

 The British University in Dubai
**7th BUiD Doctoral Research
Conference BDRC 2023**



The 7th BUiD Doctoral Research Conference, **BDRC 2023**

presents full papers by
students from BUiD and
Affiliated Universities

08 July 2023

09:00 - 17:00

Hybrid

buid.ac.ae

The British University in Dubai

The British University in Dubai (BUiD) was established in 2003 by Ruler's Decree of the Emirate of Dubai, as the region's first, research-based, postgraduate university. BUiD offers a unique not-for-profit brand of higher education with high standards for study and research designed to contribute to the technological innovation and socio-economic development of the Arab world and beyond.

BUiD was established to facilitate access in the Middle East to a British-style of world class education, training and research. Working in association with leading UK universities BUiD offers cutting-edge education and research in key disciplines. BUiD aspires to the highest, internationally recognized British standards as reflected in its work with the Universities of Edinburgh, Glasgow, and Manchester.



Overview

History of BDRC

From its inception in 2015, the BUiD Doctoral Research Conference (BDRC) has been held at the British University in Dubai for five years. Many internationally renowned experts, and academicians in the fields of Computer Science, Education and Engineering have participated in these events and have made innovative and outstanding presentations. The visitors and participants of the conference include experts, academics, engineers and other professionals from well-known and leading institutions of higher learning, research and enterprise. The British University in Dubai was the first university to have such a large doctoral research conference in the UAE.

BDRC 2023

BDRC 2023 will be held on the 8 July 2023. It is a hybrid conference. The proceedings of the best papers presented will be published by Springer which Scopus indexed. It will no doubt be an excellent opportunity for students to get published and enable their work to be visible to the wider regional and international research community.

The Call for Papers was announced in February 2023, asking students to submit full papers. The submission deadline was on the 15 May 2023. Students were not limited in the number of papers they were allowed to submit nor the number of authors per paper. We received submissions from various levels of the university including Undergraduate, Postgraduate (both at the masters and doctoral level) and as well as BUiD alumni and students from our affiliated universities. Emphasis was placed on the quality of submissions. The review process was rigorous whereby all papers underwent a blind review process. There were over 90 submissions of which 68 qualified to the presentation stage. Based on the outcome of the presentations at the conference the top 18 will be published.

BDRC 2023 and by extension the wider BUiD community looks forward to seeing the presentation of papers in multidisciplinary fields across Education, Business & Law and Engineering & Computer Science.

The 7th BUiD Doctoral Research Conference 2023 focuses on providing students with an international forum through which their work can be shared and published. Inherently multidisciplinary in nature, it is an opportunity to discuss research and training in education, business, law, engineering, sustainable design and innovation. The conference is intended for upcoming researchers and those who carry the dual role of researcher and educator, thought leader, practitioner, technocrat or business leader. We hope to bring together a diverse group to present and discuss the latest trends, discoveries, praxis and interests in these multidisciplinary areas.



KEYNOTE SPEAKERS



Michael Osborne, Professor of Adult and Lifelong Learning and Director of Research, School of Education, University of Glasgow

Professor Osborne is experienced in adult and continuing education, Vocational Education and Training (VET) and Higher Education research, development and evaluation.

He is also Director of the Centre for Research and Development in Adult and Lifelong Learning (CR&DALL) within the College of Social Sciences, and Co-director of the PASCAL Observatory on Place Management, Social Capital and Lifelong Learning

within the School of Education. CR&DALL is a constituent part of the Glasgow Centre for International Development, providing its Education component, using in particular its links with Africa in this role.



