

# CHANCELLOR'S Newsletter

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CANADIAN UNIVERSITY OF DUBAI

## CANADIAN UNIVERSITY OF DUBAI JOINS NATIONAL FLAG DAY CELEBRATIONS



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## Message from The Chancellors' Office



Welcome to the Fall 2014 edition of the Chancellor's Newsletter.

While we have only just started out on the new academic year at Canadian University of Dubai, we already have a number of exciting stories to share about endeavors and achievements from across the University community.

Among our academic colleagues, two senior faculty members from the School of Business Administration have been recognized with international awards for their contribution to the higher education community.

Our students have also made their mark this semester, with a team from Canadian University of Dubai excelling in a competition held in association with the high-profile Gulf Information Technology Exhibition 2014.

**Mr. Buti Saeed Al Ghandi**  
Chancellor

Representatives from Canadian University of Dubai have been invited to join the debate on important global issues, with both students and academics attending conferences led by different divisions of the United Nations.

In the UAE, Canadian University of Dubai continues to play an important role in the local community, most notably this semester in promoting environmental sustainability and fundraising for charitable causes.

As our student body grows, so too do our collective opportunities to make a difference in the UAE society and beyond. We hope you enjoy reading about our activities this semester and we look forward to sharing our future successes with you.

**Prof. Karim Chelli**  
President & Vice - Chancellor

## HR PROFESSOR RECEIVES INTERNATIONAL RECOGNITION FOR EDUCATION LEADERSHIP AND RESEARCH

### Two International Accolades In Two Month For Canadian University Of Dubai Professor



Dr. Rommel Sergio, Chair and Associate Professor at Canadian University of Dubai has collected two separate international awards for his contribution to the world of academia.

His first accolade came at the 2014 Asian Education Leadership Awards (AELA) where he received the Outstanding Asian Faculty Award in Human Resource Management, which recognized his core values as a leader, including innovation, strength, knowledge and foresight.

Dr. Sergio was among 40 elite academics honored at the award ceremony hosted at the Taj Palace Hotel, Dubai. With over 200

nominations from 49 countries, Dr. Sergio saw off fierce competition in the human resource management category. In selecting him, the judges looked at factors including research publications, teaching effectiveness, awards received in the past, and media coverage obtained.

Just weeks after securing the leadership award, Dr. Sergio, was honored once again with the title of Outstanding World Researcher at the International Conference on Multidisciplinary Research, held in Hong Kong.

On this occasion, he was recognized for his contribution to the research community through his publications,

conference participations, activities as an editorial board member and peer reviewer and, most outstandingly, for the international eminence of his research, which has brought about citations by other academic experts across the globe.

Dr. Sergio has a distinguished track-record in human resources research, spanning topics such as organizational psychology, emotional intelligence (EI), corporate responsibility and workaholism. Last year he received the Best Paper Award for his presentation on EI at the International Journal of Arts and Sciences conference held at Harvard University.

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**As academicians we are at the vantage point of challenging young minds and preparing them for something big – bigger than they could imagine. By transcending research into the core of teaching competencies as part of social responsibility, I hope to create a more ethical workforce of leaders.**

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Aside from the global reach of his research work, Dr. Rommel was also recognized for his social responsibility in the pursuit of academic study, a



characteristic that is also important in his teaching role at CUD. With a passion for education, Dr. Rommel has a strong focus on teaching values and virtues, as well as theoretical knowledge.

He said, "As academicians we are at the vantage point of challenging young minds and preparing them for something big – bigger than they could imagine. By transcending research into the core of teaching competencies as part of social responsibility, I hope to create a more ethical workforce of leaders."

The Researcher Awards were the centerpiece of the International Association of Multidisciplinary Research (IAMURE) annual conference, which brought together academics from a range of disciplines to enhance the culture of research and collaboration among university scholars.

As a winner of the top Award, Dr. Sergio was invited to deliver the keynote speech at the conference,

where he discussed the role of research and education in political and economic development. Drawing on his own experience, he highlighted how education is the key to achieving individual goals, which can ultimately help people to make a difference in the world.

