Contents

Dear Readers,

With immense enthusiasm, we proudly present to you the second edition of UWL Wire for the academic year 2023-24. We invite you to join us in celebrating our collective accomplishments and the journey of progress we've embarked upon.

This edition encapsulates the key moments that have formed our university experience, from the grand convocation and induction ceremonies to the women empowerment workshop, the lively Ethnic Day - Culturama and the dynamic initiatives by our employability lab.

Discover the stories in here, whether it's the insightful Faculty Focus or the varied viewpoints offered in Student Articles. Engage with us via the Campus Trivia, the UWL playlist which evolved from our Padlet wall and keep an eye out for the announcement of our new theme.

As the next semester approaches, we cordially request your active involvement - contribute your ideas, offer your views, and help shape the story because creativity is a limitless resource. In the words of Maya Angelou, "You can't use up creativity. The more you use, the more you have." We believe that your contributions will enhance and aid in creating a mosaic that reflects the beauty of our shared experiences.

– Editorial Team
The UWL Wire
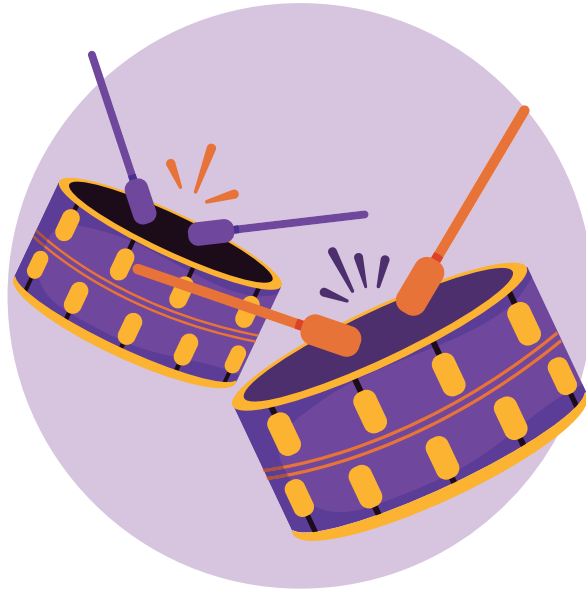
CAMPUS TRIVIA
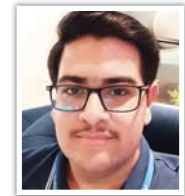
Muhammad Daiyam

Drumroll, please….

Our Winner for the **Oct-Nov edition** of Campus Trivia is: Muhammad Daiyam (BAAF Level 4).

Congratulations on getting the University establishment date right!

Please find below the question for this edition

Who was the first elected Student Council President at UWL RAK?
a) Aysha Abdul Rahim
b) Haroon Faizal
c) Nivedya Balagopal
d) Azrah Aswar

Here's what UWL has been listening to on loop - The UWL Playlist of Oct- Nov 2023:

"Lover" by Taylor Swift
"Perfect" by Ed Sheeran
"Freaky Deaky" by Doja Cat
"Style" by Taylor Swift

Let's get started with the new playlist: After surviving on 4 cups of coffee, managing on 3 hours of sleep and dedicating countless hours - tell us which song perfectly captures everything that you went through during the assessment season!

Watch this space in the next edition for the winner!!

Please post your answers on our Padlet wall: https://bit.ly/TheUWLWire

UNIVERSITY OF
WEST LONDON
The *Career* University

University of West London Accounting Students Explore Career Pathways in Green Finance

Sixty-five students from the Claude Littner Business School (CLBS) at the University of West London engaged in a careers advice session on green skills and finance roles recently. The event was conducted by the Association of Chartered Certified Accountants (ACCA), the world's largest professional accountancy body, which accredits several of UWL's courses.

Dr Dinusha Weerawardane, Subject Head for Accounting and Finance at UWL commented:

Accounting and finance professionals have a very important role to play in driving the transition to a greener global economy; not only do they have to ensure that sustainability is at the heart of decision making but they also need to advocate for responsible business practices in the public interest.

I am delighted that we have been able to work collaboratively with ACCA to give our students the opportunity to broaden their perspectives and understand career opportunities in the sustainable finance arena. We are also continuously embedding aspects of sustainability in our courses to further expand our students' green skillset."

During the event, Lucia Real-Martin explored the skills that accountants can bring to assist businesses in their journey to net zero:

Professional accountants have a holistic view of their organisation and therefore a strategic one. We believe that by combining those technical, strategic, and ethical skills, they would be very well-placed to drive the sustainability journey for many organisations."

Shafinaz Shaikh, a Level 5 accounting student who attended, found the session helpful in understanding the opportunities related to green finance:

It made me realise the power we hold as future professional accountants in shaping a sustainable world. It also gave me the chance to network with professionals and get in-depth answers to my questions about this specialist area."

