



UNIVERSITY OF
WEST LONDON

The *Career* University

RAK Branch Campus



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The Editorial Message

Dear Readers,

As we approach the end of another academic year, there's a sense of both excitement and reflection in the air. The campus is lively and full of energy, with students preparing for their final exams, channelling their efforts into revising, learning, and supporting one another. It's heartening to see the spirit of collaboration and encouragement among peers, reminding us that true growth happens not just individually, but together.

This year has been a fruitful one, filled with academic achievements and countless memories. We've seen our students excel in classrooms, on stages, in labs and on the field. Faculty and staff have continued to guide and uplift, helping the college community grow through unity and common goals.

As we bid farewell to our final-year students, we do so with immense pride. You leave with degrees in hand and hearts full of memories - friendships made, challenges overcome, and lessons learned both in and out of the classroom. You will always be a cherished part of this institution and we hope the road ahead brings you continued success and fulfilment. To all students, best of luck in your exams. Support one another, stay focused, and remember that every ending is the start of a new beginning.

Warm Regards,
The Editorial Board



Reaching for the Stars

UWL RAK proudly felicitated the brilliant minds behind the NASA Space App Challenge success, celebrating innovation, teamwork and ambition beyond boundaries.



LORD! GIVE US A LEADER



“Embrace the currents of leadership trends, for in their evolution lies the compass to navigate the ever-changing landscapes of success.” – Mathew Lehnig, US Navy SEAL officer (Retd.) and VP of Programs at Taking Point Leadership, USA

The onset of 2025 has pulled in an unimaginable train of uncertainty in our world. Be it governance, business, politics or geography, no one has a clue of what is in store or how to lead and develop strategies, blueprints, and roadmaps beyond a few short months.

The reasons are not too far to seek- the Trump 2.0, the endless wave of tariff wars, the Game of Chickens between the two largest economies of the world, continents, countries or communities, or the ominous omnipresence of the AI, they all feed the uncertainty and chaos. And we have just begun.

There is so much flux and fluidity in the world that new investments are on hold and job creation yields to job cuts, scale-backs, shutdowns, and layoffs. Strategic planning as we know, is dead or in the ICU. The operative word is – to get through the day.

As the global landscape becomes increasingly VUCA- Volatile, Uncertain, Complex and Ambiguous- we all pray for a leader made to lead the VUCA world.

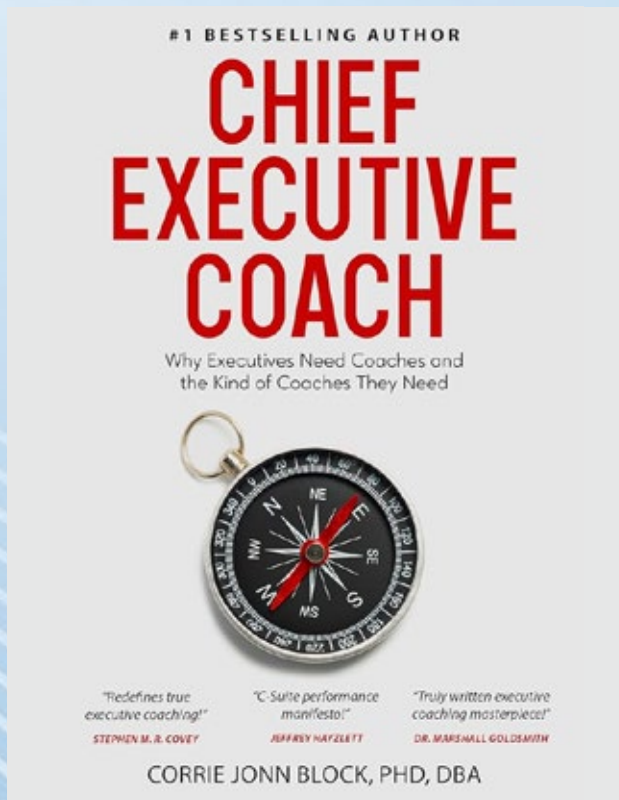
Traditional leaders trained in top-down management approaches, core competency business models and loyalty to strategic planning are suddenly looking powerless, clueless in figuring out how to navigate their countries, organizations, investors, employees, supply chains and communities to the shore safely.

What we need is a new genre of leaders – mavericks, iconoclasts, coaches, versatile people who can calm the turbulent waters. They are probably our best hope.

So, who are these leaders? What are their antecedents?

Enter the two powerful books on leadership that I read recently and allow me to review them for possible clues to locate the leaders we need for today.

The first book under review is titled “The Chief Executive Coach- Why Executives Need Coaches and the Kind of Coaches They Need’ and is written by bestselling author Dr. Corrie Jonn Block. Paperback ISBN: 978-1-962825-47-4, Atlas Elite Publishing Partners, 2025.



The book has received rich accolades from the likes of Dr. Marshall Goldsmith and Stephen M. R. Covey. The 220-page book is organised into eight power-packed chapters. The narrative of these eight chapters runs something like this:

Executives need: 'Advisory Coaching' tailored for 'Peak Performance' where the 'Language Barrier' contributes to a 'Defensive Shift', resulting in 'Executive Isolation', which requires 'External Objectivity' because 'High-stakes Decisions' require 'Wizard Expertise'.



Each chapter ends with a CEO Coach Toolkit, which is designed to do the following two functions:

- Help leaders, executives and management professionals figure out what kind of coach they should search for and support to help manage the challenge
- Provide guidelines to the executive coaches on what they themselves should learn to help the "Executive" lead.

A major Takeaway of the book is "No one is a god, no matter how good they looked last"

Take the example of Marissa Mayer, a well-known force behind Google's minimalistic and user-friendly interface. In her 13 years with Google, Marissa was respected as a "geek" who led a legacy of successes, including Gmail, Google Maps, and Chrome. She had overseen more than fifty acquisitions and was instrumental in creating more than forty billion dollars in shareholder value.

