

# RUW SCIENTIFIC RESEARCH COUNCIL

## MONTHLY NEWSLETTER



### RUW SCIENTIFIC RESEARCH COUNCIL NEWS

The RUW Scientific Research Council is simultaneously working on an array of projects to initiate the unit's establishment. The Scientific Research Council website has now been updated and will be updated on a continuous basis. On the webpage, you will now be able to view current and archived newsletter versions. After events have been scheduled, a tab to view them as well.

Furthermore, the RUW 2<sup>nd</sup> Women and Society Conference is a priority of focus for the Research Council. Call for papers was recently distributed and the conference webpage updated as

[www.ruw.edu.bh/conference](http://www.ruw.edu.bh/conference)

displaying the updated information regarding the conference to be held in April 2018. Please refer to the final page of this monthly newsletter for recaps on Conference details.

### EVENTS:

RUW Research Council is collaborating with the RUW Library to host a research based seminar/workshop with a publishing house. Further details will be posted on the RUW Research Council Webpage and circulated through the RUW community upon confirmation of details.

### HIGHLIGHTS:

RUW Research Council is recommending worthy reads related to Women's Studies:

- 1) Arab Women and their Evolving Roles in the Global Business Landscape (Advances in Human Resources Management and Organizational Development) by Ebtihaj Al-A'ali, Minwir M. Al-Shammari, Hatem Masri, published by IGI Global, USA
- 2) Arab Women and the Media in Changing Landscapes by Elena Maestri, Annemarie Profanter, Lubna Al-Kazi (Foreword), published by Springer Nature
- 3) Women in Leadership Positions, Road to Success, A Case Study, Bahrain by Samar J. Al-Barghouthi, published in Macrothink Institute Journal, 2017, Vol. 4, No. 2

## RUW RESEARCH FORUM

Presented on 05/12/2017:

**The Threshold: Defining Women's Shopping Space in Alexandria, Egypt**

In Alexandria Egypt, 2007-2011, there were three categories of shopping space: outdoor retailing (including souqs and mobile vendors), downtown shopping (including shops and department stores), and shopping malls (including international-style and small malls). Within each of these categories, spaces which have a threshold, whether real or imagined, had higher participation by women in terms of number of female shoppers, number of female workers, and female goods sold. The presentation discusses the data and its implications.



Dr. Marika Snider, Fulbright Specialist

Dr. Marika Snider visited Royal University for Women (RUW), from November 27 to December 14 as an American Fulbright Specialist. During her visit, Dr. Snider facilitated the RUW College of Art and Design review of its architecture coursework. Dr. Snider presented as a guest lecturer in architectural conservation classes, and in the RUW Research Forum. Additionally, she engaged in a conservation project with RUW students in efforts to introduce architecture-historic preservation skills and knowledge, necessary to advance in the field.

Currently, Dr. Snider works as an architect for the Ohio History Connection, where she focuses on the preservation, restoration, improvements, and construction administration for Ohio's 58 historic sites. Dr. Snider was a visiting Fulbright Specialist at Jordan University of Science and Technology in 2014. She received a Master of Design Studies from Boston Architectural College, a PhD. in Philosophy from the University of Utah, and a Master of Architecture from the University of Kansas. She has experience teaching coursework in architecture, history, planning, and construction technology at Miami University, Sinclair Community College, Jordan University of Science and Technology, University of Utah, and Salt Lake Community College.

Presented on 19/12/2017:

### History of Arabic Language (Presentation in Arabic)

يتطرق هذا البحث لتاريخ اللغة العربية وما تحتويه من خصائص و مميزات عظيمة

تُعتبرُ اللغة العربية لغة عالمية مهمة من بين 3000 لغة في العالم. تُعتبر من أوسع لغات العالم، لكونها غنيّة بالمفردات والمترادفات ووجود الألفاظ المضادة والتشبيه والمجاز واشتقاق الكلمات والفصاحة والبلاغة، وكونها لغة القرآن الكريم... قال عنها الشاعر حافظ إبراهيم وهي تتحدث عن نفسها :  
أنا البحر في أحشائه الدر كامن  
فهل سألوا الغواص عن صدفاتي



Dr. Abdulraheem Shaheen, Assistant Professor, Centre for General Studies

"وأشادَ ماريو بلّ، مؤلف كتاب قصة اللغات p155,277: The Story of Language : بأنّ العربية هي اللغة العالمية في حضارات العصور الوسطى، وكانت رافداً عظيماً للإنكليزية في نهضتها وكثير من الأوربيّات، وقد أورد قاموس Littre قوائم بما اقتبسته هذه اللغات من مفرداتٍ عربية، وأولها الإسبانية ثم الفرنسية والإيطالية واليونانية والمجرية، وكذلك الأرمنية والروسية وغيرها، ومجموعها 27 لغة، وتقدر المفردات بالآلاف"

**Announcement: Research Forums will resume in February after the January break**

## STUDENT RESEARCH

**Masters' Thesis:****Master of Design Management, March 2017****The Role of Multimedia in Promoting Traditional Folktales**

by Ms. Ala Hussein Ali Khasharmeh

**Abstract:**

This thesis topic studies the role of multimedia in promoting traditional folktales. The research traces the history of Bahraini folktales with respect to their origin, content, purpose, and cultural influence, while also examining Bahraini folktales for children in order to identify the behavioral and educational impacts of multimedia on children aged 6-8 years. The research limitations were restricted on the well documented and analysed Bahraini folktales for children; and the age of the children selected for this study.

