



جامعة أبوظبي
Abu Dhabi University

The Art and Science of Doing Research

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Past President, Chartered Institute of Building (CIOB)

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20 YEARS OF SHAPING THE FUTURE

2 **Twenty**

Twenty Years of shaping the future

0 **Zero Complacency**

Unwavering commitment to excellence in education, research and community impact

A **Accreditation**

CAA, WASC, EQUIS, AACSB, ABET, RIBA, APHEA

B **Branches**

Abu Dhabi, Al Ain and Dubai

U **Uniqueness**

AACSB and EQUIS Double Accreditation

D **Dynamism**

20 years of shaping the future and still pushing boundaries, Faculty and Staff from **42** Countries, Students from over **100** nationalities, Over **26,000** Alumni, **53** Academic Programs

H **Happy Community**

We invest in our community. One of our initiatives, the 'Investing in Our Community' platform has offered free development opportunities to over **25,000** users in the past two years.

A **Awards**

Sheikh Khalifa Excellence Award, **2** Gold Stevie Awards, Best Supporting University for Entrepreneurship, Bizz Arab International Award for 'Inspirational Company of the Year Award'

B **Brilliance**

22 Patents over the last **20** years, ADU's commitment to innovation, entrepreneurship, and community impact has produced outstanding graduates and groundbreaking research.

I **International**

International Universities Partners: Tokyo, Toronto, Monash, RICE, Arizona State, Reading, Trinity College Dublin

U **Unity in diversity**

ADU ranks **14th** globally for highest proportion of international students and **2nd** regionally (THE Rankings). Over **7500** students from **100** nationalities, Diverse student clubs

N **Nurturing**

Excellent Staff development opportunities, Nurturing innovators through the innovation lab and venture lab, Nurturing students through the student success center, Nurturing alumni through the Alumni Academy

I **Initiatives**

Community Support
Digitization
Financial Aid

V **Vision**

University of Choice in the region. **59th** best university in all of Asia (THE ASIA 2023). **2nd** best university for teaching in the region (THE Young University Rankings). ADU's Business and Economics Subjects Are Ranked Joint **2nd** in the Arab Region.

E **Employability**

Number one for graduate employability in the UAE (THE Rankings), Over **80%** employability rate

R **Rankings**

Ranked in the top **1%** universities in the world (THE Rankings) & the top **2%** universities in the world (QS Rankings)
301-350 in the THE World Rankings, **151-175** Business and Economics, **3rd** in the UAE QS Rankings
5 Stars Rating, **251-300** Business and Management, **451-500** Engineering.
580th in the World (2024 QS World University Rankings)

S **Sustainability**

Sustainable Venture Development Lab, Student-led Sustainable Campus Initiative (SCI), Incorporating sustainability topics into the curriculum, ADU's Junior Executive Programme in Sustainability (JEPS). ADU has been ranked amongst the 301-400 in THE Impact Ranking for sustainability

I **Impact through research**

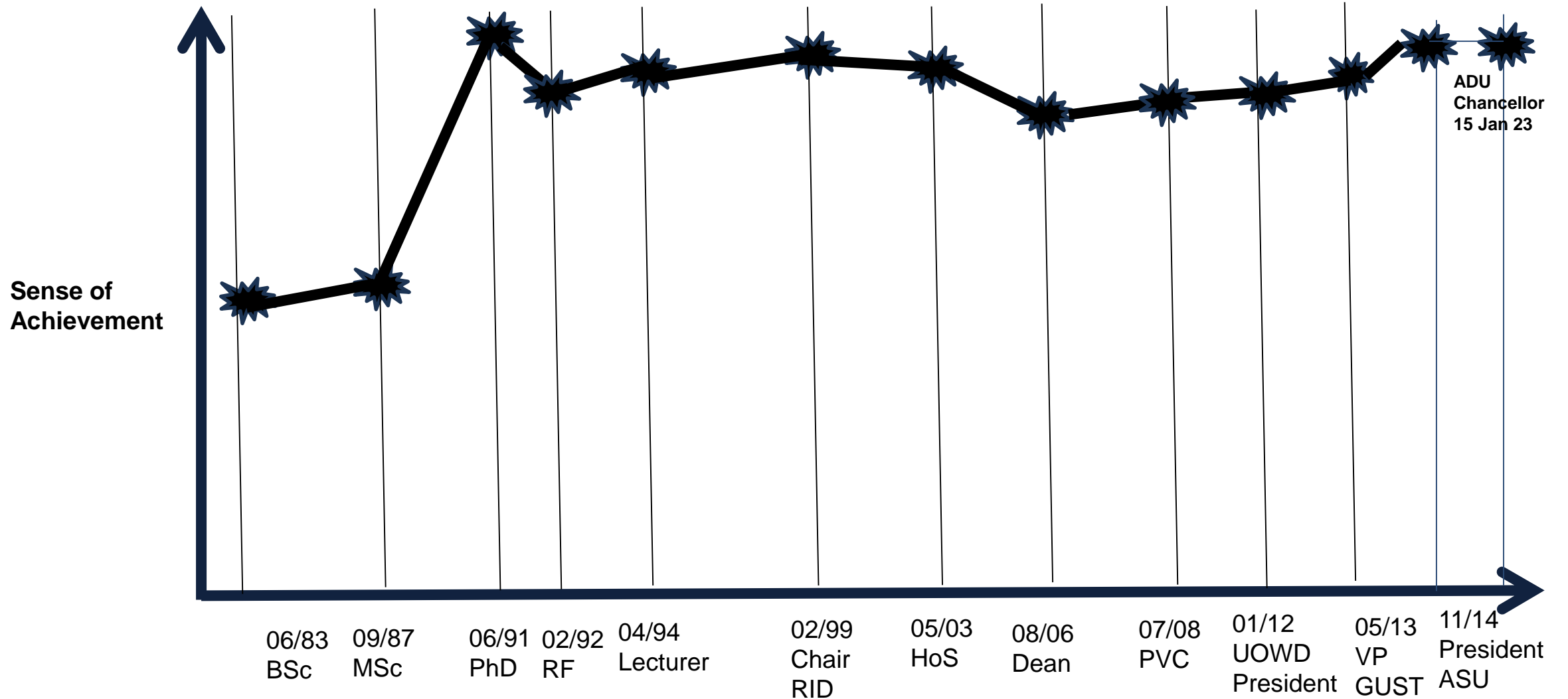
70% of research publications in the last 3 years have been published in Q1 and Q2 journals, **2,670** high-impact Scopus research papers, **2nd** in UAE for research influence/citations and **264** globally, **90%** of all faculty publications are co-authored with international research partners

