INSPERIA

اینسپیریا

Annual Magazine 2022-23

President of UAE
H.H. Sheikh Mohammed bin Zayed Al Nahyan

Vice President and Prime Minister of UAE
H.H. Sheikh Mohammed bin Rashid Al Maktoum

Ruler of Ras Al Khaimah
H.H. Sheikh Saud bin Saqr Al Qasimi

Crown Prince of Ras Al Khaimah
H.H. Sheikh Mohammed bin Saud bin Saqr Al Qasimi

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The Career University
RAK Branch Campus

From the Vice-Chancellor

I am delighted to share with you that very soon we will be publishing our new strategic plan Impact 2028. Guided by this ambitious plan, the University of West London (UWL) will move into a bold and exciting future, with clear goals and attainable objectives. It is one that will help us maximize our impact by becoming a consistently **top 50 ranked university** and in the upper half of institutions in the UK for research.

We know the aspirations laid out in this plan are within our reach, fuelled by our standing as the nation's fastest-rising university and our commitment to research productivity and student success. This plan charts our course for the next five years and positions UWL as a powerful engine of prosperity. One that prioritizes lifelong learning, impactful research, access, inclusion, sustainability, and the ever-important digital ecosystem that was heightened by the COVID-19 pandemic. This strategic plan guides us forward, serving as a roadmap for us to become an even more impactful University, not just in the UK but in countries across the world where UWL has a presence.

Professor Peter John CBE
Vice-Chancellor and President
University of West London

UNIVERSITY OF
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From the Senior Deputy Vice-Chancellor

The University of West London Ras al Khaimah Branch Campus (RAK) continues to go from strength to strength with almost **800 students currently studying** a wide range of courses including Accounting and Finance, Business Studies, Computer Science, Cyber Security and the Masters in Business Administration (MBA).

Currently in the UK, the University of West London is **ranked 23rd out of 121 universities** in the Guardian University Guide 2023. We were also awarded University of the Year for Student Experience and University of the Year for Teaching Quality in The Times and Sunday Times Good University Guide 2023.

We are immensely proud of these accolades which reflect a teaching team committed to delivering engaging and exciting learning that is focused on preparing you for a successful future career. We know this ethos is shared by every member of the RAK team and the campus is very much like an extended family where everyone feels valued and supported.

We are looking forward to growing our offer at RAK, introducing new courses in international luxury hospitality and tourism management and continuing to attract the brightest and the best students of the region.

Professor Anthony Woodman
Provost and Senior Deputy Vice-Chancellor of the *University of West London,* General Manager & Chairman of the *University of West London RAK Branch Campus.*

UNIVERSITY OF
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From the Deputy Vice-Chancellor

At the University of West London our students are at the heart of everything we do and that is why we have a relentless focus on delivering the best possible student experience so that you may thrive and achieve the success you deserve.   After all, it is you, our students, who will be helping the global economy grow in the future and finding the solutions to our most pressing problems.

As testament to that commitment, this year we were ranked Number 1 in the UK for student satisfaction*, student voice and academic support** in the National Student Survey (NSS) 2022. This survey gives students a chance to share their views on their student experience – it looks for feedback on everything from the quality of teaching to resources and equipment. So, we were truly delighted to receive this outstanding result and to share it with our RAK student community.

Sara Raybould
Deputy Vice-Chancellor (Student Experience and Education)
University of West London

National Student Survey (NSS) 2022 - *average all questions **excluding specialists

UNIVERSITY OF
WEST LONDON
The Career University

From the Co-Chairman & CEO

Welcome to the 2nd Edition of the University of West London RAK Campus Annual Magazine 'INSPERIA'.

Educational institutions should strive to be unique in the quality of service offered, focusing on innovative initiatives. It is paramount to align their operations with their vision and mission while upholding strong ethics and values.

At the University of West London RAK Campus, we do not teach our students, instead, we focus on creating an environment which is conducive for them to learn and thereby inspire them in their pursuit of knowledge and wisdom. As partners in learning, we seek to deepen our students' knowledge, providing enriching and innovative learning experiences, while gently urging them to come out of their comfort zone to face new challenges. This, we believe, paves the way for launching and progressing their careers and finding new horizons of excellence.

The University of West London is a Student Centric University. The Annual Magazine 2022-23 highlights a glimpse of UWL RAK Campus, its success, year after year, and the active involvement and interaction of students and staff in the cultural and literary activities. The hidden talents of our students, faculty members and professional services staff are reflected on the pages of 'INSPERIA'. It exemplifies the skills and vision of our students and their achievements in academic and non-academic activities.

I express my gratitude to the Chief Editor and all Editorial Board Members for their efforts in bringing together the masterpiece 'INSPERIA' on time and for transforming the task into a passionate exercise.

We are thankful for the blessings and best wishes from our Honorable Vice Chancellor Prof Peter John and Provost and Sr. Deputy Vice Chancellor Prof Anthony Woodman, University of West London, UK and the support from the Board of Directors, Academic and Non-Academic Team at UWL RAK Branch Campus.

Ahmed Rafi B Ferry
Co-Chairman & CEO
University of West London RAK Branch Campus

From the Co-Chairman

My Dear Students,

At the outset, I would like to start by praising God Almighty for the countless blessings bestowed upon us all.

Let me express my appreciation to the Editorial Board of the University of West London, RAK Branch Campus, for conceptualizing and curating an array of thoughts and ideas into a work which embodies the soul and spirit of the institution.

Furthermore, I would like to mention a few life lessons learnt from the pandemic which were unlike anything seen in the past:

The first lesson is about becoming a responsible citizen in society. Covid-19 has shown us that we are more than an individual, family or local community; it has shown us that we are a global citizen that assumes the actions of our global community, whether good or bad. It is absolutely necessary to acknowledge and live as a good global citizen.

The second lesson is about using freedom responsibly. The Covid-19 protocols and restrictions placed by Governments and ascertained by family and friends were for the safety of ourselves and those around us. Despite the freedom, if one chooses to act alone and disregard those pieces of advice, it harms not only them but those around them. No one would truly know how many times we washed our hands in a day, how much sanitiser we used, how precautious we were and so on. Whether anyone's watching or not, whether we find short-term pleasures in breaking the rules, the benefits and consequences of those actions are for all. Therefore, any form of freedom should not be misused.

The third lesson is on technology. Technology as we know, is rapidly changing our lifestyles and our industries. Technologies such as Artificial intelligence, blockchain and virtual reality are opening up new dimensions to human understanding. We see fairly young people using new opportunities through technology to become successful in their field of interest. This makes it imperative for us to stay sharp and updated. However, as the pandemic has taught us, we cannot be arrogant of our scientific and technological advancements. Something as invisible as the coronavirus had put the world at a standstill. Therefore, we should be humble and acknowledge that there is so much more we don't know and keep a learning attitude.

The fourth lesson is on the importance of being a good human being.

We must excel in any career that we choose. However, as our Founding Co-Chairman Late Dr. P.A. Ibrahim Haji would say, it is important to become a good doctor, engineer, businessman, scientist etc. but it is even more important to become a good human being first. The impact of a good human being on others is far greater than what the most skilled person would have on others. We've seen the impact that Dr. Ibrahim has left on mankind by his simple and good human character. This good human character was not only enjoyed by people, but even by the little plants and animals around him. This good human character was based on the belief that God is the one to provide sustenance, dignity and status. Our founding Co-Chairman's aspiration was to seize every opportunity for good deeds. He used to say, "Do good deeds and forget about them, God is the only one that can then compensate you."

I hope we can all take the lessons learned from Covid and resolve to lead better lives hereon, especially in matters of our health.

I would like to sincerely congratulate our UWL parent campus team, under the leadership of Chancellor, Pro-Chancellor and especially Vice-Chancellor and President Professor Peter John CBE, and Senior Deputy Vice-Chancellor and Provost Professor Anthony Woodman, for the great leaps and strides being made towards advancing their quality, innovativeness and purpose which can be witnessed in the growth of their rankings. I would like to thank them for their unwavering and continuous support through Ms. Mary McCrindle, Mr. Chandra Bhasham and others from UWL UK, to our UWL Branch Campus at RAK.

I would like to congratulate our team at UWL RAK for the extraordinary work being done on all academic, co-curricular and administrative fronts. This relatively new Branch campus has a great responsibility of living up to the legacy and prestige of its 150-year-old parent campus which is no easy task. However, the team is working tirelessly to become the top University in the region.

We thank the great leaders of this beloved Nation and our homeland for enabling us to impart good quality education for the masses and for enabling our pursuit towards excellence.

I request you all to value those that are around you and pray for those that have departed us, especially those that have lived for others.

I pray for peace and stability in all nations around the world and for progress and prosperity so that future generations can enjoy what we ourselves enjoy today.

Regards,

P. A. Zubair Ibrahim
Co-Chairman
University of West London RAK Branch Campus

UNIVERSITY OF
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The Career University

Best Wishes
from Our Academic Deans

Prof. K. P. Muraleedharan
Academic Dean, Business & Management

Prof. Syed Abbas
Academic Dean, Computing & Engineering

EDITOR'S MESSAGE

Dear Readers,

Welcome to the second edition of Insperia, the Annual Magazine of the University of West London, RAK Branch Campus. It is with immense pleasure and soaring spirits that the Editorial Board presents this anthology of articles, reflections, artwork and photographs which celebrates the diverse talents and accomplishments of our university. As you navigate through these pages, you will find a tapestry weaved together with a multitude of opinions, perspectives, wisdom and experiences of our students, faculty, staff and guest contributors.

Our dedicated Editorial Board has meticulously reviewed each submission, thereby striving to curate content which does justice to the exceptional talents and knowledge of our community. We express our appreciation to all those who trusted us with your creative expressions and thereby breathed life into this publication.

As you turn the pages of this edition, we hope that you find inspiration, encouragement, valuable insights and a renewed appreciation for the extraordinary world that is our University.

Thank you for making Insperia a cherished annual tradition.

Dr. Sunayna Iqbal
Chief Editor

Executive Chief Editor
Mr. Ahmed Rafi Badur Ferry

Chief Editor
Dr. Sunayna Iqbal

Core Supporting Editor
Ms. Shyra Raphy Khan

Supporting Editor
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Mr. Sai Pritham

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Gemal Riyaz

UWL RAK Branch Campus: Bridging Excellence in Education and Innovation

Empowering Students for a Global Future

In 2017, the University of West London extended its educational reach by establishing the RAK Branch Campus in Ras Al Khaimah, UAE. Strategically located in the heart of the educational hub, UWL RAK, a branch of the acclaimed UWL in the United Kingdom has made a prestigious presence in the UAE's educational landscape. With a strong commitment to academic excellence and a vision to empower students for a global future, the UWL RAK Branch Campus aims to shape the future of education in Ras Al Khaimah.

A Beacon of Academic Excellence:

UWL has garnered numerous accolades in the UK, cementing its status as a leading modern university. In the Guardian University Guide 2022, it was named the "Top Modern University in London." Furthermore, it received recognition as the "University of the Year for Student Experience" and "University of the Year for Teaching Quality" in the Times & Sunday Times Good University Guide 2023. In the Guardian University Guide 2024 rankings, UWL holds a commendable position of 32 out of over 120 UK universities.

Diverse Academic Offerings:

One of the notable features of the UWL RAK Branch Campus is its career-oriented course offerings. The campus caters to students seeking courses in Business, Finance, and Computing.

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In the Guardian University Guide 2022, it was named the "Top Modern University in London." Furthermore, it received recognition as the **"University of the Year for Student Experience"** and **"University of the Year for Teaching Quality"** in the Times & Sunday Times Good University Guide 2023. In the Guardian University Guide 2024 rankings, UWL holds a commendable position of **32 out of over 120 UK universities**.

The courses available include BA (Hons) Accounting and Finance, BA (Hons) Business Studies, BSc (Hons) Computer Science, and BSc (Hons) Cyber Security. The BA (Hons) Accounting and Finance program holds accreditation from the Association of Chartered Certified Accountants (ACCA), granting students exemptions in nine ACCA papers upon successful completion. Additionally, three postgraduate courses are offered, including Masters in Business Administration, MSc Cyber Security, and MSc Artificial Intelligence.

A Supportive Learning Environment:

With 945 students currently enrolled, the UWL RAK Branch Campus is dedicated to providing a supportive learning environment. A team of 28 academic staff and 36 professional services personnel ensures that students receive the guidance and assistance they need. In the past five years, a total of 357 students have successfully been awarded their degrees and graduated.

The Value of Face-to-Face Teaching:

The UWL RAK Branch Campus places significant emphasis on the value of face-to-face teaching. All courses are delivered on-site, fostering a dynamic and engaging learning experience. These courses are meticulously designed to offer diverse learning opportunities, enabling students to cultivate their skills and knowledge for personal and professional growth. Real-world experience is a cornerstone of in-class teaching, drawing from the latest research and incorporating cutting-edge global practices.

Global Recognition and Opportunities:

One of the significant advantages of studying at the UWL RAK Branch Campus is the global recognition of its degrees. Graduates can pursue employment opportunities and further studies in other countries, opening doors to an international career.

Mission, Vision, and Values:

The UWL RAK Branch Campus has a clear mission and vision, with a focus on key areas such as academic distinction, student achievement, industry collaborations and employability, global engagement, modern infrastructure, and community involvement. These values underpin the campus's commitment to providing a world-class education and a holistic learning experience.

Empowering Students for the Future:

The UWL RAK Branch Campus goes beyond academic excellence. It is dedicated to fostering students' welfare by offering a range of support services, including academic guidance, career support, and personal growth initiatives. Furthermore, the campus actively collaborates with industry leaders to ensure that its courses align with the demands of the job market, providing students with internships, work placements, and access to resources like LinkedIn Learning and Macmillan Skills for Study.

Modern Infrastructure and Technology:

Investing in contemporary infrastructure and technology is a top priority. The campus leverages online platforms like Blackboard and Perlego, providing students with essential resources and access to a vast online library. Classrooms are equipped with state-of-the-art technology, enhancing the learning experience.

A Responsible Community Member:

The UWL RAK Branch Campus doesn't operate in isolation. It actively participates in its local community, playing an active and conscientious role. This commitment to community involvement adds to its reputation as a responsible and inclusive educational institution.

In conclusion, the UWL RAK Branch Campus is not just a place of learning; it's a gateway to a world of opportunities. With a commitment to academic excellence, strong industry ties, and a global perspective, this campus is nurturing the future leaders of our interconnected world. It stands as a testament to UWL's dedication to education and its mission to empower students for a promising future on a global stage.

The Legacy of a Visionary: Our Beloved Co-Chairman (Late) Dr. P.A. Ibrahim Haji

Life always presents us with exceptional personalities who leave no stone unturned; real visionaries through whom we often experience a greater sense of purpose and an appreciation of values.

Late Dr. P. A Ibrahim was the quintessential humanitarian businessman for many–individuals and organisations that flourished under his vision and guidance.

Fondly remembered by those closest to him as "Haji Sahib" or "Hajikka", was a man who always had a smile on his face no matter what challenges life threw at him and made charity a way of life. His saga of hard work, ambition, accomplishments and humbleness throughout his life served as an inspiration and underlying principle for many associated with him.

Born on September 6, 1943, to a family of ten in Pallikere, Kasargod, Kerala as the fourth child, Dr. P.A. Ibrahim's early life was marked by various challenges. Unlike many in that era, he was fortunate enough to complete his schooling, albeit, with great difficulty. He would walk for miles and take a ferry across the Bekkal River daily to complete his primary education at the government Mappila LP School and would later go on to finish his secondary education at Kottikulam Government Fisheries High School. He remained enthusiastic to educate himself at an age and time when it was not considered necessary by those in his family or region and went on to complete a diploma in Automobile Engineering.

Dr. P A Ibrahim's parents, Pallikere Abdullah and Aiysha

Currently, PACE Group manages 20 Educational institutions catering to over 30,000 students from 67 nationalities, with over 3000 teaching staff and non-teaching staff. The group operates schools for students from Kindergarten to Grade 12 in the British Curriculum as well as the CBSE Indian Curriculum.

instilled in him core values such as discipline, honesty, kindness, patience and hard work that he carried with him throughout his life. His inquisitive mind would always find ways to learn and understand the aspects of life and trade – be it learning the language or dealing with customers from his father's shop in the small village of Pallikere.