Dr. Sergio explained, "Time and again, we have been hearing that education in every sense is one of the fundamental factors of research and development that have an impact on regional economies. No country can ever achieve sustainable economic development without substantial investment in human capital – the people are the greatest resource of any organization.

"For one to educate others you need to be educated; for you to stand out as an educator, you need to have a strong heart and heightened passion to serve. Education enriches our understanding of ourselves as a unit of the society in particular and the world in general", he concluded.



## STUDENTS TRIUMPH IN GITEX COMPETITION

### Canadian University Of Dubai Takes Top Spot In Team Challenge



A team of student from Canadian University of Dubai have been crowned winners at a student competition held in conjunction with GITEX technology week 2014.

The competition, which brought together teams of students from universities, colleges and academies across the UAE, was hosted by the Dubai Government's General Directorate of Residency and Foreigners Affairs as part of its collaboration with the higher education community.



The groups of students were challenged to take on an intensive quiz that tested their knowledge in five different subject areas, with just 25 seconds each to come up with their final answers. The competition was conducted in Arabic and covered questions relating to the UAE, government in Dubai, religion, sports, and general knowledge.

The CUD team included Rahaf Al Saif, Adnan Merai, Samantha Lourdes and Nada Matar. The students were on top form to beat their counterparts from Emirates College of Technology and win the competition title.

Rahaf, a final year student of Environmental Health Management, said, "Taking part in the competition was a great opportunity that really stretched our general knowledge. We

were challenged with questions on a diverse range of subjects, from European geography to the origins of badminton.

"It was only by chance that I got involved in the contest, but it turned into an amazing experience and we were delighted to win."

The winning team members were presented with ipad mini devices and received a trophy on behalf of Canadian University of Dubai.

Adnan, an Accounting and Finance student and President of the Student Council said, "It was quite a daunting experience being put under pressure to answer the questions quickly in a hall full of people and with so many officials in the room, but that made us even more proud to win the competition and

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**Taking part in the competition was a great opportunity that really stretched our general knowledge. We were challenged with questions on a diverse range of subjects, from European geography to the origins of badminton.**

”  
 receive the trophy on behalf of CUD.”

Following the win, Adnan received personal congratulations from Mr. Buti Saeed Al Ghandi , Chancellor of Canadian University of Dubai, and University President, Dr Karim Chelli.



## CANADIAN UNIVERSITY OF DUBAI AMONG ENVIRONMENTAL ELITE AT WORLD ENERGY DAY WORKSHOP

### University Delegates Invited To Attend Dubai Electricity And Water Authority Event

Representatives from Canadian University of Dubai were among a select group of delegates invited by Dubai Electricity and Water Authority (DEWA) to a special event celebrating the third annual World Energy Day.

Mr. Koutaiba Ahmed, Senior Manager of Physical Resources and Procurement; and Mr. Ryan Sisson, Lecturer in the School of Environmental and Health Sciences, were among 50 participants in the event that brought together senior stakeholders from key organizations across Dubai.



in collaboration with the World Wildlife Fund, the event was attended by leading officials from organizations including Dubai Health Authority, Dubai Silicon Oasis Authority and Dubai Airport Free Zone.

Over recent years, CUD has undertaken a number of measures towards reducing its carbon footprint, from water-saving initiatives such as sensor-activated taps, to the installation of more energy efficient lighting. The University's environmental credentials were recognized earlier this year at the DEWA Conservation Awards, leading to an invitation to participate in the World Energy Day Workshop.

Mr. Ahmed said, "The Workshop provided an important platform to discuss the challenges and solutions

associated with energy consumption and preservation. There are so many low-cost, practical methods that most organizations can apply, and having implemented just some of these measures we have witnessed tangible results in both cost saving and reduced energy consumption.

"However, as an organization we are looking to go beyond these measures and pursue a long-term strategy that will hopefully position CUD as an exemplar higher education institution in the field of sustainable development."

Alongside the corporate measures CUD has adopted to operate more sustainably, the student body has taken a leading role in communicating and acting upon the environmental message, developing a series of videos

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**As a University we have a great opportunity to play a leading role in educating people about the positive actions we can take to promote environmental sustainability, as well as building our own capacity as a pacemaker in organizational change and development.**

The Sustainability Workshop facilitated discussions on climate change, the role of organizations in reducing carbon emissions and the development of measurable strategies for efficient energy and water consumption. Hosted

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to promote water and energy savings on campus.