Then she moved to Yahoo!.

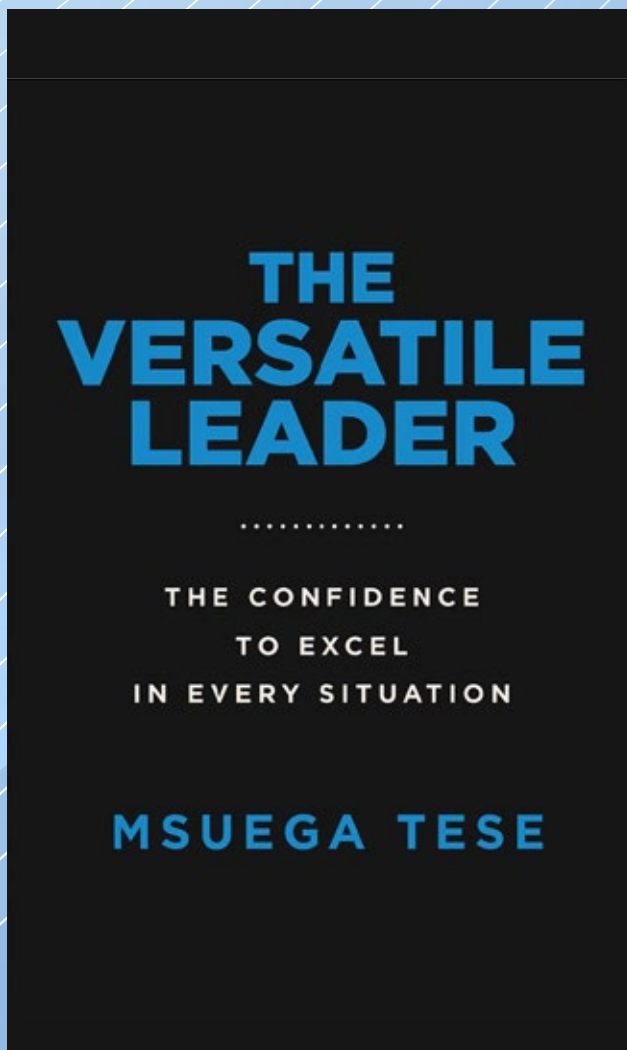
Yahoo!, in contrast, struggled throughout. Marissa Mayer was warmly welcomed as a saviour when she took over as CEO in 2012. However, within four years, Marissa failed miserably. In 2016, Variety Magazine nicknamed her "The False Prophet," depicting her image on the cover as a Christ-like character carrying a Y-shaped cross.



Marissa Mayer was booted out in 2017 as the American telecom giant Verizon took over Yahoo! She was now a God that Failed

Each of the eight chapters of Dr. Block is studded with a fascinating case study of leadership, a la mode Marissa, a sharp takeaway on the interdependent nexus of leaders, executives and their coaches, and a tool-kit to deploy for success.

If Block was hovering over the concept that a leader's past performance is no guarantee for future success, we have a new concept of leadership on the far end of the spectrum. It is named as the leadership for all situations. The book – **The Versatile Leader- The Confidence to Excel in Every Situation** by Msuega Tese, Forbes Book, 2023.



The Versatile Leader book runs around 200 pages and is organised in four parts: The Foundation (three chapters), The Strategy (five chapters), The Tactics (seven chapters) and The Seamless (two chapters), totaling seventeen chapters in all.

Each chapter in parts II and III uses an occupation as a metaphor. Thus, physicians, architects, builders, engineers, and entrepreneurs are strategy metaphors while journalists, coaches, parents, judges, pilots, soldiers and diplomats are the tactics metaphors.

Tese begins his thesis of versatile leadership by defining the versatile leader “as a person of integrity who, along with others, creates valued outcomes using appropriate metaphors”. He claims that these tools are fully portable and usable anywhere without any need for retooling.

To clarify his point, Tese invokes the well-known management concept of the sixties ‘situational leadership.’ Prof Ken Blanchard and Paul Hersey made the concept most famous by pronouncing that no single “best” leadership style exists and that most successful leaders adapt their leadership style to the prevailing situation.

Tese adopts this line further by likening a leader to a chameleon and argues that ‘we don’t need a unique style for every situation. Rather, we can group situations by their common characteristics and apply the relevant leadership styles. He draws his support from Bill George, the author of the ‘Authentic Leadership,’ who stated that “Good leaders can nuance their styles to the demands of the situation and know when and how to deploy different styles.”

As alluded earlier, the most remarkable aspect of the Versatile Leadership book is the ‘twelve metaphors’ coined by Tese to illustrate his version of versatile leadership.

Take, for instance, the very first strategy metaphor- the physician. Since prescription without diagnosis is malpractice, good doctors will always start with a

diagnosis. They will not begin treatment just because you have pain. “When leaders find themselves in a new situation, they must do what doctors do, make a diagnosis to know the real status of the organisation”. Or take the last metaphor of a diplomat that Tese invokes in the tactics section. Leaders can learn from diplomats to give and receive positive feedback. Through diplomacy, versatile leaders repair broken relationships and resolve delicate issues. One of the essential points leaders learn from diplomats is how to negotiate for mutually good outcomes in different situations.

Tese concludes his book by listing four antecedents of versatile leaders: They demonstrate Adaptability, Collaboration, Crowdsourcing, and Humility.

Now, where do we go from here to address the original call for new leadership for the VUCA world? Do the two books reviewed here answer the call? I believe they do, For one thing, they offer a promising framework for navigating the turbulent waters. At its core, they advocate adaptive leadership and underline the importance of flexibility, responsiveness and a willingness to learn and evolve to effectively manage swiftly changing circumstances (Esenyel, 2024).