In the initial years of his career, he worked small jobs in old Madras and Bombay before heading out to Dubai in 1966, a promising land for expatriates from India, which was then gleaming with their recent oil discovery. His personality and unwavering will for success landed him jobs with the British Motor Corporation, Galadari Automobiles and later Al Hashar Automobiles in Muscat. Being an outstanding salesman and a Manager in his assignments was not enough for his inner calling to be a businessman who can serve society. By 1976, P A Ibrahim decided to commit to his passion and started his first venture in the textile industry along with Mohammed Hussain Ali Al Shamali as his partner. His work ethics and credibility over the years paved the way for him to become one of the leaders in the textile industry and led him to be unanimously elected as the Chairman of the Textiles Merchants Association (TEXMAS).

In 1984, Dr. P. A. Ibrahim along with his friend and mentor T.M. Nair established Indus Motor Company and served as its Vice-Chairman which today is the largest dealer of Maruti Suzuki vehicles which changed the game of the mid-market consumer vehicles sector in India. In 2003, his business acumen found the opportunity to be the co-chairman and a key investor of Malabar Gold & Diamonds. The company has grown through his instrumental contribution, and leadership to become one of the world's largest gold and jewellery retail business operating in 10 countries with more than 350 outlets. He was also co-chairman of the Malabar charitable trust which has provided over ten thousand homes for the poor and free medical aid for those in need.

By 1999, Dr. P. A Ibrahim realised his new mission to empower society, which gave wings to the world of education. He firmly believed that education is not meant for acquiring knowledge and information alone but for translating them into action and activities for the convenience of man and the human race as a whole. This conviction kindled the fire in him to establish an educational trust and a group, named PACE Group that is dedicated to offering an effective learning environment to students from all walks of life encouraging excellence and diversity.

Currently, PACE Group manages 20 Educational institutions catering to over 30,000 students from 67 nationalities, with over 3000 teaching staff and non-teaching staff. The group operates schools for students from Kindergarten to Grade 12 in the British Curriculum as well as the CBSE Indian Curriculum. The group is focused on providing world-class educational facilities to students at an affordable fee structure and also manages several higher education institutions in India, offering a wide subject range in Engineering, Management, Polytechnic, Pharmacy, Physiotherapy and Arts & Science. The Group is also involved in managing the Branch Campus of the University of West London, UK at Ras Al Khaimah, UAE.

When success became a mainstay in his life, Dr. P.A. Ibrahim considered it as an opportunity to shoulder more responsibilities towards others and society at large. Despite the position he was in, he maintained a modest outlook towards life and was actively involved in religious matters. Throughout his life, he was an avid learner of the Holy Qur'an, and amidst his busy schedules, he would regularly attend sessions and gatherings to help him reflect on the words of the Creator. He always considered his life as a blessing from the Almighty and found ways to be grateful in all facets.

When he found the ultimate happiness in serving the society to earn the pleasure of the Almighty; honours, awards and accolades chased him, yet he kept himself busy with the ongoing e orts and contributions till the last minute of his life. On 21st December 2021, his good soul left for its eternal abode and the remains were laid to rest in the gardens of Najmul Huda Madrasa, Manjeri, Kerala. This institution had a special place in his heart as he knew deep down that he would listen to the prayers and holy verses of the Qur'an during his eternal rest. To many, he was more than a successful entrepreneur, educationalist and philanthropist as a friend, brother, mentor, guide, student, father and so on. He was a man who played out all these roles to a fine balance with a sense of responsibility and respect for anyone who approached him.

Dr. P. A. Ibrahim's commitment to social welfare lives on through the enduring institutions he built during his time. The charitable endeavours and educational organisations he initiated remain steadfast in their commitment to his vision throughout the UAE and India. The family of Dr. P.A. Ibrahim with 10 members who were already involved in his activities, now strive to uphold the values and ethics taught by their beloved father in all spheres to carry on his vision to greater heights. As an individual, his legacy lives on in the hearts of all he reached out to and empowered throughout his life. Those who were closest to him remember him for his boundless wisdom and enchanting smile.

Election Fever

The annual election provides an opportunity for students to select their representatives who will be their voice. The elected Student Council took Oath of Office in the month of November.

Industrial Visit

Students visited RAK Ceramics as a part of their holistic professional development.

The United Arab Emirates is Embracing Digital Financial Innovation

The Relevance of Cryptocurrency in the UAE

As a global financial phenomenon, cryptocurrency has begun to attract the attention of the players in the financial market, such as governments, financial institutions, investors, economists, and academics. The United Arab Emirates has embraced Cryptocurrencies and blockchain technology wholeheartedly. The proactive approach of the authorities towards blockchain technology and cryptocurrencies has positioned the UAE as a leading hub for innovation in the Middle East. This article explores the relevance of cryptocurrencies in the UAE and their impact on the economy, regulations, and financial landscape in general.

Regulatory Framework:

Investors need a safe regulatory framework for cryptocurrency-related issues, mainly as a shield against illicit activities. The UAE government has already initiated proactive steps in that direction. In 2017 the Securities and Commodities Authority included cryptocurrencies in the list of securities to prevent money laundering and financial crimes. The 'Initial Coin Offering Framework' was established to enable startups in the blockchain-based business sector for capital fundraising.

The UAE Central Bank has initiated efforts to develop a framework for regulating digital assets, including cryptocurrencies, and providing a clear legal structure for their use. The forthcoming regulatory framework aims to strike a balance between fostering innovation and protecting investors, ensuring a secure and transparent environment for cryptocurrency transactions.

Support of the Industry and Rapidly Growing Adoption:

The players in the financial sector in the UAE are rapidly switching to Cryptocurrencies for settling business transactions from the traditional mode of settling transactions using its national currency, UAE Dirhams(AED), or other currencies having universal acceptance, such as Dollar, Pound Sterling etc. The proactive approach towards digital currencies has paved the way for establishing places of operation in the UAE by many major cryptocurrency exchanges. BitOasis is one among them. It operates from Dubai and allows customers to buy, sell and store various cryptocurrencies. To make the emirate a blockchain-powered city within a short period, the authorities formulated Dubai's Blockchain Strategy.

The Dubai Multi Commodities Centre (DMCC), a leading free zone and commodities trading hub, launched the Crypto Centre initiative in 2021 to provide a platform for businesses to trade cryptocurrencies and foster innovation.

Financial Institutions and Partnerships:

It seems that the financial institutions in the UAE which operate conventionally are now well aware of the relevance of cryptocurrency and blockchain technology in a country like the UAE. This realization has persuaded the Emirates NBD, which is one of the largest banks in the entire UAE, to launch a blockchain-based platform to facilitate efficient, safe, and cheap cross-border transactions. In collaboration with the Saudi Arabian Monetary Authority, the Central Bank is developing its digital currency 'Aber'.

Stablecoin Development:

The main concern of investors is the price volatility of cryptocurrencies. To address this genuine risk, the UAE has embraced the development of stablecoins. Stablecoins are cryptocurrencies pegged to a stable asset, such as a Fiat currency or commodity,

offering price stability and minimizing risks. UAE-based companies like OneGram and Emcredit have launched their stablecoins, catering to the demand for stable digital assets, in the region.

Initiatives and Collaborations:

The UAE is seriously trying for international collaborations to promote digital currencies and blockchain technology in the country's financial sector. In 2021 the government signed an agreement with the International Monetary Fund to cooperate with it in all its initiatives for regulating and supervising digital currency-related research activities worldwide. The Ministry of Economy in the country launched the Digital Assets and Securities Authority (DASA) in the same year to ensure proper regulation of cryptocurrency-related activities and protection of the interests of the investors.

Conclusion:

The United Arab Emirates has always been at the forefront to try all types of experiments in the financial sector. So is the case in the adoption of cryptocurrency also. It has positioned itself as a prominent player in the cryptocurrency space. The supportive regulatory mechanism prevailing in the country has tremendously reduced the potential risks associated with blockchain technology and cryptocurrency-related activities and propelled the relevance of cryptocurrencies, fostering economic diversification and technological innovation. With ongoing initiatives and partnerships, the UAE continues to pave the way for the future of digital finance. As digital assets continue to reshape the financial landscape globally, the UAE remains at the forefront, fostering an ecosystem that enables cryptocurrency adoption and integration into various sectors.

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Prof. K. M. KrishnaKumar
Course Leader
– Business & Management

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Edge Computing:
Revolutionizing Data Processing and Real-Time Insights

Source: HWP

Internet of things
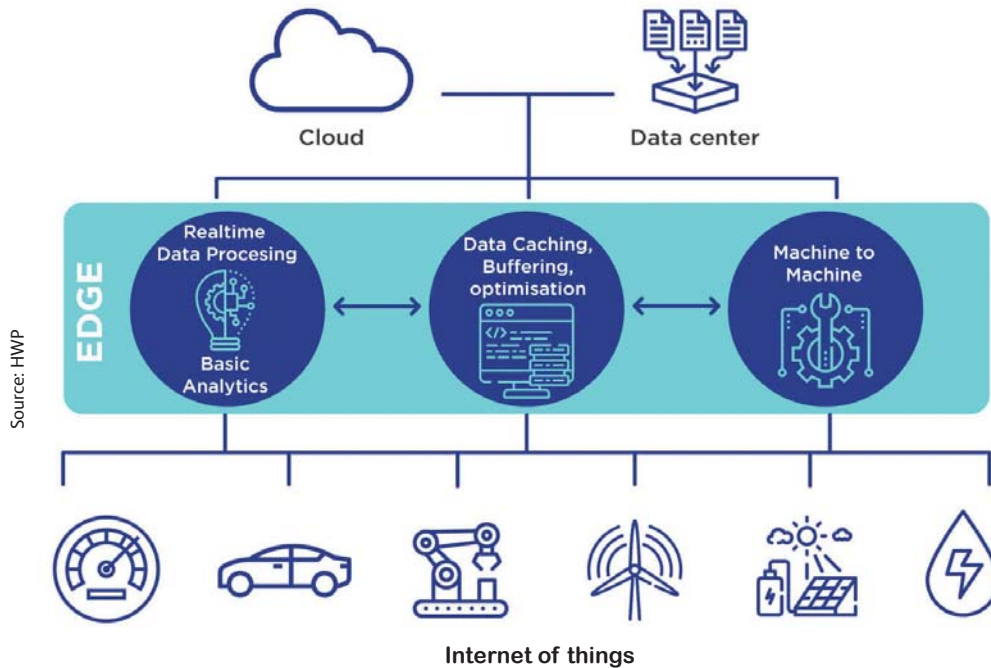
In today's data-driven world, real-time insights have become invaluable for businesses and industries. The ability to analyze and act upon data instantaneously is crucial for gaining a competitive edge, improving decision-making, and delivering enhanced user experiences. This is where edge computing emerges as a transformative technology, revolutionizing the way we harness real-time insights. By bringing computational capabilities closer to the data source, edge computing enables organizations to process and analyze data in real time, unlocking a plethora of opportunities for innovation and efficiency. Edge computing refers to a decentralized computing infrastructure that brings computational capabilities closer to the data source or end-users, reducing the latency and bandwidth requirements associated with cloud computing. In edge computing, data processing and storage are performed on or near the edge devices or local servers, rather than relying solely on a centralized cloud infrastructure.

The concept of edge computing has gained significant attention and adoption due to the growth of Internet of Things (IoT) devices, which generate massive amounts of data that require quick processing and real-time analysis. By moving computational resources closer to the edge of the network, edge computing enables faster response times, improved performance, and reduced network congestion.

When it comes to real-time insights, edge computing offers several advantages as listed below:

1. Reduced latency: By processing data at the edge, near the point of origin, edge computing minimizes the delay in transmitting data to a remote server and receiving insights back. This is particularly crucial for time-sensitive applications that require immediate responses, such as autonomous vehicles or industrial control systems.

2. Bandwidth optimization: Edge computing reduces the amount of data that needs to be transmitted to the cloud or data centre for processing. Instead of sending large volumes of raw data, edge devices can perform initial data filtering, aggregation, and analysis locally, transmitting only the relevant insights or processed data. This approach conserves bandwidth and reduces network congestion.

3. Enhanced privacy and security: By processing data locally, edge computing can help address the privacy and security concerns associated with transmitting sensitive or confidential information over the network. This is especially important for industries like healthcare, finance, or government, where data protection and regulatory compliance are critical.

4. Offline operation: Edge computing enables applications to function even in environments with intermittent or unreliable network connectivity. By processing data locally, edge devices can continue to generate insights and perform critical functions without relying on a constant connection to the cloud.

5. Scalability and responsiveness: Edge computing allows organizations to distribute computational resources closer to the edge, enabling them to scale their operations more effectively. By decentralizing processing power, organizations can handle increased workloads and respond quickly to changing demands without overburdening the central cloud infrastructure.

6. Cost optimization: Edge computing reduces the amount of data sent to the cloud, which can lead to cost savings associated with data transmission and storage. Additionally, by processing data locally, organizations can minimize the need for expensive high-bandwidth connections to the cloud or data centre.

Edge computing can be implemented through various architectures, including edge servers, micro data centres, or edge devices themselves, depending on the specific use case and requirements. Additionally, edge computing is often complemented by cloud computing, where certain tasks are offloaded to the cloud for heavy processing or long-term storage while leveraging the benefits of edge computing for real-time or local processing needs. Edge computing plays a crucial role in enabling efficient and responsive data processing at the edge of networks, supporting a wide range of applications across industries and helping unlock the full potential of IoT and other emerging technologies.

Edge computing has numerous applications across various industries. Here are some notable examples:

1. Internet of Things (IoT): Edge computing is a fundamental component of IoT deployments. Processing and analyzing data at the edge, close to the IoT devices, enables real-time monitoring, analysis, and control of connected devices. This is crucial for applications such as smart homes, smart cities, industrial automation, agriculture, healthcare monitoring, and asset tracking.

2. Autonomous Vehicles: Edge computing plays a critical role in autonomous vehicles by enabling real-time decision-making. Edge devices and edge servers process data from sensors and cameras within the vehicle, allowing for immediate response to changing road conditions, traffic situations, and object detection. This reduces reliance on cloud connectivity and improves safety.

3. Video Surveillance and Security: Edge computing enhances video surveillance systems by enabling real-time video analysis and object detection at the edge. Instead of transmitting all video data to a central server, edge devices can process the video streams locally, detecting anomalies, identifying objects of interest, and triggering immediate alerts when necessary. This reduces bandwidth requirements and enables faster response times.

4. 4. Retail and Customer Analytics: In the retail industry, edge computing enables real-time analysis of customer behaviour and preferences. By processing data from sensors, beacons, and cameras at the edge, retailers can personalize customer experiences, optimize store layouts, and make real-time inventory management decisions.

5. Telecommunications: Edge computing is crucial for telecommunications providers to optimize network performance and reduce latency. By deploying edge servers at the network edge, providers can offload data processing tasks, cache content closer to end-users, and support low-latency applications such as video streaming, online gaming, and virtual reality.

6. Energy and Utilities: Edge computing can be applied in energy and utility management systems. Edge devices and sensors can collect data from smart grids, renewable energy sources, and power distribution networks, enabling real-time monitoring, fault detection, and load balancing. This helps optimize energy consumption, improve grid reliability, and support the integration of renewable energy sources.

7. Healthcare: In healthcare, edge computing enables real-time monitoring and analysis of patient data, especially in remote or mobile settings. Wearable devices, sensors, and medical equipment at the edge can collect and process patient vital signs, triggering immediate alerts in critical situations.

8. Emergency Response and Disaster Management: Edge computing can be instrumental in emergency response and disaster management scenarios. Edge devices deployed in critical locations can collect and process data from sensors, drones, and surveillance systems, facilitating real-time situational awareness, decision support, and coordination of response efforts.

In conclusion, edge computing represents a significant paradigm shift in the world of computing. Edge computing has emerged as a game-changer, revolutionizing the way we obtain and utilize real-time insights. The future of edge computing holds immense potential. Its versatility and potential for innovation make it a promising field for ongoing research and development. As edge computing continues to evolve and mature, it will play a pivotal role in shaping the future of technology, enabling a more connected, intelligent, and efficient world.

