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The *Career* University

RAK Branch Campus

THE UWL Newsletter Wire

Contents

The Editorial Message

Dear Readers,

As we turn the page to a new academic year (pun intended), we are filled with excitement and anticipation. To our level 4 batch, welcome to this new chapter! We look forward to the fresh perspectives and energy you shall bring to our University.

We are also thrilled to welcome our new faculty members. Your expertise will undoubtedly enhance our academic environment and the endless opportunities for collaboration and learning.

Our Editorial Team has undergone a change in its constitution this year. While we are excited about the new beginnings ahead, it is bittersweet to say goodbye to such dedicated individuals as Dr. Afeefa Cholasseri, Ms. Aysha Ferry and Ms. Minha Noushad. Your hard work and camaraderie have laid a solid foundation for what we have achieved, and your contributions will be remembered as we move forward. We also mourn the loss of our talented designer, Mr. Gemal Riyaz; may his soul rest in eternal peace. Thank you for everything you've contributed; you've left a lasting impact on our team.

A special shout-out to our newly appointed student editors; Ms. Rikzah Khattal and Ms. Mushira Khan. Join us in welcoming our new editorial team members; Ms. Swathy Suresh and Ms. Neethu Pillai. Congratulations on your new roles! Your voices and visions are vital to bringing our newsletter to life and we look forward to co-creating masterpieces with you!

Here's to a year filled with new adventures, growth, and meaningful connections. Let's make the UWL Wire a true reflection of our collective experiences.

Warm Regards
The Editorial Board

# Make Some Noise for Our Student Editors, 2024-25

I'm excited to contribute to our Editorial Board and collaborate with such talented peers. Pen and paper have been my favourite companions since childhood—while I love reading, writing holds a special place in my heart. This role brings me joy, and I'm excited to bring fresh ideas to our Editorial Team.

Ms. Rikzah Khattal
Student Editor (Content)
BSc (Hons) Computer Science
Level 6
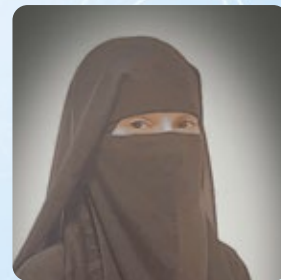
I'm honoured to be selected as the Student Editor (Graphic Designing) this year. I'm excited to bring creativity and fresh visuals to our publication, working alongside a talented editorial team to make each issue engaging and impactful. I look forward to co-creating a magazine that truly reflects our vibrant student community.

Ms. Mushira Khan
Student Editor (Graphic Designing)
BA (Hons) Business Studies
Level 4

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The Power of Asking:
Unlocking Opportunities through Courage and Curiosity

As young students and professionals entering the workforce, one key skill that can make all the difference in your journey is the ability to ask. Having the courage to ask questions, seek clarity, and explore possibilities is not just a helpful habit—it's an essential competency that can shape your growth and success. Let's explore why asking is important, how it can expand your knowledge, and ways to do it effectively.

The Environment Matters: Why Asking is Important

Our behaviours are shaped by the environments we find ourselves in. This is echoed by the psychologist Kurt Lewin, who stated that behaviour is a function of the person and their environment. If we are in an environment that encourages asking questions, we are more likely to grow, learn, and expand our horizons. Many times, as students or young professionals, we may feel hesitant to ask questions. We might fear looking uninformed, or worry about how others will perceive us. However, asking questions is how we learn and grow. It is a proactive mindset that demonstrates curiosity and initiative, qualities that are highly valued in any setting. So, the first step in expanding your knowledge is simple: ask.

Expanding Knowledge: The Courage to Ask

As you transition from school or university into the professional world, your learning doesn't stop. In fact, what you build upon through continuous learning is critical. The foundation you've laid may help you, but asking questions will push you to expand and apply that knowledge in new ways.

Sometimes, the most important questions are those we ask ourselves. What am I doing? Is this path right for me? What areas do I need to improve? These questions allow us to reflect, grow, and direct our energy toward meaningful development. This process is tied to the ancient concept of "Know Thyself," which encourages self-reflection to understand our desires and goals.

Building Confidence through Clarity

Once you understand what you want, asking for clarity becomes much easier. Think about the last time you had a question but didn't ask it. Maybe it was in a classroom, at an event, or during a job interview. You probably walked away feeling confused or unsure. The act of

asking fosters confidence because it shows initiative and a willingness to learn.

Consider this scenario: You're at a job interview. Asking the interviewer about the company's values, culture, and how you can contribute demonstrates that you are serious about the role. Similarly, asking yourself what value you bring to the table can help you better prepare and articulate your strengths.

The Power of Networking: Asking Builds Relationships

One of the most powerful uses of asking is in networking. Networking isn't just about collecting business cards or LinkedIn connections. It's about forming meaningful relationships with people in your field and beyond.

