

“The Next Chapter”
37th Annual Businet Conference Programme
13th to 16th November 2024

Wednesday 13th November

Time	Activity	Room
09.00 – 12.00	Extended Board Meeting – for the Chairs of Working Groups and the Board	Sultanahmet
13.15 – 15.00	Newcomers Introduction <i>An introduction to Businet for new members and guests. Led by the Businet Board</i>	Sultanahmet
15.15 – 17.15	International Relations Managers Led by Ria Slingerland, Isinsu Atalay and Carina Webermann	Sultanahmet
	Official Conference Opening	
18.30	Welcome and Global Aperitif <i>Delegates are asked to bring delicacies from their region / country in order to share with fellow delegates. An appropriate table for each country represented will be made available. The room for the Global Aperitif can be accessed at 18.00 for the setup of contributions to this event.</i>	Bakirkoy Foyer
20.15	Dinner <i>A buffet with a Turkish flavour to welcome you to Istanbul Close 22.30</i>	Bakirkoy II

Thursday 14th November

08.45	Assemble in Main Conference Room	Bakirkoy I
08.50	Welcome to the 37th Annual Businet Conference <i>Nico Nijsten</i> - Businet President	Bakirkoy I
09.00	Keynote Address: Prof. Rajesh Nair Encube Labs, USA Creating a Million Entrepreneurs: Building Regional Grassroots Ecosystems to Transform Underserved Communities Introduced by Yvonne Farrand - Businet General Manager	Bakirkoy I
09.45	Global Entrepreneurship Week Introduced by Paul Bartels – Chair of Entrepreneurship WG	Bakirkoy I
10.00	Keynote Address: Dr Rachel Dunk Manchester Metropolitan University, UK Addressing the Climate Change Challenge Introduced by Ria Slingerland - Businet Board Member	Bakirkoy I
10.45	Introduction to Workshop Sessions Yvonne Farrand - Businet General Manager	Bakirkoy I
10.50	Coffee, tea and fresh juices will be made available in the foyer Basecamp Surgery - During the Coffee break Griet Barrezele will be available to support members on how to use Basecamp for effective communication and collaboration with other members	Bakirkoy Foyer Bakirkoy I
11.20 - 12.15	Workshop Sessions: Best Practice in Businet 1 Unleashing Creativity: Ideation Techniques for Professionals Rajesh Nair, Encube Labs 2 Ethical AI in Education: Navigating the Future of Responsible Innovation Benedetta Podestà and Lisa Marchese, Swiss School of Management	Bakirkoy 1 Cevizlik

	3 Creating a Strategy for Formative Assessment Faith Fung & Marlies de Vette, Rotterdam Business School	Florya
	4 The organisation of a multidisciplinary COIL - Good practice of the international Businet COIL Busiskills/Wellbeing@work Griet t' Servranckx, UCLL, Laurence Leonard, Henallux, and Eluan Bescond IGS	Yesilkoy
	5 Driving the Twin Transition: Using Technology for Sustainability in Higher Education Karolien Van Riel and Alexander Serneels, Artesis Plantijn University	Yesiluit
	6 Strengthening ethical competences of future nurses and midwives Leis Beunens, UCLL	Atakoy
	7 VR and its application in training HEI's staff Pawel Urgacz, WSB and VR4Skills	Sultanahmet
	8 Navigating Travel Risk Management – strategies and best practices for International Mobility Coordinators Carina Webermann, BSP Business & Law School	Beyazit
12.15 – 13.10	Lunch buffet	Bakirkoy Foyer
13.15 – 14.10	Workshop Sessions: Best Practice in Businet	
	9 Inspiring refugee tourism entrepreneurship Tony Johnston and Noelle O'Connor, TUS	Cevizlik
	10 Compelling, Convincing, Collaborative and Completed: Where Can It All Go Wrong in Transnational Cooperation and Collaboration Paul Guest, Orientra	Bakirkoy I
	11 Liv€ Your Lif€: Game Your Way to Financial Literacy Sven D'Hondt & Ineke De Vleeschouwer, HOGENT	Yesilkoy
	12 "Transforming Business Education through Gamification and Innovation – A Journey through the NGE Course Development" Dr Marina Letonja, Doba Business School	Yesiluit

	<p>13 A focus on student retention Owen Ross, TUS</p> <p>14 Embedding Carbon Literacy Rachel Dunk, Manchester Metropolitan University</p> <p>15 Data tracking and behaviour modification: AI algorithms as modern manipulators Boris Ney, Windesheim</p> <p>16 Tips for Organising successful international events Isinsu Atalay, DEU</p>	<p>Atakoy</p> <p>Sultanahmet</p> <p>Beyazit</p> <p>Florya</p>
14.15 – 17.00	<p>Curriculum Working Group Activities</p> <p>Business Law Facilitated by Michael Jaensch and Nico Nijsten</p> <p>Communication Facilitated by Richard Hall</p> <p>Health and Social Matters Facilitated by Griet t'Servranckx, Eluan Bescond and Laurence Leonard</p> <p>Information and Computer Technology Facilitated by Griet Barrezeele and Corneel Theben Tervile</p> <p>InterCom Facilitated by Martine Michaels</p> <p>Marketing and International Trade Facilitated by Heidi Vervaecke, Jennifer Ford and Edgar van Noort 14.00 to 16.00 Marketing Meeting 16.00 to 17.30 Trade Mission Meetings</p> <p>Tourism, Hospitality and Event Management Facilitated by Anja Nagel, Tony Johnston and Marie-France Boyer</p> <p>Supply Chain Management Facilitated by Marco Mosselman and Lieven Theys</p>	<p>Atakoy</p> <p>Sultanahmet</p> <p>Florya</p> <p>Yesiluit</p> <p>Beyazit</p> <p>Bakirkoy I</p> <p>Cervizlik</p> <p>Yesilkoy</p>
15.30	<p>Coffee, tea and fresh juice will be made available in the foyer</p>	<p>Bakirkoy Foyer</p>