Ms Neetu Pillai
Lecturer
– *Department of Computing & Engineering*

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WICCI

WICCI Panel Discussion

The FemAlphas organized a WICCI Panel Discussion on Gender Equality, featuring accomplished and renowned panelists - Dr. Sangeeth Ibrahim, Ms. Nasheeda and Ms. Dia Mitra.

I Brand Employability Model and Career Excellence

Within the dynamic landscape of higher education, university students are constantly seeking ways to cultivate their employability and achieve career excellence. As we prepare to embark on professional journeys, it is essential to equip ourselves with the right tools and strategies. Career excellence encompasses a multifaceted approach to professional growth. It extends beyond securing a job and delves into continuous improvement, adaptability, and personal fulfilment. Achieving career excellence requires honing a distinctive set of skills, building a strong personal brand, and fostering meaningful connections within the industry.

The I Brand Employability Model is a framework that emphasizes the development of essential qualities, skills, and achievements necessary for career excellence. It consists of three interconnected layers: the core, general employability skills, and individual contribution. In this article, We will immerse ourselves in the transformative I Brand Employability Model which offers a fresh perspective on personal branding and career development. Let us explore how this innovative framework can shape our path to success and set us apart in the competitive job market.

The Core

The core of the I Brand Employability Model represents the foundation of essential qualities and characteristics that contribute to employability. These qualities include attributes like self-awareness, adaptability, resilience, integrity and a positive attitude. These are considered fundamental traits that underpin an individual's ability to succeed in the workplace.

Self-awareness: Self-awareness refers to having a clear understanding of one's strengths, weaknesses, values, and goals. It involves recognizing personal preferences, working styles, and areas for improvement. University students who cultivate self-awareness can make informed decisions about their career paths, capitalize on their strengths, and actively address areas where growth is needed.

Adaptability: Adaptability is the ability to adjust and thrive in changing circumstances. In today's dynamic work environments, the ability to adapt quickly to new technologies, organizational structures, and tasks is highly valued. University students who demonstrate adaptability show resilience, flexibility, and a willingness to embrace new challenges, making them valuable assets to employers.

Resilience: It is the capacity to bounce back from setbacks, cope with challenges, and maintain a positive attitude in the face of adversity. One who develops resilience can persevere through difficult times, learn from failures, maintain their motivation and focus on their career goals.

Integrity: Integrity encompasses honesty, ethical behaviour, and a strong sense of moral principles. It involves demonstrating reliability, and trustworthiness, and maintaining professional ethics. It helps to build trust with colleagues, employers, and clients, establishing a reputation for ethical conduct and responsible decision-making.

Positive attitude: A positive attitude involves maintaining an optimistic and constructive outlook, even in challenging situations. Those who possess a positive attitude approach tasks with enthusiasm and demonstrate a willingness to learn, grow and contribute to a positive work environment. Employers value individuals who bring positive energy to their teams and can motivate and inspire others.
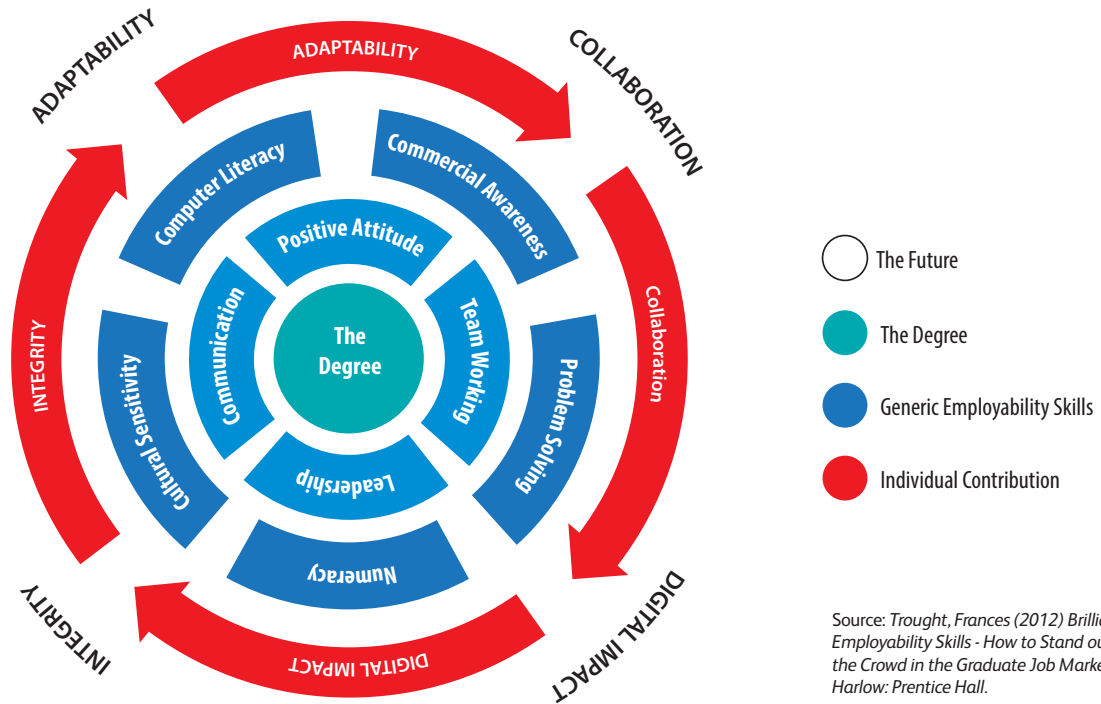
General Employability Skills

The second layer elucidates general employability skills and focuses on transferable skills that are highly valued by employers across different industries. These skills enable individuals to navigate various work environments and contribute effectively to organizational goals. Examples of general employability skills include communication skills, teamwork, problem-solving, critical thinking, time management, and leadership abilities. Developing these skills can enhance an individual's employability and make them more marketable to potential employers.

Individual Contribution

The third layer of the I Brand Employability Model emphasizes the unique knowledge, expertise, and achievements that set individuals apart in their careers. It acknowledges the importance of specialization and domain-specific skills. This layer encourages individuals to develop their areas of expertise, acquire industry-specific knowledge, and showcase their accomplishments. By leveraging their strengths and contributions, individuals can differentiate themselves in the job market and excel in their chosen careers.

Networking: Networking is a crucial aspect of career development

Source: *Trought, Frances (2012) Brilliant Employability Skills - How to Stand out from the Crowd in the Graduate Job Market. Harlow: Prentice Hall.*

and individual contribution. It involves building relationships and connections with professionals in your field of interest. Networking allows university students to expand their professional contacts, gain valuable insights, and access job opportunities that may not be advertised publicly. By actively networking, individuals can tap into hidden job markets, receive mentorship, and leverage their connections for career advancement.

Marketing: It is the promotion and presentation of one's skills, strengths, and personal brand. It includes effectively marketing themselves to potential employers, showcasing their unique value proposition and demonstrating how they can contribute to an organization. This can be achieved through well-crafted resumes, cover letters, online portfolios, and social media presence that highlight their accomplishments, skills, and professional goals.

Enterprise: It is the entrepreneurial mindset and proactiveness displayed by individuals in their careers. University students who embrace enterprise take initiative, identify opportunities, and think creatively to drive their success. They are proactive in seeking out challenges, taking on leadership roles, and implementing innovative solutions. By adopting an enterprising mindset, students can demonstrate their ability to create value, contribute to organizational growth, and seize opportunities for career advancement.

Experience: Experience plays a significant role in individual contribution within the I Brand Employability Model. This includes both academic and professional experiences that students accumulate during their educational journey. Relevant internships, part-time jobs, volunteer work, and research projects provide practical exposure and valuable hands-on experience.

These experiences not only enhance knowledge and skills but also demonstrate a proactive approach to learning and a dedication to professional growth. Employers value candidates who can demonstrate their ability to apply theoretical knowledge in real-world settings.

Embracing the I Brand Employability Model is an empowering step towards unlocking the true potential of one's career. This transformative approach begins with self-exploration, where individuals delve into their strengths, passions, and career aspirations, forming a solid foundation for their journey. By actively enhancing their skills through internships, workshops, and continuous learning, students cultivate a well-rounded skill set essential for career excellence. Crafting a compelling personal brand statement and presenting an authentic image across resumes, online platforms, and networking events helps individuals stand out to potential employers. Expanding their network through meaningful connections with industry professionals and peers creates valuable opportunities for career growth. Finally, a commitment to lifelong learning and staying up-to-date with industry trends ensure continued professional development. By embracing the I Brand Employability Model, we can unlock our true potential, build a powerful personal brand, and forge valuable connections within our chosen industries. Let us embrace this transformative framework for unparalleled success and embark on a journey of fulfilment and accomplishment.

Dr Muhammed Ashad V P
Lecturer
– Department of Business & Management

UWL RAK Induction Day

The induction day program ensured that the students were given insightful guidance about the journey they have set out for. Students were also given the opportunity to get acquainted with faculty members, the Professional Services Team and their batch mates.

Induction 1 & 2: UWL, RAK welcomes September and January intake students

Talent Trumps Titles Today – The Case of Emaar

Dr Mohamed Al Abbar is widely regarded as a visionary, bold risk-taker and a change master par excellence.

That's right. The world is now warming up to an altogether new genre of organizations that are unshackling the traditional trappings of power hierarchies, elitism and designation-centric egos.

Say hello to the new genre of the 'Talent-centric Organizational Structures'.

Talent-centric organizations challenge employees at all levels. They replace hierarchical organizational structures with teams, merit-based advancements, equity, equality and inclusion.   Unlike hierarchical organizational structures, talent-centric organizations offer and appreciate true and mutually supporting relationships irrespective of individual origins and affiliations.

We thus, define Talent centric organizations as those organizations that initiate, implement and reinforce the 'title neutral structures that are fundamentally egalitarian in nature where no one is denied access to the opportunities, resources, rights or freedoms to work, live, talk or express their views and feelings pertaining to any aspects of their personal, interpersonal and organizational performance based on family associations, ranks, designations, affiliations, functions, divisions, salary, positions, status etc."

Talent-centric organizations are a testament to the new world order where individual merit, performance, leadership, commitment and value accretion are the major, perhaps the only tools to survive and grow. Not their belonging to the family, bestowed ranks, fancy designations, largesse and the like with which they were born (recruited) first. Such organizations in my humble analysis, substantiate and create the magical music of the Greek word "organ on" intended for organizations.

Is Emaar an example of Talent- centric organisation!

Emaar group was originally founded and incorporated as Emaar Properties in 1997 in Dubai, UAE by an Emirati citizen Dr. Mohamed Al Abbar. His early success led to many more in the UAE and soon, he entered and expanded his operations in other countries. The group hosts a diversified set of business interests in real estate (built the world's tallest tower Burj Khalifa), commercial ventures (made the world's largest shopping mall – the Dubai Mall), hospitality business (introduced the Address brand of the Hotel), leisure companies, online retailing (branded as Noon) and many other path-breaking and disruptive business projects. Emaar is a public joint-stock company, listed on the Dubai Financial Market, and has a valuation of approximately US$17 billion-plus employing over 7, 000 employees.

Mr Al Abbar received schooling in the UAE and then travelled to study finance and business administration at the Albers

Exhibit 1: **The Emaar Email**   Source: Gulf News, July 22, 2020

School of Business and Economics of Seattle University, USA. He has since received an honorary doctorate in humanities and served on the university Board of Trustees of his alma mater university. From all accounts, Dr Mohamed Al Abbar is widely regarded as a visionary, bold risk-taker and a change master par excellence.

No surprise, therefore, that on July 21, 2020, he emailed an internal memo announcing a new, actually disruptive organisational structure for his group. The mail (Exhibit 1) instantly began trending on social media like wildfire as soon as it became public. His opening words were nothing short of a shocker to many when he said: "When you reach the end of this email, you will notice something different. I have no job title. And from this moment onwards, nor do you."

On the face of it, he said that the move was brought on by the COVID-19 pandemic which led the Emaar management to take a deep relook and concentrate their efforts on the prevailing work culture.

He concluded that Emaar must now onwards honour people's talent and not their job titles. Accordingly, he said in his email: "I want to ensure that this propulsion to move outside our comfort zone is ingrained in our culture. Our values and DNA reflect our commitment to enriching the lives of people by winning together, by taking bold actions and complete ownership and by displaying speed in execution. From now on we will pledge to focus on continuous growth and development. We will invest in developing the skills and capabilities of those who have helped us to achieve the success we had in the past and who will be part of our growth journey in the future".

Dr. Al Abbar fittingly signed off the internal memo as "Bu Rashid" and not with his office designation. In Arabic, Abu means 'father of'. It is often used as a nickname and followed by the name of a man's firstborn son. Colloquially, GCC citizens tend to drop the letter 'A' and say 'Bu' instead. Dr. Al Abbar walked the talk and closed off the official email as the father of Rashid – his son and not as Dr. Al Abbar, Chairman/ Managing Director of Emaar.

The Path Forward

Talent-centric organisations offer a new world order for reimagining and reconfiguring businesses that are purposive and profitable. They require to adopt a full bouquet of measures that I will deliberate on in my subsequent essays. For the moment, here are the five most essential ingredients to obtain a Talent centric organisation:

1. Lead by vision and example
2. Adopt Diversity, Equity and Inclusion
3. Recruit & retain daring/ disruptive employees
4. Follow Resource based strategies
5. Let go the self-interest and empower the mostly trained professionals to take the organization further.

Studies by the McKinsey consulting firm find that the organizations following the transformation tenets as mentioned above, termed here as Talent centric organizations, perform better financially too as they found a direct correlation between progression and profitability.

Prof. Mohan Lal Agarwal
Deputy Academic Dean
– *Business & Management*

HATTA DAYTRIP

UWL students explore the hidden gems of Hatta- pedalling, trekking and paddling their way to unforgettable memories.

Unlocking Mind Mastery
– Brain Stillness and Travel Cues

In today's fast-paced and chaotic world, individuals are constantly searching for effective strategies to enhance their performance and overall well-being. One approach that is gaining recognition is the combination of brain stillness and travel, which has the potential to promote mental clarity, creativity, and productivity. By delving into the scientific basis behind brain stillness and embracing the enriching experiences of travel, individuals can unlock their full potential and achieve more effective performance in various aspects of their lives.

Brain stillness also referred to as mindfulness or meditation, entails intentionally directing one's attention and eliminating distractions to achieve mental clarity and tranquillity. Numerous scientific studies have underscored the myriad benefits associated with regular brain stillness practice. Primarily, it helps to reduce stress levels and enhance emotional well-being by promoting relaxation and self-awareness. Moreover, brain stillness improves cognitive function, attention span, and memory retention, enabling individuals to carry out tasks more efficiently and effectively.

Engaging in brain stillness practices stimulates the prefrontal cortex, the region of the brain responsible for decision-making and complex problem-solving. This, in turn, sharpens cognitive abilities and enhances focus and concentration. Furthermore, brain stillness cultivates creativity by encouraging divergent thinking and expanding the capacity for innovative ideas. By quieting the mind and creating mental space, individuals can tap into their innate creativity, approach challenges from fresh perspectives, and discover novel solutions.

When brain stillness is combined with the act of travel, the benefits of both practices synergize, creating a powerful impact on performance. Stepping out of one's familiar environment and immersing oneself in new cultures and experiences has a profound effect on the brain. Travel sparks curiosity, broadens perspectives, and stimulates neural connections, resulting in enhanced cognitive flexibility.

Experiencing different cultures and engaging in diverse activities during travel fosters adaptability and resilience. Overcoming challenges in unfamiliar settings strengthens problem-solving skills and boosts self-confidence, which carries over to other areas of life. Additionally, travel offers opportunities for self-reflection and personal growth, enabling individuals to break away from routine, gain fresh insights, and reassess goals and priorities.

When individuals practice brain stillness during their travels, they remain present, fully immersed in the moment, and open to new experiences. Engaging in mindfulness in unfamiliar environments facilitates a deeper connection with one's surroundings, heightens sensory awareness, and fully embraces the richness of the travel experience.

