

**UNN-NBS + PolyU SPEED Conference 2017**

***“Business Education in the Digital Era: Issues, Trends and Future Directions”***

Date: Tuesday, 20 June 2017

Time: 10:00am – 1:10pm

Venue: Rm N203, 2/F, North Tower, West Kowloon Campus, PolyU SPEED

**Conference theme:**

The aim of this conference is to provide a platform for academic exchange among UNN, PolyU SPEED and its sister unit Hong Kong Community College (“HKCC”) in promoting research and scholarly collaboration. It is an opportunity for: (a) exploring emerging business research topics and potentially developing research agendas jointly between the institutions, and (b) participation of academic colleagues to share knowledge about emerging business and tertiary education issues with an international perspective. Through this platform, academic colleagues of both institutions will be given the opportunity to present their on-going research and scholarly works related to the theme. The Conference topics will include but not be limited to indicative areas in the theme.

**Participants:** Open to academic staff from the two institutions

**Facilitator:** Dr. Mike KAN (PolyU SPEED)

**Rundown**

10:00am – 10:20am **Registration and Tea**

10:20am – 10:30am **Welcoming Speech** by Dr. Jack LO (PolyU SPEED)

10:30am – 1:00pm **Presentation Sessions** (15 mins each, inclusive of questions and answers)

Presenter 1: Dr. Bosco YU (PolyU SPEED)  
*Students’ view on the use of business gaming in a self-financed tertiary institution in Hong Kong*

Presenter 2: Prof. David WAINWRIGHT (UNN)  
*Digital healthcare strategies and challenges: a sociotechnical perspective*

Presenter 3: Dr. Pauline HO (HKCC)  
*“Flip or not to flip” in accounting education*

Presenter 4: Prof. Jason WHALLEY (UNN)  
*The challenges and opportunities of the internet of things*

**Tea-break (15 minutes)**

- Presenter 5: Dr. Ken PENG (PolyU SPEED)  
*Business education in Taiwan in the digital era*
- Presenter 6: Mr. Suman BHATTACHARYA (UNN)  
*Digital Tele-healthcare Services: Exploring Future  
Designs of Innovative and Sustainable Business Models*
- Presenter 7: Miss Karrie LAM (PolyU SPEED)  
*Going green in formal assessment: using Poll  
Everywhere in a Micro-test on Google Analytics*
- Presenter 8: Mr. Paolo GERLI (UNN)  
*Infrastructure investment on the margins of the market:  
the role of niche infrastructure providers in the UK*

1:00pm - 1:10pm

**Closing Speech** by Prof. Diane SLOAN (UNN)