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Festival of Learning – ASEAN 2018

**Kuala Lumpur Convention Centre,
Malaysia 3 May 2018**

**GEM Center, Ho Chi Minh City, Vietnam
4 May 2018**

**Y-nest Co-working Space, Hanoi,
Vietnam 6 May 2018**

**Foreign Trade University (FTU), Hanoi,
Vietnam 7 May 2018**

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WELCOME



Introduction

The Festival of Learning is our way of celebrating learning and knowledge, and what better way to showcase our Festival season than to be here with our international partners in ASEAN?

The FOL-A will focus on some of the more pressing issues that are being faced in ASEAN countries and the UK. Our theme this year is Global Education 2050: The Future of Education in ASEAN and UK, and across four days, in Kuala Lumpur, Ho Chi Minh City, and Hanoi, we will explore talent development. The Festival provides a forum for researchers, educators, policymakers, businesses, students, and the wider community in the ASEAN region to engage in a week-long programme of knowledge exchange and interaction.

Together with Foreign Trade University and the British Council Going Global 2018, we have arranged a fantastic programme of keynotes, lectures, and panel discussions, covering topics ranging from augmented reality and education, the creative industries,

and retail management to discussions around global talent development. Bringing together representatives from higher education, policy and industry, the festival will provide a unique platform to take education and learning in imaginative new directions. We look forward to engaging and sharing thoughts with partners and other collaborators during the Festival.

The Festival of Learning is more than just an event—it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

Dr Sonal Minocha
Pro Vice-Chancellor (Global Engagement),
Bournemouth University

Professor John Fletcher
Pro Vice-Chancellor (Research and
Innovation), Bournemouth University

Photography & filming

Photographs and video footage will be taken at the Festival of Learning - ASEAN for use in promotional material. If you do not want to be featured, please let us know at the registration desk.

Venues

Kuala Lumpur, Malaysia: 3 May 2018

FOL-A 2018 will start in Malaysia at the Kuala Lumpur Convention Centre, British Council Going Global 2018. The focus of this conference is 'Global connections, local impact', with a BU student-led panel discussion on augmented reality and education.

Ho Chi Minh City, Vietnam: 4 May 2018

The second part of the FOL-A 2018 will be in Vietnam at the GEM Center, Ho Chi Minh City, a state of the art venue fitted with the latest technology. This event will feature a series of keynotes and roundtable discussions focused on exploring the technology and creativity in a globalising world.

Hanoi, Vietnam: 6-7 May 2018

The final part of the FOL-A 2018 will take place in Hanoi at the Y-nest Co-working Space and at Foreign Trade University. The focus of these two days range from Cybersecurity to Retail Innovation and Talent Development.



DAY 1 PROGRAMME

Thursday, 3 May 2018, Kuala Lumpur Convention Centre – British Council Going Global

9:30am **BU student-led panel discussion:**
Avatars and augmented reality: Student experience of the future?

10:45am **Close**

DAY 1 SESSION DESCRIPTION

Avatars and augmented reality: Student experience of the future?

Professor Dame Mary Marsh, Asia Advisory Board, University of Nottingham, UK (Chair)

Oliver Carpenter, Marketing Student, Bournemouth University, UK

Ruth Harley, Events Management Student, Bournemouth University, UK

Chao-Jin Tey, Student, Centre for Research Creation in Digital Media, Sunway University, Malaysia

Enrico Tiongson, Student, Ateneo de Manila University, Philippines

Peter Truckel, Director – VFX Hub, Bournemouth University, UK

Technology now enables the creation of virtual reality/augmented reality education platforms using AI (artificial intelligence) and machine learning protocols to facilitate multi-regional learning. Locally re-purposed avatars can be designed to deliver a wide range of content using the most appropriate model for the context. AI technology means that content delivered by acknowledged experts can be repurposed so that when reimagined as a computer-generated avatar it conforms to regional physical, language/dialect, religious and intellectual expectations.

In this session, undergraduate students discuss how avatars and augmented reality could radically change students' learning experience. They will also present an example of augmented reality technology.

