# Reframing Business, Management and Economics Education for a Changing World

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# Running Order

| Time | Programme item |
|---|---|
| 12:30 - 13:30 | Welcome & Lunch / Arrival and Hot Lunch |
| 13:30 - 15:00 | Session 1 |
| 15:00 - 15:30 | Coffee Break / Break |
| 15:30 - 17:00 | Session 2 |
| 17:00 - 17:15 | Comfort Break |
| 17:15 - 18:15 | Keynote Panel |
| 18:15 - 19:00 | Drinks & Posters |

# Room and Colour Guide

| Colour | Category | Session 1 room and focus | Session 2 room and focus |
|---|---|---|---|
| BLUE | Research Presentations | Blue 2.01 - Human-Centred AI in the Business Classroom | Blue 2.01 - Student experience, belonging, transition and inclusion |
| GREEN | Research Presentations | Green 2.02 - Partnership Pedagogies for Student Success | Green 2.02 - Digital literacy and the design of future-facing learning ecosystems |
| ORANGE | Unconference Session | Orange 8th North - Pecha Kucha | Orange 8th North - The Great I-LEAD Unconference and Sandpit |
| PURPLE | Interactive Session | Purple 1.04 - Teaching with Creative Technologies | Purple 1.04 - Impactful Publishing |

# Session-Choice Map

| Session | Room | Focus | Choose this if... |
|---|---|---|---|
| Session 1 | Blue 2.01 | Human-Centred AI in the Business Classroom | you want to explore how we can foster human-centred AI in the classroom. |
| Session 1 | Green 2.02 | Partnership Pedagogies for Student Success | you want to explore how we can cultivate positive and powerful partnership pedagogies for student success. |
| Session 1 | Orange 8th North | Pecha Kucha | you want something fast and furious with loads of ideas! 20 slides x 20 seconds! |
| Session 1 | Purple 1.04 | Teaching with Creative Technologies | you want practical examples of teaching with creative technologies, tools, pedagogies and digital skills in practice. |
| Session 2 | Blue 2.01 | Student experience, belonging, transition and inclusion | you want to explore how we can develop a sense of belonging and mattering with our students. |
| Session 2 | Green 2.02 | Digital literacy and the design of future-facing learning ecosystems | you want to look into the future. |
| Session 2 | Orange 8th North | The Great I-LEAD Unconference and Sandpit | you want to throw around ideas and build with others. |
| Session 2 | Purple 1.04 | Impactful Publishing | you want insights and support with publishing your work via business case studies and textbooks. |

# Full Programme

## 12:30 - 13:30 | Arrival and hot lunch / Welcome & Lunch

Arrival, welcome and hot lunch.

## 13:30 - 15:00 | Session 1

### Blue 2.01 - Human-Centred AI in the Business Classroom

**Session details**
Category: BLUE: Research Presentations
Programme track/theme: Human-Centred AI in the Business Classroom: working ethically with GenAI for assessment and learning
Choose this if: you want to explore how we can foster human-centred AI in the classroom.
**Chair**: Alastair Gemmill, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **The AI Skills Paradox in Marketing Education** | Rushana Khusainova, University of Bristol & Chahna Gonsalves, King's Business School |
| 2 | **The use of an AI Socratic Tutor in a 1st-year Economic Principles module:** | Debbie Du Preez & Jingya Zeng, University of Exeter |

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| | Student experiences and lessons learnt | |
| 3 | Leveraging the BRAIN-BOT Balance for enhancing pedagogy and student experience in the business classroom | Olumuyiwa Abiodun, Sogra M. S. & Sogra F. S., Nelson Mandela University |
| 4 | Reshuffling the Cards of Conflict - A Game-based Approach for Dealing with Artificial Intelligence Related Conflicts | Peter Mozelius, Lisa Sällvin & John Johansson, Mid Sweden University |

## Green 2.02 - Partnership Pedagogies for Student Success

**Session details**
Category: GREEN: Research Presentations
Programme track/theme: Partnership Pedagogies for Student Success
Choose this if: you want to explore how we can cultivate positive and powerful partnership pedagogies for student success.
**Chair**: Daniel Maggs, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | Reframing Business Education through Uma Global and I-LEAD: Partnership Pedagogies, Cross-Cultural Mentoring, and Financial Literacy in a Digital Learning Ecosystem | Rita Kakati-Shah & Ylva Baeckstrom, King's Business School |
| 2 | Designing Together: A Card-Based Approach to Partnership Pedagogies in Business Education | Bo Kelestyn, Warwick Business School |
| 3 | Cappfinity & Beyond: How you can support your students reach positive graduate outcomes | Lucy Pittaway, Manchester Metropolitan University |
| 4 | When Business Students Learn Like Architects: Multi-Layer Partnership Pedagogies: Moving Beyond Authentic Assessment | Evgeniya Macleod & Anastasia Alexeeva, University of Westminster |

