

## Leadership in an era of digital transformation

### NIBS conference programme, 10-12 May, 2023

### WooSong University, Republic of Korea

<b>Tuesday</b> <b>9 May</b>	<p>Welcome gathering: 19:00 – 21:00hrs 청담에일 Cheongdam Ale Bar, opposite the Lotte hotel entrance.</p> <p>There will be an informal gathering within walking distance of the Lotte Hotel starting at 19:00hrs, we ask that delegates have dinner before arriving. We are keeping it very informal as delegates will be arriving and retiring at different times, please drop in whenever you like. Dress code: casual.</p>
<b>Wednesday</b> <b>10 May</b>	<p>Delegates will be collected and transferred by bus to the conference venue from the Lotte Hotel at 08:00hrs, meet in the Lotte Hotel reception at 7:45hrs for departure at 8:00hrs.</p> <p><b>IMPORTANT: The conference will be hosted on the West Campus of Woosong University, 171 Dongdaejon-ro, Dong-gu, Daejeon. On Thursday it will be hosted on the Solbridge Campus 128 Uam-ro, Samseong-dong, Don-gu, Daejeon.</b></p>
<b>8:30 – 9:00</b>	Registration + Coffee
<b>9:00 – 9:30</b>	<b>Opening ceremony</b>
<b>9:30 – 10:30</b>	<p><b>Keynote 1: Chairman Moon Kook Hyun,</b> Former CEO, Hansoll Textile, Group President &amp; Chairman of BOD - Kimberly-Clark North Asia, Former Member of the National Assembly, ROK, 2008 - 2009</p> <p>As a corporate leader, KH Moon was named the most admired CEO in Korea, when he headed the consumer products giant Yuhan-Kimberly. This was in large measure for his unwavering commitment to invest in his employees with training and education, as well as his ability to turn every worker, including those on the front lines, into a powerful source of innovation. He has also launched the New Paradigm Institute to spread these principles throughout Asia. The KH Moon Center for a Functioning Society was established in 2017 as an arm of the Drucker Institute in recognition of a leader who has long embodied Peter Drucker's ideas and ideals in his work across all sectors.</p>
<b>10:30 – 11:00</b>	<b>Coffee</b>
<b>11:00 – 11:30</b>	<p><b>Partnership of Asian Management Schools (PAMS)</b></p> <p>An introduction and invitation to join a cultural online teaching platform created by Woosong University.</p>
<b>11:30 – 12:00</b>	<b>NIBS Member Opportunities – Part 1</b>
<b>12:00 – 13:00</b>	Lunch

13:00 – 14:00	<p><b>Worldwide Business Plan Competition</b></p> <p><b>Finalists' teams are, in alphabetical order;</b></p> <p><b>Carleton University</b>, Canada, Team: Faraway  <b>LAB University of Applied Sciences</b>, Finland, Team: Lascerna  <b>Technological University Dublin (TU Dublin)</b>, Ireland, Team: Panga Surf  <b>UCLL</b>, Belgium, Team: eConnection</p>	<p><b>Meeting of Deans</b></p> <p>Room TBC</p>
14:00 – 14:30	Coffee	
14:30 – 15:30	<p><b>"Revolutionizing Classrooms with AI: Exploring Chat GPT's Impact on Teaching and Learning"</b></p> <p><b>Guest speaker:</b> Taeyeon Oh, <b>Assistant Professor, aSSIST</b> (Seoul School of Integrated Science and Technologies).  RESEARCH AREAS. Big Data Analysis, Sports Analytics. Media Industry, e-Sports and Metaverse  A panel discussion on the recent challenge of ChatGPT and how universities are responding.</p>	
15:30 – 16:30	<p><b>Keynote 2: Roblox Korea, Mr Steve Park</b>, Senior Director and Head of Public Policy, Roblox APAC</p> <p>Highly popular youth game popular with 70% of US children expected to grow massively in Asia. This keynote will expand of the tremendous growth in digital, AI and future trends Korea and more widely in Asia.</p>	
	<p><b>Networking Dinner: EXPO Hanbit Tower, 18:00hrs for 18:30hrs start</b></p> <p>An opportunity to meet with local research institutes and businesses.  Dress code: smart, the venue is 5 mins walk from the hotel</p>	
Thursday 11 May	Delegates will be collected and transferred by bus to the conference venue from the Lotte Hotel at 08:45hrs	
9:30 –10:30	<p><b>Keynote 3: Amazon Korea: Mr Bradley Byoungyong Moon</b>, Head of Training &amp; Certification, Amazon Web Services Korea</p>	
10:30 –11:00	Coffee	
11:00 – 12:30	<p><b>NIBS Research</b></p> <p>Research presentations from NIBS Research community.</p> <ol style="list-style-type: none"> <li>1. Dr. Jeremy Stafford – “On Following Virtuous vs Ethical Leaders: The Role of Need Stability”</li> <li>2. Ed Overes - “Run-time dashboarding: Self-monitoring information for awareness, reflection, sense making, and impact”</li> <li>3. Dr. Rudy Gonzalo Chura Lucar - Analysis of the competitiveness of grape exports in the Agrícola San Juan Chongoyape company, 2010-2020”</li> </ol> <p>Moderator: Professor Jeffery Johnson</p>	
12:30 – 13:30	Lunch	
13:30 – 14:30	<p><b>David Gillingham Awards</b></p> <p>Projects of internationalisation shared from the NIBS member community.</p> <p><b>1. Title: International Debate Series,</b></p>	

