

Bournemouth
University



北京师范大学 珠海分校
BEIJING NORMAL UNIVERSITY, ZHUHAI



FESTIVAL of **LEARNING**

China

**Global Festival of
Learning-China 2017**

**Beijing Normal University –
Zhuhai and Bournemouth University
15 May 2017**



www.bournemouth.ac.uk/global-fol

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WELCOME

We are delighted to welcome you to our Global Festival of Learning China 2017. Our Global Festival of Learning builds on our popular UK-based Festival, which is now in its fifth year.

The Festival of Learning is a celebration of learning and it has showcased BU's research and expertise to a wide and varied audience over the last 5 years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's China Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so we hope will inspire learning, encourage new thinking and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a very enjoyable and productive Festival and a memorable experience.

**Professor John Vinney,
Vice-Chancellor,
Bournemouth University**

Globalisation is an increasingly important trend in the world today, and the interchange between universities from different countries and cultures plays a large role in its development. The Global Festival of Learning co-hosted by Beijing Normal University, Zhuhai (BNUZ) and Bournemouth University not only promotes the academic exchanges and strengthens the program cooperation between both, but also contributes to cultivating the global consciousness and cross-cultural competence of participants from both universities. The collaboration between BU's excellent academic and other staff with their experience in hosting the Global Festival of Learning and BNUZ's international educational atmosphere combine for this Festival to create a platform for deepening mutual understanding, promoting discussion and stimulating development between the partners for a real experience of globalisation. May the first Global Festival of Learning between BNUZ and BU achieve great success.

**Professor Qingyun Tu, President,
Beijing Normal University, Zhuhai**

The Global Festival of Learning is our way of celebrating learning and knowledge and what better way to start this event than to be here with colleagues in China? Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and China.

Together with Beijing Normal University, Zhuhai we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics ranging from leadership and management to technology and innovation in learning. We look forward to engaging and sharing thoughts with colleagues during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts, BNUZ.

The Global Festival of Learning is more than just an event - it represents BU's close working relationship 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)**

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

It is with great pleasure that Beijing Normal University, Zhuhai is co-organising the Global Festival of Learning; a fabulous programme of academic, innovative, social and cultural events. Along with Bournemouth University, we are committed to provide an opportunity for the faculty, staff and students to share valued ideas, opinions and beliefs in a global context, through a wealth of creative topics and productive communication. Taking part in the Global Festival of Learning will help to influence and inspire the global insights of participants, and opens up professional and international collaboration opportunities. The Festival is a remarkable and unique opportunity to celebrate what promises to be a meaningful interchange of ideas to create significant impact on the future of BNUZ and BU. I hope all participants enjoy this feast of cross-cultural experiences.

**Professor Ailan Fu,
Deputy President (Strategic
and International Engagement
and Development),
Beijing Normal University, Zhuhai**

Key

These icons show the type of event

Activity type



Interactive workshop



Lecture/talk



Exhibition



Cultural performance

Audience type



General audience



Academics and students



Businesses/industry/NGOs

Photography and filming

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

FEATURED EVENTS

14 MAY 2017

Zhuhai culture immersion programme

 14:00



You will be given a tour of Zhuhai to explore the city. The name Zhuhai means “Pearl Sea”, and this modern city sits at the mouth of the famous Pearl River, where river and ocean meet. With a territory of more than 7,660 km² and a population of over 1.2 million, Zhuhai is one of the first cities to be given the opportunity to develop as one of several special economic zones selected for inward investment following the introduction of China’s open door policy in the late 1970s. In just over 20 years, Zhuhai has changed from a poor fishing village into a prosperous modern garden-city, which benefits from a prestigious coastal location. The Pearl River Delta now has one of the strongest regional economies in the world and Zhuhai’s modern facilities and beautiful location make it increasingly attractive to global companies.

Part of Zhuhai’s attraction is the unique balance it has achieved between its natural and man-made environments, making it an ideal place to live and work. Since the start of the 1990s, Zhuhai has received countless awards in recognition of its environmental standards and achievements. These include: Top 40 Cities for Travelling in China; National Garden City; National Model City of Ecological and Environmental Protection; Cleanest City in China; and The Best City for Land Travel in China. In 1999, Zhuhai was the proud recipient of ‘The International Award for Most Improved Living Environment’ from the United Nations. Consequently, through the efforts of city planners and an enlightened government, Zhuhai has become internationally famous and recognised as one of the ‘Most Liveable Places for People’ in the world.

BNUZ campus tour

 17:00



BNUZ is located in Zhuhai, Guangdong Province. Covering over 5,000 mu of land, which is about 850 acres, it provides modern, high quality, newly constructed teaching and living facilities including libraries, teaching buildings, an international exchange centre, dormitories, staff apartments, cafeterias and much more. It boasts a tranquil and beautiful environment and is an ideal place for students to pursue their studies.