T **Teaching**

1st in teaching in the UAE, according to Times Higher Education World University Rankings 2023.
ADU's Business and Economics Subjects Are Ranked **1st** In the UAE

Y **Youth**

Established in 2003 among the world's top 150 universities under 50 years of age (QS Rankings),
58th best university in the world (THE Young University Rankings)



This is my life (TMP 14)

Main Themes Shaping Future

Global environmental change

Future financial framework

Seismic power shift (west to east)

Demographic change

Knowledge generation / Education

Economics / Oil Prices

Technological progress

21 Dimensions

Curiosity
Intelligence

Emotional Intelligence

Organizational Politics
Intelligence

Cultural and Social
Intelligence

Spiritual Intelligence

Vision Intelligence

Adversity Intelligence

Connections
Intelligence

Leadership & Charisma
Intelligence

Intelligence Quotient

Practical Intelligence

Creativity Intelligence

Media
Intelligence

Digital Intelligence

Types of Intelligence

Ethics Intelligence

Health Intelligence

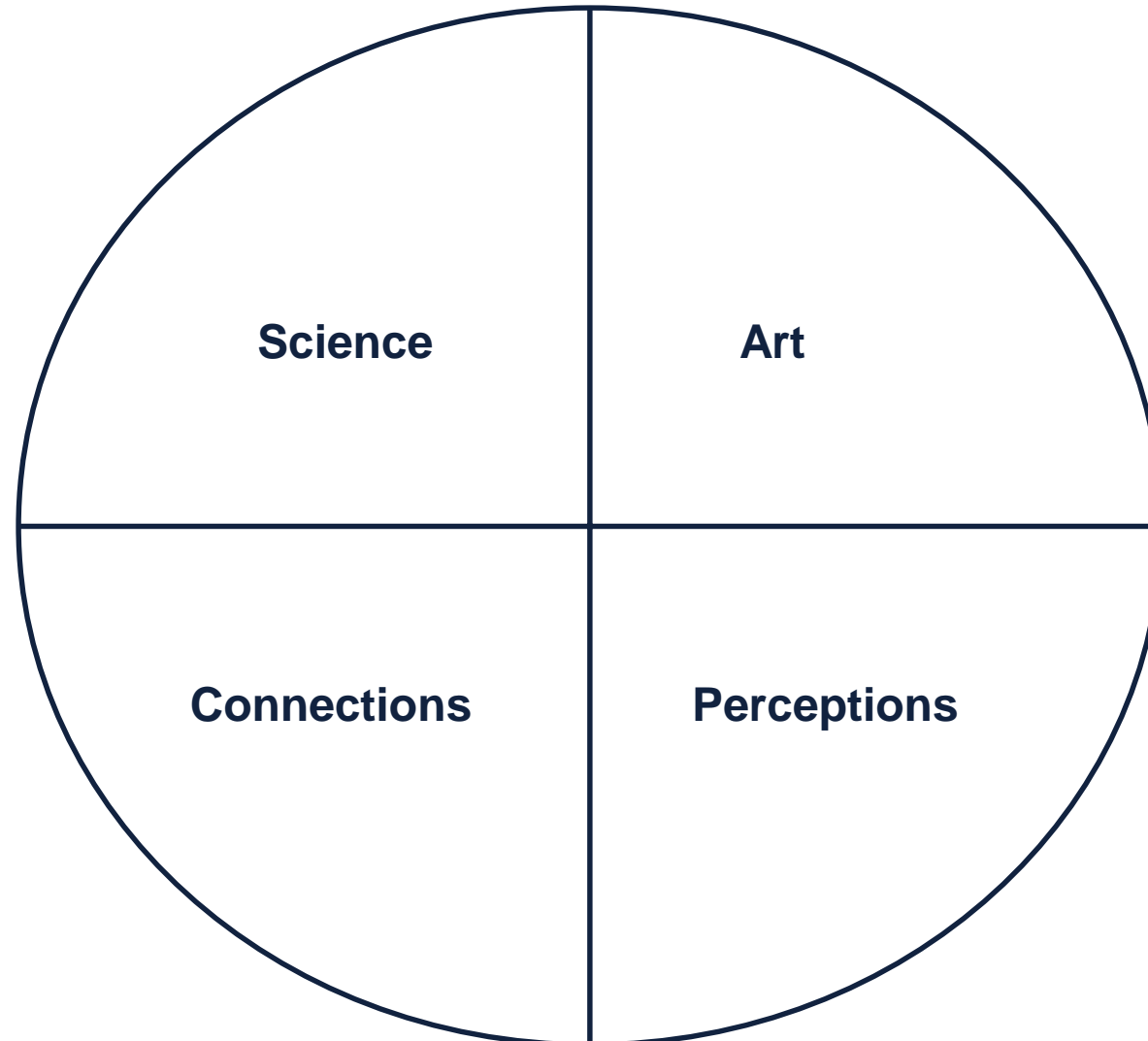
Passion Intelligence

Entrepreneurial
Intelligence

Experience Intelligence

Technical Skills
Intelligence

Environmental
Intelligence



The Four Dimensions

Art



- **Passion**
- **Creativity**
- **Writing Style**
- **Story Telling**
- **Presentation**

Science

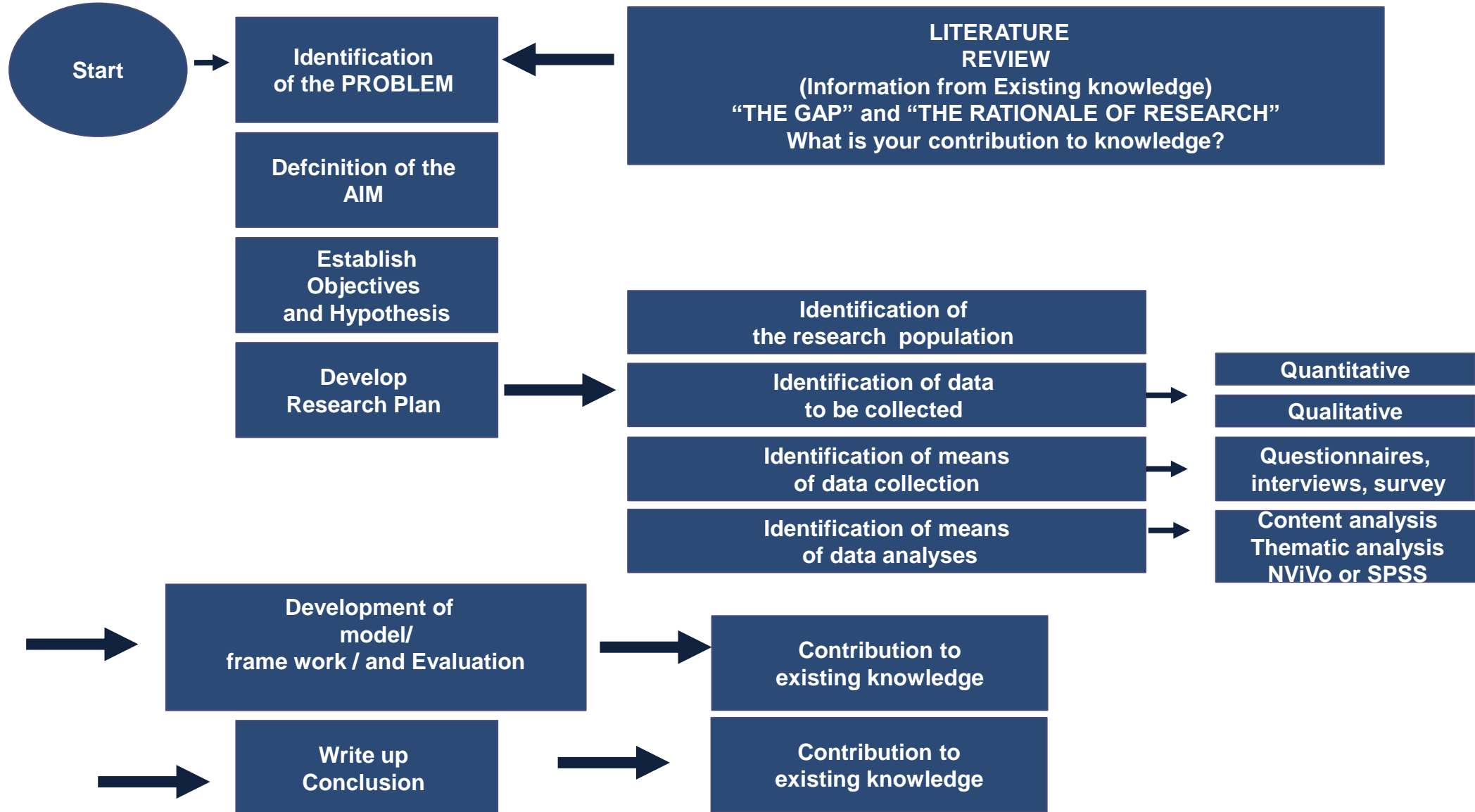


- **Evidence**
- **Solid Methodologies**
- **Originality**
- **Rigour**
- **Validation**

