

The role of Research in building Quality Education in Private universities

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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, Dubai, Al Dhafra

U **Uniqueness**

AACSB and EQUIS Double Accreditation
Ranked in the top 2.8% universities in the world (QS Rankings)

D **Dynamism**

20 years of shaping the future and still pushing boundaries, Faculty and Staff from 42 Countries, Students from over 100 nationalities, Over 25,000 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**

20 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**

Constantly ranked top for diversity, 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

E **Employability**

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

R **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

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)

I **Impact through research**

70% of research publications in the last 3 years have been published in Q1 and Q2 journals, 2,125 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

Y **Youth**

Established in 2003 among the world's top 150 universities under 50 years of age (QS Rankings)

Type of Universities in Arab Countries

- Most of the universities are divided in:
- Public: 10% of total number of universities
- Private: 80% of total number of universities (medium to small size)
- Branches of TOP international universities / Countries: 10%

The 4 Ps model for contextualizing research

The 4 Ps model is a framework used to contextualize research by considering four key elements: Publications, Pounds (funding), PhDs, and Presence.

Publications: Number and quality of research papers, articles, books, and other publications that a researcher has produced. It help to establish their reputation in their field.

Pounds (funding): Amount of research funding that a researcher has received. Funding is crucial for conducting research. It serve as a measure of the perceived importance and relevance of a researcher's work.

PhDs: Number of quality of PhD students that a researcher has supervised.

Presence: University researchers involved in the broader academic community, including attending conferences, giving talks, participating in workshops and seminars, and engaging with other researchers in their field. it help to raise the visibility and impact of a researcher's work.

“Good” Quality Research

Quality Research depends on the use of appropriate research methods, careful data collection and analysis, and the dissemination of findings through rigorous peer-review and publication processes.

Validity of Research: The degree to which the research accurately measures or reflects the concept or phenomenon being studied.

Reliability of Research: The degree to which the research produces consistent results over time or across different observers or measurement instruments.

Generalizability of Research: The degree to which the findings of the research can be applied to other settings or populations beyond the specific sample studied.

Objectivity in Research: The degree to which the research is free from personal biases or opinions of the researcher or participants.

Reproducibility in Research: The degree to which the research findings can be replicated by other researchers using the same methods and data.

Ethicality in Research: The degree to which the research respects and upholds ethical principles and standards, including informed consent, confidentiality, and the avoidance of harm or exploitation.

Significance in Research: The degree to which the research addresses important and relevant questions or problems in the field and contributes to advancing knowledge and understanding.



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