Manchester Metropolitan University

nibs

Network of International Business Schools

Conference 2024

11–13 June 2024

#NIBS2024

Manchester Metropolitan University Business School
All Saints, Oxford Road
Manchester M15 6BH
+44 (0)161 247 2747

200 YEARS
1824–2024

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Welcome

from Manchester Metropolitan University

It is our pleasure to welcome the Network of International Business Schools to Manchester for the 2024 annual conference. We warmly welcome our distinguished guests, speakers and delegates to three days of rewarding international networking.

Manchester Metropolitan University is a leading institution delivering impact from Manchester across the globe with 43,000 students from more than 100 countries. The University is celebrating our best-ever performance in the National Student Survey, the Research Excellence Framework and gold in the Teaching Excellence Framework. We were top for UK undergraduate applications in 2023 and are the number one university for Degree Apprentices.

Sustainability is core to all that we do at Manchester Metropolitan and we are proud to be a top-three sustainable university since 2013 in the People and Planet University League and named in the global top 70 of the Times Higher Education's impact rankings. The University aims to be a beacon of sustainable development practice by 2030.

Our Business School is triple-accredited, holding the globally recognised trio of accreditations from EQUIS, AACSB and AMBA. We provide internationally recognised education to around 10,000 business students from the UK and overseas and our impactful research is ranked 16th across all business and management schools in the UK. We deliver a financial impact of more than £600m every year to the local economy with 200 new products to market through innovation programmes and over 370 jobs created through growth and leadership programmes.

We've been proudly driving progress in our city and the world, for 200 years. We are also very proud to be a member of the NIBS community, and we wish the conference every success!

Professor Dom Medway
Pro-Vice-Chancellor
Faculty of Business and Law

Professor Hannah Holmes
Deputy Pro-Vice-Chancellor and Dean
Business School

Professor Dom Medway

Professor Dominic Medway is the Faculty Pro Vice Chancellor for Business and Law at Manchester Metropolitan University. Prior to this he held a senior role at Alliance Manchester Business School. Dominic played a critical role in Manchester Metropolitan University Business School's successful EQUIS accreditation in 2019, helping to make it the first triple-accredited business school in a modern UK University. His research examines the complex interactions between places, spaces, and those who manage and consume them, and over the course of his academic career he has published several books and over 50 papers in leading international journals. He is passionate about using this experience to help early and mid-career researchers achieve their full potential.

Professor Hannah Holmes

Professor Hannah Holmes is Dean of Business School and Deputy Pro Vice-Chancellor of the Faculty of Business and Law at Manchester Metropolitan University. Hannah is passionate about helping drive and deliver change which positively contributes to society, particularly amongst communities which face significant barriers. She has experience of working with the three main international accrediting bodies as part of the Business School's Triple Accreditation status: EQUIS, AACSB, and AMBA. Hannah is an advocate for internationalisation and is passionate about creating international opportunities and experiences, building global communities, and champions impactful international partnerships that underpin transformative experiences.

Welcome

from the Network of International Business Schools

On behalf of the Network of International Business Schools, and our 70+ member schools around the world: Welcome!

It is a special pleasure to welcome you to our 2024 conference; we welcome old NIBS friends and new friends to NIBS. Because we want to be a truly worldwide network, we value organising the conference on a different continent each time. Last year, we were in Asia and this year we are in Europe, in the United Kingdom, the country where the founder of NIBS, David Gillingham, was born. And that's not without reason: the UK has traditionally been very internationally oriented.

England's enduring international orientation stems from its geographical location, colonial expansion, maritime power, industrial revolution, language and culture, as well as diplomacy and alliances. These factors have collectively positioned the UK as a key player in global affairs throughout history. The UK has played and still plays a vital role in international education too. Mainly due to its prestigious universities, diverse academic offerings, cultural influence, research excellence and global networking opportunities. These factors collectively make the UK an attractive destination for students worldwide seeking top-tier education and global opportunities.

Partly for that reason, NIBS was very pleased when Manchester Metropolitan University expressed its desire to become a member of NIBS just a few years ago. Good for NIBS, good for Manchester Metropolitan University! The University is a key player in England's international education landscape, offering diverse academic programmes and research opportunities. NIBS wants to be a platform for academic cooperation, research and innovation, cultural diversity and valuable networking opportunities, for both students and professors. In all these areas and with these shared goals, Manchester Metropolitan University and NIBS converge. That's why Manchester Metropolitan University is the ideal location for this year's annual NIBS conference.