 9:30am



DAY 2

DAY 2 PROGRAMME

Friday, 4 May 2018, SOL Room,
GEM Center, Ho Chi Minh City

-
- 9:00am **Registration**
-
- 9:15am **Welcome remarks**
-
- 9:45am *Keynote address*
The competition you never knew (fully)
Mr Donald Nguyen
-
- 10:15am *Roundtable discussion*
How to make innovation (really) your strategic value
Mr Thai Pham, former Marketing Director - New Business Unit, Vinamilk
Professor Guy Starkey, Bournemouth University
-
- 11:45am **Lunch**
-

-
- 12:30pm *Roundtable discussion*
Connection is power – the rise of retail-focused enterprise
Mr. Khang Nguyen, National Trade Marketing Manager, Coca-Cola Vietnam
Dr Jeffery Bray, Bournemouth University
-

2:00pm **Break**

-
- 2:10pm *Roundtable discussion*
The golden age for content creators and trends not to be missed
Mr. Hoang Nguyen - CEO, SMB (Yeah1 Group)
Ms Helen O’Sullivan, Bournemouth University
Dr Fiona Cownie, Bournemouth University
-

3:10pm **Break**

-
- 3:20pm *Roundtable discussion*
How technology changes the competition landscape
Mr Huy Pham, Regional Senior Manager, Kimberly Clark APAC
Ms Chi Truong, Facebook APAC
Mr Mark Ridolfo, Bournemouth University
-

-
- 4:20pm *Panel discussion*
Preparing Vietnamese citizens for the globalised world: The role of the news media
Ms Loan Khong, International Content Editor, Forbes Vietnam (Chair)
Dr An Nguyen, Bournemouth University
Mr Dung Tien Bui, Head of International News, Tuoi Tre
Dr Le Thanh Trieu, Deputy Dean, School of Journalism and Communication, HCMC University of Social Sciences and Humanities
-

5:30pm **Close**

DAY 2 SESSION DESCRIPTIONS

How to make innovation (really) your strategic value

Mr Thai Pham, former Marketing Director - New Business Unit, Vinamilk
Professor Guy Starkey,
Bournemouth University

10:15am

Innovation is always an “easier said than done” topic - especially in large-scale organisation. Witnessing and being a part of a miracle 10-year transformation to Vinamilk to become top 50 dairy companies in the world will be discussed.

Connection is power – the rise of retail-focused enterprise

Mr. Khang Nguyen, National Trade Marketing Manager, Coca-Cola Vietnam
Dr Jeffery Bray, Bournemouth University

12:30pm

Retail is rapidly changing while global markets have undergone an unprecedented transformation. This session will provide an overview of current issues in retail with a case study presentation from the National Trade Marketing Manager from Coca-Cola Vietnam.

The golden age for content creators and trends not to be missed

Mr. Hoang Nguyen - CEO, SMB (Yeah1 Group)
Ms Helen O’Sullivan,
Bournemouth University
Dr Fiona Cownie, Bournemouth University

2:00pm

New technologies have the power to enhance content marketing and are essential to attract a stronger target audience. This session will provide an overview of the latest trends in content marketing and the changing environment of the media and entertainment landscape.

How technology changes the competition landscape

Mr Huy Pham, Regional Senior Manager, Kimberly Clark APAC
Ms Chi Truong, Facebook APAC
Mr Mark Ridolfo, Bournemouth University

3:20pm

This session will introduce some key concepts on how new technologies have changed the face of manufacturing, and business more broadly over the last decade. From real time analytics to business connectivity, the speakers will discuss how business has to adapt or be left behind.

Preparing Vietnamese citizens for the globalised world: The role of the news media

Dr An Nguyen, Bournemouth University

4:20pm

This panel discussion focuses on the crucial role of the news media in equipping local citizens with the necessary mindset to effectively participate and succeed in the globalising world. What can the news media do to help citizens and policymakers be well prepared for the opportunities and challenges presented to them by the globalisation process? How do journalists, for example, inform and educate Vietnamese citizens of the socio-economic implications of the recent retreat into nationalism and protectionism of the US? The session features an interaction in Vietnamese between audience members, a senior journalist-turned-academic at Bournemouth University, a senior local journalism scholar, and the international editors of two respected local news publications.