When attending events or conferences, take the opportunity to ask questions. Approach people, introduce yourself, and inquire about their work. Ask them what competencies are important in their industry, what challenges they face, or how they see the future of their field. This not only builds your knowledge but also helps form a lasting connection. Follow up with a thank-you message and keep the conversation going. Here's a practical tip: when you attend an event, try to meet at least five new people. Ask them about their experiences and career paths. Then, when you return home, follow up with a thank-you note. Let them know you appreciate their time and insights, and ask if they'd be open to staying in touch or visiting your university to share their experiences with other students. Networking begins with asking.

Real-life Example: My Journey

When I was a student, I took the initiative to ask for opportunities. I reached out to professionals whose contact details I found in a newspaper, introducing myself and sharing my interest in an internship. This small step led to meaningful conversations and a deeper understanding of what skills I needed to work on. The simple act of asking opened doors that would have remained closed if I had stayed silent.

Asking for Help:
Strengthening Your Network

Your network is a valuable resource. But how often do we ask for help or advice from the people we are connected with? As students, you are in a unique position to attend free events, conferences, and talks. If an event requires a ticket, don't hesitate to ask the organiser if you can participate as a student or volunteer. Many events welcome students and are happy to offer opportunities to learn. Similarly, involve your university or faculty. You'll find that these experiences are incredibly valuable, not just for learning but also for building your professional network.

When you attend these events, don't be afraid to ask questions and listen closely to the stories of others. Ask about the latest industry trends, innovations, and challenges. Use this knowledge to deepen your understanding and explore future career paths.

Asking Leads to Problem-Solving and Innovation

Asking questions isn't just about personal growth—it's a key driver of innovation and problem-solving. Whether you're in a classroom or a workplace, asking "How might we solve this problem?" is a powerful way to bring people together and generate creative solutions.

For example, if you and your classmates are facing a challenge, take the lead by asking for help. Organise a brainstorming session and invite others to share their ideas. This collaborative approach not only solves problems but also fosters leadership skills. You may even discover a new business idea or entrepreneurial opportunity through this process.

Clarifying Expectations:
The Key to Communication

Effective communication starts with asking. Whenever you feel unsure about something, ask for clarification. It's better to ask and clear up any confusion than to make assumptions. In both academic and professional settings, asking for feedback can help you understand what is expected of you and how you can improve.

Think of your communication as knocking on a door. If you never knock, no one will know you're there. By asking thoughtful questions, you make your presence known and invite others to engage with you. This leads to better collaboration, clearer expectations, and ultimately, better results.

Asking for Feedback:
A Path to Growth

Feedback is one of the most valuable tools for personal and professional growth. Yet, many of us hesitate to ask for it. We fear criticism or worry about what others will think. However, asking for feedback shows that you are serious about improving and that you value the opinions of others.

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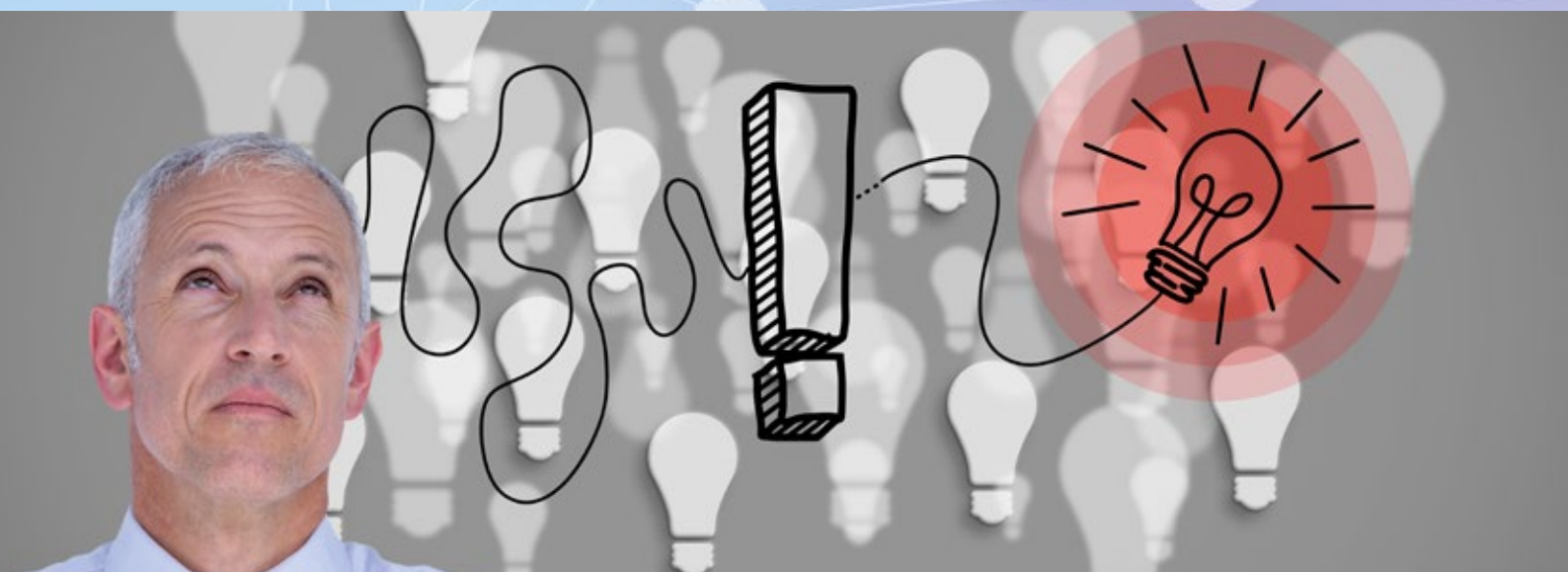
Seek out mentors, teachers, or colleagues and ask them for honest feedback. What are your strengths? What areas need improvement? By regularly asking for feedback, you can refine your skills, correct any blind spots, and continuously grow in your career.

