

## PHOTOGRAPHY AND FILMING

Photographs and video footage will be taken throughout the Festival for use in promotional material, if you would not like to be featured, speak to the photographer directly.

## ENQUIRIES

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Bournemouth  
University



郑州大学西亚斯国际学院  
SIAS INTERNATIONAL UNIVERSITY

FESTIVAL of  
LEARNING

China

SIAS International  
University, China

27-28 June, 2016

[www.bournemouth.ac.uk/fol](http://www.bournemouth.ac.uk/fol)

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## About the Festival of Learning China at SIAS International University

On the following pages, you will find details of the events taking place at SIAS International University from the 27th to the 28th June as part of Bournemouth University's Festival of Learning, China. These events will be jointly run by both Bournemouth University (BU) and SIAS staff and students, and will provide an excellent opportunity for everyone to share and celebrate learning across different disciplines and cultures.

SIAS International University was founded in 1998 and is the first solely American-owned University in Central China. Affiliated with Zhengzhou University, as well as Fort Hays State University of Kansas, USA, it was developed and designed in response to the most current educational demands. It is the first full-time undergraduate university approved by the Degree Committee of the State Council in China to grant both Chinese and American Bachelor's Degrees. SIAS is also fully accredited by China's Ministry of Education.

Combining Chinese and Western educational philosophies, SIAS aims to nurture talent and develop sophisticated

and specialised individuals that can contribute to the modernisation and economic development of China. To achieve these goals, SIAS broadens the views of its students and encourages creativity and independent thought among both students and faculty through an innovative curriculum and diverse campus activities, all in a modern and beautiful environment. The participation of foreign faculty members and the use of English-language teaching material also enhances bilingual communication skills among the students. All this encourages SIAS' students to explore global strategies to develop and evolve their problem-solving abilities.



WELCOME

We are delighted to welcome you to our Festival of Learning China event, which presents an exciting opportunity to showcase the expertise of both our institutions and regions. Over the course of the next couple of days, we hope you will enjoy and engage with the diverse and interesting range of interactive sessions that will be co-delivered by staff and students of Bournemouth University and SIAS International University. We have developed an engaging and varied programme that will create and inspire unique opportunities for learning and collaboration that we can share here in China, back in Bournemouth and across the globe.

By taking Bournemouth University's established Festival of Learning global, here in China, we are creating opportunities to further enhance and develop the partnerships between both organisations through education, research and the local, national and global communities and practice networks they are connected to.

SIAS International University is known for its ethos and culture that seamlessly

blends eastern and western philosophies; a modern, global approach for a modern, global organisation. It is therefore the perfect setting for BU – a top 500 international university – to host the Festival of Learning on a global stage.

We hope you have a truly enjoyable time across the two days and we look forward to meeting as many of you as we can in that time.

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

**Group Photo**

Outside Administrative Building

 12.00**Lunch, Peter Hall** 12.30**Keynote**Administrative Building Lecture Hall  
Mr Yue Guoyong, Vice-President,  
Henan Civil Aviation Development and  
Investment Company Ltd. 13.30**Four parallel sessions**

see details overleaf

 14.30 – 16.30**Dinner Reception**

No. 2 Villa

 18.00**SIAS – BU Friendship Cup  
Basketball Match**

SIAS Gymnasium

 18.00**PANEL SESSION: West Meets East:  
Shaping Global Mind-sets**

AB Lecture Hall

 10.45 – 12.00**Chair:** Prof Richard Li-Hua, Bournemouth  
University Visiting Professor and former  
President of SIAS International University**Panellists:**Professor John Vinney, Vice Chancellor,  
Bournemouth UniversityProfessor CHEN Sikun, President of SIAS  
International UniversityDr GUO Minsheng, Former Director  
General of Intellectual Property Bureau,  
Henan Province.Mr Yue Guoyong, Vice-President,  
Henan Civil Aviation Development and  
Investment Co. Ltd.Mr Freenman Yeung, Chief Executive  
Officer, Global Education Alliance

The world has changed dramatically in the last 35 years. Global events, such as the start of China's economic reform in 1978, the collapse of the former Soviet Union in 1991 and the burst of the financial bubble on Wall Street in 2008, changed the world, subverted people's mind-sets and made a huge impact on their judgement.

This session is designed to give staff and students some insights and inspiration into ways that they can apply western management with eastern philosophy to their own working and learning. The panellists, with their in depth understanding and experiences of western and eastern perspectives, will seek to do this by sharing their thoughts on addressing the challenges and opportunities that exist in global higher education between West and East.