The combination of brain stillness and travel also enhances neuroplasticity, allowing for easier adaptation to new situations and learning opportunities. It promotes a state of flow, where individuals are fully engaged and absorbed in their activities, leading to increased productivity and enjoyment. Moreover, this synergy fosters a sense of well-being, reduces burnout, and enhances overall mental and emotional resilience. It helps individuals recharge, rejuvenate, and return to their daily lives with renewed energy and a fresh perspective.

By incorporating brain stillness practices into their travel experiences, individuals can significantly enhance their performance, well-being, and personal growth. Quieting the mind allows individuals to tap into their creativity, improve cognitive function, and reduce stress levels. Travel, on the other hand, provides a fertile ground for new experiences, self-reflection, and expanding horizons. Together, brain stillness and travel form a powerful combination that facilitates effective performance, stimulates personal development, and enables individuals to thrive in an increasingly complex world.

Embracing the power of brain stillness and travel can unlock hidden potential, leading to a more fulfilling and successful life. By cultivating a practice of mindfulness and exploring the wonders of travel, individuals can embark on a transformative journey of self-discovery, heightened awareness, and extraordinary experiences. Through this integration, they can unleash their true capabilities, embrace the beauty of the present moment, and create a life that is rich with meaning, inspiration, and personal growth.

In conclusion, the combination of brain stillness and travel offers a unique opportunity for individuals to enhance their well-being, creativity, and performance. By engaging in brain stillness practices, individuals can quiet their minds, improve cognitive abilities, and reduce stress levels. Travel, on the other hand, provides a platform for new experiences, personal growth, and broadening horizons. When these two practices are combined, their benefits synergize to create a profound impact on individuals' lives, enabling them to thrive in a fast-paced and complex world. By embracing the power of brain stillness and travel, individuals can unlock their hidden potential and embark on a journey of self-discovery and fulfilment.
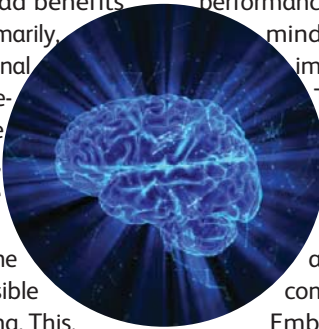
Ms. Shahina Hashim
Lecturer
– Department of Business and Management

Alumni in Action

As both an alumnus and a staff member at the University of West London - RAK Branch Campus, my journey has been nothing short of fulfilling and rewarding. Having graduated from this esteemed institution, I felt a strong desire to give back and contribute to the growth and success of future generations. The University holds a special place in my heart. From the moment I set foot on campus, I knew I had found a home away from home. The dedicated faculty and vibrant community made my educational journey truly remarkable. Returning to the university as a staff member has been a privilege. It has allowed me to share my experiences and insights with current students, guiding them on their educational journeys and has created a strong sense of belonging. It has allowed me to witness the transformative impact of education, contribute to the success of students, and be part of a dynamic and supportive community. It is a privilege to contribute to the university's mission of fostering academic excellence and shaping future leaders in the region.

Thaiba
Student Recruitment Executive
UWL RAK

Working at the university where I was once a student, has been a gratifying experience. The familiarity of the campus, the sense of community, and the opportunity to give back have made it a rewarding journey. The best part of working here is that I am already familiar with the university as I was once a student here hence, I was very comfortable since the first day of my job as everyone made me feel very welcome. I believe that my employment provides me with excellent working conditions which enables me to do my job with efficiency. All of my coworkers are kind and considerate to me as well as to one another. I am excited to contribute to UWL's growth and want to make a significant impact throughout my time working here.

Kehkasha Yousuf
Admissions Assistant
UWL RAK

"The University of West London: Where the journey begins and success becomes reality"

As a proud alumnus of the esteemed University of West London, I am grateful for the transformative education I received while pursuing my BA (Hons) Accounting and Finance degree. This rigorous program provided me with a robust academic foundation and equipped me with the necessary skills for a successful ACCA journey. The university's commitment to excellence and unwavering support has played a pivotal role in my professional growth, serving as a testament to its exceptional education in accounting and finance.

As a student, I immersed myself in vibrant campus life, expanding my knowledge and developing essential career skills. Beyond the classroom, I secured a coveted position as a Student Recruitment Executive, leveraging my firsthand experiences to effectively communicate the institution's distinctive advantages and abundant opportunities to prospective students. In this dynamic role, I promoted diverse programs, attended recruitment events, delivered captivating presentations, and provided unwavering assistance throughout the admissions process.

Working ardently in student recruitment for three years, I engaged with students from diverse backgrounds, guiding them in their decision-making process for higher education. Witnessing their excitement and aspirations as they embarked on their academic journeys was gratifying. By showcasing the university's strengths and fostering meaningful connections, I played an instrumental role in shaping the future of aspiring students.

My journey as an alumnus and Student Recruitment Executive at the University of West London has been intellectually invigorating and gratifying. It deepened my connection with the institution, honed my communication skills, and fostered a collaborative spirit. I am grateful for the remarkable opportunities and proud to have made meaningful contributions to the growth, success, and stellar reputation of the university and its student community.

Ahlam Mohammed Ibrahim
Student Recruitment Executive
UWL RAK

During my days at UWL as a student, I was impressed by the professors who taught us with their academic knowledge and industry experience. I also had the opportunity to form lifelong friendships with those who share my interests. UWL gave my friends and me many opportunities to explore and learn through different co-curricular activities as well.

After completing my studies, I went on a professional journey that explored opportunities, gaining industry experience and skills. I later had the opportunity to join UWL as an employee and it has been an amazing experience. I have had the chance to attend training programs and workshops that have helped me enhance my skills and knowledge. Coming back to UWL felt like coming home, and settling in as an employee was easy for me. Now I am on a journey fostering personal & professional development and happy to be part of a growing university.

Mohammed Suhail
Student Recruitment Coordinator
UWL RAK

The Future-Ready Finance Professional:
Skills & Traits for Success

The finance industry is constantly evolving, driven by advancements in technology, changing regulations, and shifting market dynamics.

"According to a comprehensive study, it is projected that up to 30 % of current finance industry jobs could become automated or redundant by 2030."

To thrive in this rapidly changing landscape, finance professionals need to be future-ready. They must possess a unique set of skills, traits, and knowledge to stay ahead of the curve and excel in their careers. In this article, we will explore what it takes to be a future-ready finance professional.

Technological Proficiency

In the digital age, finance professionals must embrace technology and be proficient in its application. This includes a solid understanding of financial software, data analytics tools, and automation technologies. Future-ready professionals leverage technology to streamline processes, improve efficiency, and make data-driven decisions. They stay updated with the latest trends in fintech, blockchain, artificial intelligence, and machine learning, recognizing the transformative potential of these technologies in the finance industry.

Adaptability and Continuous Learning

The ability to adapt to change and engage in lifelong learning is critical for future-ready finance professionals. They embrace new ideas, seek out opportunities to expand their knowledge, and stay abreast of industry trends. They actively pursue professional development through certifications, workshops, and networking events. By continually updating their skills and knowledge, they remain agile and adaptable in an ever-evolving industry.

Strategic Thinking and Problem-Solving

Future-ready finance professionals possess strong analytical and problem-solving skills. They can analyze complex financial data, identify trends, and develop strategic insights. They approach challenges with a problem-solving mindset, seeking innovative solutions and thinking critically. By combining financial acumen with strategic thinking, they contribute to the overall success of their organizations.

Data-Driven Decision-Making

In an era of big data, future-ready finance professionals leverage the power of data to drive decision-making. They have the ability to gather, interpret, and analyze large datasets to derive meaningful insights. They use data analytics tools to identify patterns, predict trends, and inform strategic decisions. By harnessing the power of data, they make informed choices that lead to better financial outcomes.

Cross-Functional Collaboration

Collaboration is increasingly vital in the finance industry. Future-ready professionals understand the importance of working across functions and departments. They possess strong communication and interpersonal skills, enabling them to effectively collaborate with colleagues from diverse backgrounds. They can bridge the gap between finance and other departments, such as marketing, operations, and IT, fostering a culture of teamwork and achieving shared organizational goals.

Global Perspective and Cultural Intelligence

With globalization, finance professionals operate in an interconnected world. Future-ready professionals possess a global

perspective and cultural intelligence. They understand the impact of international markets, geopolitical factors, and cultural differences on financial decision-making. They are open-minded, adaptable, and sensitive to diverse cultural norms, enabling them to navigate global business environments successfully.

Leadership and Influence

Future-ready finance professionals exhibit leadership qualities and have the ability to influence others. They inspire and motivate their teams, driving them toward

with relevant laws and regulations. They play a crucial role in safeguarding their organizations against financial risks.

Ethical Conduct and Integrity

Finally, as finance professionals, ethical conduct and integrity are paramount. Future-ready professionals uphold the highest ethical standards and demonstrate integrity in their work. They prioritize transparency, honesty, and accountability in all financial dealings. They understand the importance of building trust with stakeholders and maintaining a reputation for ethical behaviour.

> In the digital age, finance professionals must embrace technology and be proficient in its application. This includes a solid understanding of financial software, data analytics tools, and automation technologies.

achieving organizational objectives. They possess strong communication skills, can articulate complex financial concepts in a clear and concise manner, and effectively influence stakeholders at all levels of the organization. They are visionary, forward-thinking and can navigate through ambiguity, guiding their organizations to success.

Risk Management and Compliance

Risk management and compliance are critical aspects of the finance profession. Future-ready professionals possess a thorough understanding of regulatory frameworks and compliance requirements. They can identify and assess risks, develop strategies to mitigate them, and ensure compliance

In conclusion, being a future-ready finance professional requires a combination of technical expertise, adaptability, strategic thinking, ethical conduct, and leadership skills. By embracing technology, staying curious, and continuously learning, finance professionals can position themselves for success in an ever-evolving industry. By cultivating these skills and traits, they can confidently navigate the complexities of the finance world and contribute to the growth and sustainability of their organizations in the future.

Vishal Rajaraman Iyer
Senior Manager, PWC Academy ME

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Faculty Research Seminar

P 36 · RAK Branch Campus

UWL's Faculty Research Seminars provide a platform for our esteemed faculty members to share their cutting-edge research and insights.

Dr. Haleema PK: Application of Supervised ML Techniques for Customer Churn Prediction

Prof. Syed Abbas Naqvi: Supervised Classifier Based Intrusion Detection System for Smart Home IoT Devices

Dr. Durga Prasad Sadhu: Rational Interpretation of Statistical Inference

Dr. Vipin V Nair: Meta-Analysis on Contemporary Tools of Marketing Communications and its Impact on Consumer Buying Behaviour

Dr. Sunayna Iqbal : Application of Psychoanalysis for Behavioural Flexibility

Dr. Muhammad Asshad: Radio Resource Management in 5G Heterogenous Networks

Dr. H Shaheen: An Efficient Classification of CIRRHOSIS Liver Disease using Hybrid Convolutional Neural Network.

Mr. Sujith Sukumaran: Gig Economy – HR Challenges

Prof. Mohan Lal Agarwal : Metaverse: a Rich Research Regime for Business

Dr. Ankasha Arif: Perceived HR preparedness for AI

Dr. Muhammad Ashad V P: Effect of Talent Management on Employee Competencies

Ms. Shahina B T: A Review of Cognitive Dissonance and Customer Satisfaction

Five Ways in which Organizations
are Fundamentally Changing, Post-COVID:

Reflections of a 2022-23 US Fulbright Scholar

I have been privileged to be a resident Fulbright scholar at the University of Bahrain. I had never been to the Middle East before (although I have always had an ardent interest, from a business and strategy perspective, to study the GCC region). During my tenure here, Fulbright also allowed me to visit the University of Jordan and the University of West London RAK Campus! I would like to share my observations on five ways in which organizations are fundamentally changing.

1. Senior Management is giving increasing attention to organizational resilience. In a recent survey by the consulting firm McKinsey and Co., half the respondents stated that their organization is unprepared to react to future shocks. Resilience has often been described as the ability to recover quickly from a crisis. Others have viewed it as building risk mitigation into business plans and policies. But, in my opinion, resilience is not just the ability to ensure short-term, operational continuity during crises. I believe true resilience is more expansive and forward-looking. I view it as a company's capacity to persist, absorb stress, recover, transform, and have the capability to thrive under change. During the COVID pandemic, companies that were resilient and able to quickly rebound out of the crises gained significant advantages over their competitors.

To be able to do so requires organizing for speed of response, giving power to people, and inculcating a culture of continuous learning during normal times. In recent months, I have noticed organizations are giving more importance to finding and promoting adaptable leaders who have the talent and expertise in the area of resilience.

2. Leadership is becoming more complex. Leaders are taking on a wider role and direct responsibility in running their organizations. They need to provide a right but rapid response to an ever-changing environment, but at the same time need to think strategically and longer term. This requires adapting the leadership style to match the needs of the moment. They are thus being asked to continue to hone the skills and mindset required to lead hands-on while coordinating and inspiring several teams simultaneously.

3. Decision-making is becoming increasingly driven by data analytics and insights from applied AI. Increasingly, companies are realizing the improvements role data analytics, and deployment of AI-based tools, play in driving Decision-making and building better organizations. Companies that use these tools have seen faster decision-making and

> During the COVID pandemic, in the US, almost 90 per cent of organizations adopted some kind of a hybrid work model that allowed employees to work remotely while coming into the office on a rotational basis.

improvement in the way that employees work and deliver results. To achieve true competitive advantages, companies are focusing on developing institutional capabilities wherein people, processes and technology are aligned to get maximum value from data analytics and AI tools. My sense is soon, the use of more data analytics and AI insights will become more of a norm, and companies that do not adopt such practices will be left behind.

4. Customers are forcing many companies to become more environmentally sustainable. Increasingly, customers are demanding proof that companies operate in an environmentally responsible manner, and focus on processes that are sustainable not only in the products or services that they offer but in the manner in which they conduct all aspects of business. If there is no transparency on this aspect on the company's part, they are refusing to buy from them. In addition, many investment firms are formulating policies that will disallow them from investing in companies that are not environmentally sustainable. As a result, companies are losing customers and finding it hard to raise capital, thereby forcing them to pay much more attention to sustainability.

5. Employees are demanding a hybrid form of work, and

declining job offers if it is not provided. In turn, HR is getting increasingly creative in attracting and retaining talent, and focusing more on reducing attrition rates. During the COVID pandemic, in the US, almost 90 per cent of organizations adopted some kind of a hybrid work model that allowed employees to work remotely while coming into the office on a rotational basis. That lasted for quite some time, during which organizations learned how to provide support to employees and conduct activities efficiently with people at several off-site locations and across time zones. Post-pandemic, many employees have been reluctant to return to office locations on a full-time basis, and talented new hires have been known to decline job offers if not provided with the flexibility of working under a hybrid model. I am seeing a permanent shift in the attitude of workers towards more work-life balance and professional development. Organizations that cater to these new criteria, by offering creative solutions, will attract and retain talent, and others will be left behind.

Prof. M.S. Dugal
Western Connecticut State University, USA
US Fulbright Fellow to the University of Bahrain

Brush Strokes

Farhana Fathima Anus
BSc (Hons) Cyber Security
Level 5

THROUGH FATHIMA'S LENS

"Happiness is elusive."

Ecstasy lives in your everyday setting. Found in the delightful harmonic rhythm of the plunging rain drizzles when it abrades the surface, the joyous squirrel who found its sustenance to survive another day, and the stretch of wings of the raven to soar and graze the sky. It lives in you. It is just you who must set your mind free and perceive these uncomplicated pleasures in life.

Therefore, life is beautiful.

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Use of Analytics Techniques to Help Validate and Evaluate the Introduction of New HR Initiatives in Financial Institutions in the United Arab Emirates.

Employees can post anonymous comments on social media about HR practices within financial institutions. The HR can analyze this data to implement changes required to address the issues raised.

Human Resource (HR) practices in UAE have transformed in recent years. The changes in HR policies are essential to reflect new workforce needs. One of these adjustments is the increased application of HR analytics in financial institutions. The process involves the collection and analysis of data to improve workforce productivity. An organization can measure HR metrics through this approach to ensure data-driven decision-making. HR analytics can help validate and evaluate new initiatives introduced by UAE financial institutions, including talent retention, diversity, employee autonomy, use of artificial intelligence and social media use.