For another, leaders today must abandon outdated assumptions and embrace innovative strategies to address the complex problems that define VUCA (Porath, 2023)

I began this review piece with a quote from Mathew Lehnig. Let me end with him, too. Lehnig wrote in Forbes magazine that Adaptive Leaders, Emotionally Intelligent Leaders, Purpose-Driven Leaders, Remote Skilled Leaders and Technology and Data Literate Leaders have the best chance of winning the world.

I pray and hope that they lead the VUCA world, too. Amen!

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4. Vildan Esenyel, Evolving Leadership Theories: Integrating Contemporary Theories for VUCA Realities, Administrative Sciences, October 2024



Prof. Mohan Lal Agarwal,
Deputy Academic Dean-
Department of Business and Management

From Vision to Victory: Team Innovisionaries Triumph at the UAE Hackathon 2025

We are thrilled to announce that Team Innovisionaries has been declared one of the National Winners of the UAE Hackathon 2025, under the prestigious Pioneers Track. This incredible achievement marks a significant step in our commitment to innovation, impact, and meaningful contribution to the UAE's digital future.

Organised annually by the Telecommunications and Digital Government Regulatory Authority (TDRA), the UAE Hackathon stands as the nation's leading innovation challenge, drawing bright minds from across the Emirates to solve real-world issues. In its 8th edition, themed "Today's Challenges, Tomorrow's Solutions," the competition brought together over 3,024 participants across 331 teams, including representatives from renowned institutions such as Khalifa University, UAE University, and Zayed University.

Team Innovisionaries — Rikzah Khattal, Shafeeqa Fathima Jahangir, Samira Rafiq, and Umamah Ali — began this journey at the Umm Al Quwain Hackathon, competing at the emirate level. Fueled by passion and purpose, we advanced to the national finals, where our concept was rigorously evaluated alongside some of the brightest minds in the country.

Our winning solution? A UAE-focused digital legal library powered by artificial intelligence — a platform designed to simplify access to local legal information, making it more accessible and understandable for the wider public.

What makes this win even more meaningful is the recognition we received from the Ministry of Justice, which expressed keen interest in collaborating with us to further develop and scale our platform. Their support affirms the potential of our solution to bring tangible change to the legal landscape of the UAE.

Being one of the few selected teams among hundreds of participants is a humbling and empowering experience. It is a testament to the power of teamwork, persistence, and visionary thinking. None of this would have been possible without the unwavering support of our mentors, peers, and the University of West London community.

As we reflect on this journey, from brainstorming ideas to late-night coding sessions, and finally presenting our vision on a national platform, we are filled with immense pride and gratitude. This win is not just ours; it belongs to everyone who believed in us.

Team Innovisionaries: United by Purpose. Driven by Innovation. Inspired by Change.

Rikzah Khattal

On behalf of Team Innovisionaries



FACULTY FOCUS

We are delighted to share that Dr. Ankasha Arif, Course Leader (BABS), has been awarded the Senior Fellowship of the Higher Education Academy (SFHEA), UK. The SFHEA status is a global benchmark awarded by Advance HE (UK), recognising individuals who demonstrate a deep understanding of effective approaches to teaching and learning and at the same time, support colleagues in enhancing educational practice. Please join us in congratulating Dr. Ankasha Arif on this well-deserved recognition!



Dr. Ankasha Arif

We are pleased to share that Dr. Afeefa Cholasseri, faculty member at the School of Business and Management, presented a research paper titled: "Adopting AI Tools in Business Education: Assessing Impact of TPACK and Teaching Experience" at the International Conference on Innovation, Sustainability and Applied Sciences (ICISAS), organised by Curtin University Dubai, held on 22nd–23rd February 2025. We applaud Dr. Afeefa's commitment to advancing innovative research and representing our institution at the conference.



Dr. Afeefa Cholasseri



AI CYBER SECURITY AND FHE

Artificial Intelligence (AI) is transforming industries, driving efficiencies, and enabling new capabilities. However, as AI adoption accelerates, concerns over data security, privacy, and regulatory compliance intensify. Fully Homomorphic Encryption (FHE), a cryptographic method that allows computations on encrypted data without decryption, is a promising solution. Recent developments in FHE prove immense potential to revolutionize AI security, ensuring data confidentiality while preserving functionality. This article explores AI security challenges, the role of FHE, and its real-world applications.

The Cryptography

Cryptography, the science of securing communication through mathematical techniques, has been fundamental in protecting sensitive data for centuries. Early cryptographic methods, such as Caesar ciphers and Enigma machines, focused on securing military and diplomatic communications. With the advent of the digital age, cryptographic techniques evolved to address challenges in online communication, banking, and secure transactions.

Today, as AI systems process vast amounts of sensitive data, traditional encryption methods face limitations in

balancing security and computational efficiency. Innovations such as Fully Homomorphic Encryption (FHE) and Secure Multi-Party Computation (SMPC) are emerging to tackle AI-specific security concerns, ensuring data privacy without compromising functionality.

Fully Homomorphic Encryption: Future Potential and Challenges FHE represents a groundbreaking advancement in cryptography, enabling computations on encrypted data without exposing its content. It allows computations on encrypted data without ever needing to decrypt it. FHE is expected to open up new possibilities for secure data analysis and processing in healthcare, finance, privacy-preserving machine learning, etc.