Let us here celebrate the many connections with peers, professionals, and institutions from around the world. NIBS can open doors to future collaborations. This conference is all about global networking, professional development, student opportunities, and access to resources, best practise and innovative educational ideas – thus enriching every member's academic environment and international engagement.

This year, special attention is given to the perennially challenging question of how sustainability in higher education can be best promoted and achieved. Sustainability has become almost a buzzword by now, but what does it really mean when you wholeheartedly embrace this principle within your business school? Embracing sustainability within a business school means recognising the interconnectedness of environmental, social, and economic factors, and preparing future business leaders to address complex global challenges while creating value for society and the planet. A new vision of doing business is very much needed. A great responsibility for everyone!

More than 30 years ago, when David Gillingham founded NIBS, the challenges were very different. But whatever the challenges were, he understood that only through collaboration and cooperation could education for "our future business leaders" truly improve. His mission was to further business education by uniting business schools all around the world. Networking and cooperation were key.

David Gillingham, the man who had this innovative vision and to whom we owe the opportunity to attend the NIBS conference again this year to further his mission, passed away earlier this year at the age of 79. I know he was immensely proud of the fact that the network has been around for so long and is still thriving. His wife Christine wrote recently to the NIBS board:

> "NIBS remained very close to David's heart and represents an achievement of which he was very proud. I am so grateful that his vision was understood by people like you who will be able to carry on the project."

The whole NIBS board would like to once again express its gratitude for everything David has done for students and colleagues. The significance that NIBS has had for many cannot be underestimated. Let us all continue NIBS in his spirit and enthusiasm!

The NIBS conference provides us with the perfect opportunity to do so. I would like to thank Dean Prof Hannah Holmes and Dr Mark Crowder for hosting us, the warm welcome and the excellent arrangements. Nothing stands in the way of a great conference: let's make this event a great success! On behalf of the board I thank the colleagues from Manchester Metropolitan University and all other NIBS members for their support and welcome everybody's continued collaboration.

Hans van Oudheusden
President
Network of International Business Schools

Locations

1 **Conference hotel**
Wilde Aparthotels
3 Dickinson Street
Manchester M1 4LF
+44 (0)161 398 0160
stpeterssquare.info@wilde.com

2 **Conference venue**
Manchester Metropolitan
University Business School
All Saints, Oxford Road
Manchester M15 6BH
+44 (0)161 247 2747

The hotel is ideally located in the centre of Manchester, right beside St. Peter's Square and a short walk to all major tourist, transport and business hubs. Manchester Art Gallery, the Opera House and Palace Theatre are on the doorstep. Oxford Road train station is a six minute walk away with direct trains to the airport.

Manchester Metropolitan University Business School, the conference venue, is approximately a 14 minute walk from the conference hotel.

Conference Programme

Monday 10 June

Time	Event
9:00am – 5:00pm	**Optional trip to Liverpool** Coach leaves conference hotel at 9:00am and drives to Liverpool. The journey will take roughly one hour. Delegates will alight at Albert Dock, where they will take a bus tour of the city centre, taking in the historic waterfront, the two cathedrals, the knowledge quarter and other important sights in the city. Delegates will then have free time to explore the city, visit the iconic shops at Liverpool One, or undertake a short walking tour of Beatles-related sites. The coach will depart from Albert Dock at 4:00pm and will arrive back at the conference hotel around 5:00pm in plenty of time for the informal networking event.

Time	Event
6:00pm – 9:00pm	**Informal networking event** Midland Hotel, 16 Peter St, Manchester M60 2DS Meet at hotel reception at 6:00pm for a short walk to the Midland Hotel. Here delegates can purchase food and drink in a luxurious setting and mingle with friends old and new. This is an ideal way to ease into the conference and experience one of the grandest hotels in Manchester.
9:00pm	Return to hotel or head into the city centre to experience the night life.

Tuesday 11 June

Conference Day 1

The conference takes place at Manchester Metropolitan University Business School, All Saints, Oxford Road, Manchester M15 6BH.
This is approximately 14 minutes' walk from the hotel.