Dr Richard Kirkham, Deputy Director of The Thomas Ashton Institute, The University of Manchester

Mr Kirkham is a Reader in Civil Engineering at The University of Manchester. He is Deputy Director of the Thomas Ashton Institute and a member the senior leadership team in the Manchester Urban Institute. He provides expert advice to the Infrastructure and Projects Authority, HM Treasury and the National Audit Office and will become a member of the Scientific Advisory Group for Emergencies (SAGE) expert-list in 2023. During the COVID-19 pandemic, Richard worked on the

'Core National Studies Programme' led by Sir Patrick Vallance – focusing on transmission risk in the construction sector. Richard has provided expert advice to HM Government on various aspects of risk management, notably in the recent updates to the Orange Book. Richard leads the Cabinet Office Science and Engineering Network workstream on 'knowledge transfer', having successfully completed an ESRC funded secondment into the Cabinet Office



Professor Sean Smith, Professor of Future Construction and Director of Centre for Future Infrastructure, The University of Edinburgh

Professor Smith is a Professor of Future Construction and Director of the Centre for Future Infrastructure (CFI), a world-class centre of excellence on infrastructure systems which tackles urgent issues from unconventional to interdisciplinary perspectives. He has twice led research teams to win the Queen's Anniversary Prize for their research on sustainable development leading to significant positive impacts

for society, industry and environment. He chairs and leads a range of net zero committees and projects involving industry, governments and local authorities.



Dr Ahmad Murad, Chief Information Officer, Transmed

Dr. Ahmad Mourad is the Chief Information Officer for Transmed, a full service distributor of global brands with operations in Europe, Middle East and Africa. A senior business and technology executive with over 25 years of extensive experience in Telecom, Information Technology, FMCG, Manufacturing, and Healthcare working for the government and private sectors in North America, Europe, Gulf Region, Middle East and Africa.

The British University in Dubai (BUID)
Doctoral Research Conference 2023 (BDRC 2023)
08-Jul-23

[Opening Session - Click Here](#)

09:30-09:40	Dean of research Speech
09:40-10:10	VC welcome speech
10:10-10:30	Keynote: Professor Michael Osborne
10:30 - 10:50	Keynote: Dr Ahmad Mourad