Overcoming the Fear of Rejection

One of the biggest obstacles to asking is the fear of rejection. But here's the truth: rejection is a part of life, and it's also a learning opportunity. You might knock on ten doors and have nine close on you, but if you never knock, none will open. Rejection helps build resilience and gives you the strength to keep going.

Even in personal situations, such as asking someone for a favour or help, rejection is a possibility. However, it's better to ask and be told no than to miss out on an opportunity simply because you were too afraid to ask.

Asking for Career Progression: Advocate for Yourself

Many young professionals believe that if they work hard enough, their efforts will be recognised, and they'll automatically be promoted. While hard work is important, it's equally important to advocate for yourself by asking for opportunities.

If you aspire to a leadership role, ask your manager what skills you need to develop to reach that level. Be clear about your career goals and ask for support in achieving them. Your manager might not always be aware of your aspirations unless you voice them. So, don't hesitate—ask.

Conclusion: Asking Opens Doors

Asking is a skill that can unlock countless opportunities. Whether it's asking for help, seeking clarity, or exploring new ideas, the simple act of asking opens doors that may have otherwise remained closed. And remember, asking doesn't stop at school or work—it applies to every area of life.

So, be bold. Whether you're seeking an internship, pitching a business idea, or clarifying expectations at work, ask the question. Be polite, be prepared, and always show gratitude. In the end, asking is not just about gaining information—it's about building connections, expanding your horizons, and empowering yourself to reach new heights.

Fiby Francis
Co-founder & Chief Organisational Development Officer
FSC3 Organisational Development

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Kindling New Stories

On September 28th and 29th, 2024, the Induction Ceremony marked the first steps of many voices joining the UWL RAK narrative. We welcome our Undergraduate and Post Graduate students to our campus!!

Successful Startups Are Advil- Not Chyawanprash

The battlefield of startups is littered with corpses and wounded entrepreneurs – all with good intent and mission. Approximately 50 % of startups fail within the first year. According to the United States Bureau of Labor Statistics, the startup failure rate increases over time and many of them are unable to cross 10 years.

While we hardly hear about failed startups in any country, or not as much as successful startups, recalling them from time to time is instructive so as not to repeat the mistakes and move towards success with the insights gleaned from the analysis. Check out the following examples in India.


Take the case of Dazo startup - a food & beverage startup founded by two entrepreneurs - Monica Rastogi

and Shashank Shekhar Singhal in 2015. It shut down in 2016 for just a year. Once a promising food-tech startup, Dazo aimed to simplify meal ordering through its app and soon failed.

Or analyze the failure of ShopX which ventured into digital commerce. It focused on India's rural markets by integrating online and offline retail. Initially promising, the startup failed to scale up and shut down its operations in 2019.
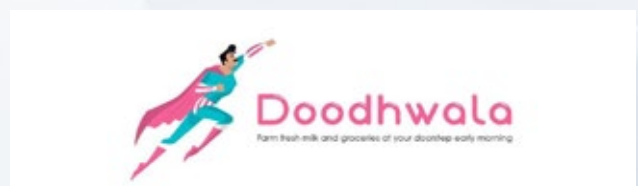
However, the worst in the class of failed startups was

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Doodhwala. The startup offered doorstep delivery of dairy products including fresh milk, along with other essential items, directly to customers' homes. Soon it faced the ignominy of delivering failure to its own doors and shutdown in 2022.

Not much is found publicly about the failed startups in the UAE. Still, look at the following two failed startups- Marka and Botler.