THE UWL Wire
Newsletter

Student Council 2023-24

Adnan Ashraf Dalwai
President
BABS - Level 6

Syed Ameenuddin
Vice President
CS - Level 6

Devika Sajeev Pillai
Vice President
Women Empowerment
BAAF - Level 5

Hanoof Nadeem
Assistant Vice President
Culture
CS - Level 4

Neeraja Nair
Assistant Vice President
Culture
BAAF - Level 5

Muhammed Faizan S
Assistant Vice President
Sports - Male
CS - Level 6

Amal Sainudheen
Assistant Vice President
Sports - Female
BAAF - Level 5

Embarking on a journey with the university's Student Council has been an enriching experience, shaping my perspective on leadership and community involvement. Two months into this role, I've had the privilege of contributing to the success of our New Year's party, an event that brought the student body together in celebration. The positive feedback and sense of unity achieved from this endeavour fuelled our enthusiasm to spearhead a global immersion program, an initiative that we, as a student council, fervently advocated for. This program aims to broaden the horizons of our fellow students and foster a global mindset, showcasing the council's commitment to enhancing the overall student experience.

In the last two months, the Student Council has spearheaded numerous positive changes that have significantly enhanced the student experience. We strategically reimagined the format of our events to ensure they were more inclusive and enjoyable for our diverse student body. However, our most notable achievement undoubtedly lies in the successful launch of the Global Immersion Program. This initiative provided our students with a remarkable opportunity to explore and learn in an international setting. Our inaugural destination was Georgia, and it brings me immense satisfaction to see how we made this dream a reality for our fellow students.

As we look forward to the next two months, our agenda is packed with exciting plans. We are gearing up to introduce a fresh twist on Sports Day, promising an exhilarating experience for all participants. Additionally, we are diligently planning to make Invictus and Euphoria even grander and more memorable than ever before. Considering the upcoming Ramadan period, we are committed to organizing activities that offer enjoyment without imposing any burdens during this significant time.

While we can't spill all the beans just yet, rest assured that we're working hard behind the scenes to bring you awesome experiences throughout the year. So, keep your eyes peeled and stay tuned for what's coming next – it's going to be epic!

Syed Ameenuddin
Student Council Vice President
BSc (Hons) Computer Science
Level 6

UNIVERSITY OF
WEST LONDON
The *Career* University

Industrial Visits

The February 2024 Industrial Visit to Hotpack Global Industries, UAE, provided BABS L5 students with valuable insights into the food packaging industry, from raw material grading to quality checks. Hosted by Hot Pack Holding and Investment Ltd, the visit, attended by 40 students, included interactions with industry professionals and offered potential internship opportunities.
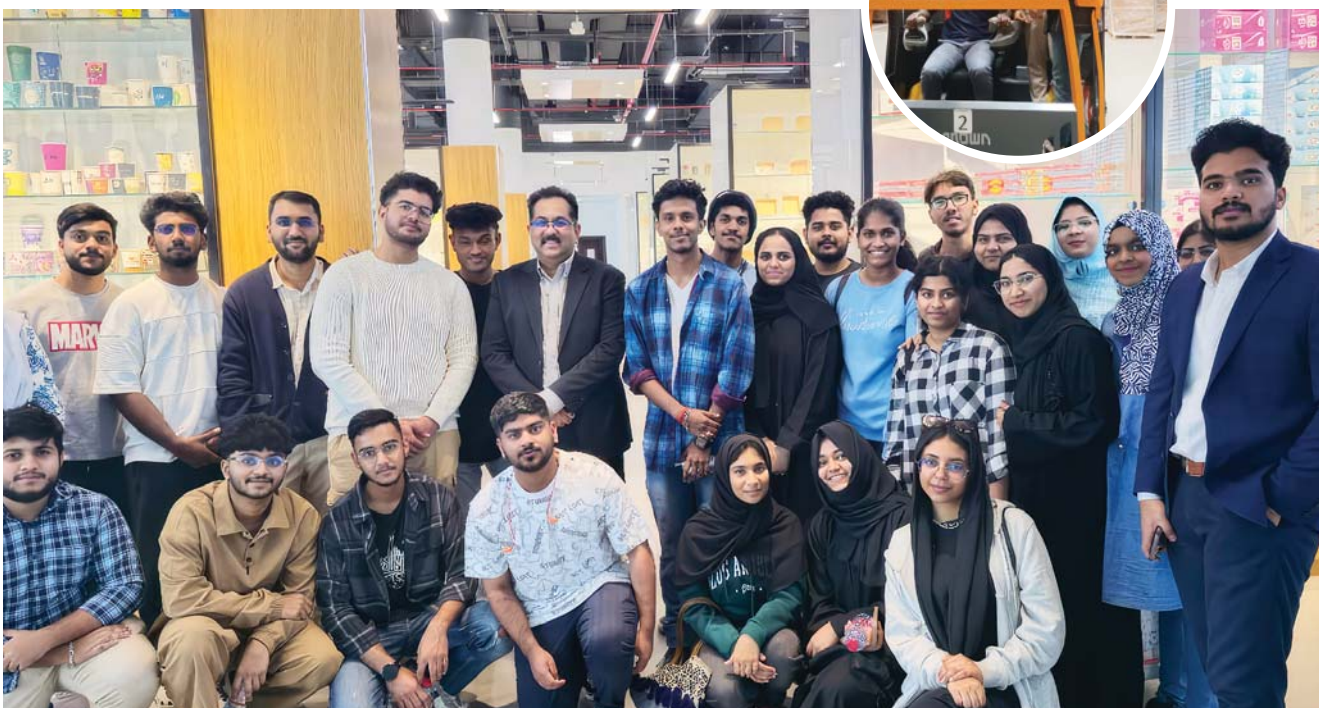
Students explored Al Hathboor Bikal in Sharjah: An Industrial Visit which included a tour of Maahr's Data Center, a subject-focused presentation, an expert talk session, and a lively Q&A session.