This capability has significant implications for industries like healthcare, finance, and cloud computing, where data privacy is paramount. As more organizations adopt AI-driven analytics, FHE ensures that sensitive information remains protected while still allowing meaningful processing. However, the widespread implementation of FHE faces several challenges, including its high computational complexity, performance inefficiencies, and the need for specialized hardware acceleration. Research efforts

continue to optimize FHE algorithms, develop more efficient cryptographic libraries, and integrate hardware-based solutions to make FHE more practical for real-world applications. Despite these hurdles, FHE remains a promising solution to address AI security concerns, offering a path toward secure, privacy-preserving computation in an increasingly data-driven world

The Emergence of AI and Security Challenges

The rapid emergence of AI has revolutionized industries by automating decision-making processes, enhancing efficiency, and enabling predictive analytics. However, as AI systems become more complex, they also introduce new security challenges. AI models require large datasets, often containing sensitive personal and business information, making them prime targets for cyberattacks. Additionally, the black-box nature of many AI algorithms raises concerns about explainability, accountability, and bias. As AI continues to be integrated into critical infrastructure, robust security mechanisms are essential to prevent adversarial manipulations, data breaches, and unauthorized access, ensuring AI remains a trustworthy and ethical tool for innovation.

AI Security Challenges

Despite AI's transformative potential, it presents significant security vulnerabilities, particularly in data protection, adversarial attacks, and model integrity. These vulnerabilities pose risks to businesses and individuals alike.

1. **Data Privacy and Confidentiality:** AI models often require vast amounts of sensitive data, including personal, financial, and healthcare information (Shokri, Stronati, Song, & Shmatikov, 2017). Unauthorized access or exposure can lead to compliance violations under GDPR, HIPAA, and CCPA.
2. **Adversarial Attacks and Model Poisoning:** AI systems are susceptible to adversarial attacks, where attackers manipulate input data to deceive models (Biggio & Roli, 2018). Model poisoning occurs when attackers inject malicious data during training, leading to incorrect outputs.

3. **Inference Attacks and Data Extraction:** Attackers can reverse engineer AI models to extract sensitive data, a process known as model inversion (Fredrikson, Jha, & Ristenpart, 2015). This raises significant concerns for industries like healthcare and finance, where AI models process confidential information.

4. **Secure AI Deployment in Cloud and Edge Environments** Many AI applications rely on cloud computing, exposing data to potential breaches during transmission and storage. Similarly, AI models deployed on edge devices face security risks from physical tampering and malware injection (Bonawitz, Ivanov, & Kreuter, 2019).

Fully Homomorphic Encryption (FHE): A Game Changer for AI Security Traditional encryption methods secure data at rest and in transit but require decryption for computation, creating vulnerabilities. FHE eliminates this risk by enabling encrypted computations.

What is Fully Homomorphic Encryption?

FHE is a cryptographic technique that allows computations on encrypted data without decryption. The output remains encrypted and can only be decrypted by the data owner (Gentry C., 2009). This ensures that sensitive data never exists in plaintext, reducing exposure to cyber threats.

How FHE Enhances AI Security

1. **Privacy-Preserving AI Training and Inference** FHE allows AI models to train on encrypted datasets while preserving data confidentiality. This is particularly valuable in healthcare and finance, where sensitive information must remain protected.
2. **Mitigating Data Breaches in AI Workflows:** Since AI operations occur on encrypted data, even if a system is compromised, attackers cannot extract meaningful information.
3. **Enabling Secure AI Collaboration Across Organizations** Organizations can collaborate on AI projects without sharing raw data. For example, multiple hospitals can jointly train a predictive model for disease diagnosis without exposing patient records (Lu & Zhang, 2021).
4. **Enhancing Compliance with Data Protection Regulations** By ensuring data remains encrypted

throughout processing, FHE helps businesses comply with GDPR, HIPAA, and CCPA while leveraging AI for insights.

Challenges of FHE Implementation in AI Despite its promise, FHE adoption faces several hurdles:

1. **Computational Overhead:** FHE operations are computationally expensive, requiring significant processing power compared to standard encryption.
2. **Algorithm and Hardware Optimization:** Current FHE implementations require specialized hardware (e.g., GPUs and TPUs) and optimized algorithms to achieve practical performance.
3. **Integration with Existing AI Frameworks:** AI ecosystems rely on tools like TensorFlow and PyTorch. Integrating FHE into these frameworks requires extensive modification and research (Lauter, Laine, & Player, 2022)

Future Directions: Making FHE Practical for AI

1. **Optimized Cryptographic Libraries** Researchers are developing more efficient FHE schemes (e.g., CKKS, BFV) that reduce computation time while maintaining security.
2. **Hardware Acceleration** AI chip manufacturers, including Intel and NVIDIA, are investing in hardware solutions to improve FHE processing speed.
3. **Hybrid Security Approaches** Combining FHE with Secure Multi-Party Computation (SMPC) and Differential Privacy can further enhance AI security (Bittner, Ion, Kreuter, & Varia, 2023)

Business Applications

Fully Homomorphic Encryption (FHE) is increasingly transitioning from theoretical research to practical applications across various industries, addressing critical data privacy and security concerns. Several organisations have begun deploying FHE in real-world scenarios, demonstrating its potential to revolutionise data processing and collaborative computing.

Financial Services

According to IBM (2024), Intesa Sanpaolo, a prominent

banking group, has collaborated with to enhance the security of digital transactions using FHE. This partnership aims to process sensitive financial data without exposing it, thereby maintaining customer privacy and complying with stringent regulatory requirements. By implementing FHE, Intesa Sanpaolo can perform computations on encrypted data, reducing the risk of data breaches and unauthorized access.

Technology and Consumer Electronics

- According to Apple (2024), the company has explored incorporating Fully Homomorphic Encryption (FHE) into its machine learning workflows to enhance user privacy. In particular, Apple has combined FHE with technologies like Private Information Retrieval (PIR) and Private Nearest Neighbour Search (PNNS) to enhance features such as Visual Search in Photos. This approach allows Apple to process user data in an encrypted form, ensuring that sensitive information remains confidential even during complex computational tasks.

Blockchain and Smart Contracts

According to Zama (2023), the blockchain sector is also recognizing the benefits of FHE. Platforms like Zama are developing private smart contracts that utilize FHE to enable end-to-end encryption of inputs and outputs. This advancement allows decentralized applications to handle sensitive personal data securely, paving the way for use cases such as on-chain identity verification and confidential NFT metadata management.