15 MAY 2017

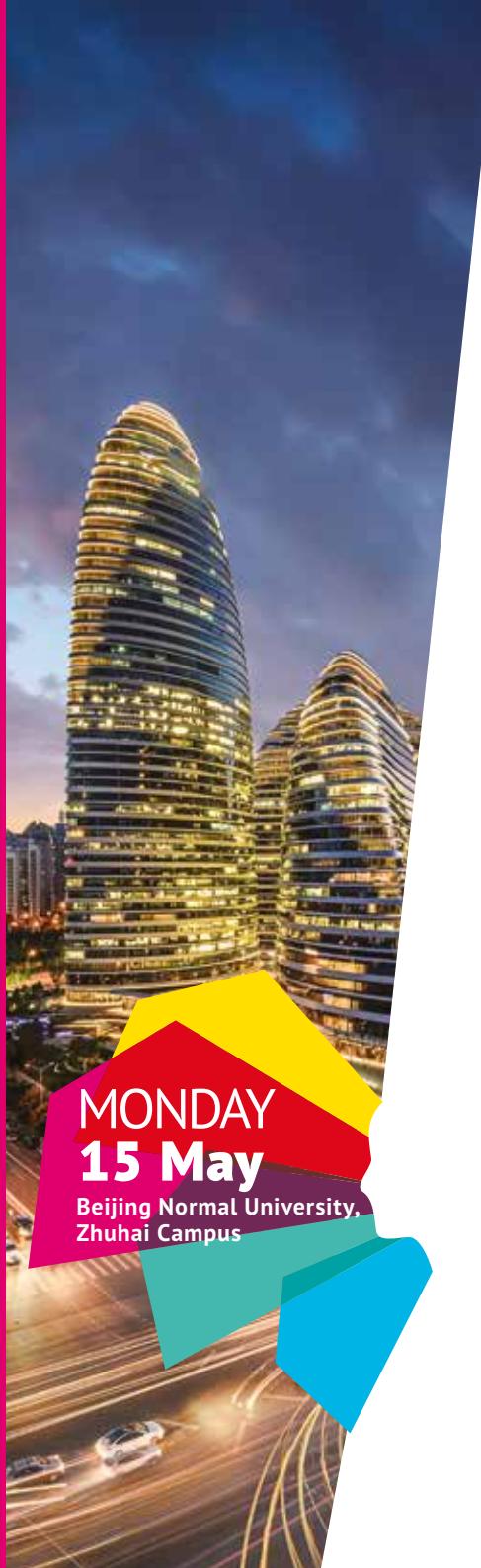
Interactive sport activities: A vehicle for physical development and social mobility

13:30 - 16:30



Take part in a series of innovative, practical activities that use sport and technology to engage new audiences in physical activity. Learn how activities are used to engage wider populations in the promotion of health and wellbeing in a secure, coach-led, games-driven environment where activities act as a tool for physical development, increased social mobility and greater community engagement.





**MONDAY
15 May**

Beijing Normal University,
Zhuhai Campus

Event programme

**Theme: 'Belt and road'
and strategic collaboration
between Bournemouth
and Zhuhai**

This one day forum will provide an opportunity for academics, researchers and professionals to move forward knowledge, expertise and practices from Bournemouth University (BU) and Beijing Normal University, Zhuhai (BNUZ) in order to engage with industries and government agencies from both the UK and China. It will also offer an opportunity to exchange ideas and learning in the areas of leadership development, technology, and entrepreneurship and innovation, as well as exploring their implementation in areas such as health and sports science.

08:30	Registration Venue BNUZ International Centre BU Global Project Exhibition BU Destination China students project poster display (throughout the day)
09:00	Welcome and opening ceremony Professor Ailan Fu, Vice President, Beijing Normal University Zhuhai Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), Bournemouth University
09:15	Keynote
10:15	Q&A
10:30	Launch of the Academy for Innovation and Sustainable Development, BNUZ, and presentation to BU staff
10:40	Group photo outside the BNUZ International Centre
11:00	Refreshments
11:15	Panel discussion: Building sustainable economic growth through regional innovation: Perspectives from universities, government and industry. Chairs: Professor Jianhua He, Deputy Dean (International), School of Management, BNUZ Professor Richard Li-Hua, Visiting Professor, BU
12:30	Lunch

-
- 13:30 Parallel session (see attached programme)
Interactive sport activities: A vehicle for physical development & social mobility

Barry Squires, Business and Partnerships Manager, BU
Stuart Martin, Strength and Conditioning Services Manager, BU

- 18:00 **Gala dinner and networking**
-



Keynote speech

09:15-10:15



Senior leaders from the UK and China regional governments will deliver a keynote speech on the implications and opportunities of China's 'Belt and Road Strategy' and how to create and implement initiatives that support a sustainable economy through the development of regional collaborations.

Panel Discussion:

Building sustainable economic growth through regional innovation: Perspectives from universities, government and industry.

Professor Jianhua He, Deputy Dean (International), School of Management, BNUZ, Professor Richard Li-Hua, Visiting Professor, BU

11:15-12:30



Creating sustainable economic growth has become a key challenge for both the West and East in the 21st century. Whilst China is transitioning as a result of the implementation of new economic policies such as the 'Belt and road strategy', the UK economy also faces a challenging period of transition following the decision to leave the European Union. This plenary session will bring together expertise from BU, BNUZ and regional employers as well as government officials from the UK and China, to discuss the different challenges facing both countries from different perspectives. It will also look at how to create innovative solutions through collaborations and knowledge sharing between universities, governments and industry networks across institutional, geographical and national boundaries.





Four parallel sessions have been organised for the afternoon programme. These sessions provide an opportunity for staff and students from both BU and BNUZ to showcase their expertise, share knowledge and research through a variety of interactive workshops and discussions.

PARALLEL SESSION 1: LEADERSHIP AND MANAGEMENT INNOVATION

Chairs: Dr Wenyuan Lin, BNUZ; Dr Alastair Morrison, BU

-
- 13:30 Developing women leaders – a global perspective**

Dr Parisa Gilani, Lecturer in Human Resources & Organisational Behaviour, BU,
Gemma Griffin, BU student

- 14:00 The new challenge of human resource management in the context of modern governance in China**

Dr Xiaohui Li, BNUZ

- 14:30 Beyond east and west – lessons from the silk road**

Dr Alastair Morrison, Partnerships & International Development Manager, BU

-
- 15:00 **Developing global leaders through innovation and entrepreneurship**
Professor Richard Li-Hua, Visiting Professor, BU
- 15:30 **The effect of the housing market in Southeast Asia in the OBOR Policy**
Dr Wenyuan Lin, BNUZ
-
- 16:00 **Cost efficiency and the technology gap in Western European banks**
Dr Chi-Chuan Lee, BNUZ
-