DAY 3

DAY 3 PROGRAMME

Sunday, 6 May, Y-nest Co-working Space, Hanoi

9:00am	Registration
9:15am	Welcome remarks
9:45am	<p>Keynote address</p> <p>Overview of the industry, and related higher education</p> <p>Mr Donald Nguyen</p>
10:15am	<p>Roundtable discussion</p> <p>Application of AR and VR in PR, communication and advertising</p> <p>Ms Anh Pham , CEO of ADT Creative Vietnam Professor Guy Starkey Dr Fiona Cownie</p>
11:45am	Lunch
1:00pm	<p>Roundtable discussion</p> <p>Retail innovation in Vietnam and the global market</p> <p>Ms Hanh Nguyen Ms Helen O’Sullivan Mr Mark Ridolfo Mr Nguyen Tran Dr Jeffery Bray</p>

3:00pm	<p>Roundtable discussion</p> <p>The role of the Internet of Things to develop the 4.0 revolution in Vietnam</p> <p>Mr Hieu Do, Co-founder of IoT Alliance Vietnam Mr Tim Nguyen, Country Manager of Booking.com in Vietnam</p>
5:00pm	Close



DAY 3 SESSION DESCRIPTIONS

Applications of AR and VR in PR, communication and advertising

Ms Anh Pham, CEO of ADT Creative Vietnam
 Professor Guy Starkey, Bournemouth University
 Dr Fiona Cownie, Bournemouth University

 10:15am

This roundtable discussion will reflect on the impact of augmented reality (AR) and virtual reality (VR) as an innovative and creative way of connecting with customers and increasing engagement. Furthermore, this session will delve into the profound impact of the application of AR/VR on Vietnamese brands, addressing the following questions: How will it impact digital marketing and advertising in the times to come? How can brands best adopt these tools and make AR/VR opportunities real?

Retail innovation in Vietnam and the global market

Ms Hanh Nguyen
 Mr Mark Ridolfo, Bournemouth University
 Mr Nguyen Tran
 Dr Jeffery Bray, Bournemouth University

 1:00pm

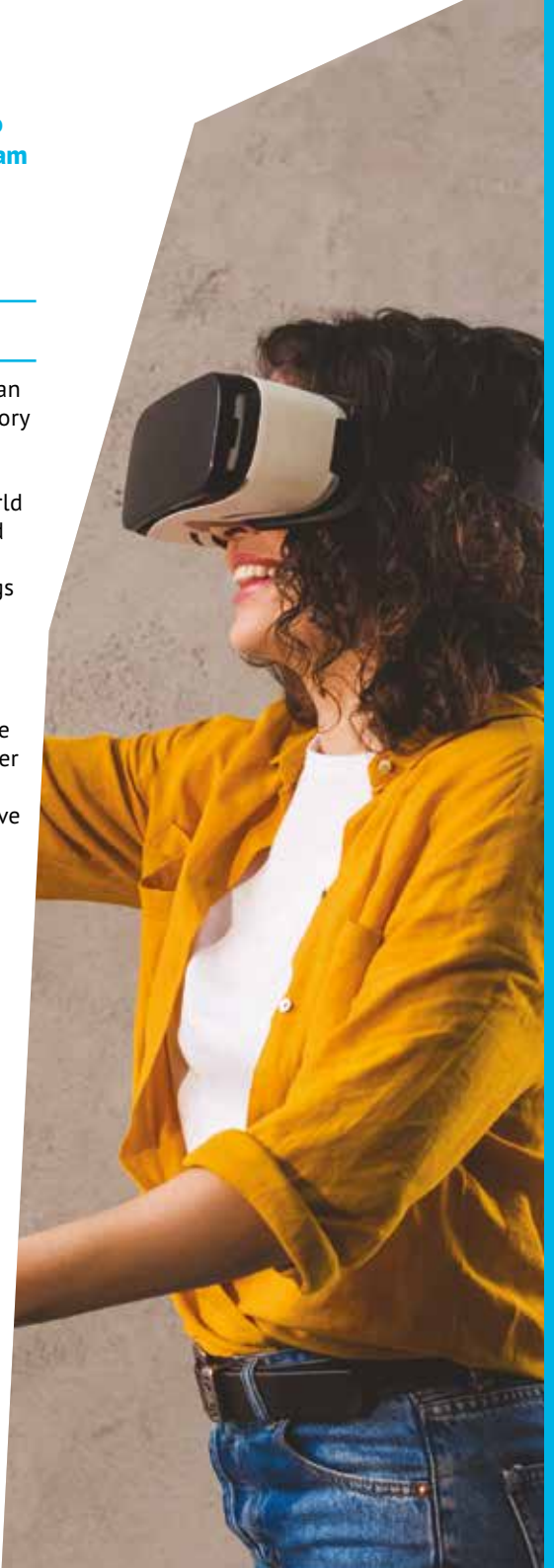
Consumers' perceptions, thoughts and shopping behaviour have changed dramatically in the digital age where everything is connected and information is more available. It is essential that retailers focus on building sustainable international models to keep up with consumer demand and continue to innovate to better serve their needs. This session will further discuss the experience of developing a fashion retail chain in Vietnam.