**PROGRAMME****Coffee and Registration** AB Ground Floor 09.00**Introduction** AB Lecture HallDr Sonal Minocha, Pro Vice-Chancellor  
(Global Engagement),  
Bournemouth University (Chair) 09.30**Welcome and Keynote** AB Lecture Hall 09.35**Welcome:** Professor John Vinney, Vice-  
Chancellor of Bournemouth University**Keynote:** Dr Shawn Chen, Chairman of  
SIAS University**Special Guest:** Mr Gou Yunfeng, Vice-Mayor  
of Xinzheng City**Coffee break** AB Ground Floor 10.30**MONDAY  
27 JUNE**

## PARALLEL SESSION PRESENTATIONS

### DIGITAL MARKETING AND MULTI-MEDIA

Sias Chair: CHU Jinjin BU Chair: Dr Lucy Lu  
Administrative Building Lecture Hall

**14.30-17.00**

We find ourselves engaging increasingly with new technology. Social media is no longer just something used for developing our social capital, with a huge number of organisations and enterprises now using these platforms for marketing and other business activity purposes. If you are Interested in how to use new technology and engage with social media for personal or business purposes, and want to discuss the differences between platforms such as Wechat and Twitter, then join us for this session on 27 June.

#### Digital Planet and its People

Dr Elvira Bolat and Freya Samuleson (BU)

**14.30-15.00**

#### Multimedia journalism: News web sites in China and the UK

Prof Guy Starkey (BU) and Dr Hao Ye (SJTU)

**15.00-15.30**

#### An experimental collaborative classroom of market research: Let's experience a top-notch methodology of marketing research

Hiroko Oe and Yan Liang (BU)

**15.30 - 16.00**

#### Tweet, like, snap and share to generate business: 6 tips in 60 minutes

Dr Elvira Bolat (BU)

**16.00 - 16.30**

#### Research and new developments in Orthopaedic Surgery

Prof Tom Wainwright (BU)

**16.30 - 17.00**

### STRATEGY, BUSINESS AND ENTERPRISE

Sias Chair: Mr Rocky Wang BU Chair: Dr Gelareh Roushan  
Administrative Building Banquet Hall

**14.30-16.30**

Although modern business management and theories of strategy have been developed in the west, the early development of those theories were greatly influenced by Chinese philosophers such as Sun Zi, - the author of Chinese strategy book 'The Art of War'. If you are interested in learning more about international business management, enterprise and strategy from both western and eastern perspectives, then come to this session on 27th June and find out more.

#### The Art of War in Modern Business

Gary Lee Todd (Sias)

**14.30-15.00**

#### The Segmentation System Environment and Core Competence of Local market & Strategic Decisions of Private Enterprises

Zeng Ping (Sias)

**15.00-15.30**

#### Entrepreneurship, business management and the challenges of satisfying international customers

Dr Uzo Anozie (BU)

**15.30 - 16.00**

#### Want to Start a Business? Learn to 'Fail Forward' using Simulation and Gaming

Dr Gelareh Roushan (BU)

**16.00-16.30**

## REGIONAL ECONOMIC CHALLENGE AND GOVERNANCE

Sias Chair: Associate Prof Oscar Wang      BU Chair: Dr Alan Kirkpatrick  
Administrative Building Meeting Room

 14.30-16.30

Creating a sustainable region through community engagement and collaborative governance via multi-stakeholders in the region. Want to know more about the changes and challenges of Chinese population on China's economy? How tax planning impacts the market value of companies? Sias and BU professors will present their latest findings during this session and discuss how to address the issues and challenges facing regional economic development in China.

### A study on new rural communities in collaboration governance

XU Guihong (Sias)

 14.30-15.00

### Differential treatment is the fulcrum of the free trade

SU Kewo (Sias)

 15.00-15.30

### Tax planning and its impact on the market value of companies

Dr Alan Kirkpatrick (BU)

 15.30 - 16.00

### The change and potential challenges of China's population

WEI Xiahai (Sias)

 16.00-16.30

## FUSING THE BEST YOU: EDUCATION AND LEARNING AT BU

Sias Chair: Prof Liu Shuqin, Vice President      BU Chair: Dr Milena Bobeva  
Administrative Building 7th floor Meeting room

 14.30-16.30

Developing our graduates as their best SELF for their own professional career is a key priority for Bournemouth University. BU's Fusion model, which connects research, education and professional practice provides a unique platform for creating, inspiring and learning opportunities for students. In this session, BU staff and students will co-present and showcase examples of best practice on how they develop students' employability skills and attributes as a core part of the student experience at BU.