What is the future of shopping going to look like?

Imagine you were in the place of Cooper from Interstellar who fell into the giant black hole that warps time and space. You land up in the past. The not-too-distant past but in the early 1980s. You land in the middle of the traditional market of the 80s. Though the contrast is not as sharp as horse-drawn carriages and barter, the difference in markets is staggering. Eager to impress, what if you were to explain to a layman what retail and shopping look like in 2023, the timeline you are from?

You explain that we have pocket-sized shopping malls that everyone carries around. We order anything from groceries to cars through just a few taps on a screen. We get to choose from an endless aisle of items and those that we buy are delivered to the comforts of our home. We no longer use cash to buy or sell goods. In fact, believe it or not, we no longer interact with real humans to get any of these done. Most likely, you would be met back with eyes of bewilderment that then turn around to check if anyone else is hearing this looney tunes bonkers story from a crazy chap who got his brain fried by imagining too much.

The reality that you state would be very difficult to imagine for a person in the past generation. But within the lifetime of the same person, all that futuristic mumbo-jumbo turned out to be the boring normal that everyone takes for granted today. Retail formats and technology have been advancing faster than ever before. If the past 30-40 years have changed the face of modern-day retail, the next 30 - 40 years would make retail unrecognisable for us living in 2023. The same incapacity of the folks of yesteryears, to imagine what reality would look like today, affects us in this timeline too. So this piques our curiosity about what the future holds for us.

Now, nobody has gotten any crystal ball to predict what the future would look like. However, we have some clues from the present that can help us understand where the future is headed. What are these clues? The ever more demanding consumer behaviour and evolving preferences. Jeff Bezos said "Customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great. Even when they don't yet know it, customers want something better, and your desire to delight customers will drive you to invent on their behalf". For example, consumers who were happy with week-long deliveries years ago, are unhappy with same-day deliveries today. They want it in 15 minutes or less now! The wow factor of yesterday quickly becomes the boring normal of today. So let's have a look at the changing consumer preferences and behaviour to understand what the future of shopping will look like.

Personalised shopping journeys

In the past, when folks used to visit the local kirana store (mom-and-pop stores), the local shopkeeper would recognize them by their name. The shopkeeper would know what the customer prefers in terms of brands, quantity, quality etc. He would make recommendations based on his understanding of what the likes and dislikes are. There is a great deal of personalisation that the shopper gets. That charm has been lost when dealing with modern-day retail. Warm conversations and transactions have given way to cold faceless purchases. Why is that the case today? Technology today tracks at least 98 different data points of its users. Why then would shopping websites and online advertising treat you like strangers? The platform still behaves like it doesn't exactly know what you are looking for.

There are 5 broad stages of the purchase journey for an average shopper. Awareness, Consideration, Purchase, Retention, Advocacy. The last 2 may be clubbed together as loyalty. But the point is, the needs of a shopper in each of these stages are different. Though today, advertisers and online platforms do try to use the available data points to personalise the customer experience, it is very limited. One of the limiting factors is the disjoint journey across different platforms which don't talk to each other seamlessly. Eg: You saw something on Instagram, then researched it on Amazon,

of a couch in your living room). However, its role in day to day retail activities is still in its infancy. These technologies can blur the lines between reality and imagination. You would no longer need to guess your sizes or fitting for your apparel. You could get such a real life simulation of the goods that you are planning to buy that it is almost as if you already have it in real life. Apart from the size and fitting, you could see the texture and how it would look on you just as it would when you look in the mirror. While buying furniture and decor, you could design your entire house to the exact dimensions before starting the purchase.

> We have seen Virtual reality and Augmented reality in action today. Virtual reality is where you have an immersive digital experience (eg: metaverse) while Augmented reality is where digital elements augment your physical world (eg: simulation of a couch in your living room).

then searched for reviews and comparisons on blogs, then saw YouTube videos on the product and then finally bought it from the mall. Currently, there is an ineffective tracking or utilisation of data on customer behaviour. Consuming these data points to make meaningful sense of what you want is also no easy task.

With the advent of AI technology and improvement in ad-tech, in the future you could expect all partners in your shopping journey to know what you want with a very high degree of accuracy. Online shopping platforms will know your preferences and recommend you a highly curated selection. They would know where you left off in the past during your shopping journey and help you pick off right from the point you left off. Advertising will no longer be a generalised, annoying piece of message that is meant for all, but a highly relevant prescription or advice for the very specific need that you have. From a retailer's perspective, they can reduce the wasteful spending on advertising created by an inefficient understanding of consumer needs.