The role of the Internet of Things to develop the 4.0 revolution in Vietnam

Mr Hieu Do, Co-founder of IoT Alliance Vietnam
 Mr Tim Nguyen, Country Manager of Booking.com in Vietnam

 3:00pm

Industry 4.0 as described by the European Parliament is a model of the 'smart' factory of the future where computer-driven systems monitor physical processes, create a virtual copy of the physical world and make decentralised decisions based on self-organisation mechanisms (EU, 2016) – being the term internet of things (IoT) one of the elements of Industry 4.0 - the idea and technology to track physical objects or phenomena, using tracking electronics to turn them into data. Considering that technologies have been invented to make the world a better place, this session will raise awareness on the use of IoT in all sectors to improve the country's competitiveness and sustainable development.




DAY 4

DAY 4 PROGRAMME

Monday, 7 May 2018, Foreign Trade University (FTU), Hanoi

- 9:00am **Registration | Foreign Trade University**
-
- 9:10am **Welcome remarks**
Foreign Trade University
-
- 9:20am **Welcome remarks**
Bournemouth University
-
- 9:30am **Keynote address**
Ms Huong Tran, Institute of Chartered Accountants in England and Wales
-
- 10:15am **Refreshments and cultural performance**
-
- 10:30am **Panel discussion**
Future talent development in Vietnam and UK
Chair: Dr Alastair Morrison, Bournemouth University
Panelists:
Mark Ridolfo, Bournemouth University
Ms Hang Tran, HR Manager B Braun
Dr An Nguyen, Bournemouth University
-

-
- 10:30am **Parallel session**
Presentations
Professor Lee-Ann Fenge, Bournemouth University;
Mr Minh H Nguyen, MBA, Foreign Trade University;
Dr Christopher Richardson, Bournemouth University;
Dr Fiona Cownie, Bournemouth University
-

- 12:30pm **Networking lunch and close of morning session**
-

- 1:30pm **Signing ceremony**
-

- 2:45pm **Session on retail innovation in Vietnam and the global market.**
Presentations: Dr Jeffrey Bray, Bournemouth University
Mr Duy Nguyen, Co-founder of ADT Creative Vietnam
Mr Phong Le, General Store Manager - Mega Market Thang Long, Former Metro Mega Market
Mr Minh H Nguyen, MBA, Foreign Trade University
-

- 5:15pm **Closing**
-

- 7:30pm **Alumni reception**
-



DAY 4 SESSION DESCRIPTIONS

Panel discussion

Future talent development in Vietnam and UK

Chair: Dr Alastair Morrison,
Bournemouth University

Panelists:

Mark Ridolfo, Bournemouth University
Ms Hang Tran, HR Manager B Braun
Dr An Nguyen, Bournemouth University

L 10:30am

This discussion will focus on education and employability, considering in particular the attributes that young people in the UK and Vietnam need to succeed in their chosen field in their respective countries. What role do universities play in educating future talent in the UK and Vietnam, and how is the balance best struck between knowledge-based learning and practice? This panel will address these questions.

Responding to global threats from scams and cybercrime

Professor Lee-Ann Fenge,
Bournemouth University

L 10:30pm

Globalisation, advances in the internet, digital communication, and growing integration of financial systems means that criminals now have a global audience for Mass Marketing Fraud and financial scams. This presentation explores the research currently being undertaken by Bournemouth University into financial scams which target specific vulnerable groups, in particular older people. It will consider current risk factors, and the response of agencies such as the banking

sector, police and health and social care organisations who are attempting to protect those most at risk of financial scams. Discussion of improving financial literacy through 'gamification' and learning tools will be offered, alongside consideration of the role of education in responding to the challenges produced by a global ageing population as we move towards 2050.