Time	Event
9:00am –9:45am	**Registration and coffee** Business School North Atrium
9:45am – 10:30am	**Opening ceremony: Welcome and introductions, and remembering David Gillingham** Business School lecture theatre G.36
10:30am – 11:15am	**Keynote speaker: Jalaj Hora** **Sustainable Product Innovation** Business School lecture theatre G.36 A materials expert, functional design enthusiast and a futurist, Jalaj has dedicated his career to unifying technology, design and social consciousness to create physical and digital product platforms. He currently leads product innovation and consumer creation at Nike. Prior to Nike, Jalaj was Senior Vice President at Burberry owning a broad portfolio across materials, technical design, sustainable manufacturing, quality and innovation. His teams led pioneering work on regenerative materials and implemented digital prototyping and low impact manufacturing across the global supply chain setting new benchmarks for the fashion industry. Having worked in Europe, North America and Asia in consulting, manufacturing and retail, he draws on his diverse global experience and passion for diversity to drive positive change across the industry. Prior to Burberry, Jalaj worked at Target as the Director of Product Development and Design. He is a systems thinker and a keen proponent of the use of technology to augment human potential and planetary wellbeing.
11:15am – 11:30am	**Refreshments** Business School North Atrium

Time	Event
11:30am – 12:30pm	**Making the most of the Network of International Business Schools** Business School lecture theatre G.36 • Networking with new members • Entrepreneurial spirit • NIBS Accreditation Awards • Belonging to NIBS: a research project by Prof Marieta Velikova, Dr Mark Crowder and Ed Overes: Institutional Belonging in Higher Education: Do non-Western Countries feel as though they are a full part of international networks?
12:30pm – 1:30pm	**Lunch** Business School South Atrium
1:30pm – 2:30pm	**NIBS Member opportunities** Business School lecture theatre G.36 NIBS members promote key projects in bite-sized 5-minute sessions • Prof. Lili Dong, Beijing Foreign Studies University, China • Dr. Adity Saxena, Woxsen University, India • Dr. Jose Marcio Carvalho, University of Brasilia, Brazil • Prof. Paul O'Sullivan, Gengdan Institute of Beijing University of Technology, China • Dr. Rudy Gonzalo Adolfo Chura Lucar, Universidad César Vallejo, Peru • Prof. Christian Armbruster Kaiserslautern University of Applied Sciences, Germany • Prof. Chris Schrage, University of Northern Iowa, USA • Director Ildikó Antal, IBA International Business Academy, IBA, Denmark • Ms Oksana Jørgensen IBA International Business Academy and Julia Barnaby, Leeds Beckett University, UK • Dr. Mark Crowder, Manchester Metropolitan University, UK • Mr. Ed Overes, Zuyd University of Applied Sciences, Netherlands
2:30pm – 3:00pm	**Refreshments** Business School North Atrium
3:00pm – 4:20pm	**Deans' session** Business School Room 2.21

Time	Event
3:00pm – 4:20pm	**Sustainability in Business Schools** Business School rooms 3.06 to 3.09 Parallel sessions where NIBS delegates present their work with sessions grouped around different projects/streams. • Climate Action Network for International Educators (CANIE) • Jordan Peel, Manchester Metropolitan University – Developing sustainability education provision in business schools to address the green skills gap • Gabor Andrasi, Budapest Business University – Sustainability and Community Development at BBU • CJ Atapattu, Manchester Metropolitan University – COIL Collaboration: Bridging The Hague and Manchester Met for Authentic Learning and Sustainable Impact • Trevor Brown, Manchester Metropolitan University and Nick Higginson, Jacobs Solutions – Strategy for sustainability, a case study of university industry partnership • Ms Oksana Jørgensen IBA International Business Academy and Julia Barnaby, Leeds Beckett University, UK – Learning and teaching sustainability at the IBA International Business Academy
4:30pm – 4:45pm	**Closing speeches** Business School lecture theatre G.36 We will draw together the main themes of the day and outline plans for the evening.
4:45pm – 6:00pm	**Delegates return to hotel. Free time.**
6:00pm	**Meet in hotel lobby. Walk to Flight Club**
6:00pm – 9:30pm	**Food and drinks with a twist of traditional English fun activities** Flight Club, Ship Canal House, 98 King Street, Manchester M2 4WU Flight Club have revolutionised darts for the 21st century, with an array of fast-paced, exhilarating multiplayer games. Flight Club was awarded best pub in Greater Manchester at the National Pub and Bar Awards in 2022. Whether you're a seasoned darts sharpshooter or a complete novice, everyone stands a chance of winning when they play social darts! With 14 oche playing areas and numerous semi-private spaces, it's an ideal spot for our evening activity.