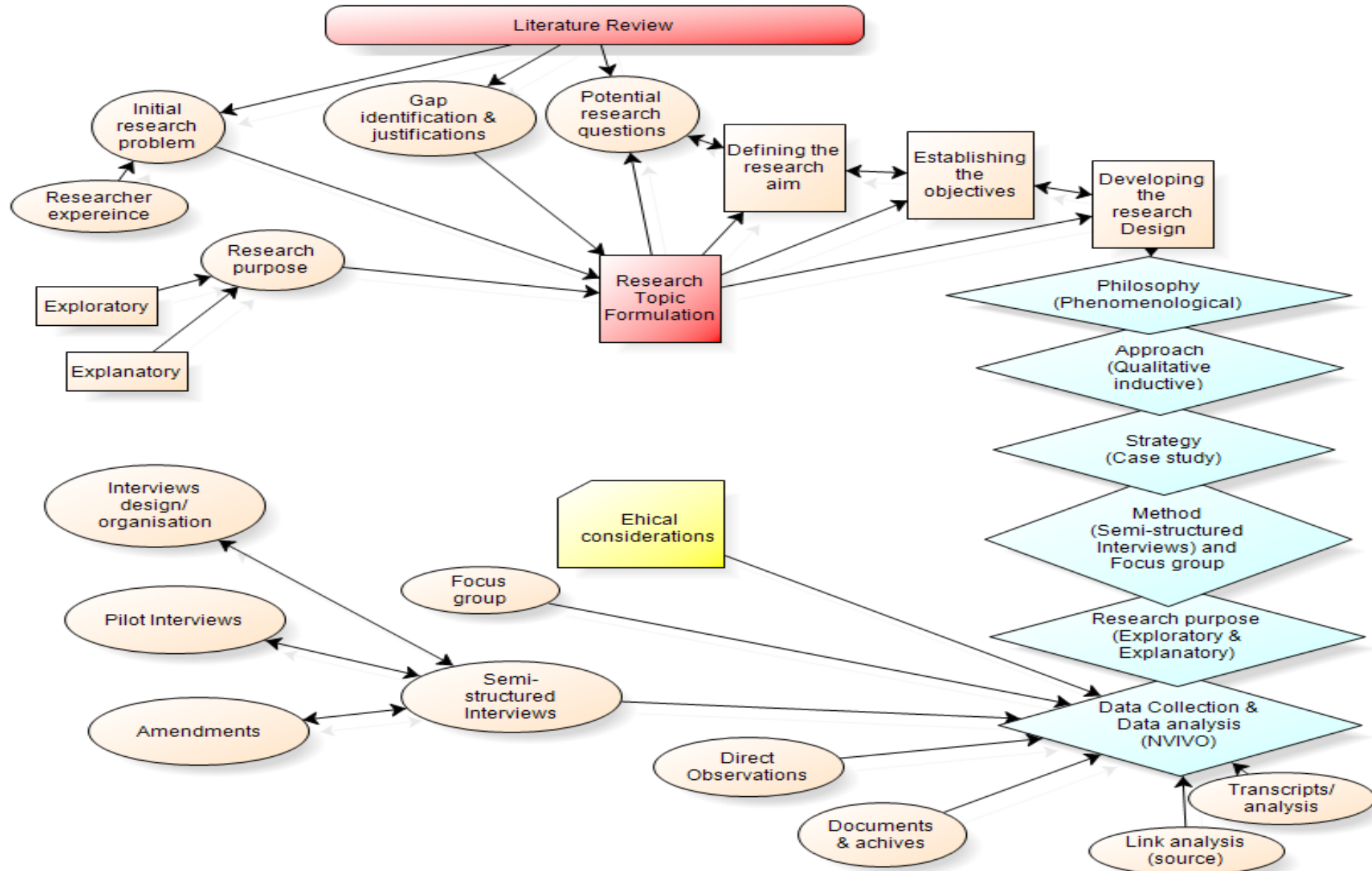
- Key Research Priorities Identification
- Key Funding Bodies for Research Income
- Knowledge Management and Storage
- Keynote and invited lectures

- Publications and Citations
- PhDs
- Profile, image and promotion
- Presence: at all levels: Regional, National, and International
- Policies and Procedures
- People: motivation and retention, support for young researchers, President Innovation awards, intellectual capital, addressing cultural issues.
- Participation and research agenda setting: series of innovation workshops, Innovation Leaders, Key Stakeholders, etc
- Passion
- Professionalism, integrity and coherence
- Persistence and Focus

- Infrastructure
- Intellectual Capital
- Innovation and market understanding, satellite, etc
- Innovation and Research strategy
- Industry Links
 - Interdisciplinarity
 - Impact
 - Ideas
 - Imagination and creative minds
 - Intelligence
 - Inclusivity: social inclusion,
- International Excellence
 - Integration with Teaching
 - Interaction with Government and Community
- Innovative leadership and vision
- Innovative techniques



An example of a research process (Faiza Zitouni)



Pillars of a good research

Critical Literature
Review

Theoretical
Underpinnings

Research
Methodology

Data Collection
& Analysis

Validation

Writing Style

References

We all bring (often implicit?!) assumptions and path dependencies to our research!