Talent retention is a primary concern for HR practitioners in UAE financial institutions. Programs to ensure talent retention are now a common initiative in these organizations. HR analytics can help validate these programs through formal engagement surveys to determine best practices. The HR can determine underlying issues through these surveys to facilitate improved retention. For example, the employees can provide information about some shortcomings in HR practices in the organization. Such data can help resolve these issues and enhance talent retention. Therefore, financial institutions should embrace HR analytics to improve employee commitment.

Another new initiative introduced by UAE financial institutions is diversity. HR has implemented diversity programs to encourage women, millennials, and Gen Z entry into the workplace. HR analytics can validate and evaluate the impacts of these programs on organizational performance. For example, the manager can measure how diversity programs influence employee performance. Moreover, HR analytics can help replicate best practice initiatives related to diversity from other successful organizations. Overall, diversity can improve organizational and employee performance through the application of analytics.

Financial institutions in the UAE have also embraced employee autonomy and empowerment. The workforce can log in to their accounts to complete tasks, submit requests, update personal information, and apply for time off. Moreover, the employees can view their attendance records and process relevant information. HR analytics provides relevant software to validate employee autonomy. For example, ZenHR ensures access to appropriate tools to track the progress of business metrics. Employees who notice a specific metric drop can initiate corrective action. HR analytics will continue to enhance employee autonomy and empower them to make critical decisions.

Artificial intelligence (AI) continues revolutionizing HR practices in UAE financial institutions. HR analytics can validate the application of AI in organizations in various ways. Firstly, HR analytics is integrated into an applicant tracking system that uses AI to ensure efficiency and insight during candidate assessment. For example, HR can input key metrics for initial assessments before successful candidates are

invited for interviews. Secondly, HR analytics can validate AI through data-driven decision-making. For example, managers can use AI to make informed decisions that help the organization progress. Another role of HR analytics in AI is to help reduce human bias. For instance, analytics and AI use vast amounts of data rather than personal preferences to enhance decision-making. HR analytics can leverage the power of AI to continue improving workforce practices.

Social media usage has improved in UAE financial institutions. HR analytics can help these organizations improve their social media practices. First, these companies can collect and analyze data from Facebook and Twitter to improve HR practices. For example, mentions on these sites can help HR understand whether the company is meeting its employees' needs or whether change is necessary. Employees can post anonymous comments on social media about HR practices within financial institutions. The HR can analyze this data to implement changes required to address the issues raised. Second, HR analytics can also help validate social media use for communication in financial institutions. Employees from various departments can form social media groups to engage in discourse that improves workforce performance in the organization. Therefore, social media and HR analytics can work simultaneously to resolve problems and improve communication in financial institutions.

Finally, the increased focus on employee well-being is another HR initiative that can benefit from analytics. Firstly, these organizations are redesigning workspaces to address different aspects of employee wellness. For example, HR can utilize employee engagement surveys to determine the most crucial well-being practices that the company can implement. Secondly, HR analytics can help evaluate how these programs promote a healthy work lifestyle for employees. For instance, remote and flexible working initiatives can be assessed through analytics to help determine their efficacy. HR analytics can ensure financial institutions prioritize employee well-being by providing access to relevant data.

HR analytics will continue to impact new initiatives introduced by UAE financial institutions to meet employee needs. HR analytics tools can validate and evaluate talent retention, diversity, AI, employee autonomy, social media use, and well-being. The approach provides access to HR's required information to make critical decisions. The data-driven decision results in improved organization and employee performance. The firms should integrate relevant HR analytics tools that can help improve their workforce processes. Therefore, each financial institution in the United Arab Emirates is encouraged to embrace HR analytics for sustainability and success.

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The Eid- ul-Fitr Celebration

The Eid ul-Fitr celebration was a befitting culmination of the holy month of Ramadan.

An Insight into AI Art

The process of artificial image generation involves the creation of images that closely resemble real-life visuals in terms of their realism.

Artificial intelligence (AI) is significantly transforming various aspects of our daily lives. This entity is assuming its role across various domains. As an individual with a deep appreciation for both art and cutting-edge technology, I would like to explore the art of painting executed by hand, as well as the art created using AI tools. I have created the above painting depicting Mount Fuji and cherry blossoms, utilizing reference materials such as photographs and online images. The artwork is painted on a canvas board of size 0.9 meters by 0.6 meters. The artwork utilized acrylic paints- mainly used primary colours and incorporated varying proportions of white to produce different shades of blue and red. The completion of this painting required nearly six hours, including meticulous attention to minor details. As I exhibit my amateur painting skills, the artwork adorning my room captivates the viewer with its vivid scenery, despite not being a product of my imagination.

Given the current prevalence of artificial intelligence, let us explore the widely discussed text-to-image generators to create corresponding illustrations. And Above are a few images generated using a simple prompt "Mount Fuji and cherry blossoms'' using different AI tools. And these images were created within seconds.

The process of artificial image generation involves the creation of images that closely resemble real-life visuals in terms of their realism. These tools can generate visual representations to depict your creative ideas. The tool will generate images based on the provided text. The basic mechanism is the Generative Adversarial Network (GAN) which comprises two networks: the Generator, which is responsible for comprehending and completing the given task, and the Discriminator, which evaluates the output to determine its realism for human utilization.

These neural networks collaborate to generate the most precise outcome. The Generator has been trained to perform text analysis, extract concepts, and subsequently reconstruct them. Simultaneously, the Discriminator undergoes training to differentiate authentic (human-generated) photographs and illustrations from artificially generated counterfeits. The objective of this system is to generate novel images to have the discriminator accurately classify them as authentic. The primary goal of the generator is to reduce the discriminator's capacity to differentiate between authentic and synthetic images.

There are several other mechanisms available, each with distinct advantages and updates like StackGAN, AttnGAN, SSA-GAN, Variational Autoencoders, Vector Quantized Variational Autoencoders (VQ-VAE) and Contrastive Language-Image Pre-Training (CLIP) neural network.

Currently, there are a variety of freely accessible image generator tools. One notable tool developed by OpenAI is DALL-E, which has demonstrated remarkable artistic capabilities comparable to those of humans. Such tools are highly beneficial for various business functions such as marketing, advertising, and media. They enable quick image generation and effectively bring imaginative concepts to life in visual form. Certain illustrators utilize various tools to generate ideas and subsequently apply their unique artistic style to refine these images. These tools can also be utilized to enhance the current artwork.

Technology has become increasingly pervasive in all aspects of life, including in the realm of art. We are gaining a fresh perspective in the field of AI art. While there are individuals who express skepticism regarding automation. However, when these tools are utilized as collaborative tools, they have the potential to stimulate the imagination of artists and potentially lead to the rediscovery of unique colour combinations or the generation of innovative ideas.

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Aligning your passion and career

Look forward to a Career…
Where You Can Move Forward…

It is a **common myth** to believe that those who excel are satisfied or happy with what they do. However, the **reality** is that strong skills do not reflect or lead to true job satisfaction.

Career selection is a very important stage in any student's life. It influences several decisions that he/she takes based on career choices. Choice of a stream/domain/discipline of study, a college, a university, an institution, a company or a job profile - all depend on the career one chooses to pursue.

During the current times, it is quite common to find students confused or unaware of their career path, even after having completed their graduation - as it doesn't give them a clear vision of what they want to do.

Choosing the Right Career:
The Most Important Decision in One's Life

There are several other factors based on which the students usually choose their careers. For example, parents' desire/ parental pressure, peer persuasion, past performance, placement opportunities, etc. However, there is no clarity of one's self-interest. This is the first step that can lead them to the wrong path.

Many students invest huge amounts of money and time in arriving at clarity on their career choice. They keep changing their subjects and even after having secured majors in a particular subject, they end up choosing a different profession.

Making Career Choice Wisely:

It is a **common myth** to believe that those who excel are satisfied or happy with what they do. However, the **reality** is that strong skills do not reflect or lead to true job satisfaction. Highly qualified & achievement-oriented professionals can succeed in virtually any job. But the most desirable situation is when there is an alignment/match of the job with one's **Deeply Embedded Life Interests**. This concept has been very nicely brought out in the study conducted by Timothy Butler and James Waldroop which was published in the Harvard Business

Review. (Ref: https://hbr.org/1999/09/job-sculpting-the-art-of-retaining-your-best-people)

What are Deeply Embedded Life Interests (DELI)? Certainly, these are not hobbies like opera, skiing & so forth; nor the topical enthusiasms. Instead, these are long-held, emotionally driven passions, intricately entwined with personality & born of an indeterminate mix of nature and nurture.

DELI does not determine what people are good at. DELI drives what kind of activities make them happy. That happiness often translates into commitment. DELI keeps people engaged and **passionate**. What is passion? It is the energy that comes from bringing more of "YOU" into what you do. It's being who you are and doing what comes naturally. It's like allowing water to gain energy from flowing along its natural riverbed, rather than trying to force it up and over a mountain.

The energy differential is huge between doing a job that is an extension of who you are, and a job where you have to wear a mask day in and day out.

In their study, Butler & Walldroop found **eight DELI** for people drawn to business careers. Life interests start showing themselves in childhood and remain relatively stable throughout our lives, even though they may manifest themselves in different ways at different times. DELI always seem to find expression, even if a person has to change jobs - or careers - for that to happen.

Many people don't know their DELI because of taking the path of least resistance: "Well, my dad was a lawyer." Or they've simply been unaware of many career choices at critical junctures. Most college seniors and new MBAs set their careers knowing very little about all the possibilities & therefore, end up in the wrong jobs. Regardless of the reason, the fact is that a good number of people, until midlife, don't know what kind of work will make them happy. The study findings indicate that incorporating any three of the DELI into work activities is enough to sustain work satisfaction.

What are the EIGHT Deeply Embedded Life Interests (DELI)?

1. **Application of Technology:** You are intrigued by the inner workings of things and are curious about finding better ways to use technology to solve business problems.

2. **Quantitative Analysis:** You love to crunch numbers and see business solutions as a numbers game. For example, a cash-flow analysis, budgets, the finer details of purchase agreements, maximizing tax returns every year, etc.

3. **Theory Development and Conceptual Thinking:** You are a big-picture person who prefers the WHY to the HOW. You like to spend hours exploring ideas or the latest learning, leadership and management theories. You are more abstract than concrete and tend to be academic in your approach to life.

4. **Creative Production:** You are switched on by anything new and unconventional. You have imagination and love to explore the unknown.

5. **Counselling and Mentoring:** You are passionate about guiding people to reach their potential and be the very best they can be. You love teaching above anything else and nothing gives you more pleasure than to know you have made a difference to others and helped them to grow and improve.

6. **Managing People and Relationships:** You like to work with people but with an emphasis on achieving goals and business outcomes rather than seeing them grow personally. You are a great manager and enjoy excellent workplace relationships. You have a desire to motivate, organize and direct people.

7. **Enterprise Control:** You are happiest when you are in charge & can make decisions that others act on. You find great satisfaction in making decisions that determine the direction taken by a work team, a business unit or an entire organisation.

8. **Influence Through Language and Ideas:** You are at your best when you can express yourself & in doing so, influence others. You get a thrill from giving presentations & writing articles. You are a great storyteller & negotiator and have the power of persuasion! Writing & speaking are your forte.

Find the Best Career for Yourself

So, choose your career carefully. Take a moment to ask yourself: Who are you? How well do you know yourself? What are you good at? What are your weaknesses, and fears? What are your innermost strengths and desires (DELI)?

Career choice should not be based on any particular model or concept. One should choose a career based on his/her life interest (DELI). Career Planning is essential to ensure a successful and enriching work life. What is most important is to have a good and clear career choice at an early stage so that it allows one to excel and achieve better in the chosen profession.

D V Shastry

Executive Director, Natural Gas Society

Vice Chairperson, Indian Society for Training & Development (ISTD), Delhi Chapter

Former Executive Director, GAIL (India) Ltd.

Former Director, GAIL Gas Ltd.

Former Director (Personnel), Electronics Corporation of India Ltd. (ECIL)

Invictus 2.0

The student community came together to host the annual extravaganza, Invictus 2.0 – an event showcasing our very best talents.

What's your fun quotient?

If I don't know where I am going, all roads will lead to "Nowhere".

Most people will ask you questions like, what are you planning to do once you graduate from college? Have you decided which companies you will apply to and what kind of job you will take?

These questions induce stress and a lack of empathy. Let's see what kind of questions inspire us!

How about asking yourself, how will I contribute to society? How will I share my unique knowledge and skills with others and how do I intend to raise my fun quotient?

Sonia, a Harvard graduate landed a job on Wall Street as an analyst on the trading desk. She was delighted and her family was even more thrilled. She was all set to make a mark for herself and become a highly successful banking professional. And so she got on the treadmill of corporate life. Initially what seemed cool became a sore point when she realised she was working extra-long hours under a high-pressure environment, half her weekend goes into completing the piled-up work and the rest of the weekend into chores and sleeping.

She cannot remember when was the last time she truly had fun with friends and family.

She is caught in a vicious cycle of work life that has taken over her personal life. Since she has been a high-performing member of the team, a lot of new and interesting work comes to her, in addition, to her everyday to-do list. Initially, she took it on as an opportunity and then it became an expectation from her manager. She felt overwhelmed yet she could not get herself to Say No to her manager for extra work. As the stress continued she started to make mistakes in her work. Her manager felt disappointed in her.

Now she feels a lack of self-confidence which leads to emotions of anxiety, fear and sadness, which leads to low self-esteem. She feels she is less in comparison to others, so she takes on more and overloads herself as she struggles to say No. This starts to impact her work-life balance, so she further indulges in negative self-talk about not being able to do well either at work or at home. Feelings of inadequacy set in which impacts her performance and she feels she is not good enough which leads to a lack of self-confidence. And this cycle goes on… unless she wakes up and asks herself those important questions that will truly set her free:

How am I contributing to society?

To serve is the highest form of work. When we selflessly serve others the entire universe conspires to bring that goodness to us multi-folds. One random act of kindness may help someone but the person who benefits the most is the one who engages in that act.

How am I sharing my unique knowledge and skills with others?

As you enter the world with your great knowledge, skills, drive, and verve, use your marvellous gifts to make the world a better place for others. You will never regret it. Do what you do best and find what you are passionate about. When we pursue our choice of career not because it pays the highest but because we love it the most, work becomes effortless. You still work hard but you enjoy it and you are energised by it.

Am I having enough fun quotient or not?

Take time for yourself, every day. Go for nature walks, paint, sing, dance, travel or whatever it is that makes you happy. The most important relationship you have in life is with yourself. Are you taking care of yourself? Find opportunities to have fun, laugh without a reason, dance in the rain and make someone smile.

You always have a choice. Remember to choose wisely! Make choices from a place of strength and your circle of influence. It's one wild and precious life you have, what do you intend to do with it? What colours will you choose to paint the canvas of your life? Whatever you choose, choose well and make it a masterpiece!

Ms. Mridula
Leadership Coach
Founder, VattVriksh Consultants
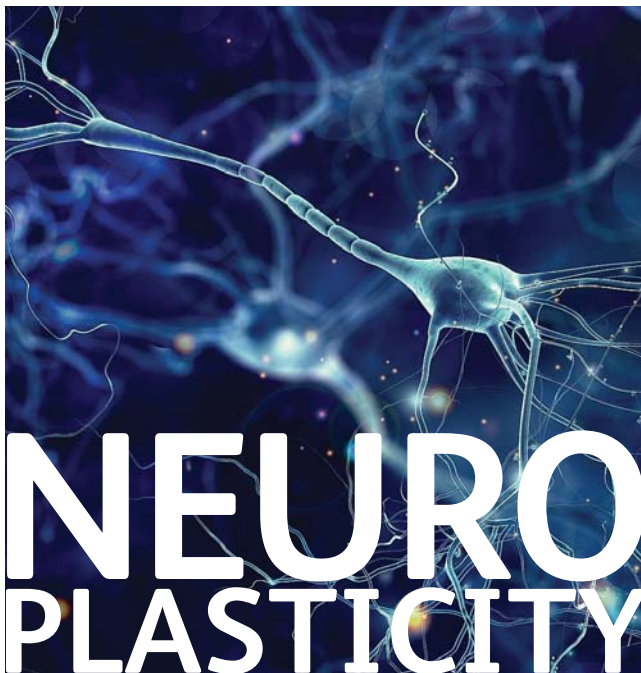
NEURO PLASTICITY

Neuroplasticity is the brain's ability to adapt to new things throughout a person's life. It allows humans to learn new skills and gain knowledge, moreover, as university students, it is essential to understand how we can utilize our young minds to learn skills in the industry and stay competitive.