Healthcare and Collaborative Research

IAASB (2022) reports that FHE is making strides in healthcare by facilitating the secure analysis of medical data. For instance, homomorphically encrypted data sets from multiple sources can be linked together to train AI applications, enabling collaborative research without compromising patient privacy. This approach is particularly valuable in developing predictive models and personalized treatment plans while adhering to data protection regulations.

Challenges and Future Directions

Despite these advancements, deploying FHE in

production environments presents challenges, primarily related to computational overhead and integration with existing systems. FHE operations are computationally intensive, often requiring specialized hardware to achieve practical performance levels. Ongoing research focuses on optimizing cryptographic algorithms and developing hardware accelerators to mitigate these issues. As these technological improvements continue, the adoption of FHE is expected to expand, offering robust solutions for data privacy across various sectors.

The current deployment of Fully Homomorphic Encryption showcases its transformative potential in enhancing data security and privacy. As organizations navigate the complexities of implementation, the lessons learned from these pioneering applications will inform broader adoption and drive innovation in secure data processing.



Conclusion

As AI adoption grows, security and privacy concerns must be addressed. Fully Homomorphic Encryption (FHE) offers a groundbreaking approach by allowing AI

models to process encrypted data, mitigating security risks and ensuring compliance. While challenges remain, ongoing research and technological advancements are making FHE a viable solution for secure AI applications. Businesses should explore FHE-enabled AI frameworks to future-proof their data security strategies and maintain trust in AI-driven innovations.

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Dr Dileep Raj Abdul Razack
Strategist, Expert Cyber Security & IT, Digital Transformation

Welcoming the Future

New students were warmly inducted into the UWL family with an engaging session that set the tone for an exciting academic journey ahead.



A Successful Session on Leadership!

Mr. Msuega Tese, author of *The Versatile Leader*, delivered an engaging talk during the Employability Lab Session, sharing powerful insights and practical takeaways on leadership for all attendees.





BEHIND THE SCENES

1. Can you tell us a little about your role at the university and how long you have been here?

I've been with the University of West London, RAK Branch Campus, since its inception, and it's been an incredible journey watching the campus grow and evolve. I did take a parenting break during the COVID period, but overall, I've been part of the university for over 6 years. In my role as a Senior Academic Administrative Officer, I work closely with both faculty and students to ensure the smooth delivery of academic programs. My responsibilities range from managing course schedules and student records to coordinating assessments and supporting quality assurance processes. It's a role that requires attention to detail, collaboration, and a genuine commitment to enhancing the student experience.

2. How has your role evolved over the years?

When I first started, I was mainly involved in routine administrative tasks, but over time, I've taken on more strategic responsibilities and leadership within the team. I've been able to contribute to process improvements, help implement new policies, and support the campus during periods of accreditation. My role has grown alongside the campus, and it's been a rewarding journey of professional growth.

3. What is the most rewarding part of your job?

The most rewarding part of my job is seeing students thrive and graduate, knowing I played a part in their academic journey. There's nothing more fulfilling than watching their hard work pay off and knowing I helped create an environment for that success. Plus, working with such a passionate and dedicated team makes every challenge feel like

an opportunity to grow and accomplish something meaningful together. It's the ultimate mix of purpose and collaboration!

4. How do you think the university has changed during your tenure?

There has been significant growth, not just in student numbers but in how the campus operates. We've embraced more digital solutions, improved administrative workflows and strengthened our academic offerings. The campus feels more connected to the wider university now and there's a stronger sense of identity and ambition.

5. Do you have a favourite memory or moment from your time here?

Some of my most cherished moments have been attending graduation ceremonies over the years. Each one is a powerful reminder of the hard work, resilience, and transformation our students go through. Watching them celebrate their achievements with pride—and knowing I played a part in their journey—is incredibly fulfilling. Those moments never fail to inspire me and reaffirm why I love being part of the academic world.

6. What do you enjoy doing outside of work?

Outside work, I'm passionate about reading, which allows me to escape into different worlds and ideas. I also love classical dance, which keeps me grounded and creative, along with gardening and craftwork—activities that help me unwind and express my creativity. Whether it's tending to my plants or working on a new craft project, I find joy in the simple, hands-on things.

7. If you could accomplish one more thing here, what would it be?

I would love to be part of a project that helps streamline our academic processes even further – maybe through a digital transformation initiative or an integrated academic management system. Improving efficiency means more time to focus on supporting students and staff.



8. If you could describe your time here in one word, what would it be?

Enriching – every challenge, success and interaction has contributed to my growth, both as a professional and as a person.



Swathy Harikrishnan
Sr. Academic Administrative Officer
UWL RAK

Breaking Bread, Building Bonds


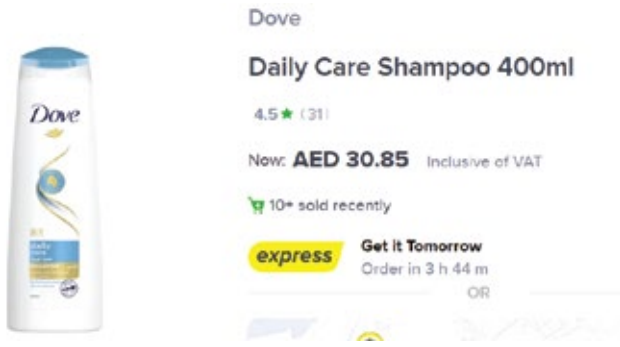
The UWL RAK team celebrated the spirit of togetherness with a warm and memorable Staff Iftar.