PARALLEL SESSION 2: ENTREPRENEURSHIP AND EMPLOYABILITY

Chairs: Dr Fei Hou (Harry), BNUZ; Rebecca Hindley, BU

-
- 13:30 **21st century employability radar: A UK perspective**
Rebecca Hindley, Lecturer in Human Resources & Organisational Behaviour, BU
-
- 14:00 **Introduction to entrepreneurship education methods**
Dr Fei Hou , BNUZ
-
- 14:30 **Great times produce great opportunities for the Chinese youth**
Fan Jia, Entrepreneur, Zhuhai
-
- 15:00 **Adaptability: How best to stay at the top**
Vianna Renaud, Placement Development Adviser, BU
-
- 15:30 **Diversified employment of college graduates**
Yongduan Gao, BNUZ
-
- 16:00 **The role of government in start-up business financing: China's experiences**
Dr Biao Zhong, BNUZ
-

PARALLEL SESSION 3: TECHNOLOGY & INNOVATION

Chairs: Dr Elvira Bolat, BU; Dr Langyu Xiong, BNUZ

13:30 **Digital me**

Dr Elvira Bolat, Senior Lecturer in Marketing BU
Alanna Jones, BU student

14:00 **Big data in urban agriculture**

Dr Langyu Xiong, BNUZ

14:30 **Unlocking innovation through design thinking**

Thorben Hanel, Research Assistant, BU

15:00 **Research on space-time evolution model of Xiangshan culture knowledge graph**

Weiyu Chen, BNUZ

15:30 **Taking off with Virtual Reality at BU**

Dr Feng Tian, Associate Professor, BU
Rory Clark, BU student

16:00 **Data Analysis of the big data era**

Xiong Yong, Entrepreneur, China





PARALLEL SESSION 4: SPORTS & HEALTH

Chairs: Professor Heather Hartwell; BU; Professor Hongyou Sun, BNUZ

13:30 New technologies and innovation in orthopaedics

Dr Tom Wainwright, Associate Professor Of Orthopaedics and Deputy Head Of Orthopaedic Research Institute, BU

14:00 Fitness activities and social mind

Dr Chang Lijun, BNUZ

14:30 FoodSMART: Think smart, eat smarter

Professor Heather Hartwell, Professor, BU
Carmen Martins, Research Assistant BNUZ

15:00 Tai-Chi Chuan and its traditional culture of health preservation

Professor Hongyou Sun, BNUZ

15:30 Interactive sport activities: A vehicle for physical development & social mobility

Barry Squires, Business and Partnerships Manager, BU
Stuart Martin, Strength and Conditioning Services Manager, BU

16:00 Health management entrepreneurship programme

Wenting Li, BNUZ

SPEAKER PROFILES

Professor Ailan Fu

Professor Fu has over fourteen years of senior management experience in higher educational institutions in China. Upon receiving a Bachelor's and Doctorate at Beijing Normal University and Central University for Nationalities, PRC, Professor Fu started her teaching career as a language and literature instructor at Central University for Nationalities and Beijing Normal University, during which period, she also worked as a visiting scholar at University of Texas, USA, Baptism University of Hong Kong and Hong Kong University. Since then, Professor Fu moved into senior management at Beijing Normal University, Zhuhai and has worked in both Academic Affairs and Strategic Development.

Her appointment as Vice President (Strategic and International Engagement and Development) enabled her to move BNUZ forward with her strong commitment to promoting international and cross-cultural collaborations with overseas higher education institutions in line with BNUZ's vision and mission. The focus of Professor Fu's Vice Presidency has been to create rich opportunities for international engagement through strategic and sustainable approaches.

Her main academic interests lie in linguistics, in particular minority linguistics and Chinese International Education.

Dr Sonal Minocha

Pro Vice-Chancellor (Global Engagement), Bournemouth University

Sonal has over ten years of senior management experience across the public and private sectors in global HE. Sonal started her career as a business graduate before moving into a teaching career which started at the 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 in and complementary to the University's wider strategic vision. The fusion of employability with internationalisation through the pioneering Global Talent Programme is one of the key areas of work that Sonal has led at BU.

Her main academic interests lie in exploring global higher education, graduate employability, management education and practice, strategic creativity and organisational learning.

Dr Lipeng Wan

Dean, School of Management, Beijing Normal University, Zhuhai

Key expertise: Management information systems research, including management science, system theory and computer science system marginals.

Dr Wan has a PhD in Information Science and is Associate Professor and Dean of the School of Management, Beijing Normal University, Zhuhai.

Professor Richard Li-hua

Distinguished Visiting Professor, Bournemouth University

Key expertise: International development and branding and marketing in the global higher education and international business between West and East.

Professor Li-hua is known for his research on China's innovation and innovation strategy. He conceptualised China's innovation strategy as "Embracing Innovation" based upon the premises of his study of the features and characteristics of the innovation in his monograph, 'Competitiveness of Chinese Firms: West Meets East'. He is also a Distinguished Visiting Professor at Bournemouth University in the UK, Penn State University in the US and Sun Yat-sen University in China. He was also the former President of SIAS International University, China and is the Founder and President of CAMOT (Chinese Association for the Management of Technology).

Professor Jianhua He

Vice Dean (Global Engagement), Beijing Normal University, Zhuhai

Key expertise: Research on human resource management including employment diversity, atypical employment, and rural worker's training and development.

Jianhua has a PhD in management and is Professor in the School of Management, Beijing Normal University, Zhuhai. She is also the Director of the Human Resource Research and Development Centre, BNUZ and is an expert member of the University's Academic Committee. Jianhua is the sponsor of the Zhuhai Women's Development Research Association.