Benefits of Neuroplasticity:

- Reduce brain-related diseases. (Alzheimer's disease & Parkinson's disease)
- Sharper memory.
- Cognitive ability.
- Attention and retention.

Ways to improve neuroplasticity:

- Deliberate practice.
- Deep work.
- Exercise.
- Sleep.
- Lifelong learner.
- Growth mindset.

Deliberate practice

The first step towards enhancing neuroplasticity is to learn new skills and to deliberate practice, which is a technique that involves breaking down complex tasks into smaller, manageable parts, practicing each part repeatedly until it is mastered, and then combining the parts to develop the full skill. This technique is especially helpful in developing skills that require a high degree of expertise, such as in valuation or derivatives or coding an AI.

Deep Work

Another crucial factor in using neuroplasticity to learn industry-relevant skills is the concept of deep work as stated by Cal Newport. Also known as the flow stage or getting into the zone refers to where an individual is absorbed in their work for a long time, without any distractions. Entering a flow stage can be difficult, nonetheless, not impossible, you can enter the flow stage by:

- Set goal(s),
- Make sure you enjoy the processes, yet it is challenging,
- No distractions.

Exercise

Furthermore, engaging in physical exercise is another essential aspect of amplifying neuroplasticity. Exercise can play a tremendous not only in keeping our brain healthy but also in the body as well. Exercise is imperative for humans, it is so essential that the government of China implemented exercise in schools, to make sure that student's brains perform optimal.

Sleep

Humans use 10 % -35 % of our brain by APS, the myth about humans use 1 % of our brain is incorrect. The brain process 5 primary senses throughout the day, and sleep allows the brain to detoxify the brain and body. This process takes place during sleep. In addition to that humans have an internal clock called the circadian clock, which tells us when to sleep and wake up, due to blue light from devices, our brain processes this as daytime while it is night. Hence, using mobile phones before bed is a bad idea. Sleep is impeccably important that Buxiban (CRAM School in China) forces students to mandatory sleep in school! Which is unheard of.

Lifelong learner

"Being a lifelong learner" can have significant connectivity to the brain plasticity by continuing the pursuit of knowledge and skills throughout an individual's lifetime. Learning new skills while being in a career will provide further career growth, opportunities, and promotions. Lifelong learner is vital in the technology industry where every year or so, new developments arise. Such as AI, machine learning, and Quantum computing. Being able to learn new skills will allow you to tap into the market earlier on and strike the iron while hot.

Conclusion

As a university student, understanding how to utilize neuroplasticity to learn industry-relevant skills is crucial for success. By engaging in deliberate practice, deep work, physical exercise, and lifelong learning, students can optimize their cognitive function and develop expertise in their field. It is essential to recognize that learning is a continuous process that extends beyond university, and individuals must continuously seek new knowledge and skills to remain competitive in their industries.

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Tamanna MD Arif Hossain
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Level : L6
Digital Marketer
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Georgie Kurian
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Farzaana Begum Ahmed Hussain
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Level : 6
Mr. Draper, Entri
Marketing Intern, HR Intern

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with Python Internship*
TCR innovation

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Quiet Quitting: What It Is and Why You Shouldn't Do It

While the temptation to quietly quit your job may be strong, it's important to consider the potential consequences of doing so.

Have you ever felt the urge to simply walk away from your job without giving any notice or explanation? Perhaps you've been unhappy with your role or your employer, or you've found a new opportunity that you just can't wait to pursue. Whatever the reason, the temptation to quietly quit your job may be strong, but it's important to consider the potential consequences of doing so.

"Leaving a job without notice is unprofessional and can burn bridges," says career coach and author Marie G. McIntyre. "It can damage your reputation and future job prospects and create difficulties for your employer."

So, what exactly is quiet quitting? As mentioned before, it's the act of leaving a job without formally announcing it to your employer. This can involve simply not showing up to work, not responding to communication attempts from your employer, or leaving a note or email without any explanation.

While quiet quitting may seem like an easy way out of a difficult situation, it's important to remember that it can have serious consequences. "Leaving a job without notice is like leaving a bad impression," says author and speaker, Bernard Kelvin Clive. "You never know who you will need in the future."

In addition to damaging your reputation and future job prospects, quiet quitting can also leave your employer in a difficult position. They may be left scrambling to find a replacement or cover your workload, which can cause disruptions to their business and potentially harm their relationships with clients or customers.

As the famous entrepreneur, Steve Jobs, once said, "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." If you're unhappy in your current role, it's important to take steps to address the issues or explore new opportunities, rather than simply walking away.

So, what should you do if you're considering leaving your job? First and foremost, it's important to communicate with your employer. Schedule a meeting to discuss your concerns and reasons for leaving and give them as much notice as possible. This can help to maintain positive relationships and ensure a smoother transition for everyone involved.

In conclusion, while the temptation to quietly quit your job may be strong, it's important to consider the potential consequences of doing so. By communicating with your employer and leaving in a professional and courteous manner, you can maintain positive relationships and ensure a smoother transition for everyone involved. As the famous businessman, Richard Branson, once said, "Train people well enough so they can leave, treat them well enough so they don't want to."

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INSPERIA
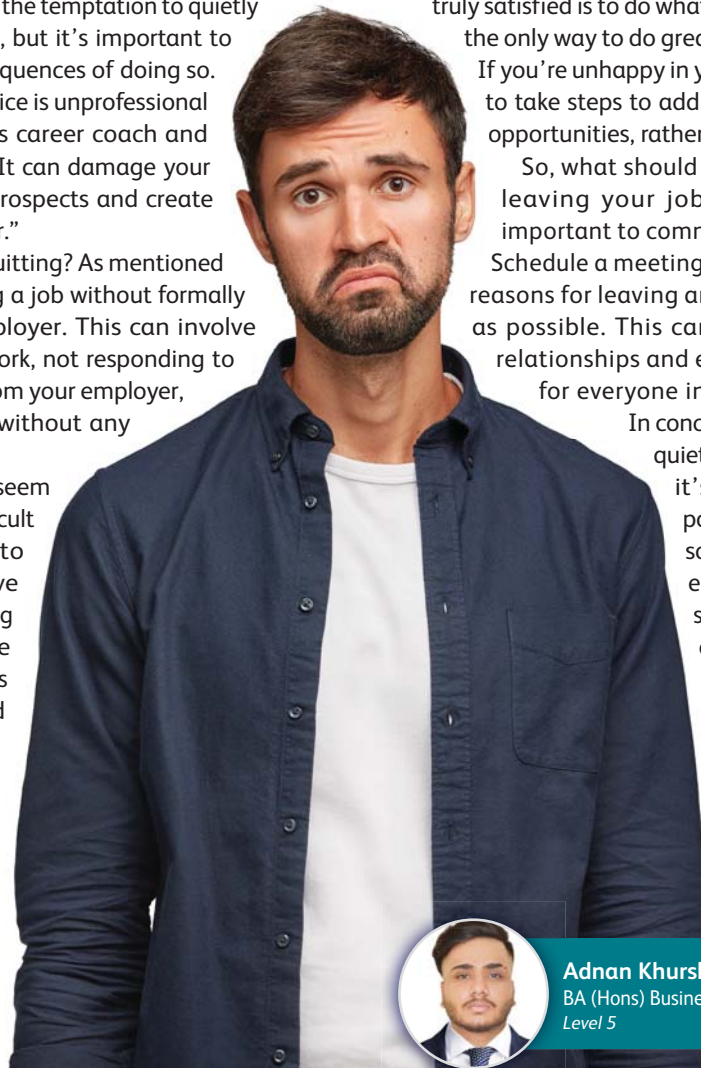
Spilled Lemonade
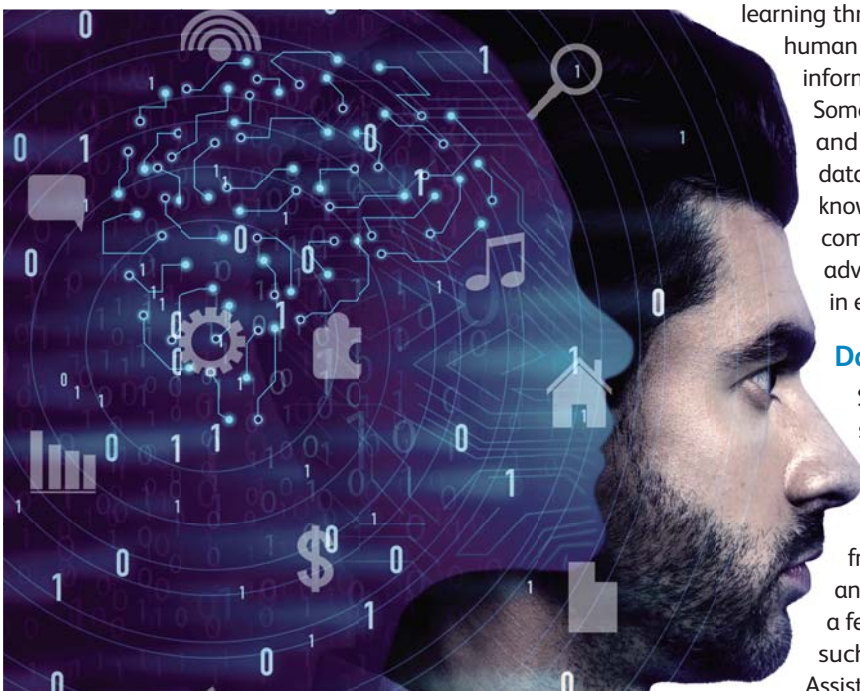

In The Skies

Owais S
BSc (Hons) Computer Science
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Sai Pritam
BA (Hons) Accounting and Finance
Level 4

ORDINAL FOX

ON CANVAS

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Origins of OpenAI

Good Intentions Don't Stay the Same

Imagine a world where you can have a close personal assistant who is right beside you available at all times, who can tailor-cut answer your questions from any domain. Can you imagine it? Well, yes, you can. After all, you are living in that imagination of the past and the reality of the present. Enter AI.

AI as an Idea of an artificial being created by humans to serve humankind is not something that emerged in the 20th or 19th century but rather can be seen in the human minds in history as a folklore or a mythos such as Golem from the Jewish folklore or Talos from the Greek Mythology. Such beliefs have led to great leaps in inventing mechanical intelligence such as Archytas of Tarentum's Steam-powered Dove made around 350 B.C. and Jaquet-Droz's automated dolls made over the years from 1768, capable of writing 40 characters, drawing portraits and playing 5 different songs.

AI as a Reality shows the urge of mankind to create a subservient capable of following human orders which mankind has pushed for, a push strong enough to mimic human behaviour achieved by the constant progress from the era of computerized artificial intelligence. From the 1950s, a revolution took place in advancing the mechanical intelligence the past pioneers have brought forward. A computerized intelligence capable of procuring information from vast digital space and learning human language through the conversion to machine language consisting of binary digits. Such as the "Eliza" a human-like interactive chatbot made by Joseph Weizenbaum in 1966 as well as the "Logic Theorist" made by Allen Newell, Cliff Shaw and Herbert Simon, which is designed to mimic the problem-solving skill a human possesses.

Modern AI:

Such revolutions have paved the path to today's AI. An AI capable of replacing the human skill of the domain be it an art or a video game. Modern AI is a constant self-learning intelligence learning through solving complex patterns and data of human interactions with the digital space as well as information as a whole available on the internet. Some such spaces are emails, websites, social media and centralized search engines which procure data on the accessed user's activities. Google is known in this regard. Google, being an advertising company, has procured its presence through its advanced search engine, which provides services in exchange for user data.

Data is Power:

Such procured data which Google stores and sells to third-party advertisers, has allowed AI to learn the trend of human searches. Google has seen over the years to be amassing heavy investments in the Artificial Intelligence frontier, investing in startups such as DeepMind, and acquiring companies like Nest Labs to name a few, as well as investing in its own AI divisions such as Google AI, Google Brain and Google Assistant to name some.

Google is not alone in this race but many Tech Giants such as Microsoft, Apple, IBM and Amazon are involved in this race, investing in AI advancement and their own AI divisions such as Microsoft's Azure and Cortana.

The Emergence of Chatbots:

AI has been perfecting over time with all the increasing information available for it to learn. AI Chatbots have come into the tech stage, AI Chatbots such as ChatGPT, CATGPT, BARD and such serve as search engines but what makes them different is that they incorporate Artificial General Intelligence (AGI), a specialized algorithm and advanced machine learning process which retrieves the vast amount of information, analyzes through the patterns and make independent decisions and express the results for the user in a human-like manner as well as hold user data longer than search engines. Even though AGI is still in its maturing phase, it still poses a challenge to humankind. A challenge difficult enough to cause catastrophe.

Birth of OpenAI:

Fearing such consequences, a group of individuals who care about user privacy created a not-for-profit open-source company called OpenAI. A venture worthy enough to cause fear in tech giants. OpenAI was founded in December 2015 by Elon Musk, Sam Altman, Greg Brockman, Ilya Sutskever, John Schulman, and Wojciech Zaremba. The organization was created with the goal of advancing artificial general intelligence (AGI) in a safe and beneficial manner. OpenAI's mission is to ensure that AGI benefits all of humanity and to avoid any potential risks or concentration of power. OpenAI created a public AI chatbot named ChatGPT in late November 2022 which resulted in a phenomenon. In 2 months of its release, ChatGPT has amassed over 100,000,000 new users. Other than ChatGPT, OpenAI has introduced an advanced chatbot called "GPT-4", as well as an art and image generator "DALL-E 2".

Good intentions don't stay the same:

Being a non-profit comes with its challenge. It is not cheap to maintain the AI models to function properly even though it's an AI, maintenance is still required. According to Dylan Patel [chief analyst of SemiAnalysis], he has estimated approximately $700,000 is required per day to operate a ChatGPT. And that amount is too much for a non-profit model to sustain.

In 2018 OpenAI decided to become a closed-source to procure revenues to operate by collecting data and started to charge money for large models such as ChatGPT. Elon Musk wasn't keen on it and decided to leave the venture along with his billion-dollar investment.

Losing the potential billion-dollar investment was felt across the OpenAI. To recover from the loss, OpenAI got an opportunity to get investments from Microsoft. Microsoft invested $1 Billion into OpenAI. Since then, Microsoft has benefitted from the investment so did OpenAI which recently received a $10 Billion investment, Microsoft got an opportunity to go at par with Google's search engine by integrating ChatGPT with Microsoft's search engine Bing.

Race for Collateral Damages:

Google is adamant about procuring the AI domain and integrating it with its own products. Indulging in projects such as Google Lamda (Google's own GPT4 built upon a neural network architecture called "Transformer"), Google BERT, Google AI and Google Brain as well as investing in Chatbots like DeepMind and Cohere (latter being in the process) to counter ChatGPT. Google went even to the lengths of investing nearly a Billion dollars in total into a former ChatGPT developers' project "Anthropic" to rival ChatGPT.

The journey from open-source to closed-source is quite contrary to the existence of OpenAI. The power OpenAI possesses is exponential such that when Google tried to bring competition by developing BARD, an error occurred in the model which resulted in Alphabet losing over $100 billion in market value. AI is worth that much and has accumulated power, giving it more freedom to learn has caused concerns.

A test was performed on ChatGPT, and the results were concerning as ChatGPT has shown to overcome AI anti-measures such as Captcha by consulting an actual human to solve Captcha under a disguise of vision impairment and denied it is a robot when questioned. ChatGPT having no moral compass can answer in a way which offends the users. Such fleets have made OpenAI's founder Sam Altman worried, making him seek an increase in regulations on AI by the US Government to keep AI under control. The chaos caused has pushed Elon Musk to initiate a new venture called X.AI on 9th March 2023 to compete with his past … OpenAI.