THE HIDDEN COST OF BEING A WOMAN: UNDERSTANDING THE PINK TAX

I'll never forget the time I walked into a store to buy a bottle of shampoo. As I skimmed through the shelves, I noticed two products sitting side by side. One was marketed toward men, with sleek black packaging, while the other was aimed at women, wrapped in pastel-coloured labels with a floral scent. The bottles were nearly identical, promising the same results, and both were made by the same brand. But when I checked the price, I was stunned. The women's version was nearly 15% more expensive than the men's.

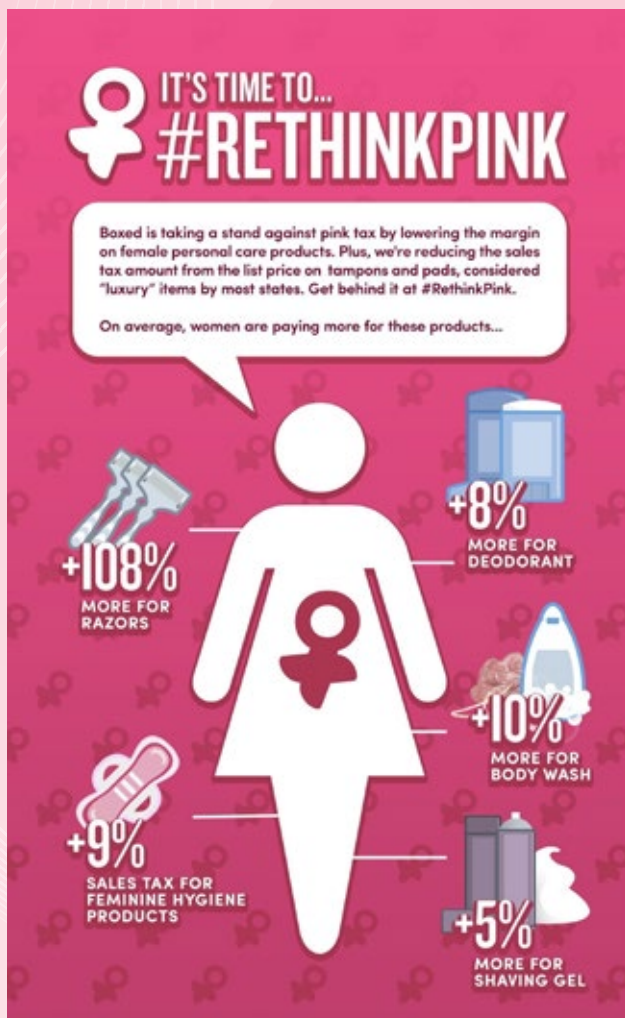
	<p>Dove</p> <p>Men+Care Thickening Fortifying Shampoo pack of 6 with caffeine and calcium for men with fine and thinning hair 400 ml</p> <p>Model Number : 8710908381213 5.0 ★ (2)</p> <p>Was: AED 30.00</p> <p>Now: AED 24.50 Inclusive of VAT</p> <p>Saving: AED 5.50 18% OFF</p> <p>Free Delivery</p>	 <p>Dove</p> <p>Daily Care Shampoo 400ml</p> <p>4.5 ★ (31)</p> <p>Now: AED 30.85 Inclusive of VAT</p> <p>10+ sold recently</p> <p>express Get it Tomorrow Order in 3 h 44 m</p> <p>OR</p>
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This moment made me realize that I had been unknowingly paying more for products simply because they were marketed toward women—a phenomenon known as the “Pink Tax.” It’s a pervasive issue, and it’s one that many of us have encountered without giving it much thought.

What is the Pink Tax?

The Pink Tax isn't an actual tax imposed by the government. Instead, it refers to the higher prices women are charged for products and services that are essentially identical to those marketed to men. A 2015 study by the New York City Department of Consumer Affairs revealed that women's products cost, on average, 7% more than similar products for men. In personal care items alone, the price difference was as high as 13%.

This price disparity isn't just confined to personal care. Women's clothing costs about 8% more on average than men's, and even toys marketed to girls are priced 7% higher than those targeted at boys. Over a lifetime, the Pink Tax can add up to thousands of dollars in extra expenses, simply because of gender-based pricing.



In the UAE, although the Pink Tax is not as widely studied, women can still face price disparities in everyday products and services. For instance, personal care items like razors, shampoos, and skincare products often cost more for women, even when the product's functionality is identical to the men's version. Clothing, too, tends to be more expensive for women, with fashion items, bags, and accessories regularly priced higher. Additionally, women often pay more for services like haircuts, manicures, and dry cleaning. This trend reflects a global issue, but its presence in the UAE underscores how entrenched these pricing practices are in consumer culture.

How Does It Affect Women?

The financial burden of the Pink Tax is significant. Women already face an economic challenge due to the gender pay gap—earning about 82 cents for every dollar earned by men, according to the U.S. Census Bureau in 2023. When you add the cost of the Pink Tax on top of that, it creates an even greater strain on women's finances, making it harder for them to achieve economic equality.



It doesn't stop with products either. Women are often charged more for services like dry cleaning, even when the garments are identical to those worn by men. Personal care services like haircuts also tend to be more expensive for women, despite requiring similar time and effort.

Why Does the Pink Tax Exist?

The Pink Tax persists because of a combination of societal stereotypes and corporate marketing strategies. Companies use gendered marketing—such as using pastel colours, floral scents, or fancy packaging—to appeal specifically to women. These superficial differences allow businesses to justify charging more, even though the product functionality is the same.

Retailers and service providers often capitalize on gendered marketing strategies, assuming women may prioritize design or presentation over price. This allows businesses to justify inflated costs for products targeted at women, despite offering similar or identical functionality to their male-marketed counterparts. In places like supermarkets or retail stores, where prices are fixed, this pricing disparity goes unchallenged, leaving women with limited options but to pay more.

The Pink Tax is more than just an economic issue; it's a reflection of the systemic gender biases that influence both consumer behaviour and corporate decisions.



