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أول جامعة خاصة "معتمدة من مجلس التعليم العالي"

RUW SCIENTIFIC RESEARCH COUNCIL

MONTHLY NEWSLETTER



RUW FACULTY PARTICIPATES IN RESEARCHER CONNECT COURSE

RUW Faculty, **Dr. Husham Alawasi**, **Sh. May AlKhalifa**, and **Ms. Sara Hamar** recently participated in Researcher Connect, a professional development course to development communication skills for international, multicultural contexts. The course is specifically designed for early and mid-career researchers, but particular aspects are also beneficial to more experienced members of the research community. The course is a three-day workshop, delivered by experienced and quality-assured trainers to provide participants with insight, understanding and tools to communicate effectively in various situations or contexts.

Researcher Connect is marketed to institutions rather than individual researchers. Organisations hosting Researcher Connect may select the modules which best meet the development needs of the participants. A unique methodology and approach is introduced in the Foundation Module and applied throughout all other modules, with examples tailored to the participating researchers.

Available modules include:

Foundation Module: Know Your Audience, Abstracts, Academic Collaboration, Effective Emails, Presenting with Impact, Persuasive proposals, Academic Writing, Social Media for Researchers

Dr. Husham Alawasi summarized, in conclusion, the driver behind the development of Researcher Connect is to improve the communication skills of researchers to stimulate beneficial impact; not only on the individual researcher's performance and career, but also on the institution they represent along with the wider society by increasing the reach and impact of their research.

EVENTS:

- November 6th at 11:30 Dr. Farzana A. Al-Maraghi, Director, Scientific Research, Secretariat-General of the Higher Education Council, Ministry of Education will present on "HEC Research Strategy" as a guest speaker in the RUW Research Forum
- November 15th at 12:00, RUW staff will have a cake cutting celebration honouring Dr. Samar AlBarghouthi and her published children's book: "*The Purple Bird, Palestine - a History and a Tale.*"

HIGHLIGHTS:

RUW Scientific Research Council recommends worthy reads related to Women's Studies:

- 1) *Pearls on a Branch: Oral Tale* by Najla Jraissaty Khoury, translated by Inea Bushnaq, Archipelago, April 2018
- 2) *The Stillborn: Notebooks of a Woman from the Student Movement Generation in Egypt (The Arab List)* by Arwa Salih, translated by Samah Selim, Seagull Books, April 2018
- 3) *The Beekeeper: Rescuing the Stolen Women of Iraw* by Dunya Mikhail, translated by Max Weiss, New Directions, March 2018

RUW RESEARCH FORUM

Presented on October 9, 2018:

Sonic Branding: how to use sound in brand management

The research presentation “Sonic branding: a research journey (into sound)”, intended to achieve two parallel goals: first, to highlight the importance of developing a new ontological and epistemological foundation for integrating sound into a marketing research paradigm. Second, the presentation tried to demonstrate the development of a research strategy, where theory and practice are not that clearly opposed to each other.

First, one of the problems of integrating music and sound into marketing research is compounded by an occularcentric foundation of social science. The research situation is slowly improving, but for a long time it was characterized by underdeveloped, contradictory research, dominated by a psychological methodological monism. My research position is: not “better empirical research methods” will solve the problem, but a theoretical and conceptual challenge of the definition of entities to measure (ontology) and how to gain knowledge of them (epistemology). In the presentation new conceptual developments in socio-semiotic multimodality were presented, to solve these issues.

Second, these conceptual developments, which are usually positioned on the “theory side” in a binary model, helped me to become more relevant practically. I highlighted several interactions with sound consultants and sonic branding agencies, where my theoretically work proved to be practically relevant. This research strategy was then further extended into sonic branding cases and research streams, that are going one step further: from a music focus towards a broader aesthetic sonic performances perspective. The presentation ended with a suggestion to destabilize a binary theory-practice model and be open for the dynamic contingencies of what is evaluated as “useful research”.



