which is a contemporary issue of great importance. Mainly, the study strives to establish a complete framework which women entrepreneurs in the Kingdom of Bahrain can use to fully and properly manage new mass media strategy implementation within their entrepreneurial activities, whether implemented internally or externally.

The study is divided into six chapters: Beginning with introduction, then an extensive investigation and review of literature surrounding entrepreneurship, followed by three chapters exploring new mass media and its global use in entrepreneurship. A field study is conducted in chapter five to identify knowledge, roles, and the extents of using new mass media in entrepreneurial activities of women in the Kingdom of Bahrain in order to identify existing gaps in their practices. In addition, how Bahraini women may benefit from the experiences of new mass media specialists who have successfully implemented special tactics in new mass media strategy is explored. Chapter 6 concludes the study and suggests recommendations.

Key findings indicate more than 50% of women entrepreneurs in the Kingdom of Bahrain are not using existing new mass media tools to their full potential in promoting their entrepreneurial activities, nor are they properly performing the fundamentals of new mass media strategy implementation in promoting their entrepreneurial activities. This is generally due to their lack of knowledge of these means and the correct practices. Furthermore, the study suggests Bahraini women entrepreneurs whom do use new mass media tools are contributing positively to the functions of their entrepreneurial activities

**Research in Progress – Graduation Projects****College of Art & Design**

**Yasmine Eid**, senior Interior Design student, is working on a unique project titled, "Adaptive Reuse of the Sacred Heart Church." She completed the research portion last semester, and now concentrates on bringing research to life through model design. The Sacred Heart Church in Manama was the first church built in Bahrain, and a significant landmark. Its congregation is building a new church in another area, in the future it's possible the church will relocate after the new building is completed. Based on possible future closing, Yasmine researched heavily about adaptive re-use of buildings around the world. She discovered two historical churches in the Dominican Republic which were later transformed into public libraries. Following this approach, she proposed to recreate the Sacred Heart Church building into a public library, a resource Bahrain is lacking in. In her research, she established a significant connection between churches and books as preservation to the religion. To further her point, she examined another Bahrain Landmark: The Tree of Life, linking it to both books and Christianity. She wrote, "The core of the Tree of Life is the trunk, this resembles the structure of the Church, the leaves shed, change, and regrow in time, as does the interior of the church take on renovations, while the roots of the tree are religion, just as this is the foundation of the church." She believes recreating the space of the church will jointly preserve the building and benefit the community. Furthermore, as a useable public space, it will provide others opportunity to learn and observe some values of the church. Yasmine was inspired to focus her project on adaptive re-use after reading, "If you want to preserve a historical or important place, give it a new function in order for people to find use in it."

**College of Business & Financial Services**

**Fatema Yusuf Mohamed Abdulla Ali Alqasemi**, senior Finance student, and **Amina Ebrahim Jasaim Fezaia**, senior HR student, recently completed research titled, "Consumption and Spending Patterns of Female University Students in Bahrain, case study RUW," supervised by Dr. Samar Al Bargouthi. They chose this topic in order to gain insight of the Bahrain market concerning university women spending habits. In general, there was a lack of literature about spending in Bahrain, more specifically with this focus group; thus, developing information was desirable. The study used quantitative analysis and descriptive research to generalise concepts more widely, predict future marketing results, and investigate casual relationships. Statistics concerning allowance, saving, and spending income were gathered from 75-80 students were through questionnaire. The results revealed the average allowance of an RUW student ranges between 601-800BD per month, with the majority listing family as their source of income. Regarding spending habits, 38% recorded cosmetics, traveling and education as top reasons for spending. The research was compiled through 5 chapters.

**College of Law**

**Huma Qasim Bungash and Mai Ebrahim Mesameh**, recent College of Law graduates, are currently cooperating with Dr. Pasquale in research activities for the publication of a monograph book on "The Gulf Cooperation Council: Institutions, Policies and external relations". Their main task is to assist the author in researching through secondary sources, translating agreements and policies from Arabic into English and formatting chapters. At the same time, this exercise is improving their research skills and their knowledge on the topics of regional integration. The two students were recently recognised by the College of Law for "Project of the Year" on research titled, "International and Regional Study on Discovery of Evidence and Confidentiality in Commercial Arbitration." The study was divided into 4 chapters: introduction and historical overview; comparison between discovery of evidence and confidentiality along with differences between European and American style discovery; understanding the concept of discovering the in GCC along with the arbitral centers; and conclusion. The researchers commented, "It was useful to research on such topic because as we compared on international and regional levels it was important to recognise the differences of the GCC as its developing international trade."