The moment you walk into a store or open an ecommerce app, the retailer would have an understanding of what you are looking for, your preferences based on the data you have shared. When the delivery service gets your parcel, they know your delivery preferences. When you call customer service, they know what problems you are facing without having to go through hours of conversations. This might sound Orwellian to some, but the choice is left to the consumers. Do they wish to go the traditional way or get assisted by technology?

New shopping technology

We have seen Virtual reality and Augmented reality in action today. Virtual reality is where you have an immersive digital experience (eg: metaverse) while Augmented reality is where digital elements augment your physical world (eg: simulation

For those of us who prefer the mall shopping experience, you could shop in virtual malls with concierge services that give dedicated attention to your shopping needs. Move around, curate selection, do virtual try- ons and get personalised advice from a virtual staff. In today's tech, it's mostly the visual and auditory data that gets transmitted. However, the next frontiers will be the sense of touch and smell. With advanced haptic sensors attached to your hands, you could get a sense of "touching" real products. A library of e-textures that are mixed and matched will give customers a virtual feel of the items. Example - Steely, plasticky, rubbery, fabric and ceramic touches are pure textures which are then combined to give complex sensory touches. Olfactory sensors could simulate the smell and feel of real environments by transmitting digital scents.

These VR and AR worlds need not be restricted to your mobile phones or VR/AR devices. These could be simulated in mundane physical locations like train/metro platforms and waiting rooms so that you have an immersive shopping experience while you wait your turn or your train.

There are many other areas of modern retail that will undergo a sea change of revolution in the next decade. Areas of supply chain, logistics, offline experience centres, customer support all are ripe for disruption. Once one of the sectors make the giant quantum leap into the future, the other sectors are forced to catch up. There would also be adaptation of technology across the different domains. The coming decade is going to be an exciting one. The future is only limited by the poverty of our collective imagination.

Ashick Ali
Head of E Commerce
Landmark Group,UAE

UNIVERSITY OF
WEST LONDON
The *Career* University

Magazine launch

The UWL Editorial Board released the second edition of the Annual Magazine-Insperia, reflecting upon a year filled with talent, creativity, and exciting adventures.

Women Empowerment Seminar

The Women Empowerment Cell organised a workshop on 'Self-Presentation and Personal Branding'. It was conducted to enhance the personal and professional lives of the female workforce of UWL. Led by Ms. Susan Furness, the event provided a platform to celebrate the female voices at UWL.

Computing-Red team

For all the tech enthusiasts among us, the Red Team Hacker Academy and Red Team Cyber Security Lab organized the "OSINT ODYSSEY" workshop, providing valuable insights into the realm of cybersecurity for the aspiring minds at UWL.

Unlocking Students' Entrepreneurial Dreams: Advantages and Possibilities

The focus on entrepreneurship is expanding. Several factors support the justification of this focus. Additionally, entrepreneurship fosters the advancement of technology (Khefacha & Belkacem, 2016). It promotes marketing, management, and product innovation (Apaydin & Karacaoğlu, 2018). To boost economic development, public authorities have put in place tools to support entrepreneurship (Autio and Ranniko 2016; Brown and Mason 2017). Entrepreneurship indeed promotes economic expansion and profitability (Acs & Szerb, 2007; Stam & Van Stel, 2011). According to Liu (2019), an entrepreneurial desire is the goal that motivates someone to start a business from the beginning and continue pursuing it. Entrepreneurial aspiration specifically furthers globalization, innovation, and high growth expectations.

Theory of Planned Behaviour and Self-Efficaciousness in Entrepreneurship

"Beliefs in one's capabilities to mobilize the motivation, cognitive resources, and courses of action needed to meet given situational demands" (Wood & Bandura, 1989: 408) is the definition of self-efficacy, a concept drawn from organizational research (Bandura, 1997). One of the behaviours of perceived behavioural control is self-efficacy (Ajzen, 2002). It is defined as the belief in one's own ability to initiate and carry out the course of action required to get specific results (Wood & Bandura, 1989).
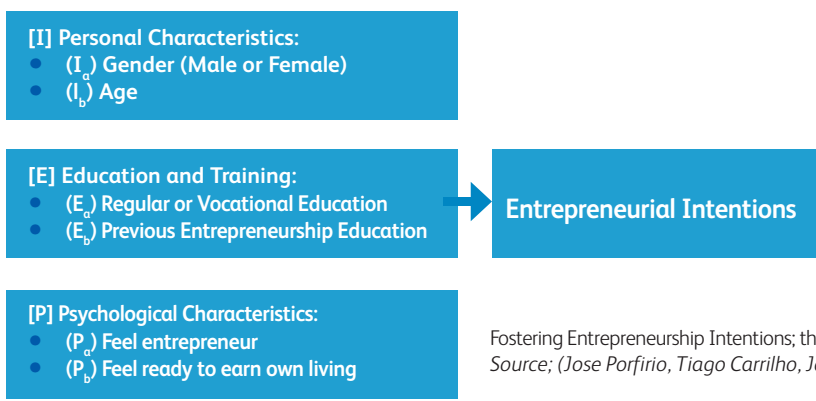
The Theory of Planned Behaviour (TPB) (Ajzen, 1991, 2011) posits that behavioural achievement depends on both motivation (intention) and capacity (behavioural control). Simultaneously, the TPB states that the intention to carry out the desired conduct is the immediate antecedent of that behaviour; the greater the