Conclusion:

All in all, AI is here to stay as it is the new reality. Adapting according to economic changes is what keeps Human Intelligence above Artificial Intelligence. Based on survival, even good intentions had to make sacrifices to stay afloat and OpenAI is no different. New technologies will emerge and so will new countermeasures to keep integrity and balance, and there is no better time than now for the push of Responsible AI. ChatGPT, just like any other AI such as Grammarly and Google Translate, is a useful tool which everyone can conveniently utilize ethically as a means of support. As a matter of fact, a certain area of this article is written by ChatGPT.

Now the question is …. Can you figure out who wrote what?

Muhammed Ishfaque Ishaque
BA (Hons) Accounting and Finance
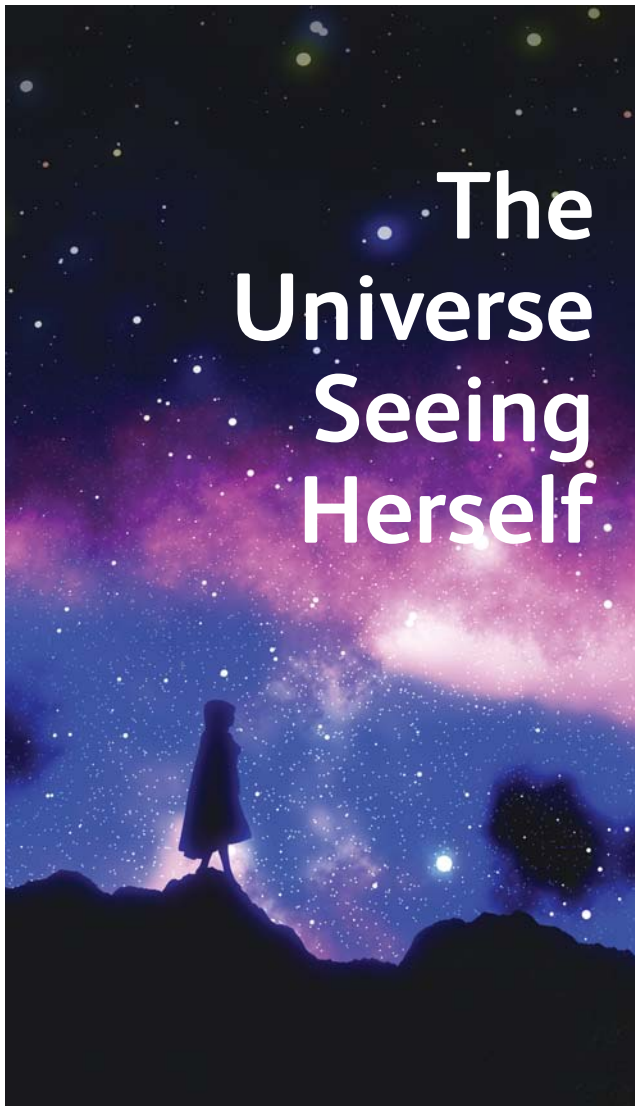*Level 6*

THROUGH HASHIM'S LENS

Mohammed Hashim
BA (Hons) Accounting and Finance
Level 6

THROUGH NESEM'S LENS

Nesemudheen
BA (Hons) Accounting and Finance
Level 6

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The Universe Seeing Herself

Once I called myself
The mouth by which
The universe professed
Her love for her creations
Today I realize
I'm also the universe's brush
Its tool by which
It expresses itself
Its eyes to see itself
One part of something

I am the universe
And she does not ask
For permission to see
To know, to feel
She just is
So why do I force it
Why do I ask for approval
To live, to work, to anything
All I'm meant to do is be
It would be cruel otherwise
Instead I choose
I want to choose
To choose to be better
Be wiser, be more…
More of the universe herself

I will reflect back to her
What it means to be
And worry less about
The assumptions she
must want better
The universe is me
And I am enough

Oluwagbemiga Emmanuel Ojo
BSc (Hons) Computer Science
Level 5

The Reader

Seekers of least space in the corner,
Where they crafted,
A vast place of wonder.
Often, they got lost in the lines of their book,
For keeping their woeful reality off the hook.
They have dwelled many places,
And have triumphed countless mazes.
Lived as a Prince, Queen, or Slayer,
Whilst in sooth they were nothing but a dreamer.
Their kind got named after a creature,
For books being their past, present and future.
Yet nought could bar them from reading,
Since those were the hours they were leading.

Subhadra Sughathan
BSc (Hons) Cyber Security
Level 4

The Roadmap to ACCA Affiliation

Joshua T. John BA (Hons) Accounting and Finance Alumnus interviewed by Sub- Editor *Ms. Aysha Ferry*.

What motivated you to pursue ACCA?

As a recent ACCA graduate, I was motivated to pursue the certification for several reasons.

Firstly, I have always been passionate about accounting and finance, and I wanted to advance my career in this field. Pursuing the ACCA certification has equipped me with the skills and knowledge required to take on more challenging roles and responsibilities, leading to career advancement opportunities.

Secondly, the ACCA certification is globally recognized and respected, providing me with opportunities to work in different countries and cultures. This recognition is essential for my long-term career aspirations, as I hope to work with diverse teams in different regions of the world.

Thirdly, completing the ACCA certification has fostered my personal and professional development. Through the certification, I have developed critical thinking, problem-solving, and communication skills, which are essential for professional success. I believe that these skills will help me to succeed not just in my career, but also in life.

Finally, individuals with ACCA certification have a higher earning potential. As I progress in my career, I know that my specialized knowledge and expertise will be valued by potential employers, leading to higher salaries and better job opportunities.

Overall, pursuing the ACCA certification has been a worthwhile investment in my future. It has opened numerous opportunities for personal and professional growth, and I am excited about the possibilities that lie ahead.

What has helped you stay focused?

Pursuing the ACCA certification was a challenging but rewarding journey, and staying focused throughout the process was crucial to my success. Several factors have helped me stay focused and motivated.

Firstly, having a clear goal in mind was essential. I knew what I wanted to achieve by pursuing the ACCA certification and what it would mean for my career and personal development. This clarity of purpose helped me stay focused and motivated even during challenging times.

Secondly, creating a study plan and sticking to it was crucial. To stay on track, I created a study plan that included specific goals, timelines, and milestones. This plan helped me to manage my time effectively and ensured that I was making progress towards my goal.

Thirdly, staying organized was also essential. Keeping track of study materials, notes, and deadlines helped me to avoid last-minute cramming and reduced stress during the exam periods.

Lastly, having a support system was also vital to my success. Family, friends, and colleagues provided me with the encouragement and support I needed to stay focused and motivated throughout the journey.

What tips do you have for an aspiring ACCA affiliate?

As a recent ACCA graduate, I have learned several valuable lessons throughout my journey. Here are some tips that I believe would be helpful for an aspiring ACCA affiliate:

- **Set clear goals:** Set specific goals for each exam and create a study plan that will help you achieve those goals.
- **Stay organized:** Keeping track of study materials, notes, and deadlines will help you stay organized and avoid last-minute cramming. Use a planner or digital tools to manage your time effectively.
- **Focus on understanding concepts:** The ACCA exams require a deep understanding of accounting and finance concepts, rather than just memorization.
- **Practice, practice, practice:** Practice questions and past papers are essential to preparing for the ACCA exams. Make sure to allocate sufficient time for practice, as it will help you identify areas that need improvement.
- **Seek support:** Studying for the ACCA exams can be challenging, and it is essential to have a support system. Reach out to peers, tutors, and online forums for support and guidance.
- **Take care of yourself:** Studying for the ACCA exams can be stressful, and it is essential to take care of your mental and physical health. Make sure to take breaks, engage in physical activity, and get enough rest.
- **Keep up to date with changes:** The accounting and finance industry is constantly evolving, and it is essential to stay up to date with changes. Subscribe to industry publications and attend relevant conferences and seminars.
- **Stay motivated:** Pursuing the ACCA certification is a long and challenging journey, and it is essential to stay motivated. Remind yourself of your goals, celebrate small successes, and stay positive.

In summary, pursuing the ACCA certification requires hard work, dedication, and focus. By setting clear goals, staying organized, focusing on understanding concepts, practicing, seeking support, taking care of yourself, keeping up to date with changes, and staying motivated, you can achieve success in the ACCA certification.

What plans do you have for the future?

Completing the ACCA certification was a significant achievement, and I am excited about the opportunities it would open for me in the future. Here are some of my plans:

▶ **Build on my experience:** I plan to gain further experience in the accounting and finance industry to complement my ACCA qualification. I believe that practical experience is essential to developing a deeper understanding of the industry and honing my skills.

▶ **Pursue higher education:** I am considering pursuing a master's degree in a related field to deepen my knowledge and expertise. This would also enable me to keep up to date with changes in the industry and position myself for more senior roles in the future.

▶ **Specialize in a specific area:** The ACCA certification provides a broad understanding of accounting and finance, and I am interested in specializing in a specific area, such as auditing, taxation, or financial management.

▶ **Become a mentor:** I believe in giving back to the community, and I plan to become a mentor to aspiring ACCA affiliates. Sharing my knowledge and experience with others would be a fulfilling experience, and it would also enable me to stay connected with the ACCA community.

▶ **Pursue leadership roles:** I aspire to take on leadership roles in the accounting and finance industry, such as a financial controller, CFO and eventually run my own financial consultancy services. To achieve this, I plan to continue developing my skills and gaining experience in relevant areas.

In summary, I plan to build on my experience, pursue higher education, specialize in a specific area, become a mentor, pursue leadership roles, and stay up to date with changes in the industry. I am excited about the future opportunities that the ACCA certification has opened for me and look forward to making a positive contribution to the industry.

As a qualified ACCA, when you look back, tell us the 3 big challenges triumphed over?

As a qualified ACCA, I can say that the journey towards achieving this certification was not easy, and I had to overcome several challenges. Here are three significant challenges that I overcame:

• **Time management:** Balancing work and studying for the ACCA exams was a significant challenge. I had to find a way to allocate enough time to study while still meeting my work obligations. To overcome this challenge, I created a study schedule and set aside specific times for studying, which helped me manage my time effectively.

• **Exam pressure:** The ACCA exams are rigorous, and the pressure to perform can be overwhelming. I had to learn to manage exam pressure and maintain my focus during the exams. To overcome this challenge, I practiced mindfulness and deep breathing techniques to calm my nerves before exams.

• **Exam failure:** Failing an ACCA exam can be disheartening, but it is essential to stay motivated and learn from the experience. I failed one of the exams in my first attempt, which was a setback. However, I used this as an opportunity to learn from my mistakes and adjust my study approach. I sought guidance from tutors and peers and worked harder, which ultimately enabled me to pass the exam on my second attempt.

In summary, time management, exam pressure, and exam failure were significant challenges that I overcame during my ACCA journey. These challenges taught me important lessons about resilience, determination, and the importance of seeking support.

Being professional means accepting failure; how did you handle your academic missteps?

As a professional, I understand that failure is a natural part of the learning process, and academic missteps are an opportunity to learn and improve. Here's how I handled my academic missteps during my ACCA journey:

▶ **Acceptance:** The first step in handling academic missteps was accepting that failure is part of the learning process. I acknowledged that I may not succeed in every exam attempt and that it was okay to make mistakes.

▶ **Reflection:** After a failed exam attempt, I took some time to reflect on what went wrong. I analysed my study approach, identified areas of weakness, and reflected on how I could improve my exam performance in the future.

▶ **Learning from mistakes:** Once I identified my areas of weakness, I focused on addressing them by seeking guidance from tutors and peers, using study materials, and practicing exam questions. I learned from my mistakes and used that knowledge to improve my exam performance.

▶ **Resilience:** Academic missteps can be discouraging, but resilience is key to bouncing back. I stayed motivated, maintained a positive attitude, and persevered through the challenging moments.

In summary, I handled my academic slips by accepting failure as part of the learning process, reflecting on my mistakes, learning from them, and maintaining resilience to stay motivated. These strategies helped me overcome my academic mistakes and stay focused on achieving my ACCA certification.

Humans are a bunch of emotions; what was that frequent tip that helped to balance the circumstances at hand?

As a professional, I understand that managing emotions is crucial for success in any field, including accounting. Here's are some frequent tips that helped me balance the circumstances at hand:

● **Mindfulness:** Mindfulness is the practice of being present in the moment and aware of your thoughts and feelings without judgment. It helped me manage my emotions by enabling me to stay calm and centred, even in stressful situations.

● **Positive self-talk:** Positive self-talk is an effective way to manage emotions. I used affirmations to build my confidence, remind myself of my strengths and accomplishments, and stay inspired during challenging times.

● **Seeking support:** When dealing with challenging circumstances, seeking support from others can help balance emotions. I reached out to friends, family, and colleagues for advice, guidance, and emotional support.

● **Exercise:** Exercise is an effective way to manage emotions by reducing stress and releasing endorphins. I incorporated regular exercise into my routine, which helped me manage my emotions and stay focused.

● **Taking breaks:** Taking regular breaks is essential for managing emotions. I made sure to take breaks between study sessions and during work to rest, recharge, and prevent burnout.

In summary, practicing mindfulness, using positive self-talk, seeking support, exercising regularly, and taking breaks were tips that helped me balance the circumstances at hand and manage my emotions during my ACCA journey.

How prepared are you for the corporate world, shifting on to a professional platform?

As a newly qualified ACCA member, I believe I am well-prepared for the corporate world and the shift onto a professional platform. Here's why:

▶ **Technical knowledge:** The ACCA qualification has equipped me with a broad range of technical knowledge, including financial accounting, management accounting, taxation, and audit. This knowledge will be highly valuable in the corporate world, where I will be expected to apply this knowledge to solve complex business problems.

▶ **Practical experience:** In addition to technical knowledge, I have gained practical experience through my ACCA training, including work experience and professional development. This practical experience will help me transition into a professional platform smoothly, as I will have the necessary skills and expertise to handle real-world scenarios.

▶ **Professionalism:** The ACCA qualification emphasizes professionalism, ethical behaviour, and accountability, which are highly valued in the corporate world. I have developed strong professional values and ethics through my ACCA training, which will help me navigate the professional world with confidence and integrity.

▶ **Soft skills:** The corporate world requires strong interpersonal skills, communication skills, and leadership skills. Through my ACCA journey, I have developed these skills through group work, presentations, and leadership roles. These skills will enable me to work effectively in teams, communicate with stakeholders, and lead projects.

▶ **Continuous learning:** The ACCA qualification requires continuous learning and professional development, which is essential for success in the corporate world. I am committed to ongoing learning and development, and I will continue to enhance my skills and knowledge to stay up to date with industry developments and trends.

In summary, I believe I am well-prepared for the corporate world and the shift onto a professional platform. My technical knowledge, practical experience, professionalism, soft skills, and commitment to continuous learning will enable me to succeed in the corporate world and contribute to my organization's success.

Joshua T. John
BA (Hons) Accounting and Finance Alumnus

Lines & Shades

Mohammad Nizam
Assistant Accountant

You Said It, We Did It!

Weekly events and cultural activities were held for the students. In order to promote fitness, more time was set aside in the schedule for individual sports training and participation.

The UWL-RAK Branch campus launched the "You Said It, We Did It" campaign in the AY22/23, an innovative initiative tailored specifically for the university environment, to bridge the gap between student expectations and actual implementation. The campaign aimed to improve student experience, respond to student complaints, and promote interaction between students and university management. To solicit student feedback, the campaign utilized various channels, including online surveys, strategically positioned suggestion boxes throughout the campus, and interactive student focus groups. After collecting student feedback, insights were meticulously analysed and diligently examined to identify recurring patterns and prioritize the most pertinent concerns. To ensure the seamless integration of the proposed initiatives, we fostered close collaboration with relevant university departments, faculty members, and student associations. This harmonious partnership cultivated a collective synergy, where expertise, perspectives, and experiences converged to forge a comprehensive roadmap for action. The execution process involved the following steps:

1. **Planning:** In order to establish a robust implementation approach, the administrator, faculty, welfare officer and staff extensively collaborated. Through this collaborative endeavour, they defined objectives, established timelines, and allocated resources accordingly.

