

9 - 1pm, Thursday 23 November

# Engaging Industry in Education

Hosted by UNSW Business

On campus: Theatre B, Colombo Building

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Time	Topic/Session	Presentation title	Abstract
9:00 - 9:05	Opening	<b>Introduction &amp; Acknowledgement of Country</b> <b>Presenter:</b> Olivera Nesevski   UNSW Business School	
9:05 - 9:15	Welcome – Professor Of Practice	<b>Welcome - Engaging Industry in Education Keynote</b> <b>Presenter:</b> Professor Jennie Granger   School of Accounting, Auditing and Taxation	<a href="#">Abstract</a>
9:15 - 9:25	Presentation with Q&A	<b>UNSW Tax and Business Advisory Clinic – Accounting for Social Justice</b> <b>Presenter:</b> Dr Ann Kayis-Kumar and Mr Paul Viola   School of Accounting, Auditing and Taxation	<a href="#">Abstract</a>
9:25 - 9:35	Presentation with Q&A	<b>Co-Curricular Initiative: SDG Challenge for First-Year Students in Collaboration with Industry and Student Society</b> <b>Presenter:</b> Dr Natalie Oh and Mr Jack Pittman (Student)   School of Banking and Finance	<a href="#">Abstract</a>
9:35 - 9:40	Break		
9:40 - 10:05	Q&A Panel with Current Students	<b>Navigating success: Students' Perspectives on Industry Engagement in UNSW Business Education</b> <b>Presenter:</b> Professor Maggie Dong   School of Marketing	<a href="#">Abstract</a>
10:05 - 10:10	Break		
10:10 - 10:20	Presentation with Q&A	<b>Refining the Student Experience in Industry-University Collaborations: Strategies for Satisfaction, Engagement, and Effective Learning</b> <b>Presenter:</b> Dr Sherry Zhang and Dr Xiao Xu   School of Banking and Finance	<a href="#">Abstract</a>
10:20 - 10:30	Presentation with Q&A	<b>Opportunities to embed real world problem solving into online courses</b> <b>Presenter:</b> Adrianne Harris and Dr David Bond   CASE, AGSM and UNSW Online	<a href="#">Abstract</a>
10:30 - 10:40	Break		
10.40 - 10.50	Presentation with Q&A	<b>Enhancing UNSW Canberra Space Education through Guest Seminars</b> <b>Presenter:</b> Dr Lily Qiao   UNSW Canberra	<a href="#">Abstract</a>
10.50 - 11.00	Presentation with Q&A	<b>Harnessing practitioners to enhance learning experiences</b> <b>Presenter:</b> Dr Douglas Long   School of Management and Governance	<a href="#">Abstract</a>
11.00 - 11:05	Break		
11.05 - 11:30	Q&A Panel with Alumni	<b>Enriching Success: Alumni/graduates on how UNSW prepared them for engaging with industry</b> <b>Presenter:</b> A/Professor Janis Wardrop   Centre for Social Impact UNSW	<a href="#">Abstract</a>
11.30 - 11.35	Break		
11.35 - 11.45	Presentation with Q&A	<b>Aligning Engineering Curricula with Energy Industry Demands: The 3P Model of Policy, Pedagogy, and Practice</b> <b>Presenter:</b> Mr Hua Chai and Ms Helen Yu (UNSW Alumni) - UNSW Faculty of Engineering	<a href="#">Abstract</a>
11.45 - 11.55	Presentation with Q&A	<b>From Classroom to Boardroom: How Industry Engagement Elevates Learning</b> <b>Presenter:</b> Dr SJ Yang   School of Management and Governance	<a href="#">Abstract</a>
11.55 - 12.05	Thank you and conclusion	<b>Thank you, conclusion, and invitation to Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase over lunch</b> <b>Presenter:</b> Professor Mark Uncles   SDD E&SE   UNSW Business School	<a href="#">Abstract</a>
12.05 - 12.10	Lunch and Networking	<b>Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase</b>	
12.10 - 1.00	In person stall	<b>Emerging Innovation: Bloom - AI-powered Tutor</b> <b>Stall Hosts:</b> Mr Gary Liang, Ms Aleksandra Balyanova & DJ Thornton  School of Economics	<a href="#">Abstract</a>
12.10 - 1.00	In person stall	<b>Emerging Innovation: Cross Industry Innovation - Fitness Practices for Teaching Excellence</b> <b>Stall Hosts:</b> A/Professor Dirk Primus   AGSM	<a href="#">Abstract</a>
12.10 - 1.00	In person stall	<b>Emerging Innovation: Industry Case-study Videos</b> <b>Stall Hosts:</b> Dr Kristina Vojvoda, Dr Victoria Clout and Dr Connor Clune   School of Accounting, Auditing and Taxation	<a href="#">Abstract</a>
12.10 - 1.00	In person stall	<b>Emerging Innovation: Career Advancement Equity</b> <b>Stall Hosts:</b> Dr Natalie Oh   School of Banking and Finance	<a href="#">Abstract</a>
12.10 - 1.00	In person stall	<b>Emerging Innovation: Empowering Minds</b> <b>Stall Host:</b> Dr Eila Erfani   School of Information Systems & Technology Management	<a href="#">Abstract</a>
12.10 - 1.00	In person stall	<b>Emerging Innovation: Visual Narrative Journeys – Eden Ideas</b> <b>Stall Hosts:</b> Dr Andrew Hingston   School of Banking and Finance	<a href="#">Abstract</a>