Dr Lucy Lu

Associate Dean (Global Engagement), Principle Investigator (China Innovation Hub, Bournemouth University)

Key expertise: Inter-disciplinary research on innovation management, including triple helix model innovation, entrepreneurial education (EE) in global higher education, east & west management, health innovation, and innovation in the culture industry.

Lucy has more than 16 years' experience in global higher education management, and has held a number of academic and leadership posts. Dr Lu leads the BU's China Innovation Hub which aims to address the dynamic global challenges and opportunities that industries and regions in China face in achieving sustainable growth. Lucy has been General Conference Chair of the China Association for Management of Technology (CAMOT) since 2008 and has successfully organised seven CAMOT International Conferences. Lucy is the founding editor of the Journal of Knowledge-based Innovation in China and is also the Associated Editor of the International Journal of Innovation Studies. She holds Visiting Professorships in Henan University, Beijing International Study Universities, and Tongji University in China.

Dr Alastair Morrison

International Partnerships Development Manager

Dr Alastair Morrison has been International Partnerships Development Manager at Bournemouth University since 2012. Previous 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. This session will propose the historical Silk Road as a model of intercultural communication between East and West using dynamic examples of ideas and goods that flowed freely for millennia. The innovation and new cultural forms that developed along the deserts and oases of the Silk Road offer inspiring examples of intercultural communication that resulted in new ways of living and thinking. The travelling and fusing of ideas along the Silk Road can be seen as a metaphor for academic life and global engagement in the modern, globally connected world. The Silk Road allows us to pose a range of questions about how knowledge is created, where it comes from and how it travels and develops.

SPEAKER PROFILES

Carmen Martins

Research Assistant, Bournemouth University

Key expertise: Project management, small and medium enterprises (SMEs), marketing communications, social media and tourism, and hospitality and innovation research.

Carmen Martins holds a Master's in Marketing and Advertising from Universidade Fernando Pessoa, Portugal. After a career as a Marketing Manager, she joined Bournemouth University in 2013 to pursue a Higher Education path. Since then she has worked with several academics on research administration and Marketing Communications for ESRC, Lifelong Learning, FP7, Horizon 2020 and AHRC projects. In 2014, Carmen joined the PhD programme in the Faculty of Management at BU and her research topic is "Innovation practices in rural tourism SMEs" which was developed from a Lifelong Learning project, 'InRuTou'.

FoodSMART: Think smart, eat smarter

Co-presenter: Professor Heather Hartwell

🕒 14:30



Compared to meals prepared at home, meals eaten out tend to contain more calories, total fat and saturated fat and it is here where the consumer has very little knowledge of the nutrient profile of the dish they are eating. FoodSMART allows consumers to assess precisely, efficiently and in a timely manner their food intake and provides optimal recommendations to improve their health and well-being. The technical solution is a portable prototype, which uses QR codes and smartphones to provide information and deliver personalised advice when eating out. This EU project constitutes a ground-breaking effort to provide diners with an evidenced based resource while motivating and facilitating foodservice operators in supporting the public health agenda. Food2030 highlights the political momentum for such a coherent research and innovation framework for food and nutrition security. It supports impactful nutrition and food systems enquiry that is market-creating, open science and multi-actor engagement, building capacities and skills; and strengthening global collaboration for improved food research. The workshop will introduce the project and allow participants to test the next generation of prototypes by using the Android system app. Feedback will be collected from participants.

Dr Elvira Bolat

**Senior Academic in Marketing,
Global Engagement Leader
(Department of Marketing,
Faculty of Management),
Bournemouth University**

Key expertise: Digital marketing within consumer (eg. Slacktivism) and business (eg. Mobile technology capabilities and their role in service innovation practices) contexts, digital marketing for higher education, impact of digital marketing on conspicuous consumption of luxury.

Dr Bolat is a Programme Leader for the BSc Marketing degree, BU's first inter-faculty degree, and as Global Engagement Leader in the Department of Marketing is responsible for driving both BU's and the Department's global agenda. Her teaching, research and consultancy work are based around the digital marketing domain. Her recent consultancy projects have covered digital marketing for Dr Jackson's and Eat Pho Ltd.'s, marketing and communications campaign. Elvira is Deputy Chair for the Academy of Marketing B2B SIG and is a Member of the Institute of Direct and Digital Marketing. Dr Bolat has disseminated her research via numerous international conferences and academic journals (e.g. Journal of Business and Industrial Marketing, Journal of Customer Behaviour). Her WeChat ID is B19120911.

**Digital Me**

13:30



On average people spend 22 hours per week on social media. Digital technology is embedded in every aspect of our lives. We are all digital: we study digitally, we communicate digitally, we socialise digitally, and we do business digitally. Dr Bolat and her research supervision students have conducted numerous studies around digital business and consumption featured as Digital Me @BU studies at <https://digitalmebu.wordpress.com/>. This talk will communicate results of a student-academic collaborative research project that examines the role of fitness and health technology in promotion of healthy lifestyle and in driving behavioural changes among users of such technology. The onset of technology and free and open access to health and fitness content on demand is shaping the lifestyles of society at large. But the question whether such technology leads to healthier lifestyle, consumption and society remains open. Using an innovative netnographic methodology, WhatsApp focus group, we reveal whether we are becoming healthier as a result of adopting fitness and health focused technology such as wearable tech and interconnected mobile apps. A comparative study among current users and newly adopters of fitness and health-related wearable tech, reveals differences and similarities in experiences. Moreover, we explore whether age and gender have any role and impact on our interaction with fitness and health-related wearable tech. Finally, we reflect on the methodological journey and share our tips on how WeChat could be adopted as a research tool to deepen understanding of consumer experiences and behaviour.

