



Under the patronage of  
**Her Royal Highness Princess Sabeeka Bint Ibrahim Al-Khalifa**  
Wife of the King of Bahrain, President of the Supreme Council for Women

Royal University for Women Presents

RUW CONFERENCE ON

# WOMEN AND SOCIETY

19 - 20 April 2016

Kingdom of Bahrain

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

Supported By



## Royal University for Women announces "RUW Conference on Women and Society"



**Dr. Mona Suri**  
Academic Vice President

Dear Colleagues and Students,

Under the patronage of Her Royal Highness Princess Sabeeka Bint Ibrahim Al-Khalifa, President of the Supreme Council for Women and on the occasion of tenth anniversary celebrations of the establishment of the Royal University for Women, I'm very proud to announce the RUW Conference on Women and Society to be held on 19-20 April 2016. This conference is an endeavor in celebrating Royal University for Women's Journey of excellence. The conference will provide the researchers from different countries a platform to debate on women issues using multi and interdisciplinary approaches. The conference is organized to highlight the achievements of women in a broad range of arenas and professions, including historical, social, business, technological, legal and creative contexts in their changing roles in society through more than 45 research papers that will be presented by researchers across the globe ranging from USA, UK, KSA, Jordan, Oman, UAE, Palestine and Bahrain.

The conference will be attended by over 150 people including academics from local, regional and international universities and educational institutions, representatives from government organizations, NGOs, researchers, consultants, service providers, professionals and students. On Day 1 of the conference there will be presentations, lectures and speeches in art, business, Information Technology, law and women studies etc. On day 2 parallel sessions will guide conference attendees' focused discussions on five key areas of conference where the researchers will present their research findings. Alongside the conference, there will be a research colloquium where researchers and postgraduate students to will present their posters on a chosen conference theme. The three best poster presentations will receive prize. Further an exhibition by College of Art and Design will also be organized. RUW is a Women's university and is a pioneer in women education in the Gulf. This conference being organized as part of the 10th anniversary celebrations is a tribute to RUW's contribution to Women education and research.

### Collaboration with our Strategic Partner West Virginia University



West Virginia University is the strategic partner of Royal University for Women since 2008. The activities encompasses the exchange of faculty and/or collaboration of faculty in areas of teaching, research and service; development of collaborative degree programs; exchange of scholarly publications and information in areas of mutual interest to faculty in the two institutions and development and implementation of joint seminars and conferences involving faculty and/or students from both universities as well as other participants. Further it also includes development and implementation of WVU study abroad programs to RUW and RUW study abroad programs to WVU. This active partnership has achieved many milestones as:

- Programme Reviews for CAD, CBFS, CIT
- Exchange programs of Faculty & Students annually
- Educational trips of CBFS & other faculties
- Visiting Professors Series for CBFS and CAD
- Collaborative workshops
  - 1st Forensic Workshop in (22-24 May 2012)
  - 2nd Workshop on Forensic Accounting & Fraud Examination (Nov 2013)
  - 3rd Workshop on Forensic Accounting & Fraud Examination (Nov 2014)
  - 4th Workshop on Forensic Accounting & Fraud Examination (Nov 2015)
- RUW Conference on Women and Society 19-20 April 2016

In RUW Conference on Women and Society a delegation of Research scholars is participating under the leadership of Dr Joyce McConnell, Provost WVU. The provost and the four scholars who will be accompanying the provost will present research papers in the areas of law, Women Studies, IT and Business.

### Sponsors of RUW Conference on Women and Society

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GPIC has a robust and internationally recognized Safety, Health and Environmental Management System. The company's carbon dioxide recovery unit, fish farm, bird sanctuary, palm tree plantations and herb garden are all examples of environmental initiatives. The company has won many accolades including the Sir George Earle Trophy from ROSPA, UK and R.W.Campbell award from National Safety Council, USA for excellence in HSE management systems. The company's Management Systems are accredited to all well-known Internationally Certifiable Standards. More recently the company has also set up the Equal Opportunities Committee to empower women.