Mr. Sisson, who guides the students in their conservation campaigns as well as their environmental education, said, "The Workshop revealed that the UAE is the world's 14th largest consumer

of power, and that the impacts of our current lifestyles and business operations could bring about some worrying environmental consequences for the country.

"As a University we have a great opportunity to play a leading role in

educating people about the positive actions we can take to promote environmental sustainability, as well as building our own capacity as a pacemaker in organizational change and development."

## CANADIAN UNIVERSITY OF DUBAI CREDENTIALS RECOGNISED AT PRESTIGIOUS INTERNATIONAL CONGRESS

### World Universities Congress Pays Tribute To Business School Professor

Dr. Ahmad Jaffar, one of the Canadian University of Dubai's most senior faculty members, has been honored with An Education Leadership Award at the prestigious World Corporate Universities Congress in Mumbai. Dr Ahmad was selected by a panel of judges comprising industry professionals from across the globe.



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**Being able to provide students with exposure to real-life, complex business situations through our eBusiness lab is an excellent way for them to gain a realistic understanding of what it's like to work in the corporate world**

Dr. Ahmad, Chair of the university's eBusiness program, was selected in recognition of his contribution to align quality education with the needs of the industry through a number student-centered learning initiatives including

establishing the university's eBusiness lab, which provides students with a simulated SME business environment.

The first of its kind in the UAE, the eBusiness lab is a unique initiative, designed to give students practical use of the industry's Enterprise Resource Planning (ERP) application by SAP, a leading vendor in integrated business solutions. The lab itself has been created to replicate that of a typical departmentalized office.

Through simulated business scenarios, students will experience typical departmental sales, procurement, accounting and HR processes often carried out within large corporations and more established SMEs, allowing them to gain hands-on experience of a

real-life business environment.

"Being able to provide students with exposure to real-life, complex business situations through our eBusiness lab is an excellent way for them to gain a realistic understanding of what it's like to work in the corporate world," said Dr. Ahmad.

"The SAP-ERP system in our eBusiness lab is used by an impressive number of companies including Emirates Airlines, Spinneys and DEWA, along with SME companies both here in the UAE and globally. Our students know that they're getting an authentic insight into business procedures with a view to gaining a potential head start to future employment upon graduation," Dr. Ahmad concluded.



# STUDENTS JOIN UNHCR CAMPAIGN TO RAISE AWARENESS OF REFUGEE CRISIS

## Regional Conference Invites Youth Delegates From Canadian University of Dubai

Students from Canadian University of Dubai have taken part in a regional conference organized by the United Nations High Commission for Refugees (UNHCR) under the patronage of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah.

Samuel Ajayi and Omar Zain were among a delegation of students who attended the first regional gathering dedicated to the protection of refugee children and adolescents. The conference brought together leaders, policy makers, donors and high profile individuals to raise awareness of the ongoing crisis and consider how different stakeholder groups can help.

Among the international dignitaries that came together to discuss the situation were Queen Rania Al Abdullah of Jordan; the UN Special Envoy on Global Education, Right Honorable Gordon Brown; and the UN Youth Envoy, Ahmed Alhendawi.

One of the main objectives of the event was to expose young people in the region to the issues and challenges of child and adolescent displacement and highlight it as a concern for today's youth. Samuel and Omar attended the conference as student delegates, to increase their own awareness of the situation and carry the message back to the wider youth community.

Samuel said, "I was genuinely shocked to hear that 2.4 million young people have been displaced in the region – a number that could be the population of a country in itself. We also learnt about the psychological impact that



displacement has on these individuals and how emotional support is as important as financial aid."

A Public Relations student and member of the CUD Student Council, Samuel is keen to communicate and raise awareness of the issue among the wider student body.

"Young people can help by providing a peer support network that focusses on the emotional wellbeing of refugee children and adolescents. This kind of intervention is very important to mitigate any negative actions that the trauma of displacement might bring about among the victims of such circumstances" he concluded.