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Time	Topic/Session	Presentation title	Abstract
12.10 - 1.00	Video only stall	<b>Emerging Innovation: Oral Assessments</b> Dr Pranit Anand   School of Information Systems & Technology Management	<a href="#">Abstract</a>
12.10 - 1.00	Video only stall	<b>Emerging Innovation: Podcasting for Education</b> Dr Poon Leung   School of Risk and Actuarial Studies	<a href="#">Abstract</a>
12.10 - 1.00	Video only stall	<b>Emerging Innovation: Putting the Student at the Heart</b> Dr George Joukhadar   School of Information Systems & Technology Management	<a href="#">Abstract</a>
12.10 - 1.00	Video only stall	<b>Emerging Innovation: Playground X</b> Professor Mary-Anne Williams   School of Management and Governance	<a href="#">Abstract</a>
12.10 - 1.00	Video only stall	<b>Emerging Innovation: Industry Simulation</b> Mr Stephan Tseng   School of Marketing	<a href="#">Abstract</a>
12.10 - 1.00	Poster only stall	<b>Emerging Innovation: SDLAI Model</b> A/Professor Ting Yu and Dr Terrence Chong  School of Marketing	<a href="#">Abstract</a>
12.10 - 1.00	Poster only stall	<b>Emerging Innovation: Revolutionary Capstones</b> A/Professor Zixiu Guo and Team   School of Information Systems & Technology Management	<a href="#">Abstract</a>
12.10 - 1.00	Poster only stall	<b>Emerging Innovation: Classroom Inclusivity</b> Dr Veronica Jiang   School of Marketing	<a href="#">Abstract</a>



[Back to top](#)

# Engaging Industry in Education

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## FAC Welcome - Engaging Industry in Education Keynote

**Presenter:** Professor Jennie Granger

The mission of UNSW Business School is to make a difference by equipping our students, graduates and associates to find better ways to create sustainable economic and social value. We do this by engaging industry in education, and collaborating with business, government, university and community partners in Australia and Globally. At the Ed Fest we will explore how this mission is achieved, with a particular focus on the engagement of industry in education. Themes include: the role of industry in helping us design and develop our curriculum and graduate attributes, the involvement of industry in teaching and delivery, how industry participation assists authentic assessment and student engagement, the way graduates in industry can be brought back into the classroom and into co-curricular activities.