Marka began as a startup in retail in 2014 and quickly peaked with a hugely successful IPO and listed on DFM. Marka was a star in the UAE's retail sector. While most retailers were family-owned enterprises, Marka went in for a high-profile publicly owned startup. Its IPO was heavily oversubscribed and received $2.7 billion for a $75 million float. At the time it was the first IPO in Dubai since 2009. On the first day of listing the stock shot up 59 % premium. The company was to be a holding enterprise for a range of global fashion and accessory brands, as well as F&B concepts. With so much cash in its hands, it went on a buying spree, acquiring local and regional brands. Things began going downhill quickly and the fairytale of Marka ended in 2018.

Botler was the first AI startup from the Middle East and North Africa (MENA) region that came out in 2016 by two Internet entrepreneurs, Serag Meneassy and Taymour Sabry. They came up with a chatbot-building platform. Using the commercial Natural Language Processing (NLP) tool that could help businesses analyze and automate customer service across social media. The startup worked with over fifty leading brands across UAE, Egypt, and Türkiye, including Pepsi, Etisalat, STEP Group, and Mindshare. Botler was accepted by the prestigious Startupbootcamp's accelerator program in Istanbul and raised multiple rounds of financing. Alas, it still shut down in May 2018.

Weren't they all Chyawanprash!

Extant literature is replete with the factors that cause startups to fail. The seven most common causes are listed below.

1.   Vision was starry-eyed.
2.   Leadership was ego-driven.
3.   Unique selling proposition (USP) was weak.
4.   They had no long-term demand.
5.   They lacked funding.
6.   The competition was fierce.
7.   Scalability was missing in action.

However, the most enviable but relevant thing that caused the start-ups to fail was that they were variants of the 'Chyawanprash'- meaning that they came up with the vision and value proposition aimed at making our lives better. They enhanced the feel-good value but failed to create a compelling value. They didn't take away the real pain consumers were experiencing.

Fundamentally they were Chyawanprash. Chyawanprash is an Indian herbal product which is a concoction of sugar, honey, ghee, Indian gooseberry (amla) jam, sesame oil, berries and various herbs and spices and is widely sold and consumed in India as a dietary supplement. Such startups were also like dietary supplements which we buy only as discretionary purchases and not an essential demand.

Enter Advil Startups

Advil is a brand of ibuprofen- a nonsteroidal anti-inflammatory drug that is taken to relieve pain, fever, and inflammation including painful menstrual periods, migraines, rheumatoid arthritis etc. It is a pain reliever.

Startups to be successful must be like Advil. Their value lies in removing the instant or frequently occurring pain, discomfort, dysfunction and frustration we all face. Advil promises instant relief and transforms 'pain to pleasure' that we begin to believe we cannot do without.

Consider the successful startup cases in both India and the UAE which I believe are the Advil Startups,
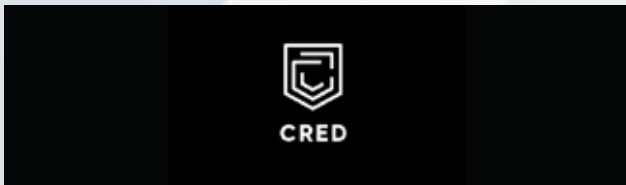
The first in the genre is CRED, founded in 2018 by Kunal Shah in India. CRED's business mission is to relieve busy but wealthy consumers of the pain of credit card scanning for any hidden charges and fees for many unknown acts like forgetting the card payment on time. Further Cred seeks to upend the credit management that we know and reward users also. Finally, Cred has successfully implemented collaboration and partnering with brands and financial institutions to offer targeted offers and promotions to its growing user base. No surprise that for pain relieving benefits, CRED is a unicorn and one of India's most valuable startups, with a market valuation of $2.2 billion and over sixteen million users.

Set up in 2010, Paytm as the name suggests came up to relieve the common pain of carrying cash for frequent but small payments in India. The first pain point Paytm solved for Indian consumers was the mobile top-ups: Paytm allowed customers to top their accounts up

instantly on their phones rather than going to a store, buying a top-up card, and struggling with an extraordinarily long password. Paytm has since expanded to many associated activities around payments as the core business offering various payment solutions like Mobile recharge, bill payments, rent payments, etc. Online & offline payments through QR codes and devices. Leveraging her huge user base Paytm promotes merchants and brands: Travel and event ticketing, In-app games and entertainment services and Loyalty solutions like deals and gift vouchers. Paytm has since become a driver of the Indian digital economy.

Airbnb

Airbnb is among the top ten successful startups of all time. It was founded in 2008 by Brian Chesky and Joe Gebbia who came up with the idea of renting out air mattresses in their apartment to the visitors attending a conference in town. Airbnb has made travel feasible for many people by removing the existing pain of renting accommodations that cost less than traditional hotels and B&Bs. Concurrently, Airbnb has provided property owners in destination cities with new

opportunities to improve their income by renting out available space to short-term travellers. Airbnb is now the world's biggest accommodation booking site with over four million listings in 191 countries.