Thorben Hänel

Research and Knowledge Exchange Office, PhD Researcher, Bournemouth University

Key expertise: Inter-disciplinary research on technology transfer and innovation in Germany and China including technological disruption, entrepreneurship, business model innovation and knowledge management.

Thorben Hänel is currently working for the Research and Knowledge Exchange Office while completing his PhD research at Bournemouth University on the effectiveness and appropriateness of technology transfer and innovation strategies in a Sino-German context. He is a visiting lecturer at Shanghai Jiao Tong University and Shanghai University of Finance & Economics. His professional experience involves corporate roles and consultancy activities in financial and strategic managerial accounting as well as academic posts at universities in the UK, Germany and China. Previously, he has been working as a Research Fellow at Tongji University, Shanghai, and at senior level as Director of Accounting and Financial Controlling for a market-leading real estate project development and urban construction group. Prior to this, he began his career in portfolio management for a real estate investment bank.



From IQ to WeQ – Unlocking innovation capacity through design thinking

🕒 14:30



The global world has never been more competitive, volatile and unpredictable. Sources of competition and disruption can occur anywhere – not just disruption in products, services and technologies, but also in channels to markets, policies, or supply chains. In order to survive in today's hyper-competition and complexity, organisations need to generate, embrace, and execute on new ideas. That requires creativity and a creatively-capable workforce, a shift from the traditional IQ to a networked WeQ. The Design Thinking method refers to design-specific cognitive activities in order to develop creative and innovative solutions to a specific issue. Design Thinking is currently regarded as key for developing students' 'creativity and innovation' skills and equip future global talent accordingly. It is interesting to note that the Ministry of Education of the P.R. China has just announced that Design Thinking, amongst other methods, will be included in schools' curriculums by 2020, which highlights the significant contribution Design Thinking as part of an innovative pedagogy in teaching and learning could make.

The session is going to be split in three parts. The impulse presentation introduces the theoretical foundation of the WeQ Concept and Design Thinking method as a tool to foster the development of innovative and creative solutions, including a number of examples from professional practice. The participants will then be asked to employ the concept, or selected tools, to a specific issue. At the end of this session, the key learnings are to be concluded in a group discussion.

Tom Wainwright

Associate Professor in Orthopaedics and Deputy Head of the Orthopaedic Research Institute, Bournemouth University

Tom Wainwright is a physiotherapist, clinical academic and quality improvement specialist. He is Associate Professor in Orthopaedics and Deputy Head of the Orthopaedic Research Institute at Bournemouth University.

He has a broad range of orthopaedic and musculoskeletal related research interests, and is internationally recognised for his work on Enhanced Recovery after Surgery (ERAS) protocols within orthopaedics. He is currently working on a range of projects featuring technologies that include virtual reality, gait and motion analysis, novel medical devices, and robotic and advanced surgical techniques.

Tom is passionate about improving the quality of healthcare systems and works to help other healthcare providers improve the quality of their services. The Institute of Consulting named him as the 2010 Young Consultant of the Year for his work on a portfolio of quality improvement projects.

New technologies and innovation in orthopaedics

13:30



In his presentation, Associate Professor Wainwright will present ORI, its facilities and aims, and then showcase the research and development that ORI is involved in across a range of technologies and industry partners. He will share experiences of how to innovate and spread technology adoption in healthcare, both in the UK and internationally. Technologies will include virtual reality surgical training, gait analysis, novel medical devices, and robotic and advanced surgical techniques. All of the topics will be either part of present or recent research projects and delegates will get a real-world and clinical insight into the facilitators and barriers to technology development and introduction within healthcare.



Rory Clark

Games Programming final year student, Bournemouth University

Key expertise: Virtual reality and unity development for both computers and mobile devices.

Rory has a development history ranging from the web and mobiles right the way to high-end virtual reality and video games. He has over three years' research and experience with virtual reality, developing and testing for devices such as the HTC Vive and Google Cardboard and has created a multitude of products and projects, with his work being featured by companies such as Google.



VR games and applications

🕒 15:30



Virtual reality (VR) provides an experience like no other, allowing anyone to visit, explore and interact with anything the imagination can create. With a vastly expanding market, virtual reality has already proved it can be an exciting proposition to both consumers and companies, but can it also be used to aid in learning? As over 40% of global consumers are intrigued by the proposition of virtual reality for education, yet with only a fraction of the market compared to games, the area for expansion is clearly defined. Research into virtual reality as a tool for use may have already occurred, but its use for the gamification of learning is still relatively new and unexplored. By gamifying the planning of a music event, we are testing the benefits of those presented by virtual reality versus that of the standard computer. Keeping the content and objectives the same lets us test the interaction, knowledge retention and user experience benefits of VR.

Our presentation will also include the opportunity to try virtual reality, with demonstrations of my research project and several exciting VR games.

Dr Heather Hartwell
Professor
Foodservice and Applied Nutrition Research Group, Bournemouth University

Key expertise: Food, nutrition, eating behaviour, public health, food service systems, provision of food and menu choice in public sector, wellness tourism.

Professor Hartwell is a UK registered nutritionist and member of the Royal Society for Public Health. Her expertise and research is within the field of public health nutrition particularly as it relates to food service. Currently she is principal investigator for the EU project Veggieat, and the EU project FoodSMART working with international partners in France, Italy, Denmark, Austria and Greece.

She is editor of the highly acclaimed 'Perspectives in Public Health', a peer reviewed practice based journal, published by Sage.