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### West Virginia University Exec. Director of Intl. Programs for Global Relations visits RUW



On March 13, Dr. Tom Sloane, Exec. Director of Intl. Prgms. for Global Relations at West Virginia University accompanied by Mr. Hank Oliver from the Office of International Programs visited RUW as they were visiting alumni in the Gulf Region and attending recruitment fairs. Dr. Tom who has come to Bahrain on several occasions came to greet Prof. Mazin Jumaah on this occasion and also met with esteemed WVU alumnus, Mr. Tawfiq Al Zamil.

### RUW receives Ms. Cameron Kashani, Entrepreneur and Godmother of Silicon Beach



On March 27, RUW hosted a presentation on Mastering Innovation by Ms. Cameron Kashani, Entrepreneur and Godmother of Silicon Beach. As a Pioneer of Silicon Beach, Ms. Cameron is commonly referred to as the Godmother of the Los Angeles tech and startup scene. She's an Entrepreneur, Marketer, and Community Builder that brings the Human Element wherever she goes, and is one of the most active community leaders in LA Tech. She is passionate about empowering entrepreneurs, building startup ecosystems, while helping them grow and thrive, with a grand vision to collectively create a greater impact, and make the world a better place.

### Courtesy visit of faculty member from future partner, Dar Al Hekma University



On February 10, Dr. Karima Suci (Chair of Banking & Finance at Dar Al-Hekma University) who was visiting Bahrain with a group of students from the School of Business and Law, took the time to visit Royal University for Women as both universities are about to become regional partners. Dr. Karima conveyed regards from the President of Dar Al Hekma, Dr. Suhair Al Qarashi to Prof. Mazin Jumaah, President of Royal University for Women, and met Dr. Bahrteesh Kasi, Head of the Business Department of the College of Business and Financial Sciences and Dr. Vivien Exartier, International Affairs Officer. Dar Al Hekma University is very similar to RUW in its vision and mission, structure and size. Dar Al Hekma is an outstanding women university located in Jeddah, Kingdom of Saudi Arabia.

## Cooperation ties with Supreme Council for Women Strengthened



On March 3, a delegation consisting of President of Royal University for Women Prof. Mazin Jumaah, Academic Vice President Dr. Mona Suri and PR Officer Sh. Dwa Al Khalifa met with high officials from the Supreme Council for Women and discussed collaborative ties and future projects. The meeting was fruitful with RUW receiving support for several projects including the upcoming Women and Society Conference to be held on April 19 and 20 under the patronage of Her Royal Highness Princess Sabeka bint Ibrahim Al Khalifa, Wife of His Majesty the King, Chairwomen of the Supreme Council for Women. Prof. Mazin thanked the Supreme Council for Women for their support and encouraged such collaborative measures as the way forward.

## RUW Carnival Celebrations; university celebrates its tenth year anniversary



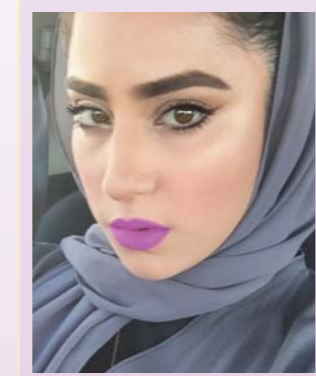
On March 05, Royal University for Women (RUW) held a nation wide carnival in celebration of its tenth year anniversary at its campus in Riffa. The carnival organized by the RUW Student Council witnessed a large crowd of families, children, college students and visitors from the neighbouring country of the Kingdom of Saudi Arabia. Events at the carnival started with a welcoming speech from Prof. Mazin Jumaah, President of Royal University for Women, who welcomed the participants, guests and visitors and commended the university on achieving ten years of excellence. Ms. Shadya Al Tamimi, RUW Student Council President, thanked all the participants, the volunteers, her fellow students, describing the carnival as requiring tremendous efforts and cooperation from all sides.