Yalla Market

Launched in 2021, Yalla Market is an e-commerce company based in Dubai, UAE. The business model is easy and quick access to groceries. Like many other big names, the online platform enables users to place orders and get what they need in just 15 minutes. Yalla Market features a rich catalogue of even groceries and perishables. Customers can fill their carts and be relieved of the pain of long or delayed deliveries. Yalla Market website/ app is seamless and painless daily shopping. Yalla Market has limited staff (under 50) received $2.2 million funding further in their latest round of funding.

I conclude this article with a challenge to our leaders:

a.   Do you agree with the concept of Advil startups? Go around and see if the startups that you know are Chyawanprash startups, Advil startups or any other description that you believe fits them.

b.   Identify the common factor for the Advil startups and the relevant takeaways.

Prof. Mohan Lal Agarwal
Deputy Academic Dean
Department of
Business and Management
UWL RAK

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Faculty Focus

UWL RAK is proud to announce that three of our esteemed faculty members have been awarded the Fellowship of the Higher Education Academy (FHEA). This prestigious recognition is indicative of their commitment to excellence in teaching and learning. Please join us in congratulating Dr. Sunayna Iqbal, Dr. Vipin Vijayan Nair, and Ms. Shahina Hashim.

Dr. Sunayna Iqbal   **Dr. Vipin Vijayan Nair**   **Ms. Shahina Hashim**

Underscoring the commitment of UWL RAK's Computing and Engineering Department to advancing knowledge on state-of-the-art technologies, our respected faculty members published their article titled "Blockchain-based Privacy Preservation Framework for Healthcare Data in Cloud Environment" in a Scopus-indexed journal. The article highlights their innovative research on enhancing data privacy and security in healthcare through blockchain technology. Congratulations to Dr. H. Shaheen, Prof. P. Mohammed Shameem and Dr. Brumancia Easpin.

Dr. H. Shaheen   **Prof. P. Mohammed Shameem**   **Dr. Brumancia Easpin**

Getting to Know Our Staff Better

Name and Title/Position: Syed Raj Mohammed – Chief Accountant

One word to describe your life at UWL: Transformative Background and Current Role: I have been with the university since its inception in April 2017. In my role, I handle financial operations, ensuring smooth and efficient processes for overall financial management. Over the years, I have had the privilege of contributing to the university's growth and supporting its mission to deliver quality education.

Since joining the university in April 2017, my role as Chief Accountant has evolved significantly, reflecting both the institution's growth and my own professional development. Initially, my primary responsibilities were managing basic financial operations. Over time, my role has expanded to include financial planning and contributing to larger institutional goals.

Highlights of the Role:

The most rewarding part of my job is knowing that my work contributes to the smooth functioning of the university and supports its mission to provide quality education.

During my tenure since April 2017, the university has experienced remarkable growth in infrastructure, student enrollment, and academic programs. We have embraced technology, streamlined administrative processes, and enhanced our focus on delivering quality education. Additionally, the university has built stronger community connections and expanded its reputation. These changes highlight our commitment to continuous improvement and adapting to the evolving educational landscape.

Best Moment at the University:

One of my favorite memories is the first graduation ceremony I attended. Seeing the pride and joy on the faces of the students and their families was incredibly rewarding. It truly captured the impact of our collective efforts as a university.

Hobbies/ Interests:

Outside of work, I enjoy spending quality time with my family and friends. I also love watching TV, exploring new places, and engaging in activities that help me unwind and recharge. These moments allow me to maintain a healthy work-life balance and return to work with a fresh perspective.

Personal Philosophy: Education is the bridge to a better world, and I'm privileged to be part of that journey.
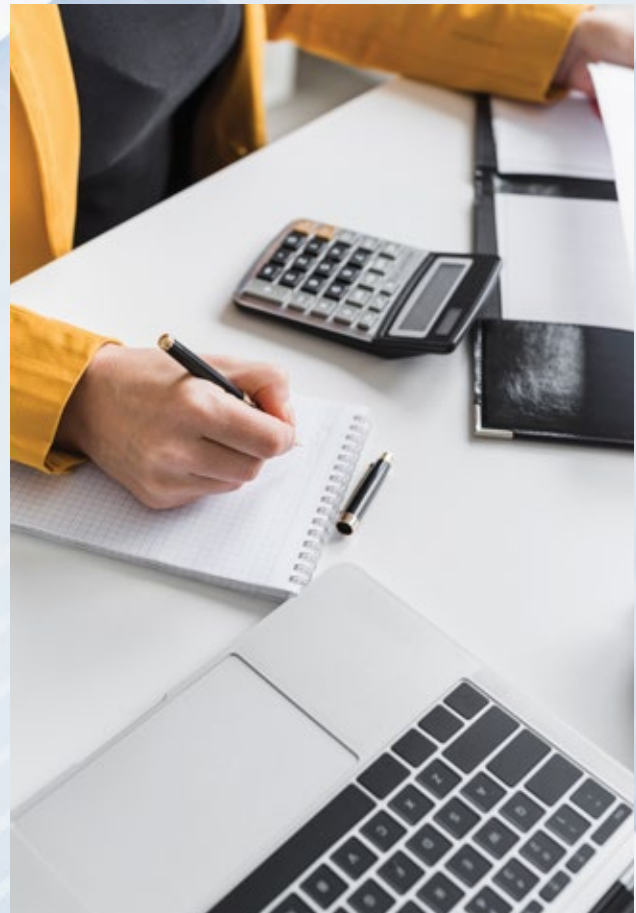
Syed Raj Mohammed
Chief Accountant
UWL RAK