Dr. Matthias Bode
Associate Professor
College of Business &
Financial Sciences

Attractiveness of MBA programs for female students

A couple of years ago, the Smith School of Business at University of Maryland pledged to increase female enrolment on its MBA program from 32% to 50% by 2020. There are today very few women board members around the world (13%), CEOs (4%) and a gender gap in high income brackets for executives, though the number of women joining pursuing higher education and joining the labour force has never been so high. Gender balanced boards also prove to be indeed more effective and better serve companies clients’ needs and women CEOs have strong track record. Often, explanations about this gender gap focus on family obligations, and personality traits, but we could also focus on whether degrees that prepare for business administration are suitable for women and attract them as law or medicine degrees seem to attract a larger number of women in comparison. An MBA degree is often seen as the good medium to get a seat on a corporate board and remedy the salary gap. There might be an issue of relevance of content to develop female graduates while promoting them to future employers. Executive Business education could be the key to change the distribution of in leadership positions. I am interested in knowing how the attention for improving gender gap in business leadership came about. Using the “issue attention cycle” by Downs, the paper looks how this issue of gender gap for business executives came to the agenda, the possible explanations for it, why it needs to be addressed and what executive education can do to alter this issue.



Dr. Vivien Exartier, PhD
Assistant Professor
International Programs
Officer
Department of Business
College of Business &
Financial Sciences

Announcement: Next Research Forums to be held on 06/11/2018 and 27/11/2018

RUW RESEARCH ACCOMPLISHMENTS

Publications:



Dr. Pasquale Borea, Dean of the College of Law and Associate Professor of Public International Law, has been **appointed member of the Gulf Legal Advisor Executive Editorial Board of the internationally renowned legal database and publisher Lexis Nexis**. The Board comprises of 20 outstanding legal professional and academics in Middle East selected among professionals in reputable Law firms, Universities and Judicial bodies. The Board will be consulted for review and evaluation of scholarly research, editorial projects and publications in the legal field.

Dr. Pasquale Borea, Dean of College of Law and Associate Professor of Public International Law participated in the publication of the Legal Encyclopedia "**Gulf Legal Advisor**" Published by Lexis Nexis Middle East. He published the following Practice Notes:

- Practice Note: **Bahrain Chamber for Dispute Resolution** - American Arbitration Association (BDCR-AAA) - starting arbitration (procedure), Gulf Legal Advisor, Lexis Middle East Law Online, LexisNexis
- Practice Note: **The new BCDR Arbitration Rules**, Gulf Legal Advisor, Lexis Middle East Law Online, LexisNexis
- Practice Note: **UN convention on transnational organized crime**, Gulf Legal Advisor, Lexis Middle East Law Online, LexisNexis
- Practice Note: **Arab convention on transnational organized crime**, Gulf Legal Advisor, Lexis Middle East Law Online, LexisNexis



Dr. Majed A. A. Aldahdooh, Assistant Professor, College of Engineering, West Virginia University - Civil and Environmental Engineering Program, published a book chapter: M. A. A. Aldahdooh, "**Utilization of By-Product Materials in Ultra-High-Performance Fiber Reinforced Cementitious Composites.**" In: Saleh H.E., Cement Based Materials. UK: IntechOpen, 2018. ISBN: 978-953-51-5996-4.

Dr. Majed A. A. Aldahdooh, Assistant Professor, College of Engineering, West Virginia University - Civil and Environmental Engineering Program, published a main-authored research journal paper entitled: "**A Shallow Shell Triangular Finite Element for the Analysis of Hyper Shell Dam Structure**". Journal of Building Engineering (JBE), Volume-17, 13-22, (2018).

Dr. Majed A. A. Aldahdooh, Assistant Professor, College of Engineering, West Virginia University - Civil and Environmental Engineering Program, published a Co-authored research journal paper entitled: "**A Shallow Shell Triangular Finite Element for the Analysis of Hyper Shell Dam Structure**". American Journal of Engineering Research (AJER), Volume-7, Issue-7, pp-194-204, (2018).

Conference Participation/Proceedings:



Dr Maria Casoria, Assistant Professor at the College of Law, presented a paper on: "**Cybersecurity as Enterprise Risk Within and Beyond the Bahraini Legal Framework**" at the Sustainability and Resilience Conference: Mitigating Risks and Emergency Planning, organized by the University of Bahrain along with Northumbria University on 15-16 October 2018.

The paper has been published on the Conference Proceedings and is available at the following URL: <https://www.knepublishing.com/index.php/KnE-Engineering/article/view/3071/6566>.