The study is divided into four chapters in order to fulfill its objectives. Chapter one includes: statement of the problem, research questions, the importance of the study, study objectives, hypothesis, research scope and limitation, methodology and structure. The second chapter includes the review of literature, which contained three sections: the first dealt with collection of folktales, the second analyses the effect of folktales on society and children, while the third examines how multimedia affects children, and case studies and proposed concept. The chapter's content includes field study and research findings, analysis of sample research, and the questionnaire. Chapter four contains the final results and recommendations. The main research findings showed that Bahraini children had little knowledge of Bahraini folktales. Folktales and multimedia have significant effects on children in various aspects such as the development of their skills. The recommendations work to limit the problem of educational wastage of folktales: the construction of interesting educational positions, awareness of teachers on the importance of folktales within the teaching process, investment of all educational positions, and also preparation of activities for children in different forms and the conduction of workshops for implementation of multimedia in folktales to present it to children.

**Research in Progress – Graduation Projects****College of Art & Design**

Raghd Al Dossary, Graphic Design senior, recently completed her final year project entitled "Corporate Identity Re-Design for Hunger Station Company" advised by Dr. Abuelainin Mohammed Hussain. She concentrated on re-designing the visual brand identity for a food application company, Hunger Station, the first application of its category to be published in Saudi Arabia. Raghd decided this company was important to focus on because it is a heavily used application, yet its logo is lacking from a graphic design standpoint. Raghd divided her project into six chapters: introduction (overview, aims, objectives, problem statement and questions), literature review (terminologies, similar local and international case studies), methodology, data collection and analysis, field study (project concept design) analysis and concept design, sketching and logo design, project

implementation and prototyping (print design, packaging design, multimedia design and web design), recommendation, references and conclusion. Upon her completion, she will submit her art-work to the company in hopes for it to be reviewed.

**College of Business & Financial Services**

Zahra Saleemi and Fadeela Ahmad, senior, RUW International Business students, are jointly working on their final year project titled: Effect of Employee Satisfaction and Customer Satisfaction and the Telecommunication Industry in Bahrain, advised by Dr. Matthias Bode. They selected this topic after considering their own personal experiences and observations of the three telecommunication companies in Bahrain: Zain, Viva and Batelco. Upon completion of a literary review regarding the correlation between employee satisfaction and customer satisfaction, they conducted two self-developed surveys: one targeting employee satisfaction, and the other examining customer satisfaction. Each survey sought to uncover the issues being faced, along with needed improvements. Companies' willingness to have their employees surveyed was the project limitation. Overall, the findings discovered that employees want better pay and promotion to improve service quality. Customers wish for enhanced service quality, lower costs and more promotions. In conclusion, if the employees are more satisfied and paid fairly then it will result in greater customer satisfaction; thus the researchers suggest to the telecommunication companies to place a stronger focus on employee pay and performance while also offering more promotions at lower cost for customers in order to function best.

**College of Law**

Mashaal Alqutami, College of Law Alumni, is currently working in conjunction with Dr. Pasquale Borea, Dean of College of Law, on developing chapters of research which they anticipate to publish in summer of 2018. The basis of their research is Mashaal's senior project, "Regional Protection of Human Rights Towards an Arab Court of Human Rights" along with Dr. Pasquale's background in International Law and Human Rights Law. In her senior project Mashaal explored the project of establishment of the Arab Court of Human Rights. Her introduction defined International Protection of Human Rights, next she examined other regional Human Rights Courts, and then concluded by documenting the developments Bahrain has taken in order to establish the regional Arab Court of human rights headquarters, located in Bahrain. In her work she tried to "exemplify the seriousness of the path the Kingdom is taking towards the protection of human rights." The publication will be conducted in a similar pattern with a more advanced approach: first introducing the "multilevel" International and Regional Protection of Human Rights, then the regional system of Human Rights Courts and finally focusing on the Arab Court's establishment and implementation, benefits, technical parts of the court's procedures. A chapter will also focus on the phenomenon of, "Cross Fertilization between Human Rights Courts" (Inter-American, European, African), which essentially examines how the regional human rights systems could implement common human rights standards. Mashaal makes the point in her work that the establishment of such a court will take time and as in other regions (European Court), improvements to protocols will be a gradual process. The intention of her project is express the positivity of the establishment of the Arab Court. Mashaal believes the Arab Court is a, "Step forward taken in order to further implement the protection of human rights and safeguard human beings." Mashaal has a natural interest in human rights which was further stimulated after a first year class she took with Dr. Pasquale which made her feel that "This was the future, to include human rights in her work." She ended the interview by saying, "Everyone deserves a right to be respected and be a human, everywhere."