## RUW and WVU debate on the Women issues, Leadership roles, and Opportunities for Women in the East vs. West



The Royal University for Women ("RUW") in association with West Virginia University, USA organised a debate on "The West Provides More Leadership Opportunities for Women than the East". The debate was held on Tuesday, 22 March 2016 in the RUW auditorium. This initiative is a part of a student exchange program among Royal University for Women and West Virginia University, USA. The goal of this initiative is to promote the cultural ties between the United States of America, and the Kingdom of Bahrain and to enhance the strong relationship between the two universities as well as expose the students to international students and exchange cultural, educational and social knowledge. "It is the third year that RUW is organizing this program with West Virginia University as both institutions are engaged in a strategic partnership covering a wide range of projects and it is one which the students look forward too on an annual basis." said Prof. Mazin Juma, President of the Royal University for Women. Reflecting on the debate, West Virginia University student Rachel Montgomery stated, "The debate project was certainly interesting and engaging. The topic involved allowed us to compare views and debate on the positive and negative aspects of such viewpoints" she also added "it is my first time to the Middle East region and everyone has been welcoming us. We have been learning and exploring the Bahraini culture, it is truly a memorable experience".

## Alumna of the Month



### Background Information

**Name:** Ms. Khulood Khalaf

**Graduation Year:** 2009

### Professional Occupation:

Fashion Designer & Owner of "Khulood Khalaf Design" atelier consisting of two branches located in Budaiya and Manama.

### Involvement at RUW:

- Graduated from RUW with the degree of Bachelor of Arts in Fashion Design in 2009.
- Active member in the student council 2006, 2007, 2008, 2009 fulfilling many positions such as secretary, vice president, and president.
- Winner of the leadership Award in 2008.
- Graduated with high distinction

### Her Words:

"After I graduated with from RUW, I had acquired extensive knowledge, skills, and experience in Fashion Design which helped me thrust towards my career. I started my business using online social media devices such as Facebook and Instagram; displaying my fashion creations as an online boutique for potential customers and receiving orders online. Simultaneously, I was employed in my family's company "Delmon Optic & Hearing Aid Center" as Marketing & Image manager. My job responsibilities included using graphic design techniques to create advertisements and branding, creating public relations articles in newspapers and magazines, overseeing all of the branches' image and creating a unified décor scheme, making orders by selecting the most fashion forward eyewear products, travelling to international eyewear exhibitions in Italy & France to make orders and develop business relations. After obtaining this vast experience, I was confident in my capabilities and consequently established my atelier entitled "Khulood Khalaf Design" in 2014 located in Budaiya. In 2015, I opened my second branch in Manama. I now successfully create fashion collections consisting of jalabiyas, abayas, couture evening wear, bridal couture, and ready to wear. I have gained many customers from Bahrain and GCC countries. I also wholesale my products to luxurious boutiques in UAE and Oman. The major areas of my job include designing clothing, manifesting designs into products by collaborating with my tailors and embroidery specialists, creating printed and online advertisements, buying fabrics, and carrying out photoshoots for my collections. My future plans include joining more exhibitions and fashion shows in the GCC and showcasing my collections in prestigious boutiques around the gulf."

### Achievements:

- Established "Khulood Khalaf Design" atelier in 2014.
- Being featured in numerous magazines such as Sabaya, Bahrain Confidential, Areej, Alyaqzaa, Ohlala, Bint Al Khaleej, and Shout within 2010-2014.
- Selected and featured as Areej magazine's ICON in 2011.
- Featured in Tamkeen's magazine "After School" as a successful young Bahraini entrepreneur in 2013.
- Being invited on national television "BahrainTV" to be interviewed and to showcase my collections several times within 2010-2013.

## CAD Mosaic Workshop for the West Virginia University Students



On March 24, a Mosaic Workshop was organized by Dr Janon Kadhim and Dr Rashmi Jalota, for the Visiting West Virginia University students. Students of both the universities worked together using their creativity to do a Mosaic Mural. The students learned about the art of Mosaic which included a presentation to enlighten them about the history of mosaic. The students produced beautiful pieces. The pieces of mosaic will be joined together to create a Mural as a symbol of the relationship between two universities..