	<p>Professor Marieta Velikova, Belmont University, U.S.A</p> <p><b>2. Title: International Marketing Week Network</b></p> <p>Barbara Brooijmans, EPHEC, Belgium</p> <p>Sven Cerulus, Mario De Wolf, UCLL, Belgium</p> <p>Professor Joachim Link, Heilbronn UAS, Germany</p> <p><b>3. Title: Authentic Actions: "Becoming the Change You Want to See in the World"</b></p> <p>Dr. Petra van Heugten, Gemma Coughlan, PhD(c), Hanze UAS, the Netherlands</p> <p><b>4. Title: Dashboard for data-driven intercultural learning</b></p> <p>Ed Overes, Zuyd UAS, Netherlands</p> <p><b>5. Title: Cross border projects</b></p> <p>Chris Schrage, Laura Zabala Velez, University of Northern Iowa, U.S.A</p>
<b>14:30 – 15:00</b>	<p><b>NIBS Member Opportunities – Part 2</b></p> <p>A session focused on sharing NIBS member opportunities and networking.</p>
	Coffee
<b>15:30 – 16:00</b>	<b>NIBS AGM</b>
<b>16:00 – 17:00</b>	<p><b>Woosong University International Forum</b></p> <p>1) International Collaboration for Higher Education</p> <p>2) University Responsibility for Global Society</p>
	<p><b>Gala Dinner</b></p> <p>The Gala Dinner will be set in a traditional Korean cultural village, which has indoor and outdoor areas and will give delegates a real authentic taste of Korea.</p> <p>Dress code: Casual and comfortable.</p> <p>Coaches will depart at 18:15hrs, arrive at venue 19:30hrs, return 22:30hrs</p>
<b>Friday, 12 May</b>	<p><b>Industry Tour: Hyundi Elevators HQ</b></p> <p>Our hosts will depart 09:00hrs and aim to drop delegates at Daejeon Railway Station and Lotte Hotel at 15:30hrs and 16:00hrs respectively. Please complete the form to confirm attendance, there is no charge for the visit.</p> <p>Our hosts Woosong University have arranged an industry tour to the headquarters of Hyundai Elevators based in Chungju, North Chungcheong Province. Hyundai Elevators headquarters were opened last year in 2022.</p> <p>Hyundai Elevator are South Korea's top elevator maker. They aim to double their sales by 2030 by expanding overseas markets with next-generation products applied with new technologies such as artificial intelligence and</p>

the internet of things. To meet the target, the company plans to work on five strategies – digital transformation, innovative product development, overseas business expansion, service business portfolio expansion and the launch of new mobility businesses.

Hyundai Elevator product portfolio includes a variety of elevators, including ultra-fast skyscraper lifts, parking systems, marine elevators and moving walkways.

To help our hosts ensure they have enough seats on the coach and plenty of lunch available please complete this booking form if you are able to attend.

<https://www.nibsweb.org/conference/nibs-conference-2023/hyundai-elevator-industry-visit-booking-form/>