From global graduate to global manager

Mark Ridolfo, Bournemouth University

L 11:00am

In the era of the 'Fourth Industrial Revolution', businesses demand of graduates an ever more complex array of professional and managerial skills. What can Business Schools do, therefore, to meet the needs of employers and equip students to achieve career success? This presentation will review the latest literature on the needs of employers and suggest ways in which Business Schools can meet such demands.

We are witnessing a global cyber security skills shortage: Can higher education meet this shortfall?

Dr Christopher Richardson,
Bournemouth University

L 11:30am

Research suggests the cyber security skills shortage is getting worse every year. Where can training and education organisations mitigate this growing risk to global security when employer demand exceeded candidate interest by more than three times? This cyber security skills shortage impacts organisations of all sizes, industries, and geographies. This means Enterprise Boards should consider the implications of the skills shortage in every decision they make when their digital business depends on its security. We shall consider online organisation training and education over traditional campus-based higher education from a range of perspectives to address these issues.

Co-creation and its potential in Vietnam

Dr Fiona Cownie, Bournemouth University

L 12:00pm

Co-creation is a key outcome of relationship marketing strategies. Organisations want to work with their consumers in order to add value. This presentation explores co-creation, examines co-creation in practice within industry and educational contexts. It considers the applicability of co-creation within Vietnam.

Retain innovation: Current technological challenges and opportunities

Dr Jeffery Bray, Bournemouth University

L 2:45pm

The retail sector is, and has always been, highly dynamic. In most markets the retail sector is extremely competitive, and only those companies that are most efficient and best serve the demands of their customers will thrive. Innovation in the sector has been driven by technological advances, from simple stock management, through to sophisticated omni-channel customer experiences. This presentation will discuss the key technologies that have underpinned evolution in the sector, and, through the use of case-study examples from the UK, explore future innovations being developed through the emerging capabilities of machine learning and artificial intelligence.




 SPEAKER
PROFILES

Dr Milena Bobeva

Dr Milena Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. She is a Chartered Manager and a Fellow of the Chartered Management Institute in the UK, and a Senior Fellow of the UK Higher Education Academy. Over the past 10 years, Milena has taken a number of programme management and External Examiner positions for Business and Management programmes.

Since 2014, in her role as the Director for the BU MBA, she has introduced a number of changes that have revitalized this prestigious programme. Milena's latest contribution to the innovation and enhancement of the education provisions at Bournemouth University is through her roles as an Associate Dean (Global Engagement) in the Faculty of Management and an Academic Lead for the university student-facing Global Engagement activities. Milena is a member of BU Senate. Applied research features prominently in Milena's professional practice. Her work is multi-disciplinary, focused on experiential project-based learning, developing student employability through co-creation and co-production with staff, reverse mentoring as a strategy for cross-generational learning and learning gains. The outcomes have been reported through a variety of channels, including academic journal articles, contribution to a book on #EdTechRations, and numerous conference publications and workshops.

Dr Jeffery Bray

Dr Jeffery Bray graduated from Bournemouth University in 2001 with a BA (Hons) in Retail Management, and from Stirling University in 2004 with an MBA. After a career in a variety of operational retail project management roles he joined Bournemouth University as an academic in 2004 and graduated with a PhD in Consumer Behaviour in 2011. Jeffery has taught a variety of modules related to consumer marketing and behaviour at both

undergraduate and postgraduate level at Bournemouth University, supervised several PhD students and held a number of management roles.

Jeffery's research and scholarship is interdisciplinary and focuses on applications of consumer theory to a variety of contexts. He has consulted widely with retailers, most prominently through his fellowship role with premium, UK based, grocery chain Waitrose on innovation strategies. Current scholarly research examines consumer decision making with respect to food choice, and the health impact that might be achieved through influencing these choices. This work is currently supported by EU project FoodSMART (grant 643999) and British Council project Veg+ (grant 332207684).

Dr Fiona Cownie

Dr Fiona Cownie's research interests lie within the areas of student experience and a relational approach to higher education. An experienced manager and teacher, Fiona has led the student experience across the faculty, and has provided leadership within roles including Associate Dean - Media Production, Head of Quality, Head of Programmes.