18.20

Meet at Reception

Coaches will leave the hotel at 18.30.

Reception

18.30


Dinner at Okra Restaurant

Coaches will leave the restaurant at 22.45 to return to the conference hotel. 1 Coach will leave Taksim Square at 11.30 to return to the conference hotel for those who would like to take a look around the square and local area. Meal includes 2 glasses of wine or beer, unlimited soft drinks.

Friday 15th November

08.50	Assemble at the Conference Room Welcome and Introduction to today's programme <i>Yvonne Farrand</i> - General Manager Businet	Bakirkoy I
09.00 –09.45	Keynote Address: Thomas Kunze Games Institute Vienna Game-Based Learning and Graduate Skills – A methodology and examples for the use of games in Higher Education Introduced by - Mindaugas Samuolaitis Businet Board Member	Bakirkoy I
09.45 –10.30	Keynote Address: Tarun Anand Universal AI University, India Journey from door-to-door salesman to crafting the world's 3rd AI University Introduced by – Ferdi Hofstede Businet Board Member	Bakirkoy I
10.30 –10.45	Announcements by Yvonne Farrand and Griet Barrezele - Businet Student Events with Stuart Moss and Karolien Van Riel	Bakirkoy I
10.45 –11.15	Coffee, tea and fresh juice	Bakirkoy Foyer
11.15 –12.05	AGM including Election of Officers Moderated by Nico Nijsten - Businet President and <i>Yvonne Farrand</i> - Businet General Manager	Bakirkoy I
12.05 –13.00	Workshop Sessions: Best Practice in Businet 17 AI-Powered Academia: Boosting Efficiency and Innovation Tarun Anand, Universal AI University 18 Engaging students with challenges Pawel Urgacz, WSB EnterCBL EU Project 19 Early Successes of the STEM Working Group Activities Dale Lyon, EXPLearn 20 Foodtouristic – How Technology Can Reduce Food Waste for Universities Tony Johnson, TUS	Bakirkoy I Cevizlik Florya Yesilkoy

	<p>21 THE N-TUTORR PROJECT Dr Noelle OConnor, TUS</p>	Yesiluit
	<p>22 Slow Movement in Education to enhance Student Wellbeing Julia Huisman, Stenden UAS</p>	Atakoy
	<p>23 Educational Escape Rooms – a promising approach to new ways of learning Thomas Kunze ,Games Institute Vienna</p>	Sultanahmet
	<p>24 The Erasmus + Blended Intensive Program in Sustainable Fashion (2022-2025): an impactful ‘coming of age’ story! Tamara Schoon, InHolland University of Applied Sciences</p>	Beyazit
	<p>25 How to add diversity and bring Indian Student participation in BIPs and COILs Dr Ruchi Uppal, Rising IELTS Studio and Career Solutions</p>	Topkapi
13.00 –13.55	Lunch Buffet	Bakirkoy Foyer
14.00 –16.00	Special Interest Group Activities	
	<p>Entrepreneurship Facilitated by Paul Bartels and Rob de With</p>	Cevizlik
	<p>Interdisciplinary Group Facilitated by Ferdi Hofstede</p>	Sultanahmet
	<p>Internationalisation at Home Facilitated by Sven Cerulus and Nina Turcin</p>	Beyazit
	<p>STEM Facilitated by Dale Lyon</p>	Yesiluit
	<p>Creative Industries Facilitated by Stuart Moss and Richard Hall</p>	Topkapi
	<p>Sustainability Facilitated by Karolien Van Riel and Marriannick Bossut</p>	Bakirkoy I
	<p>Research Group Facilitated by Patrick de Mazière and Ramuné Bagočiūnaitė</p>	Yesilkoy
16.00 –16.20	Coffee, tea and fresh juices	Bakirkoy Foyer



16.20 –17.15	Conference Feedback Session	Bakirkoy I
17.15	Meeting Close	
19.00	Pre-Gala Dinner - photographs in the foyer area. Group and Individual photograph opportunities.	Bakirkoy Foyer
19.30	Pre-Gala Dinner Drinks Reception	Bakirkoy Foyer
20.00	Gala Dinner	Bakirkoy II
	There will be a DJ until 3am.	

Saturday 11th November

09.00

Departure for Saturday Social Day Tour

Reception

18.00
(approx.)

Arrival back at the hotel