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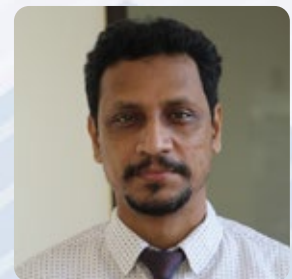
Exciting New Horizons

Freshers' Day unfolded on October 19, 2024 - A joyous celebration of our growing UWL RAK family!

Campus Chronicles

Nature in Focus!

We are featuring stunning nature shots by

1 Jeslin Jose, Level 4, BA (Hons) Accounting and Finance

2 Sahal Ubaid, Level 4, BA (Hons) Accounting and Finance

3 Neha Mathew, Level 5, BSc (Hons) Computer Science

Welcome to the first edition of Campus Chronicles! This is your space to share insights & creativity with the UWL community.

In this debut edition, we have asked students to reflect on a fun and imaginative question.

Share your voice!

If you could live in any fictional world, which would you choose?

Here's where our students would love to live:

1 Umamah Ali, Level 6, BSc (Hons) Computer Science

"I would love to live in the Harry Potter world, where I would be attending classes on Defence Against the Dark Arts!!"

2 Nurah, Level 4, BSc (Hons) Cyber Security

"I would love to live in kdrama life cuz of the korean lifestyle & beauty of the nature & also the characters are so mesmerizing that is very rare in real life."

3 Arisha, Level 4, BA (Hons) Business Studies

"I would choose to live in Mulan's world, which showcases her bravery regardless of gender."

4 Akmal Chungath Abdurahiman, Level 4, BSc (Hons) Computer Science

"My favorite fictional world is Victorious from Nickelodeon. It's set in a performing arts high school called Hollywood Arts, where students showcase their unique talents, whether it's singing, acting, or comedy. The show follows Tori Vega, who gets accepted into this vibrant school after stepping in for a sick friend at a showcase. The characters, like the offbeat and talented Jade and the fun loving Andre bring so much humor and creativity to the story. I really admire the strong sense of friendship they share, supporting each other through all the challenges Even though I didn't choose arts in my university, I wish my uni life could be more like that full of creativity collaboration, and unforgettable moments with friends."

For the next edition, share your thoughts on the following:
1. What are your thoughts on using Generative AI for assessment preparations?
2. Does working from home hamper teamwork?

Thank you to everyone who contributed to this first edition of Share Your Thoughts. We hope these stories and images inspire you. Your voice matters, and we're excited to showcase your creativity in future Campus Chronicles editions.

Want to contribute? Send your answers and photos to editors@uwl.ac.ae.

Design and Compilation by Mushira Khan & Rikzah Khattal

AI Fundamentals Workshop - Future Forward

Diving into AI Fundamentals with UWL RAK's Innovators- An Inter-Departmental Collaboration facilitated by Dr. Brumancia Easpin for Level 4 BA(Hons) Accounting and Finance students.

Fool Me Once: Why Are We Still Falling for Scams in the Age of Cyber Smarts!

We live in a world where cyber technology dominates, and everyone knows about phishing emails, scam calls, and dubious links. You'd think by now we'd be scam-proof, right? Wrong! Despite all the awareness and warnings, people still fall for the oldest tricks in the digital playbook. So, what's going on here? Why are we still getting tricked, and more importantly, what can we do to stop it?

Scammers: The Ultimate Tricksters

Let's be real: scammers are sneaky. They're not just hacking your computer-they're hacking your mind. Have you ever received an email from your "bank" asking you to "verify your account" as soon as possible? Or maybe a call from "the IRS" that sends your heart racing? These cyber con artists know how to push our buttons, using fear, curiosity, and urgency to make us slip up. They don't need fancy tricks; they just need to convince you to click or reply before you can think. The trick? They make you panic. And when panic sets in, common sense flies out the window.