desire for autonomy, and risk aversion), the concepts of self-efficacy and TPB are crucial for analysing the impact on potential entrepreneurs' behaviour and increasing their entrepreneurial intentions (Porfírio et al., 2018).ESE, which measures an individual's belief in their ability to fulfil duties as an entrepreneur (Mcgee et al., 2009), encourages the growth of entrepreneurship by raising entrepreneurial intentions and, consequently, entrepreneurship potential (Chen et al., 1998a; Porfírio et al., 2018). Education has a significant role in bolstering the views of aspiring business owners, expanding their understanding of other factors influencing behaviour, and potentially fortifying their attitudes by enhancing psychological traits such as trust and risk aversion.

Entrepreneurship Education as a driver of entrepreneurial intentions

According to Loi et al. (2016), entrepreneurship is an intentional process, and the main factor fostering the growth of entrepreneurship is entrepreneurial ambitions. In this way, education becomes a major subject (Krueger et al., 2000a; Mcgee et al., 2009). After analysing the effect of entrepreneurship education on entrepreneurial ambitions, Heuer & Kolvereid (2014) discovered a significant positive correlation between entrepreneurial intentions and involvement in comprehensive entrepreneurship education programs. But these connections aren't exactly clear-cut (Volery et al., 2013).

Programs that teach entrepreneurship allow students to build their entrepreneurial self-efficacy in a variety of ways, including modelling, mastery experience, social persuasion, and self-evaluation of psychological traits associated with entrepreneurship

[I] Personal Characteristics:
- (I_a) Gender (Male or Female)
- (I_b) Age

[E] Education and Training:
- (E_a) Regular or Vocational Education
- (E_b) Previous Entrepreneurship Education

Entrepreneurial Intentions

[P] Psychological Characteristics:
- (P_a) Feel entrepreneur
- (P_b) Feel ready to earn own living

Fostering Entrepreneurship Intentions; the role of entrepreneurship education.
Source; (Jose Porfirio, Tiago Carrilho, Jacinto Jardim, 2022)

intention, the more probable it is that the desired behaviour will materialize (Ajzen, 2020). As entrepreneurial self-efficacy (ESE) is influenced by psychological factors (such as self-satisfaction,

(Erikson, 2003; Fayolle et al., 2006; Wilson et al., 2007; Zhao et al., 2005). Students' perceptions of their entrepreneurial capabilities, such as risk-taking, inventiveness, beliefs about their abilities for

entrepreneurship (Chen et al., 1998b; Kirkley, 2017), or degree of control (Robinson et al., 1991), can be changed through systematic and ongoing efforts of entrepreneur courses.

In a study conducted in ten high schools according to Kirkley (2017), students' entrepreneurial attitudes were positively impacted by the inclusion of entrepreneurship education in terms of course relevance, teacher engagement, applied learning and perception of having a valuable contribution to make to their communities. But learners' attitudes toward entrepreneurship may not change (Steenekamp et al., 2011), and the effects of entrepreneurship education on academic performance and entrepreneurship intentions are varied (Athayde, 2009; Atienza-Sahuquillo et al., 2016; Johansen & Schanke, 2014; Pihie & Bagheri, 2010; Volery et al., 2013).

The methodical and ongoing efforts of entrepreneurship courses enable students' opinions of their own entrepreneurial capabilities such as risk-taking and inventiveness.

The spirit of enterprise in the 2022 Investopedia Financial Literacy Survey indicates that adults in Generation Z, or those between the ages of 18 and 25, have greater financial literacy than any other generation did when they were in the same age range. Some young, successful business owners get their start quite early. These youthful entrepreneurs decided to take on the business world, whether they were motivated by education, family, events, or just a desire to have fun.

From Apple creator Steve Jobs in the 1900s to agriculturalist Eliza Lucas Pinckney in the 1800s, every generation has produced a fair share of prosperous young businesspeople. It's now the time for Generation Z, who were born between 1997 and 2012 and vary in age from 10 to 25, to find creative ways to generate their own money. For many of these rising stars, this entails pursuing entrepreneurship from an early age in order to make their mark on the world.

The role of education in budding entrepreneurial aspiration is highly relevant. Apart from the psychological factors and the societal factors, students benefit from the education system to foster their entrepreneurial dreams. All you have to do as a student is take advantage of the entrepreneurial chances that are in front of you in your educational path!

References

▶ Acs, Z., Szerb, L., & Autio, E. (2017). The global entrepreneurship index. Global entrepreneurship and Development Index 2016 (pp. 19–38). Springer.

▶ Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749- 5978(91)90020-T.

