



Newcastle Business School



SPEED

UNN-NBS + PolyU SPEED Conference 2016

**"Globalization and Digitalization:
Opportunities and Challenges"**

Newcastle Business School, Northumbria University, U.K.

8th June 2016

Conference theme:

The aim of this conference is to provide a platform for academic exchange between Newcastle Business School of Northumbria University (UNN-NBS) and School of Professional Education & Executive Development at The Hong Kong Polytechnic University (PolyU SPEED) in promoting research and scholarly collaboration. It provides an opportunity for: (a) exploring emerging business research topics and potentially developing research agendas jointly between the two institutions, and (b) participation of teachers and students to share knowledge about emerging business issues with an international perspective. The theme of this inaugural conference is "*Globalization and Digitalization: Opportunities and Challenges*".

Co-convenors: Dr. Diane Sloane (UNN-NBS)
Dr. Mike Kan and Dr. Artie Ng (PolyU SPEED)

Participants: Academic staff and students from the two institutions

Schedule:

12:00pm – 01:00pm **Registration and lunch** (Staff only Corporate Hub)

01:00pm – 01:20pm **Welcoming Remarks** (402) – Associate Dean Learning and Teaching, J Hall (UNN-NBS) and Dr. Jack LO (PolyU SPEED)

1:20pm – 2:30pm **Keynotes:**

Prof. J Whalley, D Wainwright

Digital Business: Technological and Organisational Challenges

Prof. J Brzezczynsk

Globalisation of Financial Markets: Signal Transmission Models and Investment Strategies.

Prof. Peter Yuen (PolyU SPEED)

Hong Kong's Qualifications Framework and its implications for transnational education, lifelong learning, and bridging industry with academia

Prof. Hanqin Qiu (PolyU), Prof. Carlson Jenkins and Dr. Jack Lo (PolyU SPEED)

Education: A Changing Business in a Digital World

2:30pm – 3:15pm

Tea break – networking

3:15pm – 5.15pm

Presentation sessions (15 min presentation, 10 min questions)

Workshop 1: Digitalization of Business & Marketing (Rm. 420)

Facilitators: Dr. Mike Kan (PolyU SPEED)
Prof. David Wainwright (Northumbria Univeristy)

Presenter 1: Ms. Eileen Feng (PolyU SPEED) *An exploration of incentives motivating WeChat uses in China.*

Presenter 2: Mr. Kelvin Lo (PolyU SPEED) *Narrowing the gap between digital marketing education and practice: a conceptual framework.*

Presenter 3: Dr. Adam Wong (PolyU SPEED) *E-learning for Professional Development: An Integrated Approach*

Presenter 4: Dr Jie Ma (UNN-NBS) *New Era of Kaizen in Digital Lean Manufacturing.*

Presenter 5: Dr Elmira Djafarova (UNN-NBS) *User generated images in Trip advisor and its impact on hotel decision making.*

Workshop 2: Responsible Business & Finance (Rm. 409)

Facilitators: Dr. Artie Ng (PolyU SPEED)
Prof. R Beadle (UNN-NBS)

Presenter 1: Dr. Tiffany Leung (PolyU SPEED) *Customer protection in the controversial industry? The role of responsible gambling.*

Presenter 2: Dr. Edmund Wut (PolyU SPEED)
National culture and corporate social responsibility practice.

Presenter 3: Marc Stuhldreier (UNN-NBS)
Corporate Social responsibility and the right to health in the pharmaceutical industry.

Presenter 4: Kirsty Abrahams (UNN-NBS)
The use of sustainability reports for stewardship.

Presenter 5: Anthony Devine (Northumbria University)
Comply or Copy: the extent of Mimetic Isomorphism in German Corporate Governance Compliance statements.

5.15pm - 6.00pm

Research networking at Corporate Hub

- Closing Remarks -