- What knowledge is – ontology
- How we know it – epistemology
- What values go into it – axiology
- How we write about it – rhetoric
- The process of studying it – methodology

• (Sexton 2002)

Realism
A commonly
experienced external
reality with predetermined
nature and structure

Idealism
An unknowable
reality perceived in
different ways by
individuals

Ontology

Positivism
A search for general
laws and cause-effect
relationships by
rational means

Interpretivism
A search for explanations
of human action by
understanding the way
in which the world is
understood by individuals

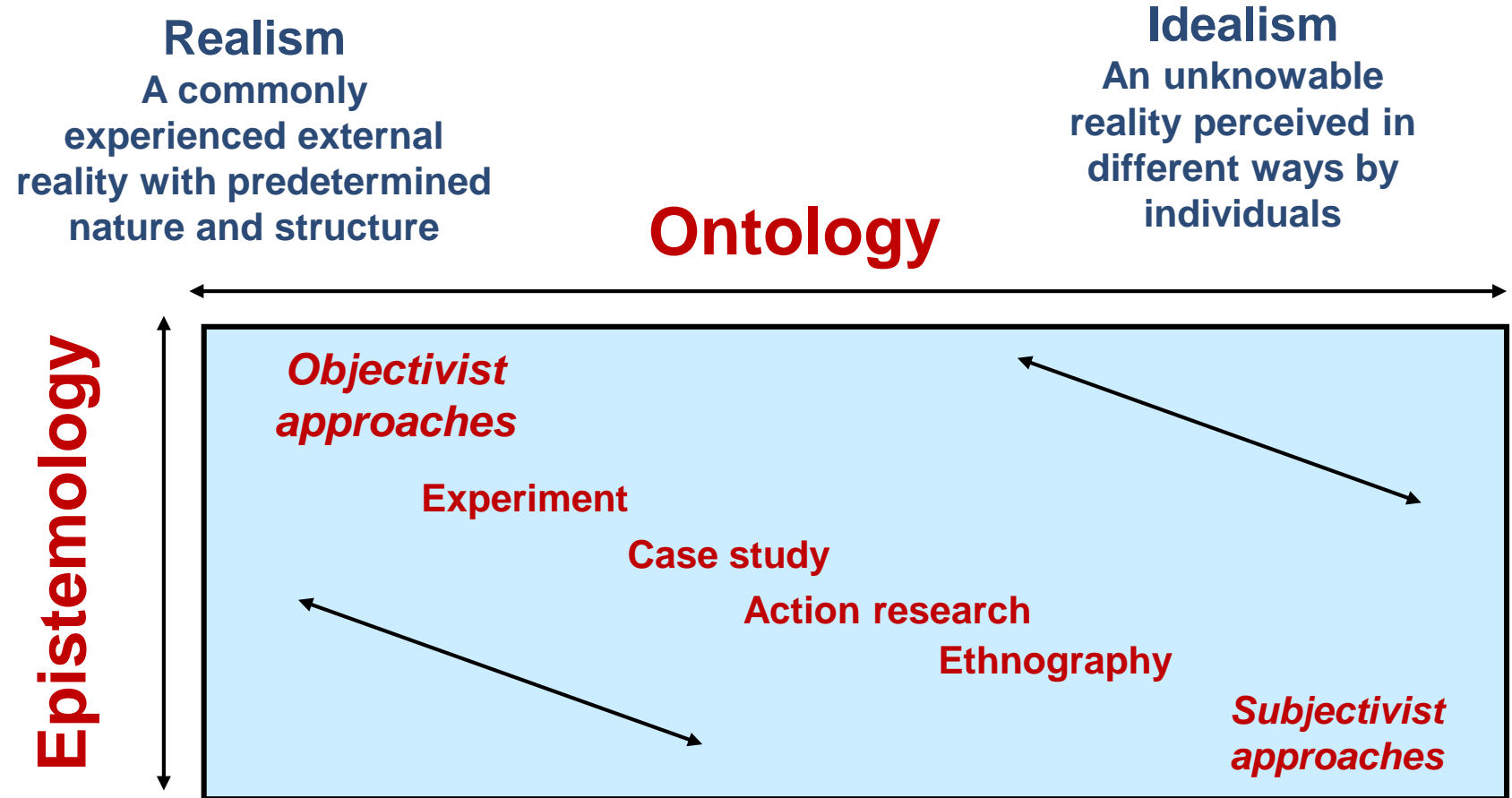
Epistemology

Value neutral
Research is value free
and objective

Axiology
(Aesthetics,
ethics,
justice)