## Orange 8th North - PechaKucha

**Session details**
Category: ORANGE: Unconference Session
Programme track/theme: PechaKucha session of colleagues presenting ideas with just 20 slides x 20 seconds, i.e. approximately 7 minutes each. Hold onto your seats!
Choose this if: you want something fast and furious.
Chair: Sally Everett, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | Between Compliance and Care: The attendance paradox in contemporary higher education | Dr Milan Gyanwali, De Montfort University |
| 2 | Entrepreneurship Education for PhD students | Fatemeh Salehi, Manchester University |
| 3 | GenAI - The Good, the Bad and the Ugly | Dawn Whitton, Durham University |
| 4 | AI misuse as a form of academic misconduct resulting in a breach of trust by IFP students in the HE institution, and trust repair | Lucy Williams, King's College London |
| 5 | Who Decides What Good Looks Like? Industry Partnership and the Redistribution of Epistemic Authority | Yu-Chun Pan & Muhammad Haris, Northeastern University London |
| 6 | Beyond the Metrics: A Strategic Framework for Fostering Belonging and Inclusion in the MBA Programme - Insights from PTES Success | Faith Adobamen, University of Greenwich |
| 7 | The Creative Turn: Re-imagining Student Experience in a Data-Heavy Business Simulation | Beatriz Rodriguez Garcia, Lancaster University |
| 8 | Playfulness, Suspense, and Curiosity in Experiential Learning: A Partnership Pedagogy Approach to Student Success | Natasha Clennell, University of Liverpool |
| 9 | Designing for belonging: rethinking student induction to foster social connections in economics education | Olha Matviiets & Chloe Tiennot, University of Exeter |
| 10 | Developing a Sense of Belonging and Compassionate Student Peer Relationships Through London Wisdom | Lisa Matthewman, Westminster Business School |

## Purple 1.04 - Teaching with Creative Technologies

**Session details**
Category: PURPLE: Interactive Session
Programme theme: Teaching with Creative Technologies: Tools, Pedagogies and Digital Skills in Practice
Choose this if: you want practical examples of how to teach with creative technologies, tools, pedagogies and digital skills in practice.
Format: This session will end at 14:15, and delegates are welcome to join another Track 1 session when it concludes.
Chair: Denise Hawkes, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **Teaching with Creative Technologies: Tools, Pedagogies and Digital Skills in Practice** | *With Adobe*<br>The Adobe session will demonstrate how creative tools enable impactful pedagogic practice. Delegates will see visual storytelling, AI-assisted content creation, and how students can transform course readings into interactive study aids, accessible multimodal media, and richer creative submissions — opening up new possibilities for assessment. |

## 15:00 - 15:30 | Coffee Break

Coffee break

## 15:30 - 17:00 | Session 2

### Blue 2.01 - Student experience, belonging, transition and inclusion

**Session details**
Category: BLUE: Research Presentations
Programme track/theme: Student experience, belonging, transition and inclusion
Choose this if: you want to explore how we can develop a sense of belonging and mattering with our students.
**Chair**: Dragos Radu, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **Place-Based Learning for Responsible Management Education** | Radka Newton, Lancaster University Management School |
| 2 | **We need better representation of underrepresented students' experiences of statistics anxiety and self-efficacy: A scoping review** | Alison McFarland (King's Business School), Alissa Beath (University of Sydney), Petra L. Graham (Macquarie University), Noor Rizvi (Manhattan Area Technical College), Ashley Woodman, Eric Toole & Sarah Vitelli (University of Massachusetts) |
| 3 | **Making space for belonging: co-creating the student induction experience** | Sara Gorgoni, Scott Tindal & Francisca da Gama, University of Greenwich |
| 4 | **A Collaborative Game-Based Learning Project for Gender Equity Awareness** | Lisa Sällvin & Peter Mozelius, Mid Sweden University and Ian Hill & Madeleine Wyatt, King's College London |

### Green 2.02 - Digital literacy and the design of future-facing learning ecosystems

**Session details**
Category: GREEN: Research Presentations
Programme track/theme: Digital literacy and the design of future-facing learning ecosystems
Choose this if: you want to look into the future.
**Chair**: Emily Kelly, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **Exploring the dual perspectives of learners and markers on automated feedback systems in higher education: A technology acceptance model approach** | An Nguyen and Canh Thien Dang, King's Business School |
| 2 | **What Cannot be Downloaded** | Jennifer Rose and Leonid Sokolovskyy, Alliance Manchester Business School |
| 3 | **Working With Generative AI, Studying Without Generative AI: Business School Students' Sensemaking of a Taboo** | Daniel Lloyd and Uracha Chatrakul Na Ayudhya, Birkbeck University |
| 4 | **Digital literacy and the design of future-facing learning ecosystems** | Lara Bianchi & Christopher Carter, Nottingham University Business School |