### Ensuring success - strengthening the relationship of student and industry through sandwich placement provision and support

Vianna Renaud (BU)

 14.30-15.00

### How students are taught and learn in a UK university

Steph Allen (BU)

 15.00-15.30

### High impact strategies for professional development

Dr Milena Bobeva and Ciayi Lim (BU)

 15.30 - 16.00

### Brand YOU: Building your personal brand

Dr Tauheed Ramjaun (BU)

 16.00-16.30



**Closing remarks**

Dr Shawn Chen, Chairman of SIAS University

Professor John Vinney, Vice-Chancellor of Bournemouth University

**🕒 11.30 – 12.00**

**CULTURAL EXPERIENCES**

**(to include dinner)**

**Visit to Shaolin Temple and Shaolin Zen Music Ritual**

**🕒 13.30 – 20.00**

Henan Province is the most important birthplace of Chinese civilization. In this session, staff and students are invited to come and enjoy some of China's most important historic and religious sites, such as the White Horse Temple and Longmen Grottoes in Luoyang City, as part of this session.

The tour also includes a trip to the Shaolin Temple – one of the most famous Buddhist temples in China and an entry on the UNESCO World Heritage List – located in the foothills of Mount Songshan.

This is a wonderful opportunity to experience first hand and find out more about the routes of Chinese culture, religion and civilization and is one not to be missed!

**Research & Innovation Forum**

AB Lecture Theatre

Chair: Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), BU; Professor GUO Aimin, Vice President, SIAS International University

**🕒 10.45-11.30**

Following the parallel sessions on 27 June, this forum will provide an opportunity for staff from both BU and SIAS to discuss research projects and identify potential collaborations to strengthen the research linkages between the two institutions.

In addition to all BU and SIAS Business School staff, the following staff from SIAS will also be invited to attend the meeting.

Professor LIU Shuqin, Vice President of SIAS International University

Professor Richard Li-Hua

Mrs CHU Jinjin, Dean, School of International Culture and Exchange

Mr William Lu, Director of International Cooperation

Dr JING Liying, Dean, School of International Education

Professor JIA Shiqiu, Dean School of Journalism and Communication

Professor SHEN Yang, Dean of School of Computing Science

Professor HE Zuxin, Dean of School of Sports  
Prof GAO Yingwei, Dean of School of Law

**Sias – BU Students' Entrepreneurship & Innovation Forum**

AB Lecture Theatre

**🕒 09.30 – 10.30**

This session will give SIAS and BU students a chance to share and discuss their experiences of starting a new business, including the challenges they face and the support they received from their university.

Representatives from BU and SIAS will give a brief talk during the session and share their experiences on entrepreneurship and innovation, covering a range of topics such as start-up experiences, entrepreneurial education, curriculum, learning experiences, challenges and expectations for entrepreneurial development in universities.

Attendees and participants will leave with a number of key learning points and practical advice which they can apply to their studies and future ventures.

**Coffee**

**🕒 10.30-10.45**

**TUESDAY  
28 JUNE**

## STAFF PROFILES



### **Professor John Vinney**

Professor John Vinney was appointed as the fourth Vice-Chancellor of Bournemouth University in July 2010, and formally took up this position on 23 August 2010. After joining BU in October 2006 as Professor of Computational Mechanics and Dean in the School of Design, Engineering and Computing, he was appointed PVC (Resources) in 2008, PVC (Education and Professional Practice) in 2009 and then Acting Deputy Vice-Chancellor in April 2010.

In late 2011, John launched the new Vision & Values, BU2018: Creating, Sharing, Inspiring and in early 2012 he launched Bournemouth University's new Strategic Plan for 2012-18.

John is an engineering graduate with a First Class degree in mechanical engineering and a PhD in engineering design. He is a Chartered Engineer and a Fellow of the Institution of Mechanical Engineers. Prior to joining the higher education sector he gained several years' experience in high technology companies ranging from shipbuilding to satellite design.



### **Dr Sonal Minocha**

Sonal has over 10 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 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 complementary to, the university's wider strategic vision. Amongst the key areas of work that Sonal has led at BU 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.



### **Richard Li-Hua, PhD**

Richard Li-Hua, PhD, Founder of Camot Innovation Academy Cambridge, UK and Professor of Strategic Management and Leadership; Visiting Professor at Bournemouth University; Former President of Sias International University. He is known for his research on China's innovation and innovation strategy where he conceptualized China's innovation 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 Distinguished Visiting Professor of Bournemouth University, UK, Penn State, US and Sun Yat-sen University, China. He is also the Founder and President of CAMOT.