## CAD Fashion Show in Lulu Hypermarket كشخة كولكشن



Under the Patronage of Prof. Mazin M. Jumaah, President of Royal University of Women, College of Art & Design organized a large fashion show "Kashkha Collection" on March 10, 2016, together with the Lulu Hypermarket on the occasion of International Women's day. CAD fashion students from 2nd and 3rd year showed some of their projects with themes "Medly", "Twisted Hue", "Back to Roots", "Vintage Elegance", and "Bohemian Catastrophe". They showed their final projects for courses they studied during the first semester in Academic Year 2015/2016, such as: History of Fashion, Middle East Fashion, applied design, also one of our graduated students Ms. Noor Aref presented her final projects with theme "Floraux". At the end, one of CAD alumnae Ms. Khulood Khalaf showed her own collection "The Coronation", which was a collection of Galabiyas designs. One of CAD second year students Ms. Aysha Abdelmalek sponsored jewellery for a few of the themes.

## RUW College of Law participates in the 23rd Willem C. Vis International Moot Court Competition in Commercial Arbitration



After having scored 3rd in the 6th Middle East Pre-Moot, and received two awards for the Best Respondent Memorandum and the Best Claimant Individual Oralist, RUW College of Law participated in the 23rd Willem C. Vis International Commercial Arbitration Moot held in Vienna from March 17 to March 24, among 311 University teams representing the Kingdom of Bahrain. The President Prof. Mazin Jumaah, with his presence in Vienna, strongly supported the team composed of seven excellent and brave students, Ms. Ameena Khaled Bindayna, Ms. Amina Ahmed Althawadi, Ms. Nayla Mohamed Ramadhan, Ms. Mashael Qutami AlQutami, Ms. Amina AbdulJabbar Saleh, Ms. Mai Ebrahim Musameh, Ms. Huma Qasim Bungash, under the supervision of the coach Dr. Maria Casoria. Even though it is the first time that RUW participated in such international competition, the team showed confidence and appropriate legal knowledge, and received very positive feedback from all the panels of arbitrators.

## RUW participates in EDUTEX Bahrain



After 4 years of consecutively participating in EDUTEX Bahrain the largest student recruitment fair in the Kingdom, the PR department decided to participate in the 2016 edition. The booth chosen by RUW was a medium sized space, strategically placed that was filled with RUW rollups, TV Screen, projects and a 'meet and greet' seating area. The number of schools visiting was particularly high in the second day when all the female government schools attended. Ministry of Education officials, academics and prospective students and their parents attended the booth over the three-day period. The PR department was fully supported by the admin and academic staff as various representatives of different colleges attended and met with the students.

## Exhibition and Forum on Inspiring Micropreneurs and Empowering Students organized by CBFS



On March 15, The College of Business and Financial Sciences organized the Exhibition and Forum: "Inspiring Micropreneurs and Empowering Students". This event was spearheaded by BUS 302 Entrepreneurship Class under the advisory of Dr. Ilene Agana. The LAR 137 Intro. To Entrepreneurship and Innovation students participated collaboratively. The exhibition and forum objective is to inspire the microbusiness owners to showcase their products and services through an exhibitions. 38 Micropreneurs and Alumnae entrepreneurs participated in this meaningful event. It enables the entrepreneurs to create networks and expand their business opportunities. On the other aspect, a Forum was organized to provide awareness on the services of the Support Agencies like Tamkeen, UNIDO, BCCI and BDB. CAD Alumnae participated in the event. The CAD Alumnae Entrepreneurs exhibited their own products and services that they have creatively crafted. The Alumnae got a platform to display and sell their products and services.