Time	Faculty of Education		Faculty of Education		Faculty of Business and Law		Faculty of Business and Law		Faculty of Business and Law		Faculty of Engineering and Computer Science		Faculty of Engineering and Computer Science		Faculty of Engineering and Computer Science	
	Session 1		Session 2		Session 3		Session 4		Session 5		Session 6		Session 7		Session 8	
	Chairs: Abdelhamid Khalil & Azza Alawadhi Session reviewers: Michael Osborne & Solomon David Theme: Education, Arts & Humanities		Chairs: Nahida Saleme & Wafaa Elawadh Session reviewers: Christopher Hill & Sufian Forawi Theme: Education, Arts & Humanities		Chairs: Ahmed Basioni & Ateeq Aljuhani Session reviewers: Richard Kirkham & Maria Papadaki Theme: Management and Social Science		Chairs: Esraa Awawdeh & Rana Hamdan Session reviewers: Mohamed Haddoud & Christina Lienen Theme: Management and Social Science		Chairs: Amal Abdurrahim & Rania Gamel El Din Sheir Session reviewers: Darar Al Daboubi & Ashmita Ismail Theme: Management and Social Science		Chairs: Khulood Shebib Khanshab & Suha Assayed Session reviewers: Mostafa Al Emran & Wael Sheta Theme: Engineering, IT and Physical Science		Chairs: Dalia Haddad & Rehab Sajwani Session reviewers: Faez Masurkar & Sa'ed M. Sathieh Theme: Engineering, IT and Physical Science		Chairs: Reema A. Tobeishat & Amel Al-Ali Session reviewers: Hanan Taib & Basim Tougan Theme: Engineering, IT and Physical Science	
	Auditorium Session 1 Link		Room FF103 Session 2 Link		Room FF111 Session 3 Link		Room FF112 Session 4 Link		Room FF113 Session 5 Link		Room FF101 Session 6 Link		Room FF106 Session 7 Link		Room FF106 Session 8 Link	
By	Topic	By	Topic	By	Topic	By	Topic	By	Topic	By	Topic	By	Topic	By	Topic	
11:00-11:20	Abdelhamid Khalil The Challenges of Implementing the Emirates Standardized Test as a Proficiency Test in the UAE: An Exploratory Study	Nahida Saleme Critically Describing the Effectiveness of Anti-bullying Interventions Used at Schools	Hiba Al Abiad and Aymen Masadeh Law Comparison As A Research Method In Legal Studies, And Its Importance In Promoting Uniformity In Legal Systems	Fatma Abdulaziz and Abu Bakr Sulaiman The Role of Internal Audit in the Risk Management and Corporate Governance	Amal Abdurrahim The Impact of Workforce Agile Behavior on Organizational Innovation Performance for Manufacturing Enterprises	Suha Assayed, Manar Akhathb and Khaled Shaalan A Comparison of Machine Learning Chatbot Classifiers and Deep Neural Networks Techniques: Case Study High School	Bayan A. Alazzam, Manar Akhathb and Khaled Shaalan Towards Gulf Emirati dialect corpus from social media	Amel Al-Ali, Alaa Abdul-Ameer and Basim Tougan Establishing A Guideline and Decision-Making Approach For UAE Solar Assets Waste Management By Utilizing Pysat								
11:20 - 11:40	Azza Alawadhi A Case Study Exploring ESL Instructors Perspectives of Blended Learning in UAE Higher Education	Nahida Saleme and Nora Benkhalifa The Impact of Job Satisfaction on Teachers' Performance in the UAE	Abdelaziz Aowais and Tarek Alshubaiti Consultation Proposal on Alpha College's operations management – Investigative study	Rana Hamdan and Husam-Aldin Al-Malkawi Performance of Mutual Fund during the Global Financial Crisis: Evidence from Saudi Arabia	Abdul-Nafu Mustafa Rabiu Disputants and execution of terms of settlement in arbitration, mediation and conciliation	Suha Assayed, Manar Al Khathb and Khaled Shaalan Artificial Intelligence Chatbots for Students Advising: A Systematic Review	Rehab Sajwani Artificial Intelligence for sustainability development in healthcare	Reema A. Tobeishat and Wael Sheta Impact of Innovative Lighting Strategies on The Performance of Workplace Environment: The Case of Workplace Office, Masdar Visitor Center, Abu Dhabi								