With over 32 years of leadership experiences in global higher education and international business between East and West, he has insightful observations and interpretation about what happened in the last 35 years between West and East, and how a university/firm can be well positioned in the 21st century. He has been an advocate of liberal arts education and passionately striving for creating inspiring, innovative and entrepreneurial campus that he referred as three "invisible campuses".



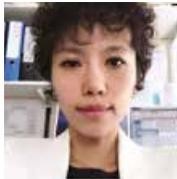
### Professor Guy Starkey

Professor Guy Starkey is a Professor and the Associate Dean, Global Engagement, in the Faculty of Media & Communication at Bournemouth University. A former radio broadcaster, his book *Radio in Context* is now in its second edition (Palgrave Macmillan, 2014). His other publications include *Balance and Bias in Journalism: Representation, Regulation and Democracy* (Palgrave Macmillan, 2007), *Radio Journalism*, co-authored with Professor Andrew Crisell (Sage, 2009) and *Local Radio, Going Global* (Palgrave Macmillan, 2015). Some of his journal articles have appeared in *China Broadcasts* and *Chinese Radio Journal*. His research into multimedia news web sites is in partnership with Shanghai Jiao Tong University.



### Dr Tauheed 'TO' Ramjaun

Dr Tauheed 'TO' Ramjaun is a lecturer in brand communication and is currently researching the applicability of brand theories within the not-for-profit sector. As part of his knowledge exchange initiatives, he has recently designed specialised workshops in destination branding, charity branding and personal branding. He is a former strategic planner within the Foote, Cone & Belding (FCB) global advertising network and also worked for the United Nations Development Programme in the island of Mauritius where he is originally from. He speaks Creole, French and English fluently.



### Dr Lucy Lu

Dr Lucy Lu holds an MBA and DBA from Newcastle University. She is currently the Associate Dean, Global Engagement, in the Faculty of Management and Principal Investigator for BU's China Innovation Hub. Before joining BU, she worked as Associate Professor and Director of MBA programmes at several UK universities. Lucy's research has been focused on innovation management through a Triple Helix of university-government-industry networks, innovation and internationalisation in global higher education with particular focus on Management Education (MBA), and Entrepreneurial Education (EE) from western and eastern perspectives.



### Dr Elvira Bolat

Dr Elvira Bolat is an academic in the Faculty of Management at Bournemouth University. Her teaching, research and professional practice work are related to marketing and digital marketing in particular. In particular, Dr Bolat provides consultancy for small-and-medium enterprises and studies the impact of social media and digital marketing on businesses and consumers. Elvira is deputy-chair for the Business-to-Business Special Interest Group at the Academy of Marketing and has published work in the *Journal of Customer Behaviour*. Elvira is passionate about the globalisation agenda in the Higher Education Academy and works with a number of BU's global partners to provide global opportunities for students.



### Vianna Renaud

Vianna Renaud is a Placement Development Advisor within the Faculty of Media & Communication. Supporting third year students during their sandwich placement out in industry, located both in the UK and internationally, she serves as an independent coach for students and employers to ensure a quality placement experience. Originally from Northern California, she has previously worked at Queen's University Belfast, the Universities of Southampton and Portsmouth, and ACCENT International Consortium for Academic Programs Abroad in London. She is a trustee for ASET, the Work Based and Placement Learning Association in the UK, and the UK Regional Coordinator for the International Association of Student Affairs and Services.



### Steph Allen

Steph Allen is a lecturer at Bournemouth University in the Faculty of Media & Communications with a focus on marketing communications programmes. She draws on experiences from over ten years in marketing and advertising agencies. Steph has a particular interest in Learning Development, and works with international students to facilitate their learning journey through English HE. She is a Senior Fellow of the Higher Education Academy and has a research interest focusing on multi-dimensional higher education issues across the globe. Qualifications: MA in Marketing Communications, BA (Hons) in Post Compulsory Education Training and multiple Chartered Institute of Marketing qualifications.



### Dr Alan Kirkpatrick

Dr Alan Kirkpatrick is the Director of the TRIBUTE Tax Research Group at Bournemouth University. He teaches accounting and taxation subjects at undergraduate and postgraduate level and is Programme Coordinator for the Accounting, Finance and Economics Framework. He supervises PhD and other postgraduate research students. He is a Fellow of the Institute of Chartered Accountants in Ireland. He qualified as a chartered accountant with PricewaterhouseCoopers (PwC) after winning the Margaret Scott Prize for Economics at Durham University and gaining his Master's degree in economics at Oxford University. He obtained his PhD for his pension accounting research while at Bournemouth University.