## POSTGRADUATE STUDIES VIVA PRESENTATIONS

The College of Art & Design (CAD), Post graduate studies programme, held a series of Vivas for the Master of Design Management (DMT) and Master of Fine Arts in Drawing and Painting (MDP). Four Vivas were held during the period of January 6-13, 2018, two of them were for MDP and two for DMT. The Viva panels, as per RUW regulations, were formed with an external examiner, internal examiner and supervisor. An external examiner, from the American University in Madaba, Jordan, examined the two MDP Vivas. The external examiners for the DMT were from the University of Bahrain and the Ministry of Municipalities and Urban Planning, Bahrain. RUW and the college of Art and Design continue their quest for excellence, ensuring research work is done as per requirements and regulations. Moreover, as per CAD's mission, the topics addressed by students are highly related to local Bahrain and regional issues. This is to enhance RUW's missions of building a strong relationship with the industry and to help solve community related issues. Furthermore, all Vivas were attended by a monitoring team from HEC as per HEC's new practice to ensure quality of Viva procedures.

The following panels were presented:



**Ms. Najla Mahmood Adnan Almousawi, Master of Fine Arts in Drawing and Painting.**  
**Thesis Title: An Analytical Study of the Works of Sh. Rashid Bin Khalifa Al Khalifa: "Artistic Transformations for the period 1968-2013"**  
**Supervisor:** Dr. Janon Kadhim  
**Internal Examiner:** Dr. Hena Mallah Abdul Razzak  
**External Examiner:** Dr. Keram Nimri, American University of Madaba, Jordan  
**Date:** January 06, 2018, 10:00-12:00 am



**Ms. Budoor Juma Abdulla Alkubaisi, Master of Fine Arts in Drawing and Painting.**  
**Thesis Title: "The Role of Heritage in the Formal Expression of the Works of Abdulla Al Muhaarqi"**  
**Supervisor:** Dr. Najwa Al Hamami  
**Internal Examiner:** Dr. Hena Mallah Abdul Razzak  
**External Examiner:** Dr. Keram Nimri, American University of Madaba, Jordan  
**Date:** January 06, 2018, 12:00-2:00 pm



**Ms. Sharifa Abdul Rasool Alshaibani, Master of Design Management.**  
**Thesis Title: "Emerging Smart Buildings in Kingdom of Bahrain and Its Impact on Energy Saving Strategies"**  
**Supervisor:** Dr. Sharif Khashaba  
**Internal Examiner:** Dr. Hadeel regal  
**External Examiner:** Dr. Falah Alkubaisy, University of Bahrain  
**Date:** January 11, 2018



**Ms. Amna Fouad Bushaqer, Master of Design Management.**  
**Thesis Title: "Eco Fashion: Management of Clothing Recycling in the Kingdom of Bahrain"**  
**Supervisor:** Dr. Hisham Al-Azzawi  
**Internal Examiner:** Dr. Shweta Kinra  
**External Examiner:** Dr. Naglaa El Dessouky, University of Bahrain, Jordan  
**Date:** January 13, 2018

## IN THE REGION

### International Women's Day

**Thursday, March 8<sup>th</sup> 2018 is International Women's Day!** The day, occurring for well over a century, celebrates the social, economic, cultural and political achievements of women globally. It also serves as a call to action for accelerating gender parity. The 2018 theme is “**Press for Progress**” while The UN Women's theme is “**Time is Now: Rural and urban activists transforming women's lives**”. Both themes demand 2018 to be a year of push for global progression of women in all settings, rural and urban. Around the world people are mobilising in forms of marches and campaigns towards a future of gender equality. For example, the global #MeToo campaign, in the Arab world #Ana\_kaman, stands against sexual harassment and violence. Sexual harassment, violence and discrimination against women has captured headlines and public discourse in more recent times, propelled by a rising determination for change. Such determination should only be more impelled in 2018.

### Conferences in the Gulf:

#### **21<sup>st</sup> Global Women Leaders Conference/ 18<sup>th</sup> Middle East Women Leaders Excellence Awards**

Global Distinguished Role Model Women Leaders  
Empowering Women Leadership & Potential in a Global Economy  
March 7-8<sup>th</sup>, 2018 – Burj Al Arab Hotel – Dubai, UAE  
Website: [www.woibex.com](http://www.woibex.com)

#### **Call for Papers:**

#### **Sustainability and Resilience Conference**

“Mitigating Disaster and Emergency Planning”  
University of Bahrain and Northumbria University  
Newcastle  
May 13-14<sup>th</sup>, 2018  
Email: srconference@uob.edu.bh

### NEWS:

#### **Women's Mentoring Programme Reaches Bahrain:**

Reach Mentoring, the first structured mentoring program in the Middle East focused on the development of women professionals in the region, has expanded to Bahrain. FinMark Communications, Bahrain corporate and financial communications consultancy is said to become Reach's office networking partner in Bahrain with the Strategic Partnership of Tamkeen. Reach Mentoring is an online platform for women in financial services and related sectors to be mentored through a yearlong structured program. They receive mentorship and professional support from highly experienced men and women in their field.