▶ Apaydin, Ş., & Karacaoğlu, K. (2018). The impacts of entrepreneurship on the economy from past to present. Economic and management issues in retrospect and prospect, 73–83

▶ Autio, E., & Rannikko, H. (2016). Retaining winners: Can policy boost high-growth entrepreneurship? Research policy, 45(1), 42–55.

▶ Khefacha, I., Belkacem, L., & Mansouri, F. (2013). The decision to start a new firm: An econometric analysis of regional entrepreneurship in Tunisia. IBIMA Business Review, 2013, 1–12.

▶ Khefacha, I., & Belkacem, L. (2016). Technology-based ventures and sustainable development: Cointegrating and causal relationships with a panel data approach. The Journal of International Trade & Economic Development, 25(2), 192–212.

▶ Liu, Y. T. (2019). Exploring the role of original aspiration in effectuation tendency. International Entrepreneurship and Management Journal, 15(3), 977–1016.

▶ Wood, R., & Bandura, A. (1989). Impact of conceptions of ability on self-regulatory mechanisms and complex decision making. Journal of Personality and Social Psychology, 56, 407–415.

▶ Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. Human Behavior and Emerging Technologies, 2(4), 314–324. https://doi.org/ 10.1002/hbe2.195

▶ Mcgee, J. E., Peterson, M., Mueller, S. L., & Sequeira, J. M. (2009). Entrepreneurial self-efficacy: Refining the measure. Entrepreneurship: Theory and Practice. http s://doi.org/10.1111/j.1540-6520.2009.00304.x

▶ Chen, C. C., Greene, P. G., & Crick, A. (1998a). Does entrepreneurial self-efficacy distinguish entrepreneurs from managers? Journal of Business Venturing, 13, 295–316. https://doi.org/10.1016/S088 3-9026(97)00029-3

▶ Loi, M., Castriotta, M., & Di Guardo, M. C. (2016). The theoretical foundations of entrepreneurship education: How co-citations are shaping the field. International Small Business Journal: Researching Entrepreneurship, 34(7), 948–971. https://doi.org/10.1 177/0266242615602322

▶ Krueger, N. F., Reilly, M. D., & Carsrud, A. L. (2000a). Competing models of entrepreneurial intentions. Journal of Business Venturing, 15(5), 411–432. http s://doi.org/10.1016/S0883-9026(98)00033-0

▶ Heuer, A., & Kolvereid, L. (2014). Education in entrepreneurship and the theory of planned behaviour. In European Journal of Training and Development (Vol. 38, Issue 6, pp. 506–523). https://d oi.org/10.1108/EJTD-02-2013-0019

▶ Volery, T., Müller, S., Oser, F., Naepflin, C., & del Rey, N. (2013). The impact of entrepreneurship education on human capital at upper-secondary level. Journal of Small Business Management, 51(3), 429–446. https://d oi.org/10.1111/jsbm.12020

▶ Erikson, T. (2003). Towards a taxonomy of entrepreneurial learning experiences among potential entrepreneurs. Journal of Small Business and Enterprise Development, 10(1), 106–112. https://doi.or g/10.1108/14626000310461240

▶ Kirkley, W. W. (2017). Cultivating entrepreneurial behaviour: entrepreneurship education in secondary schools. Asia Pacific Journal of Innovation and Entrepreneurship, 11(1), 17–37. https://doi.org/10.110 8/apjie-04-2017-018

▶ Steenekamp, A. G., Van der Merwe, S. P., & Athayde, R. (2011). An investigation into youth entrepreneurship in selected South African secondary schools: An exploratory study. Southern African Business Review, 15(3), 46–75.

▶ José António Porfírio 1 a , Tiago Carrilho 1 b , Jacinto Jardim 1 c , Volker Wittberg 2 d (2022) Fostering Entrepreneurship Intentions: The Role of Entrepreneurship Education, Journal of Small Business Strategy, 32(1), 1–10. https://doi.org/10.53703/001c.32489

Shahina Hashim
Lecturer - *Business and Management*
University of West London, RAK

UNIVERSITY OF WEST LONDON
The *Career* University

Payit FAB Competition

The Payit FAB competition was an exciting opportunity for students to showcase their innovative ideas and solutions in the field of digital banking. The Innovation Challenge Programme and Growth Summit was facilitated by the UWL RAK Employability Lab in collaboration with First Abu Dhabi Bank.

Induction Ceremony, February 2024

The induction ceremony for the February 2024 cohort at the University of West London RAK Branch Campus, witnessed the newly enrolled students commence their academic journey with enthusiasm and zest. The day unfolded with dignified introductions, shared narratives and a commitment to intellectual and personal development.

FACULTY FOCUS

We are delighted to announce that our faculty member (Business and Management), **Ms. Shahina Hashim** successfully completed a 5-day **Faculty Development Program on Research Methodology and Teaching Pedagogy** organized by **Narsee Monjee Institute of Management Studies (School of Law), Hyderabad**, conducted in December 2023. The program offered a comprehensive learning experience, enhancing proficiency in research methodology and teaching pedagogy.