## IN THE REGION

**BAHRAINI WOMEN'S DAY**

The Supreme Council for Women (SCW) officially celebrated Bahraini Women's Day 2017, under the patronage of Her Royal Highness Princess Sabeeka bint Ibrahim Al Khalifa. This year's theme was "Women in the Engineering Field." A ceremony was held on December 2<sup>nd</sup>, 2017 at the Arcapita building in the Bahrain Bay. 2017 marked the 10<sup>th</sup> anniversary of the Bahraini Women's Day, the occasion is calendar marked for December 1<sup>st</sup>. The day recognises Bahraini women and their outstanding efforts and accomplishments in specific sectors each year. At the official ceremony Her Royal Highness Princess Sabeeka was quoted in an article by Bahraini This Week saying, "It is a national occasion that is similar to National Days, as described by the leader of the national forward-looking progress, His Majesty King Hamad bin Isa Al Khalifa, whose care and support, have ensured the sustainability of women's progress which now reflects the renaissance of an entire nation."

The Women's National Day was recognized and celebrated all over the Kingdom in various forms, RUW held a ceremony on December 7<sup>th</sup> under the patronage of Dr. Shaikha Mariam bint Hassan Al Khalifa, Supreme Council for Women Vice Chairwoman, and in presence of Shaikha Hessa bint Khalifa Al Khalifa, the executive director of INJAZ. Top students were recognised at the ceremony. Dr. Janon Kadhim, Dean of College of



Art and Design presented her paper entitled "Bahraini Women in the Field of Engineering: Opportunities, Challenges, and Future Expectations." A paper which fit the Bahraini Women's Day 2017 theme.

**Bahrain Fights Against Domestic Violence**

The Supreme Council for Women (SCW) has taken an important initiative towards combating violence against women in the Kingdom by launching a database to record abuse cases. When available statistics are examined, there is a relatively low amount of domestic violence cases in the Kingdom. However, prior to this establishment there were little statistics kept on the matter. Carrying forward, the database aims to monitor and follow up on cases of domestic abuse. SCW Secretary-General Hala Al Ansari attributes this establishment to the great efforts the SCW exerts to help curb domestic abuse by working closely with civil societies, ministries and the media.

**Bahrain: Achieving Workplace Equality**

In a survey, Working Women in the Middle East, conducted by Bayt.com perceptions of women were analysed in terms of equality at work. 52 percent of women in Bahrain believe the Kingdom has achieved workplace equality "to some extent" according to results published by Bayt.com's Working Women in the Middle East survey. Women were asked "Compared to working women in Western countries, to what extent have women in your country of residence reached the same level of workplace equality?" The majority of Bahraini women responded "to an extent," another 24% responded "to a large extent," while only 5% answered "not at all" and the rest were unsure.



**RUW 2<sup>nd</sup> Women and Society Conference**  
**In collaboration with Gulf Education Conference**  
**Empowering Women through Higher Education**  
**(18-19 April 2018)**

*Please visit the updated Conference webpage:*

**[www.ruw.edu.bh/conference](http://www.ruw.edu.bh/conference)**

**Important information regarding RUW 2<sup>nd</sup> Women and Society Conference:**

**IMPORTANT DATES**

**Submission of abstracts:** 20<sup>th</sup> February 2018  
**Acceptance notification:** 4<sup>th</sup> March 2018  
**Submission of full papers:** 25<sup>th</sup> March 2018

**REGISTRATION BY**

15<sup>th</sup> March 2018 for Author/ Presenter/ PhD scholar  
 with paper  
 15<sup>th</sup> April 2018 for attendees (Scholars or students)

**For further details, if any contact:**

**ORGANISING COMMITTEE:**

Dr Mona Suri  
 Dr Humam Al Agha  
 Dr Vivien Exartier  
 Dr Hadeel Regal  
 Dr Raed Al Nimer  
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**CONFERENCE SECRETARIAT**

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Registrant Type	Regular	Deadline
Researcher (with Research paper)	BD 150	15 <sup>th</sup> March 2018 (Please register by this date, otherwise, the paper will NOT be published. A PhD student must provide a copy of his/her student ID).
Attendee (without paper)	BD 250	15 <sup>th</sup> April 2018
Student	BD 100	15 <sup>th</sup> April 2018 (A student must provide a copy of his/her student ID).

Conference registration fees cover the following: admittance to all conference sessions; conference pack (including the conference proceedings), and tea/coffee/ lunch.