11:40-12:00	Sham Abukhalaf The relationship between the frequency and the range of morphemes used in students' essays and essay scores in an American school in Dubai.	Wafaa Elawadh UAE Parents' awareness of the importance of programming to primary students, and their perspectives towards it: A Quantitative Study.	Ahmed Basioni and Khalid Al Marri The challenges facing adopting Innovation Process in the context of Project Management Performance and Productivity in Energy Sector	Binsang Suresh Babu and Abba Kolo Soft Law in International Investment Law	Amina Abdurrahim The Impact of Key Determinants of BIM Technology Adoption on Organizational Performance within the UAE Construction Industry	Saiba Abdulla, Saadad Muammar and Khaled Shaalan Pre-training on CNN, BERT, and GPT for Improved Persona Detection Using PMPC and ROCStories Datasets	Ayman Mulla and Basim Tougan IoT Weather Station with Offline Implementation	Saifudeen Qardashi and Gul Jokhio Experimental Investigation on the Flexural Behavior of Composite Floor Panels Made of Cold-formed Steel and Timber for Sustainable Construction								
12:00-12:20	Aysha Al Falasi The impact of exposure of dual language on preschoolers	Gilan Raslan and Solomon David The Impact of the Zone of Proximal Development Concept (Scaffolding) on the Students Problem Solving Skills and Learning Outcomes	Ahmed Basioni and Muhammed Waris Khan Organisational Structure Impact on Projects Performance and Productivity in Energy Sector	Mona Mohamed Implementing Effective CSR Practices to Improve the Company's Perceived Value and Market Share: An Analytical Case Study Investigating Aviation Industry in the UAE	Rania Gamel El Din Sheir and Dana Mahmoud Kurdy The Impact of quality of government services on customer satisfaction (SMEs) with moderating effect of employee professionalism (In relation to the EFQM in Dubai Context)	Khulood Shebib Khanshab Smart Cities The Role of Artificial Intelligence in Enhancing Sustainability: The Case of UAE	Rehab Sajwani Sustainability in healthcare practice	Abdelgali Khalil, Faez Masurkar and Alaa Abdul-Ameer Estimating the reliability of the inspection system employed for detecting defects in rail track using ultrasonic guided waves								
12:20-12:40	Alsaedeen Alahmad Highlighting the Impacts of Parents' Beliefs on Students' Education	Maryam Abdullah The impact of bullying in an inclusive classroom among students of ASD and peers in social development and academic performance in the UAE.	Ateeq Aljuhani A Qualitative Study of the Impact of Currency on Socio-cultural Identity	Esraa Awawdeh The impact of fostering Parasocial relationship between influencing entrepreneurs and social media followers on the brand image and the purchase intentions of start-up companies.	Majid Alshaer and Khalid Alhamri The Impact of Facilitating Conditions on Innovation Readiness in the Dubai Public Sector	Majd Ateah and Dymilia Tatti Sustainable Landscape Design of Al Waha Community in Dubai	Dalia Haddad and Gul Jokhio Durability Design Approach and Exposure Conditions Comparison and Critical Review of Eurocode, British Standard, ISO 13823 Standard	Man Jang, Kun Wang and Meng Tian When Grants Land: Assessing Environmental Impacts of Megaprojects on Local Areas and concerns for Decision-Makers								