Join us in congratulating **Dr. Mohammed Ashad V. P**, our Placement Head and faculty member, on securing the **Certified Master of Career Service (CMCS)** credential from the **National Career Development Association (NCDA)**, a division of the American Counseling Association.

Toxic Workplaces 101: A Student's Guide to Spotting the Warning Signs

Many of you reading this article right now are students filled with passion and determination to one day enter the corporate world, armed with your degree and dreams you march into an office, ready to begin this new chapter of your life. But since this is our first battle of this kind, we are not aware of what may be lurking between these office walls and often it does us more harm before we recognize it. Toxic workplaces are like silent predators, whose prey is our enthusiasm, our mental health and even our self-esteem. I aim for this article to further arm us students with the signs of a toxic work environment so we can protect our career growth and overall well-being.

So, before we solve a problem or in our case exit a situation that is problematic, we need to first understand it fully. Now not every workplace is perfect, but a toxic work environment will be a place where you find all sorts of negative behaviour, although our generation has been labelled as quiet quitters let's attempt to change that and see the signs that indicate that your workplace is toxic or not.

The first sign would be if your work is making you feel bone-tired and overburdened and it's sucking the life out of you instead of giving you energy, you feel exhausted physically and mentally, then that is a red flag and this would eventually even lead you to have burnout and if furthermore left untreated it could cause you serious physical harm.

The next sign would be that if you experience a negative work culture, you would either feel demotivated or your workplace is a space where you're not allowed to make mistakes, there is no room for error and learning and no one steps out of their comfort zones. The air in the office is full of fear of making mistakes and having to face people who are blame-shifters. This can also be referred to as blame culture.

The next sign would include that there is no support or guidance for your personal growth. It's a very "figure it out yourself" kind of thing, and this takes a big toll on us students or fresh grads since we're going for entry-level positions and being left in a room alone with our tasks and confusion in our brain doesn't sound very motivating. This lack of mentorship and connection with your team will make you feel very far behind in a race that everyone is about to win.

Other signs could be high turnover in the company, a lot of rumours and gossip between the employees, low morale, harassment, bullying, disrespectful behaviour, discrimination, and even favouritism.

Now that we know what a toxic work environment looks like, let's discuss our exit plan.

Before resigning you need to first think carefully about your decision or think of many ways that you can resolve some

A toxic work environment is sometimes more likely to change you than you are to change it. So, if you have decided to quit you still need to try and stay in your job for a few weeks or months so you can prepare yourself to enter the job market again or just have a backup.

issues. It could be "Is my workload too heavy? "or "Am I not managing my time efficiently? "or just "Would I be better in a different department?". A lot of these problems can be solved by a conversation with your boss, a transfer or just practicing better time management.

A toxic work environment is sometimes more likely to change you than you are to change it. So, if you have decided to quit you still need to try and stay in your job for a few weeks or months so you can prepare yourself to enter the job market again or just have a backup. A few things you can keep in mind for that would be:

Prepare yourself financially - Remember that leaving in the middle of the month would mean you are going to lose your paycheck and that financial worries also affect the quality of your life.

Stay positive and productive - Don't let one bad experience drag you down, try to remain positive and be active while keeping a lookout for new jobs, keep putting yourself out there and don't give up.

And lastly, keep in mind that anything that costs you your peace is too expensive.

Maryam Al Baloushi
BA(Hons) Business Studies
Level 6

Graduation Day, 2023

Graduation represents a significant milestone in one's academic journey, signifying the end of one chapter and the beginning of another. At the UWL Graduation Ceremony 2023, we celebrated years of hard work, tireless efforts and personal growth.

UNIVERSITY OF WEST LONDON
The *Career* University

RAK Branch Campus
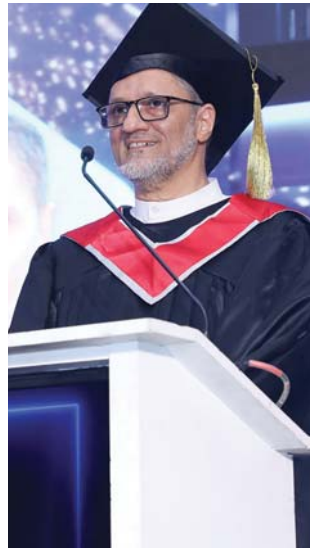
Collaborating with Professional Bodies: ACCA Challenge

In collaboration with the University of West London RAK, ACCA organized an intra-college challenge. This event provided the Accounting & Finance students with an opportunity to showcase their knowledge and acquire educational insights.

Ethnic Day - Culturama

Embracing the richness of our heritage at the lively Culturama 2024!
UWL's ethnic day was a truly captivating spectacle.