# GCC MUNICIPALITY OFFICIALS HEAR FROM ACADEMIC EXPERT ON DEVELOPING LIVABLE SMART CITIES

## Canadian University of Dubai Professor Delivers Keynote Speech At Regional Conference



Dr. Hoshair Nooraddin, a professor in the School of Architecture and Interior Design at Canadian University of Dubai, has addressed a gathering of municipal government officials from across the GCC to reveal the key ingredients for a livable Smart City.

An architect by trade, Dr. Nooraddin developed expertise in the Smart Cities initiative through research and professional practice during his time in Norway. As a specialist in the region, he was called upon to deliver the keynote address at the 4th annual GCC Municipalities and Smart Cities Conference held at the Burj Al Arab, Dubai.

The two-day symposium was attended by leaders and senior decision



makers from several GCC government municipalities, and examined topics such as modern management, IT and e-Government, customer care services, education, and knowledge management. Dr. Nooraddin was at the head of the conference agenda, which saw an elite group of experts from the public and private sectors share their insights into international best practices in the field.

The Smart Cities initiative has become a priority for municipalities across the region in recent years. Dubai, under the direction of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has developed a raft of strategic projects to transform the Emirate into one of the world's most connected and sustainable Smart Cities for the inception of Expo 2020.

Introducing the notion of 'livable' Smart Cities, Dr. Nooraddin said, "The challenge for any city in this process is

to work in parallel with innovations in technology to consider the social and human aspects of development.

"Smart Cities need to take account





of lifestyle and environmental considerations to achieve sustainable growth. A livable Smart City is one that embeds quality of life in its evolution."

Dr. Nooraddin shared lessons from the Norwegian city of Oslo, which was recognized by the European Union as an exemplar in the 2013 Smartest City Rankings. He revealed the eight strategic objectives implemented by the city to provide a good quality of life while delivering its Smart City objectives.

Among the key strategies, Dr. Nooraddin highlighted the importance of integrating the national culture of a country into the design of buildings and urban space, the need to focus on climate-friendly initiatives, and to develop a city oriented towards the use of public transportation.

He also stressed the importance of 'smart continuous community participation', saying, "Smart Cities must integrate knowledge of the initiative into education, support

continuous media involvement, and promote active community participation in all Smart City related projects."

He concluded that there is no ideal, prescribed model for a Smart City. "Each city needs to establish its own agenda and create sustainable strategies to ensure it is responsive to future changes" he said.

## STUDENTS THINK PINK FOR CANCER AWARENESS WEEK

### Fundraising Activities Held In Support Of Cancer Care Charity



Students at Canadian University of Dubai have marked Breast Cancer Awareness Month with a week-long program of activities to promote awareness and raise money for charities involved in tackling the disease.

The whole University community was encouraged to 'think pink' and come up with creative ways to help raise funds for the worthy cause. Student

Aliyah Salim rose to the occasion by creating dozens of delicious, beautifully decorated baked goods that carried the pink theme, raising over 500aed for cancer awareness.

Faculty members from the School of Liberal Arts, Sylvain Tremblay and Amanda Aridi, showed their support by organizing a t-shirt design event in their Modern Art Appreciation classes. Over

200 shirts were designed around the concept of Breast Cancer Awareness, and displayed on-campus to create a striking visual awareness campaign.

Deema Sivai from the Arts Club also designed a photo booth for a pink photo shoot, where students struck a pose with a range of fun pink props.

The events were organized by the



University's Student Services team. Mary-Alison Lyman, Student Services Manager, said "This is an important cause that we raise awareness for every year. It is always a pleasure to see students and staff participate, have fun and come together as a community."



All donations raised during the week will be combined with those raised during Prostate Cancer Awareness month and presented to the Friends of Cancer Patients charity at a special Cancer Awareness event to be held at Canadian University of Dubai in November.



## GRADUATE SCHOOL PROFESSOR PARTICIPATES IN UN WORLD INVESTMENT FORUM

### Canadian University Of Dubai Represented At United Nations Conference

Dr. Nnamdi Madichie, a professor of business at The Graduate School, Canadian University of Dubai, has contributed to the international debate on the future of research into 'investment for development' at the United Nations World Investment Forum 2014.