12:40-2:00 **Lunch Break**

[Afternoon Session - Click Here](#)

2:10-2:30	Keynote: Professor Sean Smith
2:30-2:50	Keynote: Dr Richard Kirkham

Time	Faculty of Education		Faculty of Business and Law		Faculty of Business and Law		Faculty of Engineering and Computer Science		Faculty of Engineering and Computer Science	
	Session 9		Session 10		Session 11		Session 12		Session 13	
	Chairs: Anwar Obaid & Reem J. Razem Session reviewers: Abdulai Bukari & Tendai Charles Theme: Education, Arts & Humanities		Chairs: Omer Qureshi & Yujie Dong Session reviewers: Muhammad Waris & Sulafa Badi Theme: Management and Social Science		Chairs: Homa Molavi & Metib Alenezi Session reviewers: Omar Hiary & Edward Ochieng Theme: Management and Social Science		Chairs: Bana Eid & Hani Alghanem Session reviewers : Manar Alkhatib & Alaa Ameer Theme: Engineering, IT and Physical Science		Chairs: Sarah Coleman & Aishah Al Shehhi Session reviewers : Sean Smith & Bassam Abuhijleh Theme: Engineering, IT and Physical Science	
	Room FF102 Session 9 Link		Room FF111 Session 10 Link		Room FF112 Session 11 Link		Room FF101 Session 12 Link		Auditorium Session 13 Link	
By	Topic	By	Topic	By	Topic	By	Topic	By	Topic	
2:50-3:10	Reem J. Razem and Emad A.S. Abu-Ayyesh A Pilot Study Exploring Jordanian Expatriates' Family Language Policy in Dubai	Omer Qureshi, Stephen Wilkins and Huda Iqbal Chatbots Can They Satisfy Customers in the Banking Sector?	Abdelaziz Aowais and Farzana Mir The Economic, social and environmental impact of a 4-day workweek on an organization	Majd Ateah Grid Connected-Photovoltaic System (GC-PVS)	Azra Maltis Addressing the Overheating Crisis and Its Socio-Economic Implications: A Case Study in London's High-Risk Areas					
3:10-3:30	Anwar Obaid Developing a Draft Curriculum Framework for Learners with Severe and Multiple Disabilities in UAE Schools through Analysis of Relevant Literature	Asma Abdul Karim, Muhammad Waris Ali Khan and A.Q. Adeleke The Impact of Digital Knowledge Management on Organizational Performance	Homa Molavi The Role of UK Universities' Reputation on Economic Recovery in the Crisis Time	Hani Alghanem and Sherief Abdallah The future of the Internet of Vehicles (I V)	Aishah Al Shehhi and Gul Ahmed The Environmental and Economic Impacts of the Use of Recycled Asphalt during the Preventive Maintenance of Roadways in the UAE.					
3:30-3:50	Heba Elgazzar and Sufian Forawi To what extent do science teachers emphasize Critical Thinking Attributes in their implementation in American Curriculum Schools in Sharjah?	Yujie Dong, William Collinge, Richard Kirkham and Amir Rahbarmanesh A Framework for Developing Information Requirements for Built Asset Management Based on Organisational Sustainability Objectives	Metib Alenezi, Richard Kirkham and Akilu Yunusa-Kaltungo Impact of Risk and Uncertainty on healthcare project delivery and intra-group Conflict in the KSA Context.	Omar Turk, Abid Abu Tar and Gul Ahmad Evaluation of Compressive Strength for Recycled Aggregate Concrete Reinforced with Polypropylene Fibers	Sarah Coleman and Richard Kirkham Tensions in theory and practice: a reflection on project benefits realisation					
3:50-4:10	Amal Hameedatin and Christopher Hill An Investigation of the Development and Implementation of Teacher's Licensing in Saudi Arabia Based on Local Stakeholders' Perceptions, Compared with International and Regional Practices	Meenakshi Prabhat Dhoundiyal and Neelha Parank Analysis of Savings and Investments in first ten years of Employment in Dubai	Reham Sadeh and Bassam Abu Hijeh Investigating the Food Waste Status in the Hospitality Sector of the Emirate of Dubai-UAE	Bana Eid and Nadia Mousajed Facade Retrofits: Sustainable Living Architectural Facades. The Case Study of "Baymura Hilan Tower" in Abu Dhabi	Zina Abokhaia and Yousef Mamour A Critical Survey: Traffic Signal Control Models in an Agent-Based Simulation					

4:20-5:00 **Closing ceremony and awards**



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Chairs and Session reviewers

Session 1	Abdelhamid Khalil & Azza Alawadhi	Michael Osborne & Solomon David
Session 2	Nahida Salameh & Wafaa Elsawah	Christopher Hill & Sufian Forawi
Session 3	Ahmed Basoni & Ateeq Aljuhani	Richard Kirkham & Maria Papadaki
Session 4	Esraa Awawdeh & Rana Hamdan	Mohamed Haddoud & Christina Lienen
Session 5	Amal Abdulrahim & Rania Gamal El Din Sheir	Ashmiza Ismail & Derar Al Daboubi
Session 6	Khulood Shebib Khansaheb & Suha Assayed	Mostafa Al Emran & Wael Sheta
Session 7	Diala Haddad & Rehab Sajwani	Faez Marsukar & Sa'Ed M. Salhieh
Session 8	Reema A. Tobeishat & Amel Al-Ali	Hanan Talib & Basim Touqan
Session 9	Anwar Obeid & Reem J. Razem	Abdulai Bukari & Tendai Charles
Session 10	Omer Qureshi & Yujie Dong	Muhammad Waris & Sulafa Badi
Session 11	Homa Molavi & Metib Alenezi	Omar Hiary & Edward Ochieng
Session 12	Bana Eid & Hani Alghanem	Manar Alkhatib & Alaa Ameer
Session 13	Sarah Coleman & Aishah Al Shehhi	Sean Smith & Bassam Abuhijleh

Operations Team

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- Dr Farzana Mir
- Rawy Thabet
- Danielle Wilson-Gulston
- Samar Alkathib
- Hassan Modiraparambil

[Please click here](#)
[for the conference programme](#)