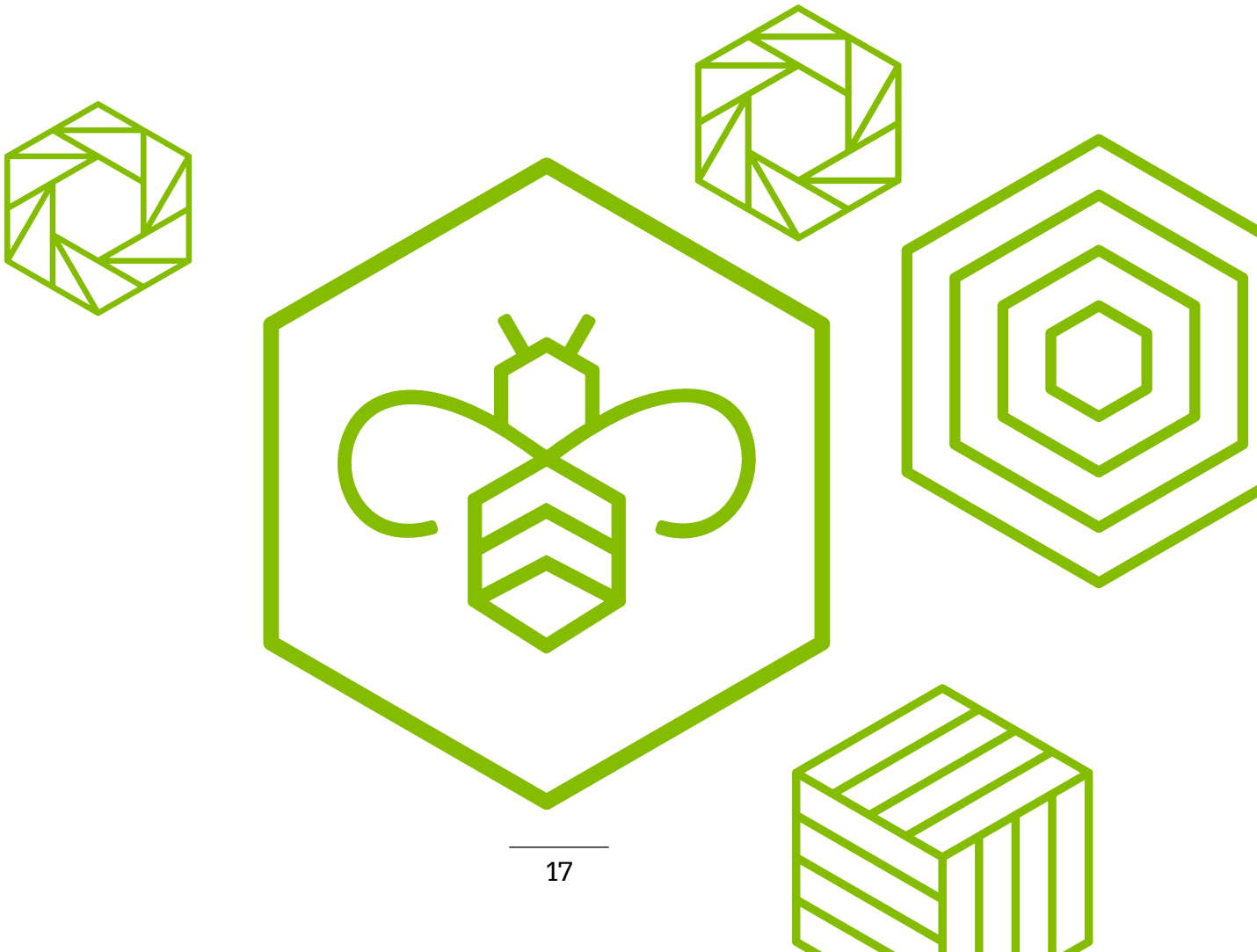
Wednesday 12 June

Conference Day 2

Time	Event
9:30am – 10:00am	**Networking and coffee** Business School North Atrium
10:00am – 10:45am	**Keynote speaker: Cllr Bev Craig** **Leader of Manchester City Council** Business School lecture theatre G.36 Bev Craig became Leader of Manchester City Council in 2021. First elected in 2011 as a Councillor, she was Executive Member for Adult Social Care, Health and Wellbeing, then Deputy Leader overseeing resources, capital programmes, social value and digital. Originally from Belfast, Bev began her career in local government, before working in higher education and then a national trade union leading on social care. Alongside working full time, Bev completed postgraduate degrees at Warwick Business School and the University of Manchester. Bev led the city of Manchester's COVID health and community response, managing the crisis and focusing on a more equal recovery, and has championed the City's work to become a Living Wage City. As Leader her focus is on Manchester's ambitious COVID recovery, the importance of building a more inclusive and sustainable economy, children and young people, equalities, housing and zero carbon. She is also Greater Manchester Combined Authority portfolio lead for Economy, Business and Inclusive Growth.
10:45am – 11:00am	**Refreshments** Business School North Atrium

Time	Event
11:00am – 12:30pm	**NIBS research** Business School lecture theatre G36 A session on sharing and promoting research cooperation within NIBS led by Prof. Jeffrey Johnson, St Mary's University, Texas. Including presentations from: • Dr Jeremy Stafford – Towards Closing the Knowledge Gap of Why the Gender Wage Gap Won't Close: Consideration of Four Unique Perspectives for Future Exploration • Dr Arjen van Klink – Servitization: Lessons for SMEs and Business Schools • Dr Kateryna Grabovets – Enhancing the Effectiveness of Finance and Accounting Education for Undergraduate International Business Students
12:30pm –12:45pm	**Group photo**
12:45pm – 1:30pm	**Lunch** Business School South Atrium