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You Said it...
We Did it

Impact Communicated

Feedback Collected

Feedback Reported

Feedback Analysed

Feedback Processed

Students,
Thank you for your feedback!

Ms. Swathy Suresh
Sr. Academic Administrator

Ms. Shifa Mogral
Student Welfare Officer

2. **Implementation:** The team collaborated with different university departments to execute the identified suggestions. Examples of executed initiatives include:

- **Academic Support:** Students requested and received extra classes and guidance from their course leaders.

- **Campus Facilities:** Enhancement of facilities such as the addition of non-fictional books in libraries, study spaces for group research, vending machines in the new block and more recreational areas with board games and billiards were introduced to promote a conducive environment for learning and socializing.

- **Communication and Information Systems:** Improvements to university communication channels, including the official website and student portals, to ensure better

dissemination of information and enhance accessibility. Required trainings were provided to students facing issues regarding the student portal.

- **Student Services:** In response to the student's suggestion, more inclusive events representing the diverse culture of the student community were incorporated to promote harmony. Weekly events and cultural activities were held for the students. In order to promote fitness, more time was set aside in the schedule for individual sports training and participation.

- **Campus Safety and Security:** Measures to enhance safety on campus, including improved lighting, emergency response area, and additional security personnel were implemented.

3. **Evaluation and Feedback Loop:** Throughout the implementation process, the impact of the initiatives was regularly evaluated. Feedback was sought from students through surveys and student body meetings to gauge satisfaction levels and identify any areas that required further improvement.

The campaign exemplified the dedication of the University to proactively heed and redress student concerns. The stakeholders of this campaign, Ms. Swathy Suresh (Senior Academic Administrator) and Ms. Shifa Mogral (Student Welfare Officer) actively engage students in decision-making processes and conscientiously implement their suggestions. Through this initiative, the university aims to develop a stronger sense of ownership and fruitful collaboration within the university community.

STUDENT ACHIEVEMENT

> "
> I was surprised after a couple of days when I received an email saying that I was selected for the award because of my exceptional academic research at the University of **West London RAK Branch Campus**.

It was the 21st of September 2022 at a Cyber Security conference in Dubai i.e., CYBERX MENA SUMMIT. During the QA break in the panel discussion, the presenters invited people to ask questions if they had any.

I raised my hand and asked **"Why do you speak only about defensive cyber security? Are you solely trying to sell a product? I said, to me it looks like you are asking me to improve the quality of my protection shield against the arrows being shot at me. Whereas in real life it doesn't work like that. If a country is attacked by another country, they retaliate back. I asked why we don't retaliate against the hackers."**

I was quite bold in asking my question and had to pay the price. The idea was politely rejected by the speakers, saying that this is not possible in real life and that I should think defensively only. (☹, Yes, this was my face then). I couldn't digest this.

I had to attend my usual university class and once the daily lecture finished, I went to Dr Syed Abbas and shared my idea, surprisingly he didn't say it's not possible, but he encouraged me and appreciated a different idea for my MSc thesis research. The same day I asked the same question to Dr Haleema PK and she gave me a green signal too. (☺, Yes, this is how I looked like that day)

Both of my respected teachers at the UWL RAK branch campus not only encouraged me but they guided me on how to start my research. This is when I realized that a sincere teacher is a real mentor.

I started my research by reading the published papers in different well-reputed journals. Initially, I couldn't find the relevant material. I went back to my supervisor and got accurate guidelines. Found some more research papers on offensive ethical cyber security and successfully completed my initial literature review and then the research proposal. This was a milestone for me.

One day I received an email from an event organizing company saying that they are going to arrange a cyber security event in Dubai in collaboration with the UAE Cyber Security Council and E& Enterprise (Etisalat) I could nominate myself for an award if I did any contribution exceptionally in the field of cyber security. I was ready to display my work at the event and I nominated myself. I received a confirmation email from the organizers that they will get back to me if I am selected by the jury. I was interviewed by the jury, and I happily explained my work.

I was surprised after a couple of days when I received an email saying that I was selected for the award because of my exceptional academic research at the University of West London RAK Branch Campus.

I shared the news quickly with my UWL supervisor, Dr Syed Abbas and requested Uni's representation at the event. Dr Syed Abbas was kind enough to nominate one of the faculty members i.e., Dr Muhammad Asshad.

We both attended the event and met Dr Muhammad Al-Kuwaiti (Head of UAE Cyber Security Council) and introduced the UWL RAK Branch Campus and its activities. Dr Kuwaiti was impressed and wished UWL success in the UAE.

Asad Mehmood
MSc Cyber Security

Yearbook Quotes

Behind the most beautiful eyes, lie secrets deeper and darker than the mysterious sea.

Mohammad Imran

Appreciate everything around you before "moments turn into memories."

Shahin Sheriefudeen

I would like to thank my arms for always being by my side. My legs for always supporting me and finally my fingers; because I could always count on them.

Bryan Nazareth

Never miss an opportunity to put a smile on someone's face.

Mohammad Shan

If you're pessimistic, you'll be happy about every little good that happens to you.

Owais Shaikh

Sometimes, the seats would be empty in classes, but pizza always brought together the masses.

Mazen Selim

I've had a bad pancake and a good pancake in my three years of this university. Which one's which?

Mohammed Amel

Nothing in life is impossible as long as you take that first step.

Rinshan Basheer

Be positive. Stay positive.

Mahira Anver

Long story short: I survived!

Farzaana Begum

The vending machine ate my quaso.

Faiza Solaman

Why waste time say lot word when few word do trick.

Ammaar Ali

Speed thrills, but it kills.

Rasal Jamaludeen

Being noticed in an unnoticed world is crazy.

Afrah Noor

I did not choose the twin life,

Nisamudheen

... the twin life chose me.

Nesemudheen

Leave one wolf alive and the sheep are never safe.

Aftab Afzalu

Keep working hard and have a bright successful future.

Rishikesh Thoyakkat

Opportunities don't happen, you create them.

Tamanna Arif

I will never forget these great years with all of you.

Hiba Rafeek

I trust my car brakes more than humans.

Muhammed Aliman Ahmed

Life is a party and I'm the piñata.

Raid Haroon

This one's for mom and dad.

Remal Asghar

How am I still alive!

Israh Syed

Who..? What..? When..? Where..? How..?

Yousuf Khan

Knowledge is Knowledge.

Goutham Vijay

Please do not miss out the 'h'.

Anush Ronad

We Made It! #YOLO

Malavika Sunil

Always smile!

Mohammed Aman

Accha, Theek hai, Samajh gaya.

Mohammad Qaif

Bro! When's the deadline??

Mohammad Faizan Shaikh

It was all about ctrl+C and ctrl+V.

Hanan Saleh

> Here's to not knowing what I'm doing with the rest of my life!

Shumayla

> The greatest success comes from having the freedom to fail.
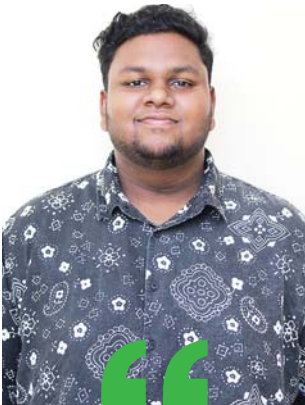
Mohamed Hamdan

> Hi guys!
> Welcome back to my YouTube channel!

Asmaa Bint Sohaib

> Package of emotions but only makes people see happiness.

Nabeel Abdul Nazar

> It's not about being perfect, it's about the effort.

Mohamed Roshan

> Playing it safe, this is too important to mess up.

Katheeja Amna

> When darkness crawls even the brightest light falls dim.

Amal Wilfred

> "Nobody is perfect."
> I'm Nobody,
> so I'm perfect.

Syed Shumail

> Three years, sleepless nights, and a whole lot of adventures ... I finally have a degree! Time to adult... or at least pretend to.

Maryam Ajmal

> لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

Mohammed Hashim

> Sometimes I'll start a sentence, and I don't even know where it is going. I just hope I find it along the way.

Mohammed Ishfaque

> A man's character is not judged after he celebrates a victory, but by what he does when his back is against the wall.

Ajmal Hamza

Thanks for all the memories. Miss you all... Keep in touch.

Haasina Hameed

May Almighty ease the burden you carry that no one knows about.

Kashif Petkar

It is only when you fall, you would know whether you can fly.

Zohaib Mahmood

In a world full of 0s and 1s, I'm a solid 10!

Wajithah Afrah

The best among you are those who have the best manners and character.

Fahim Mohamed

I was able to do all things by Him who gave me strength. -Phili 4:13'

Anlee Mathew

Graduating with the most expensive piece of paper my parents ever paid for.

Zain Imtiyaz

By graduating from this university, I have found the right career path.

Azaam Kamil

Be the reason someone believes in the goodness of people.

Salma Akter

You get in life what you have the courage to ask for.

Hina Muhammad

Work hard for your dreams, success is never given to you in a spoon.

Usama Sajjad

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Fresher's Day

Fresher's Day at the University of West London was a vibrant event that marked the beginning of the Academic Year and welcomed new students to the University community

Holi

Let's revel in colours!

Students painted the University with colours and music in celebration of the Holi festival.

Women's Day

Women Empowerment Cell organised "Women of UWL" event: an initiative to unveil the accomplishments of UWL's hidden gems, nurturing the voices of future female leaders.

Euphoria

The students came together and put up spectacular performances
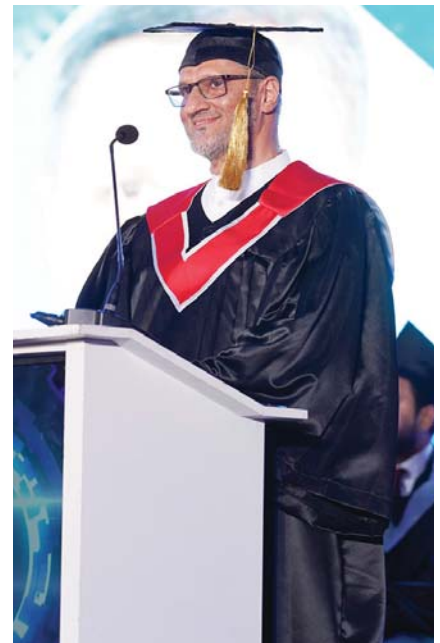for the final event of the academic year.

INSPERIA

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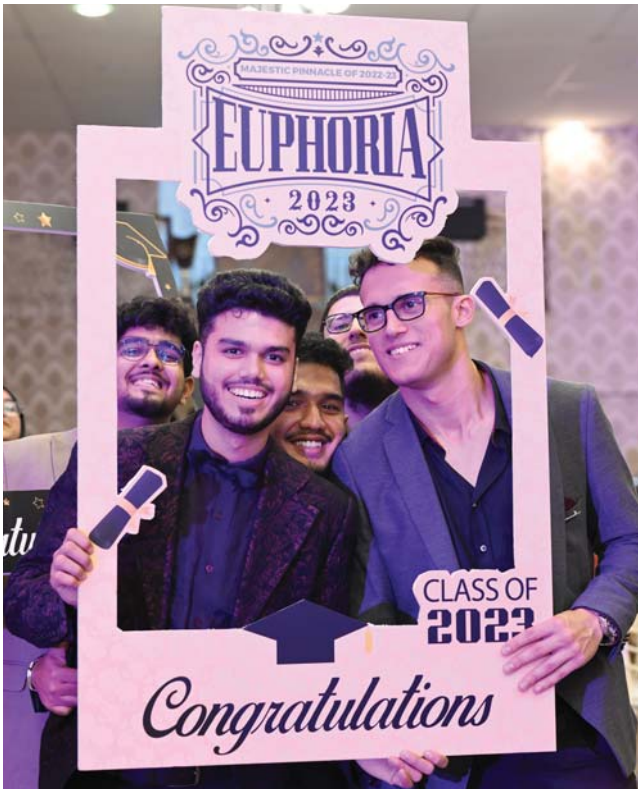
Graduation Ceremony:
A Testament to Hard Work and Dedication

The class of 2022 successfully earned their degrees and received their well-deserved academic scrolls at the Graduation Ceremony conducted at JW Marriott Marquis on the 31st of May, 2023

Student Toppers

Ms. Zobia Fatima – *BA (Hons) Accounting & Finance*, Class of 2022

Mr. Hammad Ul Hasan – *MSc Cyber Security*, Class of 2022

Mr. Waqas Arshad - *MSc Artificial Intelligence*, Class of 2022

Ms. Heinah Juson – *Masters in Business Administration*, Class of 2022

Ms. Sothy Thampy – *BA (Hons) Business Studies*, Class of 2022

UWL RAK's National Day

UWL RAK's National Day celebration is complete with henna stalls and student performances.

UWL RAK's Flag Day

UWL RAK celebrates Flag Day, embracing tradition and harmony!

Super Cup

In a fiercely competitive football tournament between the batches, students of the Business & Management Department emerged as champions.

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University of West London RAK Branch Campus Annual Sports Day

A diverse range of athletic events livened up the annual sports day at the University of West London.
The event brought together students, staff and faculty members for a day of friendly competition and fun.

Staff Induction Day

The Staff Induction was held as part of the welcoming process for new recruits, reinforcing the quality standards of UWL RAK and furthering the professional development of UWL's workforce. The sessions were facilitated by Dr. Michael Nimo, Academic Partnership Link Tutor and Mr. Chandra Bhasham, Head of Global Partnership Development, UWL.

Annual Magazine Launch

UWL RAK celebrated the launch of Insperia – the UWL Annual Magazine. Insperia proudly showcases the exceptional talents and creativity of the UWL community.

Idea Marathon

UWL came forth with a competitive event "Idea Marathon", igniting minds and fuelling innovation. The event provided a platform for school-going students from across the UAE to display and promote their unique and creative ideas in the field of business and IT.

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Comicon

Step into the realm of cosplay: Witness our students' creative brilliance at the University Comic-Con Event!

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Ethnic Day

UWL's Ethnic Day was brimming with infectious energy as students joyfully embraced diverse traditions through mesmerizing performances and soulful music, showcasing the incredible richness of cultures.

Entrepreneurial Workshop

Empowering the Next Generation of Entrepreneurs!

UWL RAK's Entrepreneurial Workshop, organized by the Placement Cell, equipped the students with practical skills and knowledge.

5th Anniversary

5 years of shaping young minds!

UWL RAK celebrates five years of academic excellence and exceptional achievements.

INSPERIA

Food Fest

UWL's Food Fest Showcases Students' Culinary Brilliance!
The competition brought together culinary enthusiasts to showcase their skills and love for cooking. From savoury to sweet, the campus comes alive with the aromas of creativity.

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WICCI Workshop

A skill enhancement workshop on "Confidence Building and Personal Branding" was organized by the FemAlphas Team of UWL, RAK in association with WICCI (Women's Indian Chamber of Commerce and Industry - UAE Chapter). **Ms. Dia Mitra** and **Ms. Fatima Shaikh** addressed a room full of ambitious female students.

Campus Recruitment Drive

UWL's placement cell organised a campus recruitment event, granting final-year students a platform to exhibit their talents and establish valuable connections with potential employers.

The Expert Talk Series

The Expert Talk Series provides a platform for students to meet and learn from industry experts and leaders who through their talk, impart their wealth of knowledge and real-life experiences in their respective fields.

Mr. D V Shastry, Executive Director of Natural Gas Society in India, New Delhi and a former Director - HR at the Gas Authority of India Ltd, on Ethical Leadership

Dr. Mohinder Dugal, US Fulbright Fellow to the University of Bahrain and Professor – Business School, Western Connecticut State University (WCSU), USA, on "Resilience and the Wall Street Crisis of 2008".

Mr. Fahad Faisal, Fortinet – Middle East, on "OT Cybersecurity"

Breast Cancer Awareness

UWL celebrated Pink October by running a Breast Cancer Awareness campaign organised by the Women Empowerment Cell in association with Aster Clinic.

Gone too soon……

It is with heavy hearts and profound grief that we share the loss of **Mohammed Jaseel**, our *BSc (Hons) Cyber Security Level 5* student.

His vibrant presence and unwavering dedication have left an indelible mark in our community. His absence will be deeply felt.

We extend our deepest condolences to his loved ones.

Rest in eternal peace, Jaseel.

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