#### **4<sup>th</sup> National CEDAW Report**

A multiparty committee is working on drafting the 4<sup>th</sup> National Report on the **Convention of the Elimination of all Forms of Discrimination Against Women (CEDAW)** to be submitted in February. The committee consists of representatives of the legislative, executive and judicial branches of government and civil society institutions. Bahrain is committed to meeting obligations stipulated in international conventions and reports.

#### **Increase of Bahraini Women in Business:**

The Supreme Council for Women reported the presence of Bahraini women in business and economy is rising according to data. In 2015 the International Labour Organisation issued a report titled, “Women in Business and Management: Gaining momentum” which ranked Bahrain first in the Middle East and North Africa region in the Self-employed businesswomen index at 28 per cent. Rana Ahmed Khalifa, Director of the National Strategy for the Advancement of Bahraini Women at the Supreme Council for Women (SCW), was quoted saying, “Data reveals individual women-owned Commercial Registrations (CRs) that are active for more than five years' accounted for more than 51 per cent in 2016.” Furthermore, she mentioned the percentage of active individual women-owned commercial registrations have grown from 37 per cent in 2010 to 43 per cent. DT News Network reported on the keenness of the SCW to work with relevant parties as a way to continue their efforts to strategically advance Bahraini women empowerment.



**RUW 2<sup>nd</sup> Women and Society Conference**  
**In collaboration with Gulf Education Conference**  
**Empowering Women through Higher Education**  
**(18-19 April 2018)**

*Please visit the updated Conference webpage:*

[www.ruw.edu.bh/conference](http://www.ruw.edu.bh/conference)

**Featured Key Topics:**

**Empowering Women in the Twenty First Century: the role of Universities**

The UN Womens organisation defines the principles of women empowerment as, “Empowering women to participate fully in economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for development and sustainability, and improve the quality of life for women, men, families and communities.” Universities are in a privileged position of ability to revolutionise women’s development by supporting women to be free thinkers, explore channels of self-discovery, and determine the ways in which they want to participate in the world. Often, higher education is a woman’s outlet to the knowledge based world. Women develop in university through various forms, curriculum, student organisations, programmes, clubs, and sports- A wide array of involvement creates well-rounded individuals. Access to a university of quality significantly advances not only women’s empowerment, but also progresses world development in general by opening doors and changing systems. Consequently, providing university education contributes to eradicating poverty, raising levels of social and/or economic class, and improving global health. It must therefore be the mission of universities to continually attract more female students and build opportunities for enrolment, as well as to constantly improve and expand programmes of study and extracurricular for women. Furthermore, universities must allocate their resources towards understanding and encouraging efforts which will empower women.

**Suggested Subthemes (not limited to):**

Education and Women’s Empowerment; Women Across Cultures; Bahraini Women in Education; Women and Development; Middle Eastern Women’s Education; Equality through Education.

**Role of STEM Education in Women Empowerment**

The STEM fields: Science, Technology, Engineering and Mathematics, are the leading, most vital fields in the innovative modern world. Women remain underrepresented in these areas; although, there has been a recent push towards ensuring women have more equal access to pursue studies and careers in this arena. Many companies employ people within the STEM fields in order to function at the highest levels, thereby creating a significant job market. Furthermore, those in STEM programmes tend to generate higher salaries and greater job security. Hence, more prevalently women are choosing these fields due to factors which increase their independence and their abilities to contribute to society. The STEM curriculum is becoming a priority focus in K-12 school, allowing young girls to gain the same competencies as males and enabling them to compete on an equal basis for jobs in high demand. Thus, encouraging and enabling women to access STEM programmes will not only close in on the gender gap, and reduce job based gender stereotypes, it will empower women further by providing more opportunity to lead and contribute to the revitalising futures of their societies and economies.

**Suggested Subthemes (not limited to):**

Innovation and Technology; Gender Issues: Gender and Information Technology; Scientific Research and Development; Recruiting Women to STEM; Women in STEM - Gender Gap; Attracting, Developing and Retaining Women Engineers and Scientists; Mentoring Women in STEM Fields; Women Engineers; Women in Mathematics.