1:30pm – 2:30pm	**David Gillingham Award** Business School lecture theatre G.36 A celebration of excellence in Business Education and models of good practice. Award finalists will present in this session: • **Liz Warren and Stewart Morrell, Manchester Metropolitan University Business School, UK** Go Global initiative. • **Petra van Heugten Hanze University of Applied Sciences, Netherlands.** Making Sustainability Accessible: The Honours Impact Lab's Pure Living Project • **Adity Saxena Woxsen University Business School, India** The Business Tournament: A COIL Project aims to empowered Ragpicker Communities, and lead to Cross-Cultural Entrepreneurial Solutions Through Design Thinking in India and Brazil Members will vote on the presentations. There will be one vote per university
2:30pm – 3:00pm	**Coffee and refreshments** Business School South Atrium

Time	Event
3:00pm – 4:00pm	**Sharing experiences of how to use Artificial Intelligence and Large Language Modules (LLM) to help in teaching and training students** Business School lecture theatre G.36 • Britta Stoelinga, Rotterdam University of Applied Sciences • David Edmundson-Bird on AI at Manchester Metropolitan University
4:00pm – 4:30pm	**NIBS AGM** Business School lecture theatre G.36 A short presentation on future plans, financial report and budget for approval by the NIBS membership
4:30pm – 4:45pm	**Closing speeches** Business School lecture theatre G.36 Concluding remarks from the president and organisers plus evening arrangements
6:00pm	**Conference hotel lobby** Coach departs for the Gala Dinner (return trip 10:00pm and 11:30pm)



Gala Dinner

We will be announcing the host for the NIBS 2025 annual conference and the gala dinner will be followed by a disco. Dress is smart casual.

Coaches will depart from our conference hotel lobby at 6:00pm and the return journey leaves the venue at 10:00pm and at 11:30pm.

The event includes an after dinner speech from Professor John Brewer, an experienced and engaging after-dinner speaker and we look forward enjoying his company during the gala dinner.