Her research puts academic impact from nutritional aspects of health and wellbeing into practice in a new and unique way and provides simple strategies for building healthier communities. A 'whole systems' approach is taken which integrates facets of consumer behaviour, nutrition, business practice and environmental sustainability

FoodSMART: Think smart, eat smarter
Presenting with Carmen Martins



Compared to meals prepared at home, meals eaten out tend to contain more calories, total fat and saturated fat and it is here where the consumer has very little knowledge of the nutrient profile of the dish they are eating. FoodSMART allows consumers to assess precisely, efficiently and in a timely manner their food intake and provides optimal recommendations to improve their health and well-being. The technical solution is a portable prototype, which uses QR codes and smartphones to provide information and deliver personalised advice when eating out. This EU project constitutes a ground breaking effort to provide diners with an evidenced based resource while motivating and facilitating foodservice operators in supporting the public health agenda. Food2030 highlights the political momentum for such a coherent research and innovation framework for food and nutrition security. It supports impactful nutrition and food systems enquiry that is market-creating, open science and multi-actor engagement, building capacities and skills; and strengthening global collaboration for improved food research. The workshop will introduce the project and allow participants to test the next generation of prototype by using the Android system app. Feedback will be collected from participants.





Dr Fei Hou
Assistant Professor,
School of Management,
Beijing Normal University,Zhuhai

Dr Fei Hou PhD majored in entrepreneurial management of Jilin University, management school, China, in 2015; MBA of Northumbria University, Newcastle Business School, in the UK, from 2003 to 2004; MBA of Wuhan University, Business School, China, from 2002 to 2004.

2005/08 - Dr Hou now holds the position of associate professor in Beijing Normal University, Zhuhai campus. Dr Fei Hou's interest is in researching the fields of organisational behavior, entrepreneurial management, business management. Dr Fei Hou has already published professional academic papers in recognised academic journals.

**Literature reviews of
entrepreneurial education
and future research suggestions**

14:00



In recent years, entrepreneurship education has attracted wide attention from the academic community internationally. Research efforts on the role played by entrepreneurial education for individual entrepreneurs would help to improve the status quo of entrepreneurship in China and enhance the level of entrepreneurship. A literature review of entrepreneurial education would offer a general picture of evolution of entrepreneurial education, and factors that would influence the relationship between entrepreneurial education and intentions, and future research suggestions as well.

Dr Hongyou Sun

A law professor who has been practicing Tai Chi for 16 years since he started learning it from the famous Master of Tai Chi, Hong Ma, who is one of Master Zhenglei Chen's apprentices. Mr Sun was a visiting scholar and taught Ta Chi to overseas Chinese and local students in Melbourne. He gained further experience teaching and training additional summer school teams from abroad.



Tai-Chi Chuan and its traditional culture of health preservation

15:00



The concept of Tai Chi (or Taiji) is already well known across the world. It appears in both Taoist and Confucian Chinese philosophy, where it represents the fusion or mother of yin and yang into a single ultimate, represented by the Taijitu symbol. Taiji theory and practice evolved in agreement with many Chinese philosophical principles, including those of Taoism and Confucianism. Since the earliest widespread promotion of the health benefits of Taiji by some famous masters in the early 20th century, it has developed a worldwide following of people, young and old, for its benefit to personal health. Medical studies support its effectiveness as an alternative exercise and a form of martial arts therapy. The purpose of this lecture is to provide a brief view on Tai Chi and its culture in a short period of time, having a deeper understanding of Chinese traditional culture and gaining some benefits from Tai Chi.

Dr Lijun Chang

Lecturer (Public Affairs Management), Beijing Normal University, Zhuhai Campus

Dr Lijun Chang graduated from City University of Macau, and obtained a PhD in Applied Psychology in 2011. She teaches professional courses including Psychology, Sociology, and Public Relations, and has several years' experience of psychological counselling.

Her main research field is social psychology in public affairs management.

Fitness activities and social mind

🕒 14:00



Nowadays in China, along with the development of mass fitness activities, more and more people take part in a variety of fitness programs - not only traditional sports such as Taijiquan, running, and kicking shuttlecock, but also new sports, such as square dancing, yoga, and fitness training, which have become Chinese people's favourite choice. The research on fitness activities generally focuses on the following areas: description of current status; government policies and sports programme design. In this session, I will explore the formation and development direction of Chinese current mass fitness activities from the aspect of social psychology.



Dr Jack Li (Li Xiaohui)

Lecturer, Beijing Normal University at Zhuhai

Jack Li (Li Xiaohui), Doctor of Management, graduated from Yan University (Bachelor Degree) and Beijing Normal University (Master and Doctor).

Jack Li has diverse experience of work and research, which covers government department, state-owned enterprise, private business and universities. During his doctoral stage, he worked as the training manager and lecturer at the MCA Training Centre (Ministry of Civil Affairs) and was the member of several projects granted by different Ministries. He was also the project manager of Tobacco Control in China for the Bill and Melinda Gates Foundation. The research field covers cross-sector human resource development, management information system in public service, social organisation, social work and active ageing.



The new challenge of human resource development in the context of modern governance of China

14:00



With decades of development, the Chinese economy has seen tremendous growth, affecting every aspect of society. Especially in the 21st century, the traditional sectors have quickly changed their roles and social factors have become important newly emerging forces, which brings variety and vitality to social interactions. This is an unprecedented challenge for social development and management. Though a similar process has occurred in the west, the context in China is much more complex. The development of governance is associated with economic development, and social innovation. Therefore the prerequisites of Chinese governance are quite different to Western countries. In China, institutions and practice both have unique features, and the social organising system and the government role in governance systems are unique too. This determines the special operational model of Chinese social organisations, which are characterised by cross-sector identity. Based on a Competency Model (CM) and Behavioural and Event Interview (BEI), the research focuses on the managers of those organisations, summarising the social requirements for the new type of human resources in the context of Chinese governance. The Chinese context contributes a core factor to the new competency model.

Dr Chi-Chuan Lee**Assistant Professor, Beijing Normal University Zhuhai**

Financial management, banking and finance, management of financial institutions, macroeconomics.