Value-biased
Research is value-
laden and subjective

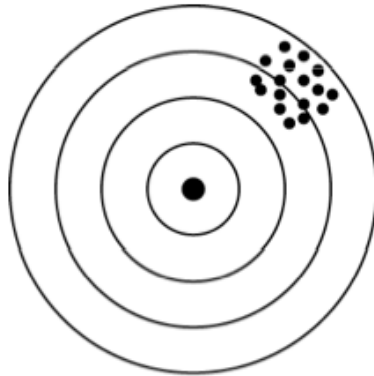
Locating some common methods



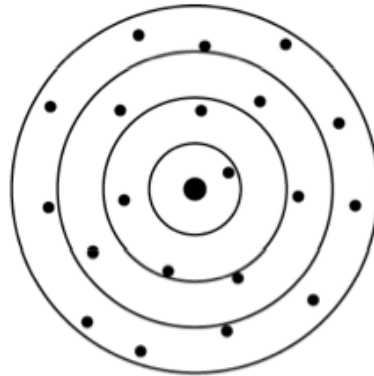
Positivism
 A search for general laws and cause-effect relationships by rational means

Interpretivism
 A search for explanations of human action by understanding the way in which the world is understood by individuals

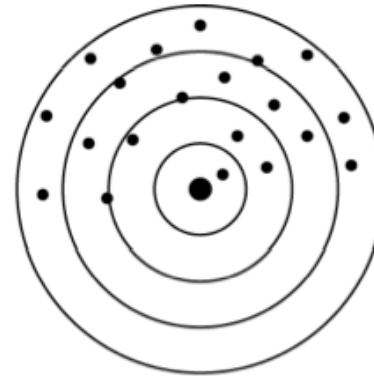
Reliability and Validity on Target



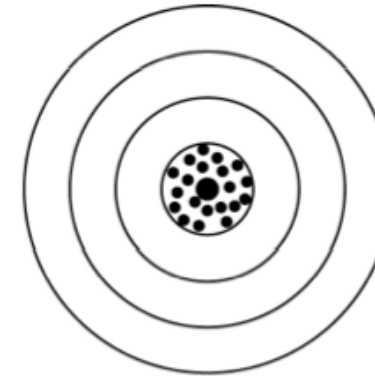
Reliable
Not valid



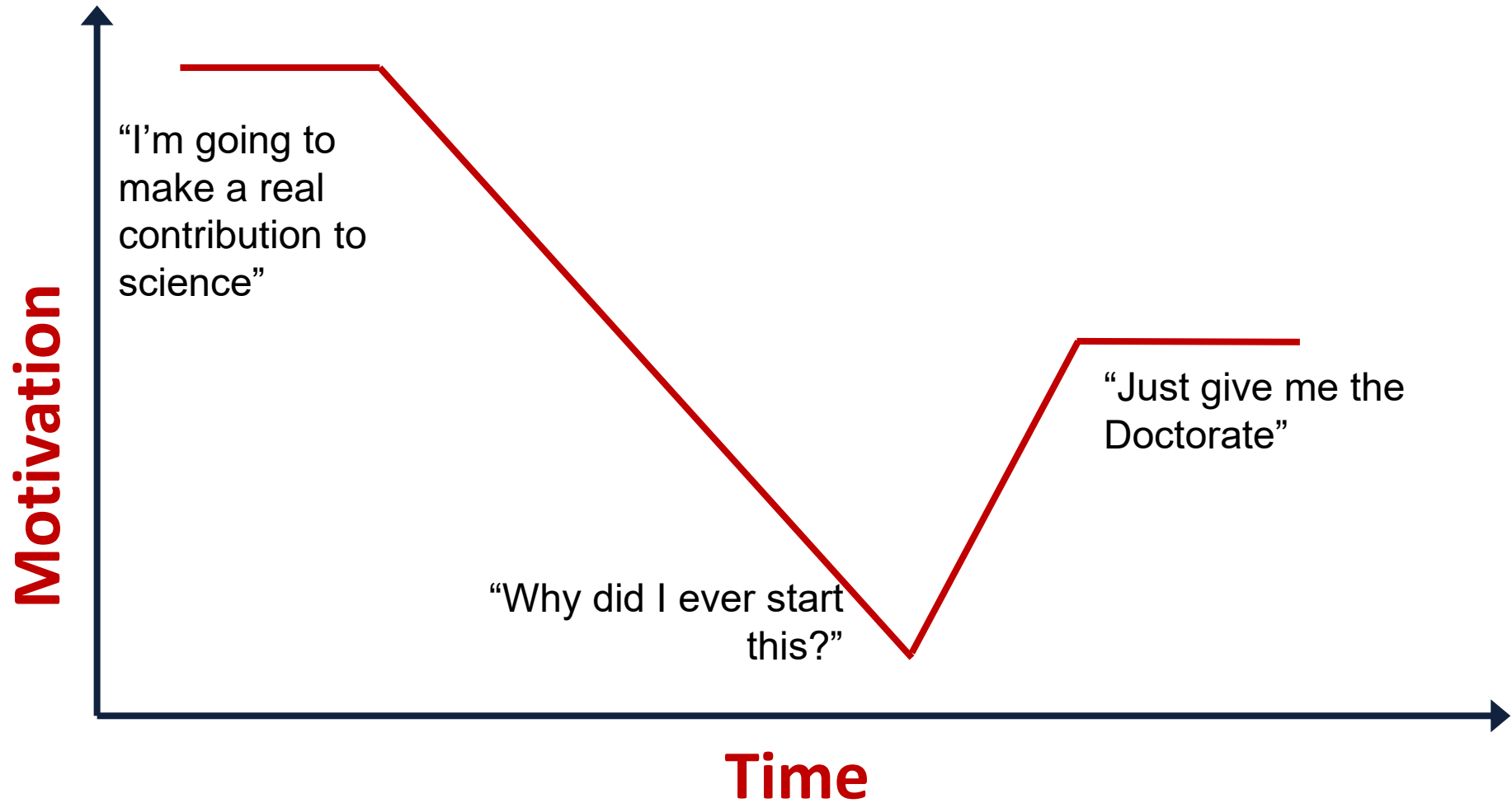
Valid
Not reliable



Not reliable
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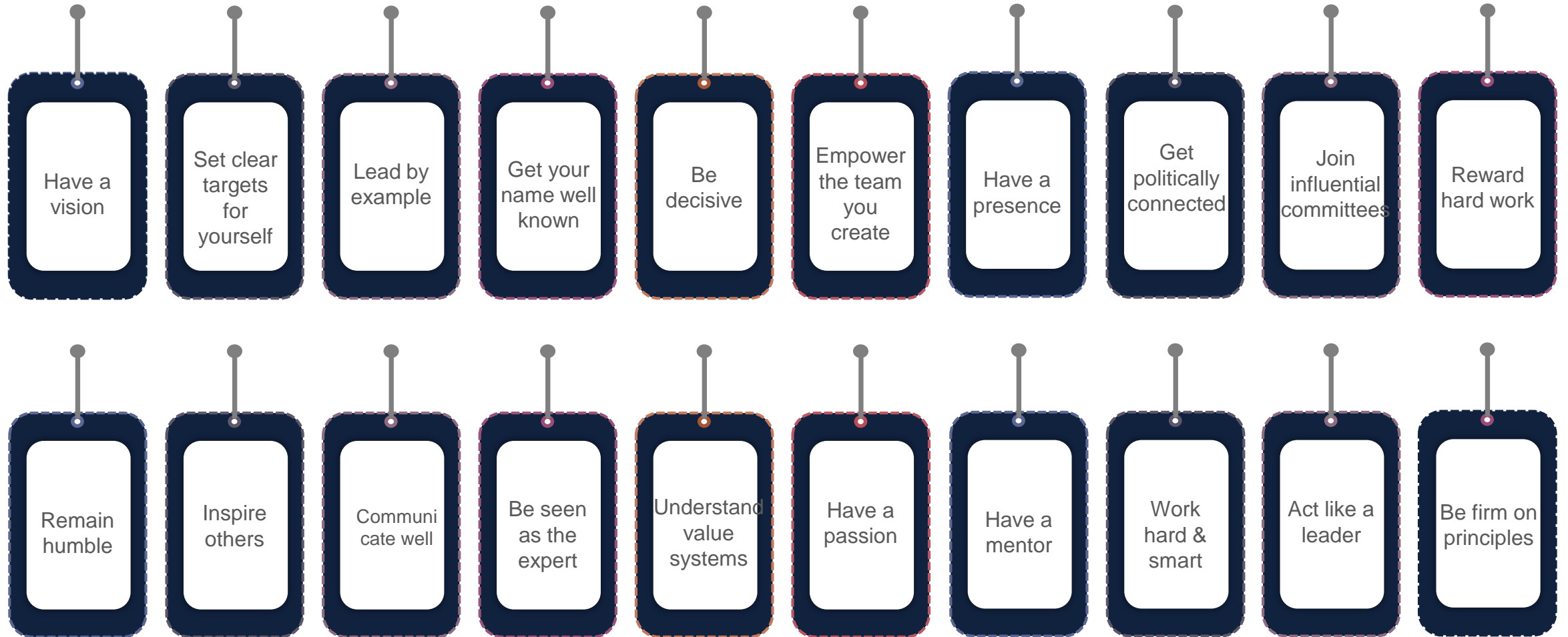