Fiona seeks to live the values of the university by inspiring her students through pedagogic experiences which prioritise collaboration, support, conceptual thinking and enjoyability. Her teaching is at final year undergraduate and master's level in the areas of Relationship Marketing and Word-of-mouth Communication. Student feedback is consistently very positive, with students valuing Fiona's enthusiasm, engagement, conceptual focus and support. Fiona's research examines relational concepts of commitment and gratitude and she seeks to engage in pedagogic practice which draws on these ideas to the benefit of students' learning experience. Her doctoral supervision again often examines issues within the context of higher education.

Working with our educational partners within SE Asia (Thailand, Indonesia and Vietnam), Fiona has established student exchanges and worked with colleagues overseas to organize research partnerships and conferences. She is an active participant within BU's Global Festivals of Learning, and is a member of the University's ASEAN Global Regional Group.

Professor Lee-Ann Fenge

Lee-Ann is Professor of Social Care in the Faculty of Health & Social Sciences. She is a Registered Social Worker and has always been committed to advancing the professional evidence base of social care practitioners. Her research has focused on participatory and arts based methods to engage with seldom heard voices, and she is passionate about working in partnership with those who use health and social care services to create new knowledge to inform practice.

Her research includes participatory arts-based projects with older LGBT citizens, young people with disabilities, and homeless people. Most recently she has been working on a number of funded projects exploring the impact of financial scams on vulnerable groups. This includes working on the development of a learning tool for community health professionals to widen understanding of the risks posed by financial scams and how best to support vulnerable victims. She is also working on a project exploring mail scams with the Royal Mail, and has recently gained HEIF funding to use gamification to support learning tool development for both practitioners and older people about financial scams.

Ryan Miles

Ryan has been the Regional Manager for South East Asia at Bournemouth University since 2012, with responsibility for Indonesia, Thailand and Vietnam. He has built substantial links within Indonesia and has travelled extensively throughout the archipelago promoting UK higher education. Prior to that he studied his Master's in International Marketing at Bournemouth University and was awarded the Hamworthy Water Systems Prize for the student displaying the best cultural adaptability in recognition of his work with international students.

Dr Sonal Minocha

Dr Sonal Minocha has over 15 years of senior management experience across the public and private sectors in global HE. Sonal started her career as a business graduate from the University of Delhi before moving into an academic career which started at University of Northumbria, UK. Since then Sonal has worked in both public and private sectors of Higher Education globally. In recent years, she held the position of Executive Dean at the University of Bedfordshire Business School before joining Bournemouth University in the summer of 2014. Her appointment as Pro Vice-Chancellor (Global Engagement) brought with it a re-energised institutional approach towards internationalisation and the creation of a long-term vision for a Global BU that is anchored to, and complimentary of, the university's wider strategic vision. Amongst the key areas of work that Sonal has led at Bournemouth University has included the fusing of employability with internationalisation through the pioneering Global Talent Programme. Her main academic interests lie in exploring global higher education, graduate employability, management education and practice, strategic creativity and organisational learning.

Dr Alastair Morrison

Dr Alastair Morrison has been International Partnerships Development Manager at Bournemouth University since 2012. Prior to that, he worked for nine years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for four years and has research interests in contemporary Chinese culture and literature.

Dr An Nguyen

An Nguyen is Associate Professor of Journalism in the School of Journalism, English & Communication. He has published extensively in a number of areas: digital journalism, news consumption and citizenship, citizen journalism, public engagement with science journalism, the use/misuse of data and statistics in the media, and news and global developments.

A former Vietnamese journalist and Australian-educated scholar, An has taught in five British and Australian universities. Prior to BU, he headed journalism at University of Sussex. Before Sussex, he lectured at University of Stirling, where he co-founded and directed its successful Vietnam-based MSc in Media Management.

An serves on the Editorial Board of three journals: Journalism Education (UK Association of Journalism Education), Journal of Applied Journalism and Media Studies (Intellect), and Journal of Southeast Asian Media Studies (Southeast Asian Media Studies Association). He

is a frequent peer reviewer of manuscripts and proposals for major journals, publishers and funding bodies.

Outside academia, An has examined journalism output and draft policy, as well as provided research and training consultancy, for many industry and government organisations. Among his recent non-academic users of his expertise are the World Federation of Science Journalists, Broadcasting Board of Governors (US Government), BBC Vietnamese, Radio Free Asia, Voice of Vietnam, Tuoi Tre Daily, and Danang City Department of Information and Communication.