Brain vs. Scam: Why We Still Fall for It

So, why do we fall for these tricks even when we know better? Blame it on our brains! Humans are wired to trust. We tend to believe people, especially when they're posing as an authority person like someone from our bank or a government agency. We assume it's real and act without stopping to question. It's like that classic prank where someone tells you, "Don't think about elephants," and suddenly, it's all you can think about. Scammers know how to hijack your attention, playing on your fears, and they do it so well that you don't even realize you've been tricked until it's too late.

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Overconfidence: The Silent Enemy

Let's be honest: sometimes, we think we're too smart to be scammed. "I'd never fall for that," we tell ourselves. And then, boom-one rushed email click, and we're trapped. Overconfidence is a scammer's best friend. They know that people, especially those who think they're tech-savvy, are more likely to let their guard down. A scam email with a couple of minor errors? We're in a hurry-we'll open it anyway and that's all it takes.

What Can You Do to Outsmart the Scammers?

Okay, so scammers are clever, and we're human, but does that mean we're doomed to fall for their tricks forever? Not at all! You can outsmart them by slowing down and staying sharp. Here's how:

Stop and Think: Got an urgent email or call that makes you sweat? Take a deep breath. Scammers thrive on making you act fast-don't give them the satisfaction. Inspect Before You Click: Hover over links, double-check email addresses, and question anything that feels off. If it looks fishy, it probably is.

Verify, Verify, Verify: Don't trust just because it looks official. Call the organization directly to confirm if it's legitimate.

Keep Up with the Times: Scammers evolve, so you should, too. Stay up to date on the latest cyber cons. The more you know, the harder you are to fool.
Spread the Word: Don't keep all this savvy to yourself. Share what you know with friends and family—especially those who might not be as digitally cautious.

We're Only Human

Scammers bank on one thing: our humanity. They know that emotions like fear, urgency, and even overconfidence can cloud our judgment. But here's the good news: by staying calm, slowing down, and thinking before we click, we can beat them at their own game. The next time a too-good-to-be-true offer or a "scary" warning shows up in your inbox, you'll know what to do: pause, investigate, and stay scam-proof!

Aleena Joseph
BSc (Hons) Cyber Security
Level-6

Cancer Awareness Campaign

On November 6th, 2024, the Women Empowerment Cell joined forces with Aster Healthcare, UAE, to deliver an impactful session focused on breast and prostate cancer awareness.

Let's Hear It from the Student Council

It's hard to believe how far we've come since we started as a team of seven last November. Back then, each of us held a specific position, united by a single goal: to enhance the student experience and represent their voices. Over time, as few of our team members graduated, the remaining three of us stepped up to carry forward this mission with renewed commitment and energy.

From the outset, we prioritized making memorable experiences for everyone. Our Global Immersion trip to Georgia was a milestone—the first of its kind for our university—and it set the stage for more exciting opportunities. Throughout the year, we made sure students had ample platforms to showcase their talents and skills, from representing our university at inter-university sports to participating in arts, quizzes, and talent competitions. Seeing our peers return with laurels was an incredible feeling of pride for us, and knowing we'd helped pave the way for their success was deeply rewarding.

This past year has been full of events that brought everyone together. From the Freshers' Day celebrations to Euphoria, Comic-Con, the New Year's party, and a much-needed picnic, every event was an effort to create moments of joy, community, and belonging. While we often missed the chance to sit back and enjoy these moments ourselves, seeing our friends and peers having a great time made every bit of hard work worth it.

Aside from events, we are happy with the culture of listening and responding to students' feedback. Creating an environment where every student felt heard and valued was as important to us as organizing big events. I believe that fostering this openness helped us all grow as a community.

Personally, this experience has been transformative. Leading and guiding the council has taught me resilience, patience, and the importance of collaboration—skills I'll carry with me long after my time here is over. If I'd had more time, I would have loved to initiate more community-focused projects, as I believe there's always more we can give.

As our term comes to a close and a new council steps in, I'd like to offer a few words of encouragement to those who follow. Leadership isn't about rewards or recognition; it's about the satisfaction that comes from seeing others smile, witnessing positive change and knowing you had a part in it. Take initiative, be willing to shoulder responsibility, and never underestimate the impact you can have. At the end of the day, the memories you create and the joy you bring to others will be the legacy that remains.

A huge thank you to everyone who supported us on this journey and wishing the new council a wonderful time ahead — make it count!