### Orange 8th North - The Great I-LEAD Unconference and Sandpit

**Session details**
Category: ORANGE: Unconference Session
Programme track/theme: The Collaboration Sandpit, A place of discussion and testing out ideas: 6 tables, 45 minutes each, with delegates switching twice.
Choose this if: you want to throw around ideas and build with others.
Chair: Ema Talam, King's Entrepreneurship Institute

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **Learning from marathon running pertinent to student experience, belonging, transition and inclusion** | Penelope Simpson, King's College London |
| 2 | **Inclusive curriculum design for multiple delivery locations and contexts - creating curriculum which supports diverse student cohorts and educators across the learning journey** | Judith Robinson & Anna Bacho Flory, Bath Spa University |
| 3 | **Business Education for a VUCA World: Discovery Learning meets the SOAR Framework** | Arti Kumar, Emerita, University of Bedfordshire and Honorary Fellow, University of Hertfordshire |
| 4 | **Teaching in the Round: democratic space or pedagogical panopticon?** | Claire O'Neill, University of Bristol |
| 5 | **Creating Future-Ready Business Degrees: The Importance of Authentic and Experiential Learning** | Gemma McGrath, Westminster Business School |
| 6 | **Generative AI and the Intensification of Epistemic Colonization in Business Education** | Iqra Abdullah, University of Greenwich |

### Purple 1.04 - Impactful Publishing

**Session details**
Category: PURPLE: Interactive Session
Programme track/theme: Impactful Publishing with Sage: Cases and Textbooks
Choose this if: you want insights and support with publishing your work via business case studies and textbooks.
Format: **This session will end at 16:30**, and delegates are welcome to join another Track 2 sessions when it concludes.
Chair: Sally Everett, King's Business School

| No. | Presentation / activity | Presenter(s) / detail |
|---|---|---|
| 1 | **Impactful Publishing with Sage: Cases and Textbooks** | *With Sage*<br>Publisher-led insights on business case studies and textbooks as routes for disseminating new, innovative and diverse perspectives and teaching materials. |

## 17:00 - 17:15 | Comfort Break

Comfort break before the plenary panel discussion.

## 17:15 - 18:15 | Plenary panel discussion

### Rethinking Relevance: Does Business Education Still Matter?

This keynote brings together industry leaders, students, teachers and alumni to explore the value and purpose of business education today. The session examines the education-employment journey and how business education is understood, applied and challenged in professional and educational settings.

| Name | Affiliation / description |
|---|---|
| Benjamin Stevenin | Former Director Business School Solutions & Partnerships, Times Higher Education |
| Selda Ziya | EdTech consultant |
| Patrick McGurk | Professor of Social Change Management Practice, Queen Mary University London |
| Urmi Dutta-Roy | CFO, The Folio Society |
| Elaine Arden | formerly Chief Human Resources Officer, HSBC |

## 18:15 - 19:00 | Poster Reception / Networking & Drinks

| Poster title | |
|---|---|
| Beyond the textbook: the future of digital learning materials | Scott Lawley, Nottingham Trent University |
| Human Centered AI as Inclusion: Designing AI Supported Sense making in a Design Led Enterprise in Healthcare Curriculum | Jonathan Styles, The University of Manchester |
| AI misuse as a form of academic misconduct resulting in a breach of trust by IFP students in the HE institution, and trust repair | Lucy Williams, King's College London |
| Writing the Rules Together: A Participatory Action Research Study of Student-Authored Generative AI Policy in the Business Classroom | Apratim Amiya, Kingston University |
| Can Economics Teach Degrowth? A Student Partnership Inquiry into Green Growth and the Economics Curriculum | Dragos Radu, Saahithya Aroori & Philip Tunstall, King's Business School |
| Tools for Creative Agency: Personalised Project Management in Graphic Design and Animation Pedagogy | Ricardo Eversley, London Metropolitan University |
| Placements during crises: Human capital development, student experience and belonging | Ema Talam, King's College London |
| From Student to C-Suite: A Conference-Based Approach to Supporting | Michael Williams, University of Brighton |

| Poster title | |
|---|---|
| Transition, Belonging and Professional Identity in Final-Year Marketing Students | |

# Presenter and Contributor Quick Index

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| Session 2 | Orange 8th North | Generative AI and the Intensification of Epistemic Colonization in Pakistan's Business Education | Iqra Abdullah, University of Greenwich |
| Session 2 | Purple 1.04 | Impactful Publishing with Sage: Cases and Textbooks | With Sage |
| Plenary | Main plenary – 8th North | Rethinking Relevance: Does Business Education Still Matter? | Chair: Benjamin Stevenin (Former Director Business School Solutions & Partnerships, Times Higher Education); Panellist: Selda Ziya (EdTech consultant); Panellist: Patrick McGurk (Professor of Social Change Management Practice, Queen Mary University London); Panellist: Urmi Dutta-Roy (CFO, The Folio Society); Panellist: Elaine Arden (formerly Chief Human Resources Officer, HSBC) |
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