John is the chair of the board of trustees for the National Football Museum. He started his working life with The FA as Head of Human Performance and was the first sports scientist to work in English football, which included being part of the backroom staff at Italia 90. John is a Professor of Applied Sports Science and has held a number of senior leadership roles at UK universities. He also worked with the England Women's football team, the England Amputees football team, and spent 14 seasons conducting the annual fitness testing on all Premier and Football League referees and assistant referees.

John also has a wealth of experience as:

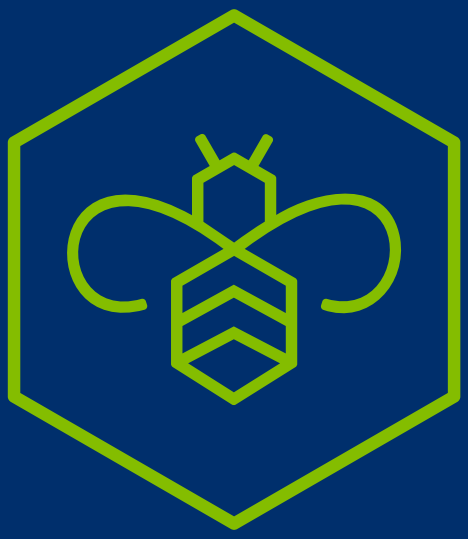
- board member of the UK Anti-Doping agency responsible for ensuring sport in the UK is free from drug abuse
- chair of British Handball, leading the sport to the London 2012 Olympic Games
- chair of British Ski and Snowboard, leading the sport to the 2014 Sochi Winter Olympic Games

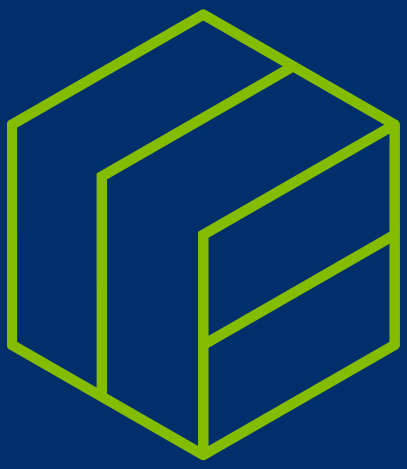
About the venue

Located in the heart of the Cheshire countryside, Hilltop Country House is a stunning venue situated in 15 acres of formal gardens, fields and woodland. Approached by a long tree-lined drive, delegates can discover a magical 17th-century country house and bespoke marquee with breathtaking views from every corner of the estate, and are welcome to enjoy and explore the venue's fabulous gardens and grounds

Thursday 13 June

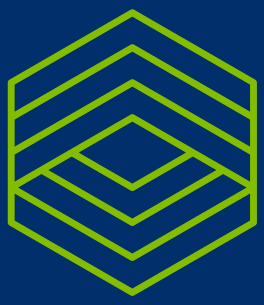
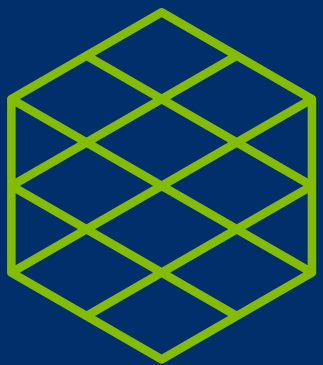
Time	Event
10:00am – 2:00pm	**Industry visit to Manchester United Football Club** Coach leaves conference hotel at 10:00am. Explore Old Trafford and discover the heart and soul of one of football' s most iconic clubs. Delegates will visit the museum and embark on a guided tour of the stadium which offers an immersive experience for visitors in the rich heritage and extraordinary achievements that have shaped this historic football club. The tour will be followed by a buffet lunch, before we return to the hotel.
2:00pm	**Coach departs Old Trafford at 2:00pm** and will return delegates to the hotel for 2:30pm. Old Trafford is 7.5 miles from the airport, so you can bring your luggage in the coach and catch a taxi to the airport from the football stadium if you need to leave a little earlier. The coach will leave Old Trafford at 2:00pm and the first stop with be the National Football Museum, which is a free optional added extra if you are able to stay longer. You can find more information here **nationalfootballmuseum.com** If you wish to participate, register via the **conference website**. Interested delegates are welcome to disembark here and make their own way back to the conference hotel. Alternatively you can stay on the coach which will then stop at the conference hotel.