UNIVERSITY OF
WEST LONDON
The *Career* University

RAK Branch Campus

The Joy of Giving

There is a very beautiful saying by Prophet Muhammed (SA) that goes,

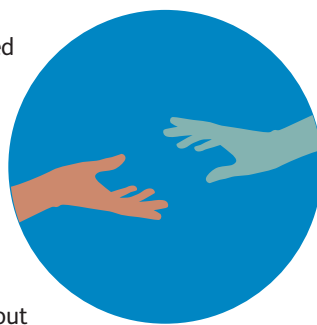*"The best charity is that given by one who has little."*

There are no countable measures to which you can scale if you are able to offer a helping hand to others: a smile, a good word and the smallest act of kindness is the best you can give others.

Keeping a heart to do something for others without expecting anything in return makes the difference. The best part is it gives a sense of satisfaction after doing your bit for people in your environment. The mere act of giving fills a person's life with joy and his own happiness multiplies.

The joy of giving could be seen on the faces of the people who share and give. The smile, the glow, the happiness all is very much evident and it is such a pleasure to see those faces.

According to Research:

The human brain is wired for generosity, and the joy of giving is so strong that we prefer to give money away than to receive it. The importance of giving cannot be overstated. It creates a sense of community, builds trust, and strengthens relationships. It also helps to address social problems such as poverty, hunger, and homelessness. Giving is a way to show compassion and empathy for others and to make a positive impact on the world.

Amidst the ongoing crisis in the world, it is important to realize the importance of one's life in this world. Small changes. Daily moments of kindness. The LITTLE things, they all matter. There is so much one can do to make a difference, be it reposting on socials or being the voice of the voiceless; writing blogs or creating websites for fundraising; volunteering or donating. The list goes on.

Today's Youth is Tomorrow's Future. Take a step today. Do what you can. There are many opportunities out there for the youth to stand out and make this world a better place.

There are few that would be highlighted further in this article.

In the UAE, websites such as 'emiratesrc.ae', 'volunteers.ae', 'dubaicares.ae' provide numerous opportunities just for

UNIVERSITY OF
WEST LONDON
The Career University

RAK Branch Campus

Amidst the ongoing crisis in the world, it is important to realize the importance of one's life in this world. Small changes. Daily moments of kindness. The LITTLE things, they all matter. There is so much one can do to make a difference, be it reposting on socials or being the voice of the voiceless; writing blogs or creating websites for fundraising; volunteering or donating. The list goes on.

the youth provided with many benefits.

A chance to be noticed that, 7 months ago the UN refugee agency "UNHRC" calls for young people to join its global network of Young Champions and help advocate, create content, volunteer and fundraise to support people forced to flee worldwide. Visit their website to know more.

How Volunteering Impacts Youth?

Youth volunteering has been correlated with enhanced decision-making skills, social responsibility, and better social outcomes. It can also help young people develop positive social behaviors and prepare for employment and responsible adulthood.

Today's youth not only look for jobs, but they are likely to find their comfort and passion in their daily work. They are looking for something to get involved in that is more meaningful for their personal lives.

We Make a living by what we Get

We make a life by what we give

Volunteering has been shown to increase happiness. When focusing on someone or something other than yourself, your stress levels start to decrease, and overall sense of life satisfaction increases.

It also provides a chance to meet people outside of immediate social circle and family. In addition, gaining a real understanding of the world around us and learning to deal with real life problems. You can truly realize how lucky we all are when you support someone that needs your help and can meet people from all walks of life, which may open up new opportunities and friendships.

Sanjitha
BSc (Hons) Computer Science
Level 4

UNIVERSITY OF
WEST LONDON
The *Career* University

New Year Celebration

UWL's newly elected student council kicked off their tenure with a grand welcome of the new year. The event, 'Glitz and Glam', saw sophistication, fun and glamour.
A memorable day with games, live music and dance performances!

Workshop by Fouress Safety Group

Highlights from our impactful workshop and collaborative campus drive, executed in partnership with Fouress Safety Group.

GMU Tournament

UWL's triumphant boys' Volleyball team secures the championship at the GMU Tournament, demonstrating unparalleled passion and skill in every fierce match. Bringing home the coveted cup, our team's dedication and excellence were on display. Congratulations on a well-deserved victory!

International Immersion Programme 2024: GEORGIA

Students accompanied by staff members embarked on an international journey to Georgia. Exploring new horizons, they embraced the cultural richness and diverse experiences which Georgia had to offer.

UNIVERSITY OF
WEST LONDON
The *Career* University

Workshop by Zeolans Technologies

Moments captured from the AI, Machine Learning, and Robotic Workshop by Zeolans Technologies. This curated session aimed to empower final-year computing students with essential skills for navigating the dynamic landscape of our constantly evolving world.

Expert Talk Series

Sathyajith Singh, Head of Fixed Income Strategy at Emirates NBD, conducted an insightful session for UWL RAK students, featuring an engaging Q&A segment. This unique opportunity allowed students to engage in one-on-one discussions with the expert, gaining valuable insights into their career paths.

UNIVERSITY OF
WEST LONDON
The *Career* University

RAK Branch Campus

The Editorial Board

UNIVERSITY OF
WEST LONDON
The Career University

RAK Branch Campus

RAKEZ Academic Zone, Ras Al Khaimah, UAE
Tel: +971 7 2432 099, email: info@uwl.ac.ae
uwl.ac.ae