Chi-Chuan Lee is an Assistant Professor of Management School at Beijing Normal University Zhuhai. In 2010, he was awarded the Dissertation Award of PhD Candidate in Humanities & Social Science. He received his PhD in Banking and Financial Markets from Chengchi University in 2013. He has published extensively in financial econometric and applied finance, covering topics such as financial development, financial markets, and the performance of financial institutions. His papers have been published in leading journals including Journal of International Money and Finance, Energy Economics, Social Indicators Research, International Review of Economics and Finance, North American Journal of Economics and Finance, the World Economy and Economic Modelling. He has served as a reviewer for several international SSCI journals. He is a member of the Western Economic Association International and Taiwan Efficiency and Productivity Association.

**Cost efficiency and the technology gap in Western European banks****16:00**

The efficiency measurement of banking industries has drawn much attention from academic researchers since this sector has undergone major changes in regulation, globalisation, financial innovation, market competition, and operational risks around the world. In Europe, the financial services industries have become highly integrated ever since the completion of the Single Market for Financial Services in 1993. Banking industries there have experienced a wide-range of fundamental changes in their regulatory and competitive environments, including the reduction or elimination of trade and entry barriers to those markets in the European Union (EU). In this wave of international economic integration, the cost efficiency of the EU banks is a core issue worthy of deeper investigation. This paper compares the cost efficiencies of banks in Western European countries using a new stochastic meta-frontier Fourier flexible cost function for the period 1996–2010. One salient feature of our method is that the technology gap ratio (TGR) can be linked with country-specific environmental variables. Results show that the average TGRs in these countries are close to one another, implying that banks operating in this integrated market undertake analogous technology. Moreover, the TGR and meta-frontier cost efficiency (MCE) exhibit a gradual upward trend during 1996–2000, followed by a downward trend especially after the subprime crisis of 2007–2010. The managerial inability constitutes the primary source of inefficiencies.

Dr Wen-Yuan Lin

Assistant Professor (Financial Management), Columnist (FundHive), Beijing Normal University, Zhuhai

Key expertise: Real estate finance, financial management, international finance, empirical finance

Dr Lin had graduated from NSYSU (Taiwan) in 2014. He has been an assistant professor in Business School at Beijing Normal University Zhuhai Campus for 3 years. He was certified as a Financial Risk Manager (FRM) and Chartered Financial Analyst (CFA) Level I after passing the written exams in 2009. His research interests include real estate finance, finance management, international finance, empirical finance. He has published in SSCI journals (IJFE, EMFT, JR, FRL, CWE, etc) and focuses on the field of real estate mortgage lending recently. Dr Lin is the journal reviewer of International Journal of Strategic Property Management and Urban Studies since 2014.

The effect for real estate market in Southeast Asia in the One Belt, One Road (OBOR) Policy

🕒 15:30



The OBOR Policy has been discussed meaningfully because the Chinese economy has grown dramatically over the last decade. We all know China wants to eliminate the domestic excess capacity and stabilise economic performance which is the main purpose of OBOR Policy. In the meantime, China also wants to use this to strengthen the relevance of nearby countries and diversify country risk. Chinese capital has a purpose of outflow which provides an efficient way to reach the export target set in the OBOR Policy. In the development of Chinese capital, is there any opportunities for foreign real estate market in Southeast Asia? In this paper, we discuss the opportunities and impacts of the real estate market in Southeast Asia for the flow and restriction of China capital in the OBOR Policy.



Mr Xiong Yong

General manager of Zhuhai Branch of China Mobile Communication Group, Senior Engineer

Mr Xiong Yong graduated from the Huazhong University of Science & Technology, majoring in radio technology. In the past few years, he has been honoured as the National Enterprise Culture Excellent Individual in the 30th anniversary activity of Chinese Economic Reform, the Guangdong Model Worker, and the Zhuhai Annual Economic Figure of 2007. He has also gained the distinctions of the Guangdong May 1st Labor Medal, and the Guangdong Best Administrator Prize.

Mr Xiong Yong has devoted himself to the area of mobile communication for over 28 years, and has witnessed the whole development history of the mobile communication industry. As a Big Data specialist in China Mobile, he has led the construction of the Big Data Centre of Zhuhai Mobile, which has already become the model for the mobile communication industry and has been managing over 50 Big Data projects, in which Zhuhai Mobile cooperated with the government and other enterprises.

Data analysis of the big data era

16:00



With the basis of customer scale and deep reverence towards the times of big data, China Mobile has built the capacity and core competencies of “big data plus mobile internet”. This presentation will show you China Mobile’s unique advantages of big data, and how our company aims to capitalise on the value of big data under the trend of “Internet Plus” in the future.

Mr Xiong Yong will present some case studies of Zhuhai Mobile Big Data Direction from several aspects and further elaborate on big data development. In the “mass entrepreneurship and innovation” trend of the 21st century, Zhuhai Mobile is willing to cooperate extensively with all walks of life, providing solutions through the output of two core competencies of “big data plus mobile internet” so as to jointly promote the transformation and upgrading of all industries.



Dr Langyu Xiong

Key expertise: Langyu Xiong is a lecturer at the Department of Information, School of Management, Beijing Normal University, Zhuhai. She holds a PhD of Management from Renmin University of China, where her research focused on the archives culture. Her current research interest includes development of the agricultural economy. Prior to July 2015 she was a marketing specialist in Dayup Argi-Tech. Co., Ltd.

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Big data in urban agriculture

14:00



The application of big data has become a research hotspot in various fields. The application of the big data concept and technology in urban agriculture has a certain particularity. The report elaborates the related concept of agricultural big data, and explores the progress of big data and key techniques of agricultural big data. Finally, some new challenges in the future will be summarised.