Guide to Manchester

and some useful tips

About Manchester

Energetic, diverse, and individual, Manchester is a city with true character.

First finding global fame as the heart of the Industrial Revolution, Manchester has a proud history in science, politics, music, arts, and sport. This is the city where the atom was first split, where the world's first passenger railway was opened, and where the modern computer was invented. It's where bands like the Smiths, Oasis, Joy Division, and the Stone Roses were inspired to write music that moved the world. It's the birthplace of modern vegetarianism, atomic theory, women's suffrage, and thermodynamics. It's where Emmeline Pankhurst, Alan Turing, LS Lowry, and Anthony Burgess called home.

Exploring Manchester city centre you'll find it packed with remnants of this history but also unique and independent restaurants, bars, shops, museums, galleries, and hotels, all gathered in districts with their own distinct personalities.

Further out from the city, the surrounding boroughs of Greater Manchester offer some entirely different experiences including charming market towns, traditional country pubs and beautiful green spaces and waterways.

All this doesn't scratch the surface of the modern Manchester experience. This city is what you make of it, so get out there, explore, and find the Manchester that speaks for you.

Travel

Getting to Manchester

Manchester is one of the most accessible cities in the UK for both national and international visitors.

By train

There are three main stations in the city centre: Piccadilly, Oxford Road and Victoria. With direct rail services from across the country, getting here is easy. Operators include: Avanti West Coast, TransPennine Express, CrossCountry Trains, Great Western Railway and Northern Rail.

By air

Manchester Airport is the global gateway to the North of England, Manchester Airport, has just undergone a £1bn transformation, connecting the city to even more destinations worldwide. Offering the latest innovations in travel technology and state-of-the-art facilities, including a new arrivals experience for travellers from global destinations including North America, Europe and the Middle East. The T2 expansion ensures that delegates receive a world-class experience as you travel through Manchester Airport.

Enjoy hassle-free travel with a range of facilities and services across Manchester Airport's three terminals, including tax and duty-free savings, free Wi-Fi for up to 60 minutes, and a chance to relax before you fly in the Escape or 1903 Lounges.

Manchester Airport offers excellent connections to the city centre and beyond with a regional railway station, bus station with National Express coach connections and a Metrolink tram station onsite.

Travel

Getting to the conference hotel from Manchester Airport

The hotel's address is Wilde Aparthotels, 3 Dickinson Street, Manchester, M1 4LF

By train

Trains leave Manchester Airport for the city centre approximately every fifteen minutes. The cheapest price we have found is £2.60 when bought in advance, but even when bought on the day, this is a cheaper option than taxi. Take the train to Manchester Oxford Road (about 20 minutes).

Exit the station and cross over Whitworth Street onto Oxford Street (Sainsbury is on the left corner and the Palace Theatre is directly opposite).

Continue to walk down Oxford Street for approximately four minutes.

As you walk, you will start to see a large domed building ahead of you – this is Manchester Library. Before you reach the building, you will come to a road on your right – this is George Street.

Walk down George Street, and Wilde Aparthotel will be facing you on the junction with Dickinson Street.

By taxi

Taxis are readily available at the airport exits.

The journey will take around 20 minutes and is likely to cost around £25-£30 depending on traffic conditions.

Travel

Getting around Manchester

Getting around the city and surrounding areas is easy once you're here thanks to the fleet of buses, trams and trains available. The compact nature of the city centre also makes walking a popular choice.

Free Bus

Within the city centre, free bus provides a free 'hop on, hop off' service linking all of the main rail stations, shopping districts and business areas. There are services which operate on circular routes. **tfgm.com/public-transport/bus/free-bus**