### Dr Milena Bobeva

Dr Milena Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. Her subject expertise is multidisciplinary, covering system analysis, business process improvement, blended and e-learning, and performance management. Milena's work in enhancing learning opportunities has received Bournemouth University awards for outstanding contributions to student learning in 2005, 2008, 2009 and 2014. Milena is a Senior Fellow of the UK Higher Education Academy and a Fellow with the Chartered Management Institute. Her professional competencies in leading people and managing change have been recognised by the award of the prestigious Chartered Manager status.



### Dr Hiroko Oe

Dr Hiroko Oe is a Senior Lecturer in Marketing in the Department of Leadership, Strategy and Organisations. She holds a PhD from Waseda University (Japan), MSc Regulation from the London School of Economics and Political Sciences, and BEcon from The University of Tokyo. After working for the Ministry of Communications and Cabinet Office, Japan as a policy maker in the ICT area, she moved to the higher education teaching career. Her experiences include some UN activities in policy collaboration in the telecommunications field at the Organisation for Economic Co-operation and Development (OECD), and ITU. Her research interests are concentrated in the areas of Social Marketing and Strategic Management, Collaborations, Public-Private Partnerships as well as a growing research interest in Entrepreneurial Orientation of Small and Medium Enterprises.



### Dr Gelareh Roushan

Gelareh has extensive experience in Higher Education and she has contributed in executive and leadership positions in Bournemouth University. Following her recent role, as Deputy Dean in Education, Gelareh is currently the Director of Accreditation in the Faculty of Management. Her previous roles and responsibilities have included Head of Department, Head of Undergraduate Programmes, Associate Dean for e-Learning, MBA Director and Associate Dean for Education. Her previous responsibilities also included Transnational Education. Gelareh is passionate about adoption of learning technologies in Higher Education to enhance student learning and she chairs the Technology Enhanced Learning (TEL) Strategy Forum at BU. Her external roles have included Chair of the Higher Education Academy's Business Management Accounting and Finance Subject Group (e-Learning Special Interest) Group. She continues to serve on the Board of UK Academy of Information Systems, and as an external examiner in other UK universities.



### Tom Wainwright

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. 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



### Dr Gary Lee Todd

Gary Lee Todd has a PhD in American and Chinese History from the University of Illinois, Urbana-Champaign. He has published books on both American and Chinese history, and maintains a website of over 120,000 of his photos of museum artifacts and historic sites from around the world, but mostly from China. He is currently working to expand this into a wiki-type index cataloguing every historical photo in the world. He has taught history at the University of Illinois, Southern Illinois University at Carbondale, several lesser colleges and academies, and at Sias International University for the last 11 years. His wife Rosaminda (Amy) Todd also works at Sias in an administrative capacity.



### Dr Zeng Ping

Dr Zeng Ping is from Hunan Province. He is currently a Professor at the Business School, South China University of Technology and Postdoc at the Institute of Industrial Economics, China Social Science Academy. His main areas including Enterprise Strategic Management, Innovation Management and has been published extensively in national key journals including *China Soft Science*, *Science Research*, and *Management of Science*. He also provides management consultancy to enterprises.



### Professor Su Kewu

Professor Su Kewu is from Henan Province. He is currently a Professor at Sias Business School and Postgraduate Supervisor – International Trade. He is the subject leader of Science and Technology at Henan Province and a member of the research committee at WTO School, University of International Business and Economics. His main research interests include international trade, China's policy development for agriculture under the WTO framework.



### Professor Wei Xiahai

Professor Wei Xiahai is currently a Professor at the School of Economics and Management, South China Normal University and the Director of Research Institute of Economics. His main areas of research include applied economics, policy and development, organizational behaviour etc. His research has been published in the *Journal of Comparative Economics* and *China Economic Review* among others.



### Dr Xu Guihong

Dr Xu Guihong is an Associate Professor at the School of Public Management, Henan University of Finance and Economics. He is also postgraduate supervisor and postdoc in economics, a research associate at the Henan Government Research Centre for Economic Development and Management Innovation. His main research areas include city space economic analysis. He has published in various top national journals including the *Journal of Public Management*, *The Economics*, *South East Economics Management* and *Henan Social Science*.



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