Dr. Madichie was among a multidisciplinary team of academics – including professors from Oxford University, the National University of Singapore, University of Bern, The Graduate Institute (Geneva) and New York University – who were invited to take part in a round table discussion to help shape a policy-orientated research agenda on investment for sustainability, for the next 15 years and beyond.







Chief of the African Journal of Business & Economic Research, Dr. Madichie was invited to participate in the round table based on his expertise and research in higher education policies across emerging markets. Discussions focused upon how policy plays a vital role in ensuring that corporate investment is beneficial to the territories, communities and individuals it is directed towards.

Dr. Madichie said, "The forum was an extremely valuable opportunity to come together, not only with academics, but with policy-makers and industry representatives to discuss how we can embrace a trilateral network in supporting sustainable development strategies.

"I have conducted extensive research in the area – from the business of higher education to the development of women's entrepreneurship, especially in the context of emerging markets, including Sub-Saharan Africa and the Middle East – and it was pleasing to be able to draw upon this to contribute to the discussions."

Dr. Madichie's session culminated in the launch of the Business Schools for Impact, a UNCTAD initiative that aims to support business schools to contribute to sustainable development in the poorest areas of the world, by teaching the skills required to invest and operate in low-income environments with positive social impact.

The four-day event, which is widely regarded as the most important gathering of stakeholders in the international investment community, also tackled the issue of investment in women's empowerment and gender equality, another of Dr. Madichie's research interests.

Dr. Madichie revealed, "With dignitaries such as Dr. Mukhisa Kituyi, Secretary General, UNCTAD; and Phumzile Mlambo-Ngcuka, Executive Director, UNWOMEN, this was a memorable session for me. I was pleased to have Ms Mlambo-Ngcuka respond to my question on the role of higher education in sustainable development and to acknowledge the importance of a policy agenda in that direction."

Organized by the Unites Nations Conference on Trade and Development (UNCTAD), the World Investment Forum is a platform for international leaders and stakeholders to debate and promote investment flows that contribute to sustainable and inclusive development across the globe. The biennial event brings together heads of state, global CEOs, academic experts, and leaders of international organizations and civil society groups from 150 countries.

As a member of the Academy of International Business and the Editor in

## FORMER DU CFO OPENS NEW SERIES OF LEADERSHIP WORKSHOPS

### Mark Shuttleworth Revealed How Climbing To The Top Of His Profession Compared To Scaling The World's Tallest Mountain

Mark Shuttleworth, former Chief Financial Officer of UAE telecoms corporation Du, has shared the inspiration story of his remarkable journey from the top of his profession to the top of the world.

Shuttleworth, who is regarded as one of the top 50 most influential Brits in

the UAE, was speaking at the season-opening session of 'The Executive Mindset' Series, hosted by Canadian University of Dubai in collaboration with Shane Phillips Consultants.

Having joined Du as part of the founding team in 2005, Shuttleworth had a hand in the phenomenal growth

that the company experienced as it evolved from a young start-up with 20 members of staff to a 5,000 FTE employer, boasting 47% of the market share and \$3 billion in revenue.

Adding to his professional success, Shuttleworth joined the international climbing elite in 2012, when he became



one of just 350 people worldwide to have successfully scaled the seven summits and among only the second father-daughter team in history to make the ascents.

Reflecting on the lessons he learnt while climbing the professional ladder, Shuttleworth revealed clear comparisons with his Everest experience. Looking back on his early career, he said he knew from an early age that he wanted to reach the top of the accounting profession, but felt that the traditional path was too slow.

"One of the most important things I learnt – both in our expedition and throughout my career – is that you don't always have to take the prescribed path. In accounting there is a 'traditional' route to the top, but by taking a calculated risk I reached my goal and advanced to CFO of a PLC by the age of 37" he revealed.

However, Shuttleworth also advised that planning and patience are important ingredients for success. "You have to have a road map to your final destination, he said, "For Everest, we knew we had to build our skills

slowly, we worked up through the seven summits, and even when we took on the final expedition we knew we wouldn't get there straight away; for five days at the summit it takes the body seven to eight weeks to acclimatize."

Shuttleworth also spoke of the importance of gathering the right support team for the challenges ahead – whether in the boardroom or on the mountain. Having taken on the Everest expedition with his 18 year old daughter, the family stakes were high.