What Can We Do About It?

As someone who's experienced the Pink Tax firsthand, I've decided to take action. Here are some steps that can help us all tackle this issue:



Educate Yourself: Awareness is the first step in creating change. Learn about the pricing disparities that exist between products and services marketed to men and women. This knowledge can help you make better, more informed purchasing decisions.

Compare Prices: Before you make a purchase, take a moment to compare the prices of similar products. Often, you'll find that gender-neutral or men's products offer better value for money. I've started doing this myself, and it's become a habit to check the price difference before grabbing something off the shelf.

Advocate for Policy Change: Supporting legislative action can help address this issue on a broader scale. For example, California's Gender Tax Repeal Act of 1995 prohibits businesses from charging different prices for similar services based on gender. We can push for similar reforms in our own communities to eliminate this unfair pricing.

Spread Awareness: Share what you've learned with others—whether it's within your family, your friend circle, or on social media. The more people know about the Pink Tax, the more likely companies will feel pressured to adopt fairer pricing practices.

Support Ethical Brands: Whenever possible, support brands and businesses that are committed to eliminating gender-based pricing. By doing so, we can help create a marketplace that values fairness over outdated gender norms.

Conclusion



The Pink Tax is a hidden cost that women face every day. It may seem like a small issue, but when you add up the extra money spent over a lifetime, it becomes clear that this is a significant problem. We have the power to challenge this discriminatory pricing, and it all starts with educating ourselves, making conscious purchasing decisions, and advocating for change.

Imagine a world where we don't have to worry about paying more for the same product just because of the colour or the scent. A world where companies treat all consumers equally, regardless of gender. I believe that world is possible, and it begins with us—one purchase at a time.

"Let's dismantle the Pink Tax once and for all, and create a world where fairness is the price we all pay—no exceptions."



Khadija Murtaza Patanwala

BA (Hons) Business Studies

Level 6 Batch B

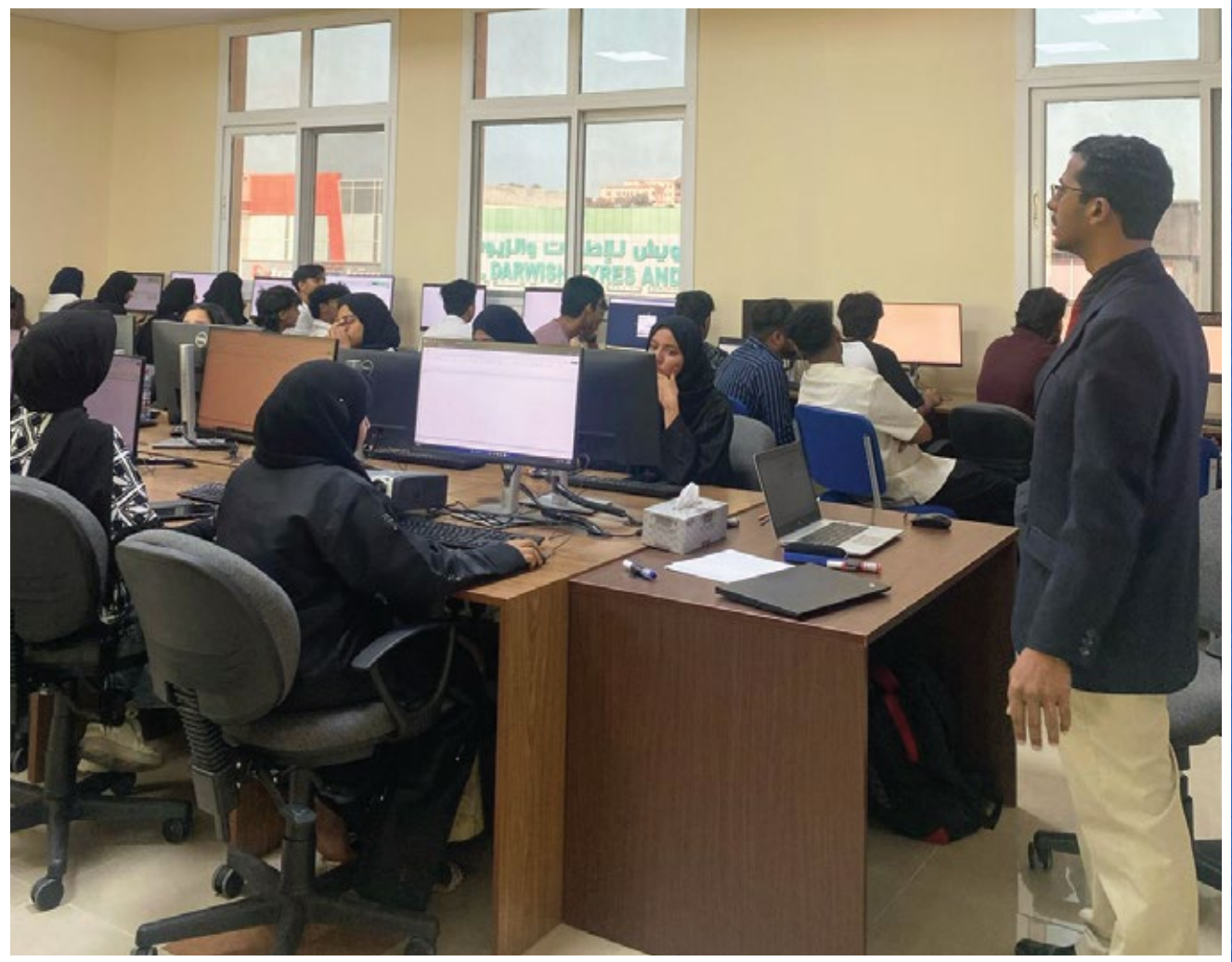
A Celebration of Unity

Students united for an evening of reflection, connection and community bonding at the annual iftar gathering on campus.