Helen O'Sullivan

Helen O'Sullivan is a Chartered Marketer who has worked in higher education for the past 15 years. Helen is the Head of Education & Professional Practice, Marketing Lecturer and Academic Lead for SE Asia for the Department of Marketing, in the Faculty of Management. Prior to academia, Helen worked in marketing management roles within education and commercial radio, in the UK and Australia.

Her research interests are in the fields of education marketisation, branding and consumer behaviour. Helen is the co-chair for the Academy of Marketing's Marketing of Higher Education special interest group, and Guest Editor of the Journal of Marketing for Higher Education. Helen's PhD focuses on brand success in post-1992 UK universities. Helen is passionate about both education and marketing, and is committed to giving people from all backgrounds the access to education they deserve.

Dr Christopher Richardson

Dr Christopher John Richardson BEng EngD CEng QTS M.Inst.ISP joined Bournemouth University (BU) in February 2011 after working for 25 years in the Military and Civil Telecommunication Industries.

Dr Richardson is an Information Assurance Architect who heads the Bournemouth University's Cyber Security Unit (BUCSU) and is a Senior Lecturer in Cyber Security and Information Assurance in the SciTech Department of Computing and Informatics. In 1980, he joined the Royal Air Force and left as a RAF Communications and Electronics Engineer Officer. Becoming a Chartered Engineer in 1991 working on Satellite and global Fibre Optic Telecommunication Systems and their service interconnections. He became a qualified teacher (QTS) in 2003 and as a Civil Servant he received his Engineering Doctorate from the University of Southampton.

Dr Richardson is an established entrepreneurial UK Cyber Security expert with a wide-ranging Research and Knowledge Exchange (KE) academic profile. Working with the United Nations, the UK Government, Law Enforcement agencies and the local communities he manages a portfolio of BUCSU research and industry partnerships, capitalising on the ever-increasing cyber security marketplace, particularly with his innovative CSIRAR contracts. He has created new BU Security Degrees and exploited KE collaborative programmes across all four BU faculties, LEP, Dorset Growth, Dorset Councils, Dorset Police, Regional Law Enforcement, NCA, DSTL, DCMS, BEIS, MOD and the Intelligence Communities. Dr Richardson has recently been working with Dorset's PCC CyberSAFE campaign and lately with the Dorset Cyber Alliance.

Mark Ridolfo

Mark Ridolfo is a Principal Academic in Leadership, Strategy and Organisations in the Business School, and the Programme Leader for BA (Hons) Business Studies. Mark delivers courses in cross-cultural communication and management, as well as in developing management competencies. A passionate, student-oriented innovator, Mark has been lecturing at Bournemouth University since 1992, having previously lived and worked in France, Germany and Italy.

Mark's academic interests lie in the areas of enhancing the student experience, innovation in assessment, professional effectiveness and cross-cultural capability. He has delivered courses in presentations, report-writing, online communication, and negotiation, and, from 1997 to 2007, he was a visiting lecturer and curriculum advisor to the prestigious China-Europe International Business School (CEIBS) in Shanghai, China.

Over the years, Mark has been very involved in quality assurance and enhancement activities with the University. He is also a highly experienced Programme Leader, who has managed multiple programmes. Mark is at the forefront of the Business School's education enhancement and internationalisation strategies and has, since 2013, been one of two AACSB Assurance of Learning (AOL) Leads for the Business School. Mark is currently studying for a Professional Doctorate in Education at the University of Plymouth.

Professor Guy Starkey

Professor Guy Starkey is a former radio practitioner whose PhD focused on balance and bias in the BBC's 1997 general election coverage on its flagship news and current affairs programme, *Today*. His publications include *Radio in Context* (Palgrave Macmillan 2004; second edition 2013), *Balance and Bias in Journalism: Representation, Regulation and Democracy* (Palgrave Macmillan 2007), *Radio Journalism* which he co-authored with Professor Andrew Crisell (Sage 2009) and *Local Radio, Going Global* (Palgrave Macmillan 2011; paperback edition 2015). Guy is currently Associate Dean (Global Engagement) in the Faculty of Media & Communication at Bournemouth University.