## What R U saying?

### والدي قديتي

"رب اشرح لي صدري ويسر لي أمري وأحل عقدة من لساني يفقهوا قولي"

في يوم 16 مارس 2016 كنت في حفل تقاعد أبي من بنك البحرين والكويت وخلال الحفل وخاصة خلال كلمة أبي تعلمت بأن هناك دوراً ونصائح وعبر، و من تلك الدروس، أحد عشر درساً سوف أعمل عليها لأصل إلى ما أريد و سوف أشارككم تلك الدروس :



هند بوجيري

1. يجب مواكبة تطورات العصر أولاً بأول، ويجب أن لا تنقاس في حصر أنفسنا ومجتاعاتنا في خالة الجيل القديم أبداً، ولا نسبق في دائرة العنمة والتهالك... فعندما نكون أمام خيارين يجب دائماً أن نختار الخيار الاكثر تحدياً لأنه سيكون الخيار الذي سيساعدنا على القوة والنمو... فالأشياء الجميلة لا تأتي لي المنتظرين الراضين بالوضع ولكنها وحتى الاجمل منها سيأتي لي من يعمل عليها بجد ومثابرة... فالإنسان سيظل ناجحاً ما دام يتعلم فإذا اعتقد إنه قد عَلم ... فقد حكر على نفسه بالفشل... والمؤسسات التي لا تتغير ولا تتعلم ستمر استبعادها من المنافسة.
2. التدريب والتدريب المتواصل ونهل التحصيل العلمي والمهني نهلا جادا للتسلح به في جميع الاوقات والمحن، ومن ثمر بناء مؤسسة ذات صرح وأعمدة قوية للتسلح بها عند الحاجة... فإنا حينما ندرک النجاح بدون تحديات فذلك يسمى نصراً... ولكن عندما نتجح في ظل التحديات والمشاكل العديدة فذلك يسطر تاريخاً لا يمكن نسيانه أو محوه... ولكن يجب علينا فعل ذلك بسعادة حتى لا يكتب الطالب وحتى يتشوق للعمل بشغف وباستمرار.
3. يجب تعلم فن التمكن في فرض القرار على أصحاب القرار عندما لا تمتلك الصلاحية. Exerting influence when we don't have the authority.
4. الذكاء العاطفي مهجر جدا لتحفيز الموظفين والعلاء وكافة أصحاب المصلحة بالبنك لاستخراج أحسن ما لديهم... ولكن في الأونة الأخيرة أصبح الذكاء المجتمعي أكثر أهمية.
5. العمل بكل جد واخلاص والتمسك بجوهو وأجديات العمل من دون الخوض في منتجات جديدة معقدة قد لا نعتي مخاطرهما.
6. العصر البشري أهم من أية أصول أخرى ودرجة كبيرة لأي مؤسسة.
7. الأمانة والاخلاص، - والأهم من ذلك - السلوك والاخلاق في العمل والتأي المصالح الشخصية جانباً، يعتبران ضرورة ملحة وخاصة في ظل تطور واتساع قوانين الحكومة والشفافية.
8. المراقبة المستمرة والاستشعار عن بعد لما يحدث حولك؛ يعطي جرعة صحية لتمكين المؤسسة بالاستمرار في المنافسة المحتمة.
9. راحة الصدر وفتح الابواب لكل الموظفين والعلاء على حد سواء بأكثر قدر من الشفافية... هو أمر مهم لكسب ولائهم للمؤسسة.
10. العمل الجماعي والابتعاد عن الانفراد بالقرارات مهجر جدا لاتخاذ القرار الأنسب.
11. إن الانتظار حتى تصبح جميع الظروف والأجواء ملائمة ومواتية سيؤدي إلى عدم فعل أي شيء بناتا وسيؤدي إلى الوصول إلى وضعية... محلك سر... و ستفقد حضورك في السوق، لذا يتوجب التركيز على روح المبادرة.

وأخيراً أسموحا لي بتقديم شكر خاص إلى الدكتور همام الاثا لرائحة هذه الفرصة الرائعة لي:

و السلام عليكم ورحمة الله و بركاته