He revealed, "The season we made our Everest ascent saw a number of casualties before and during our expedition. That was a harrowing experience for our family back home.

Having the right team around us was absolutely vital to our success."

Concluding that, despite all the challenges, he never considered giving up, Shuttleworth said, "You have to step out of your comfort zone to succeed. Take the leap of faith and, most importantly, enjoy it when you get there."

The presentation was the first in the 2014-15 series of leadership talks to be hosted by CUD in association with Shane Phillips Consultants. The upcoming program will see inspirational leaders share their professional insights across a wide range of business sectors, including healthcare, technology, media and logistics.





## INAUGURAL WOMEN IN SOCIETY CONFERENCE REVEALS THE SECRETS FOR PROFESSIONAL SUCCESS

### 'Embrace The Unknown And Enter Your Dis-Comfort Zone'

#### Advises Dr. Susan Montaquila

"Don't be afraid to walk through unknown doors and push through the zone of dis-comfort," was the message from Dr. Susan Montaquila, one of a number of inspiring female speakers who took to the stage at the inaugural conference on Women in Society, hosted by Canadian University of Dubai.

Recounting her 'four lives' in the law profession, Dr. Montaquila, Dean of the University's School of Business Administration, described how starting out as a women in a male-dominated business saw her assigned some of the toughest jobs in the office, but ultimately helped her develop an enviable portfolio of expertise in various aspects of international law.

"With every new job came a new challenge in a different area of legal practice," she said, "from corporate and finance law to aviation and even Sharia law, everything I learnt was self-taught.

"But all that I did learn has brought me to where I am today. To learn, we have to walk through doors and take risks. Ultimately we will only ever regret the doors we did not walk through." Dr. Montaquila concluded.

Also taking centre-stage at the conference were Elissa Freiha and Chantalle Dumonceaux from the new female-focussed business angels network, Womena. Carrying forward the message 'don't let fear stand in your way', Elissa and Chantalle uncovered the tangible impact that women can have in the business world.

"Research shows that companies with women on their boards produce a higher return on investment", Chantalle revealed, "both genders bring different perspectives and by working together they can achieve greater success."

The conference, which was organized by Dr. Franziska Apprich and Ms.

Amanda Aridi from the University's School of Liberal Arts and Sciences, brought together a mixed audience of men and women from the university community and beyond.

Ms. Aridi said, "The vision for this conference was to create a comfortable, fair, and open environment for both female and male students to discuss and emphasize the importance of support, encouragement, understanding, and education now and always, whether it be in a school environment, a work environment, or in our daily lives."

The program touched not only the professional positions of women in society, but also reflected on their roles in art, poetry, writing and public speaking.

The conference was brought to a close by student Nada Maatar, who received a standing ovation for her passionate



presentation on Hoda Barakat and her role in pushing the boundaries of Arabic literature.

Reflecting on the conference, Dr. Apprich, Dean of the Schools of Liberal Arts and Sciences, and Health and Environment, said, "After the event I saw women with a smile on their face and a rose in their hand. They were relieved; felt understood, heard and shared their stories. We noticed that we had encountered similar situations, similar experiences and now (together) could laugh about them."



## CANADIAN UNIVERSITY OF DUBAI JOINS NATIONAL FLAG DAY CELEBRATIONS

### University Community Comes Together To Mark Annual Event

The flag of the UAE was hoisted above the campus of Canadian University of Dubai in an official ceremony to celebrate National Flag Day 2014.

In the presence of Canadian University of Dubai Chancellor, Mr. Buti Saeed Al Ghandi, and President, Dr. Karim Chelli, undergraduate students Saeed Hareb and Aisha Almkhbra raised the flag at 12 noon on Monday, November 3rd, to the sound of the UAE national anthem.

The University joined organizations and residents across the country to mark the occasion, which coincides with the anniversary of President His Highness Sheikh Khalifa Bin Zayed Al Nahyan's accession to the presidency of the UAE.

Staff and students brought flags and dressed in red, green, white and black as the whole University community came together in a show of unity to celebrate their pride as residents and citizens of the UAE.





# Connect with us

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