Reliable
Valid

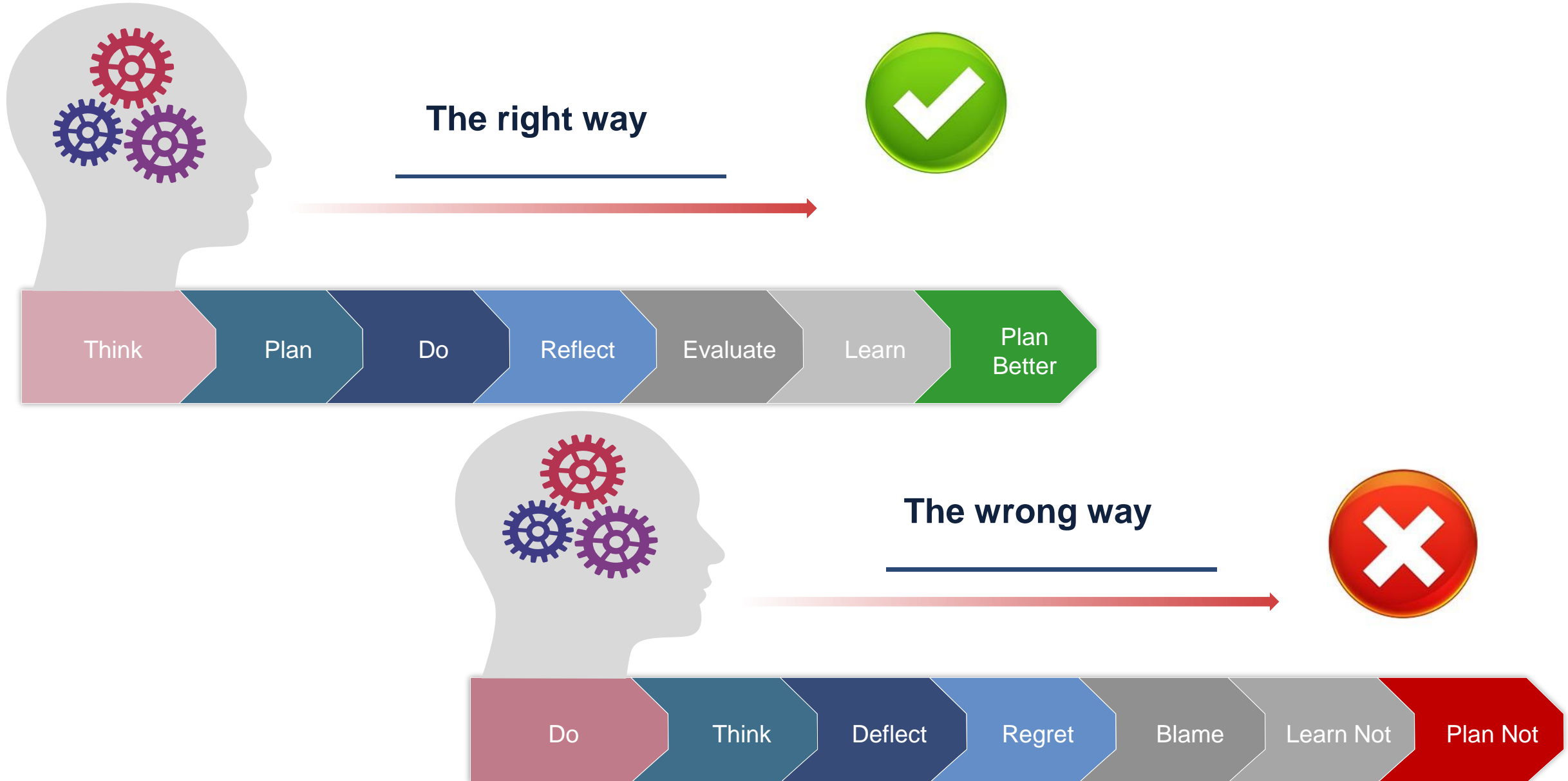


- Abstract: Concise, to the point, research methodology, main contribution
- Introduction: subject matter, introducing the paper
- Literature review: comprehensive & critical, refereed papers
- Research methodology: very clear, rigorous
- Main findings: statistics, etc
- Testing and validation:
- Conclusions and further work
- References: Harvard, etc
- Follow guidelines strictly
- Respond to corrections (include a covering letter that identify the corrections)
- Never give up
- If rejected, improve and send it somewhere else
- Good Luck

How to become a Leader?



Failing to plan is planning to fail



من أجمل أقوال نجيب محفوظ : لا تخبروني عن يكرهني أو يتكلم
عني ، أتركوني أحب الجميع ، وأظن أن الجميع يحبني.
فرسول الامه يقول لا تنقلوا لي شي عن اصحابي فاني احب ان
اخرج اليهم وانا سليم الصدر.
الابتسامة أمرها عجيب للغاية ..



إن وضعتها لحبيب شعر بالراحة وإن وضعتها لعدو شعر
وإن وضعتها لمن لا تعرف أصبحت صدقه لك
وإن وضعتها لنفسك ازددت قوة وسعادة
إبتسم فالحياة لا تستحق لحظة زعل

Happiness is a state of mind.





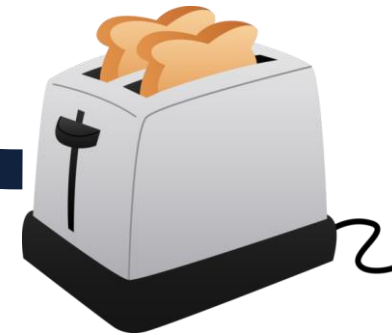
The Boss



Doer



Talker



The Toaster

To be a top performer you have to be passionately committed to what you're doing and insanely confident about your ability to pull it off"

(John Eliot)

Treat people as if they were
what they ought to be, and
you help them become what
they are capable of being.



Johann Wolfgang von
Goethe

- Doing a research is in part art and in part science
- Solid understanding of methodological issues
- Learning on the job
- Be motivated to publish

Thank you for your attention
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