

## **Joint Academic Conference 2017 of PolyU SPEED and UNN, the UK: *Business Education in the Digital Era: Issues, Trends and Future Directions***

The academic conference, co-organised by School of Professional Education and Executive Development, The Hong Kong Polytechnic University (PolyU SPEED) and Newcastle Business School (NBS), Northumbria University (UNN), the UK, was held on PolyU West Kowloon Campus on 20 June 2017. It was attended by the academic staff of both institutions. The theme of the Conference was “*Business Education in the Digital Era: Issues, Trends and Future Directions*”, integrated with pertinent teaching and learning issues.



Academic staff from UNN NBS, PolyU SPEED and PolyU HKCC took a group photo in the 5th Joint Academic Conference.

### **Platform for international academic exchange**

The Conference’s underlying objective was to provide an international platform for academic exchange among UNN, PolyU SPEED and its sister educational unit Hong Kong Community College (HKCC) in promoting research and scholarly collaboration. It provided an opportunity for exploring emerging business research topics and potential research agendas to be developed jointly among the participating institutions. The conference also served as a precious opportunity to encourage the sharing of knowledge about emerging business and tertiary education issues with an international perspective. Through this platform, academic staff of the participating institutions got an opportunity to present their on-going research and scholarly works related to the theme. The Conference topics included but were not limited to indicative areas in the theme.

Deepening the continuing collaboration since 2002 with scholarship activities and exchange between UNN and PolyU SPEED, this year marks the 5th year in the joint organisation of research and scholarly activities for fostering academic exchange. There was active participation with 8 papers presented by academic staff of the participating institutions, followed by a post-conference workshop exploring potential development of joint research proposals.

## International accreditation programmes

NBS has a global reputation for delivering some of the best business management education in the UK. Having recently been awarded Association to Advance Collegiate Schools of Business (AACSB International) double accreditation in business and accounting, NBS is part of an elite group of less than 1% of business schools worldwide. NBS is also accredited by European Foundation for Management Development (EFMD) Programme Accreditation System (EPAS) for 18 undergraduate programmes – more than any business school in the UK. Furthermore, NBS was named “*Business School of the Year*” in the Times Higher Education Awards 2015.

For more information about the top-up bachelor’s honours degree programmes offered by UNN in collaboration with PolyU SPEED, please visit: <http://www.speed-polyu.edu.hk/progoverseasawards.php>. Enquiries: 3400 2828.



Dr Jack Lo, PolyU SPEED Director, presented a souvenir to Prof. Diane Sloan (left), UNN NBS Faculty Director Collaborative Ventures, at the Conference.