Neeraja Nair
BA(Hons) Accounting and
Finance, Level 6
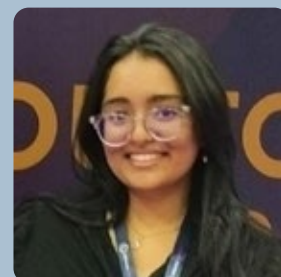
UWL Professor Speaks on Facing Up to Future Threats at Cyber Security Summit

Alison Wakefield, Professor of Criminology and Security Studies at the School of Human and Social Sciences (SHSS), recently spoke about 'facing up to future threats' at the CityForum Cyber Security Summit. CityForum events bring together policymakers, the private sector and academia to discuss solutions to contemporary public policy problems.

It was hosted at Here East, the former Press and Broadcast Centres for the London 2012 Olympics and Paralympics in the Queen Elizabeth Olympic Park.

Other speakers included Executive Director of US National Security Agency Catherine Aucella, former UK Security and Intelligence Co-ordinator, Professor Sir David Omand, BBC Security Correspondent Gordon Corera and Chair of the National Preparedness Commission Lord Harris of Haringey.

The agenda for the Summit included an evaluation of how insular and nationalist the world is becoming and invited major figures to speak about what follows. Three important aspects of their discussion were how countries should act singly, in alliance and – where possible – work with opponents. They also spoke about security, as threats multiply, and the ability to recover when opponents strike.

It was so useful to discuss cyber security in the context of current geopolitics and as a matter of national security and resilience," commented Professor Wakefield.

"The format of the conference and the expertise of both the panelists and participants enabled fascinating and high-quality discussions, and I look forward to future events."

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Creativity Unleashed

UWL RAK transformed into a vibrant celebration of Pop Culture at COMIC CON, held on November 9th! A day filled with fandom, creativity, and all things geek!
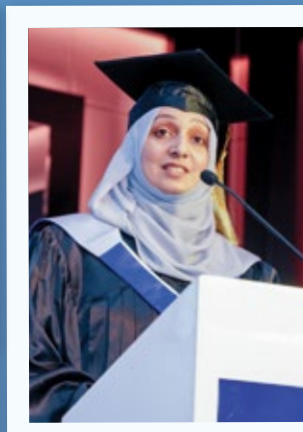
A Day of Triumph

Honoring Success and Future Aspirations at the UWL RAK Graduation Ceremony, November 26, 2024

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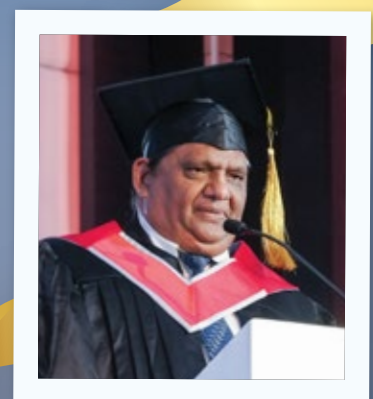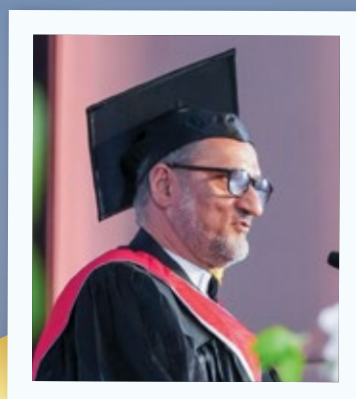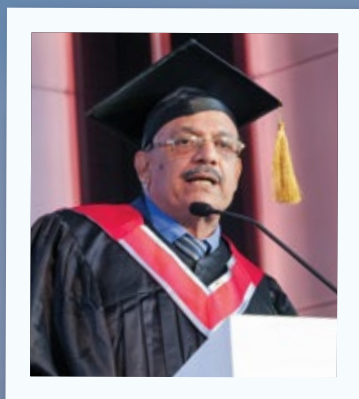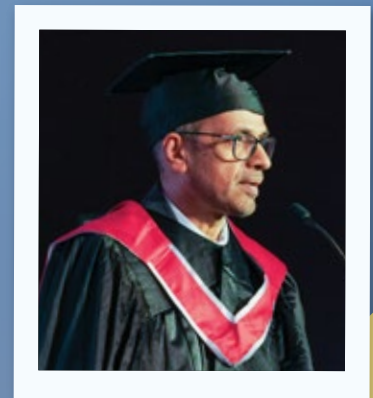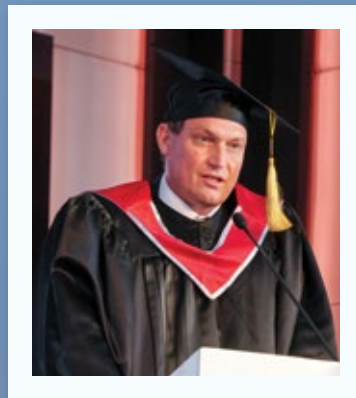
Exploring Literary Wonders

Our staff members took a deep dive into the world of books at the Sharjah International Book Fair.

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