Dr.Biao Zhong**School of Management, Beijing
Normal University Zhuhai**

Key expertise: International economics, Chinese economy and finance.

Biao Zhong is Associate Professor of economics and finance at Beijing Normal University Zhuhai. He has been a visiting scholar at the Department of Finance of National Sun Yat-sen University in Taiwan. As a full-time teacher at BNUZ, Dr Zhong teaches undergraduate classes on Principle of Economics; the Economics of Money, Banking and Financial Markets. His academic interests center on the Chinese economy and finance, and international economics. As a student, he received his Master's degree in Finance at Peking University, and his PhD from the School of Economics at Renmin University of China in Beijing.

**SMEs financing problem in China and government's role****16:00**

Small and medium size enterprise (SMEs) in China have expanded into a major force in economic development, especially after China's accession to the WTO in 2001.

However, most of them are constrained by the structure of the financial system that is unable to provide sufficient credit for them. Many startups or SMEs have to turn to the informal financial system. Financial restraints on the ability to raise finance is particularly reflected in high lending costs or access to financial services, which has become a barrier to sustainable growth.

The purpose of this paper is to discuss the factors that determine the availability of SMEs' financing in China. The main problems related to SMEs' access to finance can be summarised in two aspects: SMEs' financing have their own shortcomings in external financing, lack of collateral to banks and scale of economy might lead to a higher credit risks; external factors include the structure of the financial system, regulatory ceiling on lending interest rates, transaction costs in financial contracts with banks and other financial institutions, low credit rating due to asymmetric information, even discrimination on non-state ownership etc. Among the above factors, the structure of the financial system and government support policy are especially crucial to SMEs. From a comparative perspective, this paper also discusses the role of governments and addresses what governments might do to improve the financial system oriented towards SMEs' financing, in particular, China's experiences in promoting a diversified ownership of the banking system.

Weiyu Chen

Information Management and Information System, Management School, Beijing Normal University, Zhuhai

Key expertise: Ontology, Knowledge Graph, Xiangshan Culture, Information Management.

Weiyu Chen used to direct two projects, one was Student's Platform for Innovation and Entrepreneurship Training Program – "Construction and Visualisation of Xiangshan Culture Knowledge Graph" and another was Special Funds for the Cultivation of Guangdong College Students' Scientific and Technological Innovation ("Climbing Program" Special Funds) – "Inference and Excavation of Xiangshan Culture Knowledge Graph Based on Ontology". He also published several papers (Include EI paper) at the IEEE International Conference.

Weiyu Chen used to join ICM (Mathematical Contest in Modelling) and China Undergraduate Mathematical Contest in Modelling, and received an Honourable Mention and National second prize in those contests.

Research on space-time evolution model of Xiangshan culture knowledge graph

15:00



Xiangshan culture is a part of Lingnan culture and a product of the combination of Chinese and Western culture, and its abundant connotation is still of great research and development value for us. However, the existing research on Xiangshan culture and the way of protection is far beyond satisfaction, and moreover, its preservation could be improved, and moreover, the transmission of this heritage would benefit from greater innovation. Therefore, to achieve a technical innovation on Xiangshan culture, we use the modern information technical means - knowledge graph to manage the traditional cultural knowledge, combine the semantic web technology, named graph, to build the space-time evolution model, and set it up as a visual client software of Xiangshan culture knowledge graph. Additionally, using the knowledge graph and the space-time evolution model in the field of culture, is not only an innovative attempt in the field of culture and information technology, but also a brand new opportunity to showcase Xiangshan culture.



Yongduan Gao

Assistant Professor (Human Resource Management), School of Management, Beijing Normal University, Zhuhai

Key expertise: Competency model, personality tests, organisational behavior, non-standard employment, and cross-cultural management.

Yongduan Gao taught human resource management, introduction to psychology and human resource assessments for undergraduate students. She translated the book *Essentials of Organizational Behavior* and some chapters of *Human Resource Management: A Managerial Tool for Competitive Advantage*. She has accumulated rich experience in personality tests, competency model and human resource selection. She visited Saint Mary's University in Halifax in 2015 and thus has become interested in teachers' development and female managers' career development. Nowadays she focuses on non-standard employment.



The diversified employment of graduates in China

🕒 15:30



On the Chinese mainland, the post-90s generation has become the main body of job-seekers in the labor market since 2009. Today, almost all graduates belong to this generation, and they are the most likely group to become job-seekers. They have been brought up under the reform and open policy as well as the one child policy. Therefore, they have significantly different personalities and vocational values and thus would make different choices facing career opportunities.

Meanwhile, in the labour market, many enterprises intend to control human resource cost because of severe industrial competition and globalisation; governments encourage enterprises to provide more part-time work and more employees prefer flexible work to balance work-family life and develop personal interests. Due to such changes, more and more companies have begun to use non-standard employment, including dispatched employment, fixed-contract work, part-time work, temporary employment, pay-by-hour work and outsourced work, which has greatly diversified the form of employment.

This study aims to investigate and analyse the employment situation of the post-90s graduates facing diversified employment through interviews and questionnaires.

Fan Jia

Founder and CEO of Zhuhai Bee Technology Co.ltd

Fan Jia is the founder and CEO of Zhuhai, the founder and CEO of Zhuhai Bee Technology Co., Ltd, and the chairman of Zhuhai Perfect Impression Catering Management Co. Ltd.

Fan graduated from Beijing Normal University - Hong Kong Baptist University United International College

(UIC) in 2014. He is also a member of Peking University “entrepreneurial training camp” program. He is also a member of “2014 global dreamer” of Alibaba Group, which selected 30 young people from all over the world.

In 2014, Fan was voted one of the UIC’s People of the Year. In 2016, Fan was honored as one of “Top 10 Figures of Macau and Zhuhai 2016”.



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