Tram

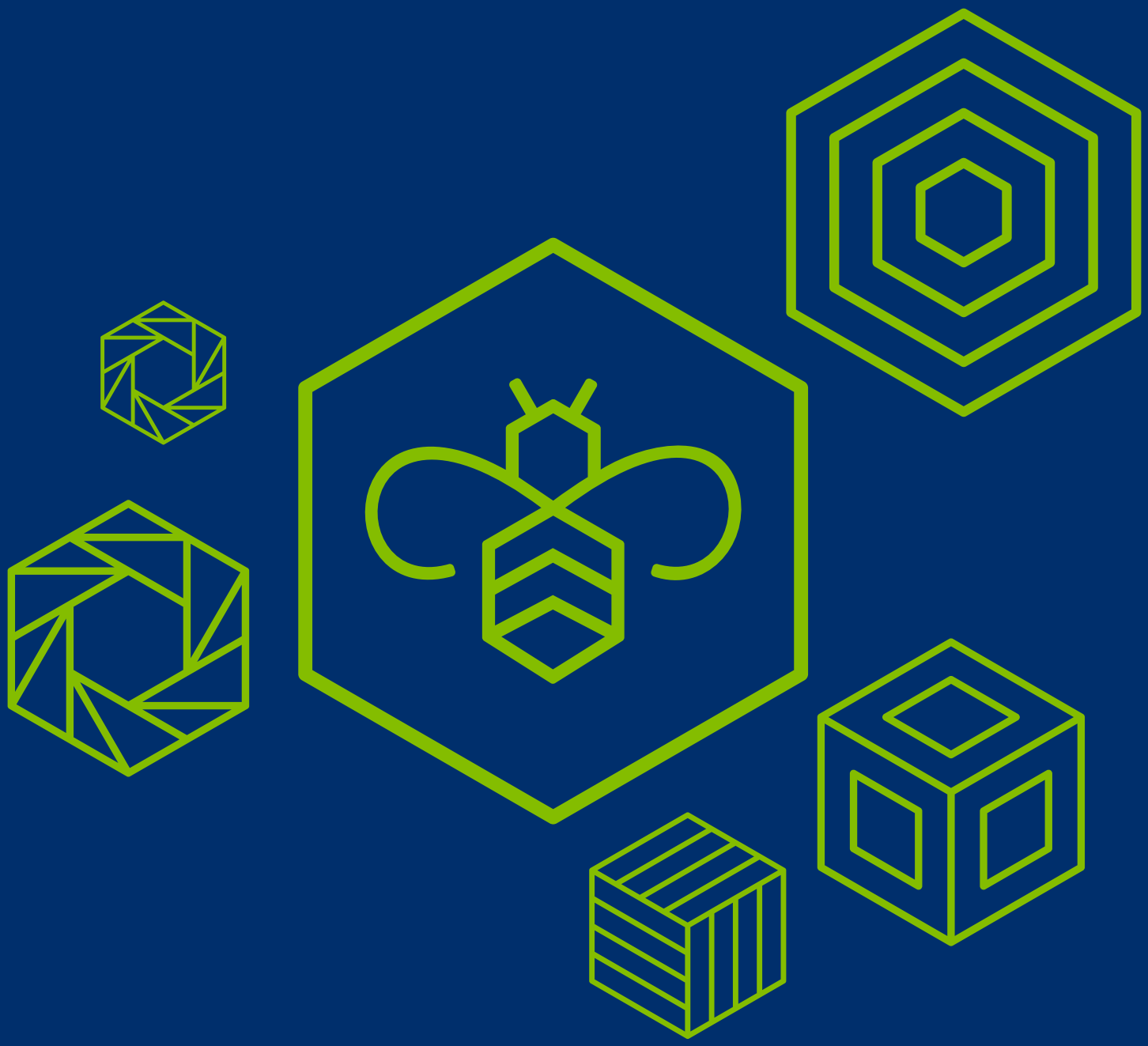
The Metrolink network is one of the most successful light railway systems in the UK. With frequent services there's no need to worry about a timetable, just head to your nearest stop and the next tram won't be far away. Metrolink can transport you to popular venues and attractions across the region and, if you're planning on sightseeing, Travelcards offer unlimited travel across the network. Please make sure to purchase a ticket from the on-stop ticket machines before boarding or use a contactless card or device to tap in on at one of the smart readers on the platform, at the start and end of your journey. **metrolink.co.uk**

Manchester on foot

Manchester is easily explored on foot, with a city centre that you can navigate within 20 minutes. **City Hosts** are dotted around the centre to guide you with directions, public transport information and details on events taking place. Manchester maps. Download **one of our maps** to help guide you around the region.

Free things to do in Manchester

This website is an ideal starting point for exploring the numerous free activities and places of interest to visit: **visitmanchester.com/things-to-see-and-do/attractions/free-things-to-do-manchester**



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