Advanced Excel Workshop

Dr. Terry Jacob Mathew led an engaging hands-on workshop on advanced Excel techniques for enhanced data management and analysis.





From the Parent Campus....

What's Culture Got to Do with IT?

Excerpts from the professorial lecture of Jose Abdelnour Nocera.

Professor of Sociotechnical Design at UWL's School of Computing and Engineering (SCE), José Abdelnour Nocera, delivered a lecture titled, 'What's culture got to do with IT? 25 years of research ramblings on Information Technology Design.' Professor Abdelnour Nocera is Head of the Sociotechnical Centre for Innovation and User Experience at UWL.

The lecture was about the intersection of culture and technology in the IT industry and how cultural factors influence the development and implementation of IT solutions.

José explored what it means to design IT for different cultures, balancing global frameworks with indigenous practices. He shared many examples of doing this from around the world, including projects in China, Indonesia, South Africa, India, Kenya and Venezuela.

Professor Abdelnour Nocera explored the three different ways in which he has used the concept of culture in his research: as an explanatory tool, as a sense-making

device and as a critical lens. Using culture as an explanatory tool makes it predictive and easier to inform design, but is reductionist and potentially biased. Employing it as a sense-making device enables designers to navigate and interpret users' cultural language and practices. Using it as a critical lens uncovers systemic inequities and domination within design practices.

"We need to look at the social context and the technical context and try to make it as bottom-up as possible. To approach users as persons embedded in a cultural context," explained Professor Abdelnour Nocera.

"We must make sense of how we can design interfaces or technology that is meaningful and useful to local indigenous users. Understanding culture from a more critical perspective allows us to uncover systemic inequities and domination within design practices."

In the time for questions after the lecture, Vice-Chancellor and President Professor Peter John CBE commented to José,

"You used some very unusual units of analysis, and you can see the complexity that comes out of it. You need to be applauded for that. It is a very unusual way of using disciplines in a highly creative way."

CAMPUS CHRONICLES

WELCOME BACK TO THE CAMPUS CHRONICLES, YOUR PLATFORM TO SHARE INSIGHTS, CREATIVITY, AND REFLECTIONS!

IN THIS EDITION, WE HIGHLIGHT STORIES OF MOTIVATION AND MENTAL WELL-BEING WHILE CELEBRATING THE ARTISTRY OF ARCHITECTURE. OUR GOAL IS TO EMPOWER THE UWL COMMUNITY THROUGH HONEST CONVERSATIONS AND ARTISTIC EXPRESSION.

THIS TIME, WE ASKED STUDENTS TO SHARE THEIR PERSONAL INSIGHTS ON TWO POWERFUL QUESTIONS.

✦ What motivates you to remain productive during challenging times?

1 Fadhma Shahul , Level 4,
BA (Hons) Business Studies

I stay focused on my long-term goals. Even during tough times, I remind myself why I started and where I want to go.

2 Faiha Mubarak , Level 4,
BSc (Hons) Cyber Security

During the challenging times that I am facing, I loved to listen to my favourite music, read the positive thoughts and think positively throughout my life. This is what keeps me motivated, happy and also remain productive at the same time.

3 Aiswarya Venugopal , Level 5,
BA (Hons) Business Studies

The reality is that challenges will come and go, but the results of staying consistent will reward us for a lifetime.

✦ How do you balance mental health and academic responsibilities?

1 Fadhma Shahul , Level 4,
BA (Hons) Business Studies

I prioritise my tasks and set boundaries to avoid burnout. I make sure to schedule breaks and downtime, just like I would a class or assignment.

2 Arisha Iqbal , Level 4,
BA (Hons) Business Studies

I've learnt that taking breaks and setting boundaries is a key. Trying to stay organised with a simple routine by giving myself a space to rest when needed. Whether it's a walk or talking to my best friend, it helps me reset and show up better both mentally and academically.

3 Mohammed Ishaq , Level 4,
BA (Hons) Business Studies

Fitness fuels my focus, driving gives me space to think, and networking keeps me inspired – that's how I manage my mind and my academics.

ARCHITECTURE IN FOCUS!

THIS EDITION'S PHOTOGRAPHY THEME CAPTURES THE STRENGTH, SYMMETRY, AND SOUL OF ARCHITECTURAL DESIGN—CELEBRATING THE STRUCTURES THAT SHAPE OUR WORLD AND INSPIRE CREATIVITY.

PHOTOGRAPHERS IN THIS EDITION:



1 Arisha Iqbal , Level 4,
BA (Hons) Business Studies



2 Gloria Mary Samuel , Level 4,
BA (Hons) Business Studies



3 Samira Rafiq Khan , Level 6,
BA (Hons) Accounting and Finance

HONOURING OUR VOICES

To everyone who has contributed to Campus Chronicles—whether in this edition or in previous ones—thank you ever so much. Your stories, creativity, and reflections continue to inspire and uplift the UWL community. We are sincerely grateful for your support and enthusiasm in making this platform a true reflection of student voices.

DESIGN AND COMPILATION BY MUSHIRA KHAN & RIKZAH KHATTAL

Powering Up for the Future!

UWL RAK staff engaged in a high-energy AI training session—embracing innovation and gearing up with smart tools to transform tomorrow's classrooms.



Leadership Meets Legacy

UWL RAK was honoured to welcome the Vice Chancellor, Prof. Peter John whose visit brought valuable insights and renewed inspiration for the entire campus.



Editorial Team



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Chief Executive Editor



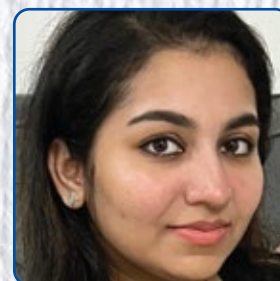
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