Public lecture

Dr Maria Casoria, Assistant Professor at the College of Law, delivered a public lecture on "**The Evolution of Personal Data Protection Law in the EU and in a Comparative Perspective**" at the kick-off meeting of the Jean Monnet Project lead by the University of Siena, titled: "Boosting European Security Law and Policy: Focus on Flows of Migrants, Data Security and Movement of Capitals". The project has a duration of two years and involves European Universities and Research Centres. Detailed information on the project can be found at the URL: <http://besec.wp.unisi.it/51-2>

STUDENT RESEARCH**Masters' Thesis:****Master of Design Management, May 2015****Using Traditional Motifs to Enhance the Local Visual Language in Bahrain****By: Sh. May Khalifa Faisal Al Khalifa****Supervised by: Dr. Shweta Kiara Kalra****Abstract:**

History and development of culture prove the fact there is an innate disposition in man to express and beautify things surrounding him. To express his ideas, early man used the language of symbols. The symbols of nature which were created in pre-historical periods were the first races of creating motifs. The motifs created by the early man gave meaning to the very existence of the society today. Before the development of verbal languages, the language of symbols served all the purposes of communication and aesthetics. They served a vital function as they helped to bind people together, create a common codified system reflecting status, nationality, cultural activities and more. Each culture in the world developed their own symbols, while over the years the concepts gradual development resulted into a heritage carried from one generation to another. Such traditional motifs were also developed in the Dilmun civilisation, known today as Bahrain. Dilmunians, British, Portuguese, Persian shah and Indians influenced the culture and heritage of Bahrain. With these varied influences, over time, Bahrain developed its own set of traditional motifs.

Keeping up with the changing times, effected by globalisation/digitisation, preservation of these traditional motifs became very important. The present research studies the potential for preserving and the usage of traditional motifs in Bahrain. Knowledge of traditional motifs from various sources helped manage and preserve information resources spread across varied data stores and information environments. Data collected was developed into a flexible accessible and long lived digital knowledge storage. The digital knowledge prototype catalogue created gives clear explanations for traditional motifs, its original usage and semantics. It aims to be very useful for the design praxis and art and design education. It will allow upcoming generations to be familiar with their traditions and encourage them to start inventing new local visual languages. The research further explores the different possible usage and integration of digitised motifs in the local contemporary visual language by creating templates for promotional activities.

IN THE REGION

Women's Professional Leadership Initiative Forum

FinMark Communications along with Tamkeen, Bahrain Islamic Bank and Zain Bahrain will hold the next Women's Professional Leadership Initiative (WPLI) named "Activate Your Potential" on November 19th from 5-8pm at the Zain headquarters in Seef. The programme is open to all male and female developing professionals. The session will focus on the tools and resources which equip young professionals to further progress in their careers. Farah Fostouk, Managing Director, CEO Lazard Gulf Ltd, and found of Reach, the first non-profit organisation dedicated to mentoring professional women in the Middle East. Farah will share her experience and focus on the importance of mentorship. An interactive panel discussion with senior business leaders will follow her remarks. FinMark managing director, Zahraa Taher was quoted by Bahrain Startup Magazine speaking about how delighted FinMark is to hold another event in the series of programmes which aim to make the most of the talent and resources young Bahraini professional have.

Ahlia University Equal Opportunity Conference

2nd Equal Opportunities Conference in Community and Education

November 7-8th, 2018

at Downtown Rotana, Manama

Under the patronage of H.E. Dr. Majid Bin Ali Al Naim

Day 1 Keynote: Improving the representation of women in Higher Education: The UK experience by Ms. Ellen Pugh, Policy Programme Manager Advance HE; and Mechanisms to enhance equal opportunities in Bahrain by Ms. Bahija Al Dlaimi, Supreme Council for Women

Day 2 hosts Workshop Sessions

Second Gulf Female Journalist Forum

Kuwait, Kuwaiti Journalist Association

In association with Gulf Press Union and Foreign Media Sector of the Ministry of Information

November 6th, 2018

Aim: to empower Gulf women in the management of media institutions, whether in the fields of journalism, radio, television or websites, and discuss their media role. Also seeks to encourage the implementation of creative programmes in various media outlets.

LEWAS Symposium

The fourth edition of Leadership Excellence for Women Awards and Symposium was held on October 25th, 2018 at the Bahrain International Exhibition and Convention Centre. The event theme was Gender Diversity Advancement, and was aimed to recognise and honour men and women who have a significant mark in the GCC energy industry. Under the patronage of Sheikh Mohamed bin Khalifa Al Khalifa, minister of oil, and supported by the National Oil and Gas Authority (NOGA), Saudi Aramco was among the event participants. The symposium scheduled was constructed through a presentation: Best practices in advancing women in downstream; followed by a "winning women panel" a talk show on "gender diversity accountability", a debate "to quota or not to quota", and finally a presentation on "The state of gender diversity globally in oil and gas." Proceeding the symposium was an awards ceremony at the Four Seasons Hotel dedicated to recognising the excellence and talent of professionals in the energy industry.