**Professor Jennie Granger** is a Professor of Practice at the School of Accounting, Auditing & Taxation UNSW Business School. She specializes in contemporary tax system and administration issues and also has a strong interest in leading transformative change in legacy organisations and fostering global principles of responsible business practice in leading and governing organisations. She teaches aspiring leaders in the AGSM's innovative course *Law, Regulation and Ethics* how to manage their organisation's governance legally and ethically.



# Engaging Industry in Education

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## UNSW Tax and Business Advisory Clinic – Accounting for Social Justice

**Presenters:** Associate Professor Ann Kayis-Kumar and Mr Paul Viola

UNSW Tax and Business Advisory Clinic is a free business clinic for individuals and small businesses in serious financial hardship.

Described as “a godsend” (CEO of Financial Counselling Australia, Fiona Guthrie), our free tax and accounting advisory services enable the most disadvantaged to navigate a system that is almost impossible to navigate without professional representation.

Under supervision of CA/CPA-qualified professionals, our students help advise clients, deliver in-community workshops, and assist with evidence-based advocacy to overcome systemic issues.

Engaging industry in this way gives students immediate real-world opportunities to improve the lives of financially vulnerable people and communities. In the longer term, we hope to shape the mindsets and skills of future business leaders – instilling a social justice ethos in the profession.



**A/Professor Ann Kayis-Kumar** is the Founding Director of UNSW Tax and Business Advisory Clinic, an international award-winning platform for experiential work-integrated learning and innovative grassroots research. Ann’s research conceptualises tax as a mechanism to achieve social justice across the taxpaying spectrum. Her work has been widely cited, including by Ross Gittins and the Inspector-General of Taxation. She serves on industry-level committees including the Law Council of Australia's Taxation Committee, and the Tax Institute’s SME Committee.



**Paul Viola** is an Education Focused (EF) Lecturer in the School of Accounting, Audit and Taxation. His teaching practice focuses on a learner-centered approach to experiential learning through job-ready authentic assessment.

Paul started as a Clinic Supervisor in the UNSW Tax and Business Advisory Clinic in 2019. Before working at UNSW, Paul’s career in public practice spans over 20 years in various taxation roles as an Accountant (CPA), Solicitor and Registered Tax Agent.



# Engaging Industry in Education

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## Co-Curricular Initiative: SDG Challenge for First-Year Students in Collaboration with Industry and Student Society

**Presenters:** Dr Natalie Oh and Mr Jack Pittman (Student)

The UN Sustainable Development Goals (SDG) Challenge for First-year students is a co-curricular initiative focused on educating first year students about our business school's strategic priority: SDGs, employing an innovative approach beyond traditional teaching methods. In collaboration with academia, industry leaders, and student society, this initiative goes beyond traditional classroom boundaries to relieve first year students from academic grading pressures and cultivates intrinsic motivation to comprehend the global significance of SDGs and responsible business practices.

Key Components:

1. Industry Partnerships
2. Live SDG-Related Cases
3. Student Society (Global Consulting Group)
4. The UN SDG Challenge has successfully run for four consecutive years, with Google as our signature partner



**Dr Natalie Oh** is a Senior Lecturer in the School of Banking and Finance. Natalie has been awarded a Senior Fellowship of the Higher Education Academy (SFHEA) for her contribution in higher education. Natalie's education approach empowers students to take ownership of their learning through practical experience and industry partnerships. Natalie has also published in leading international finance journals and served as a consultant for the World Bank in Washington, D.C. Additionally, Natalie serves as a director for a not-for-profit organization dedicated to alleviating poverty and supporting low-income developing countries in Asia.



**Jack Pittman** is a final year Commerce and Information Systems student at UNSW. Jack is the head of Partnerships and Events at the Global Consulting Group (GCG). Jack played a pivotal role in running this year's 2023 UN SDG Case Competition.



[Back to top](#)

# Engaging Industry in Education

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## Q&A Panel with current students - Navigating success: Students' Perspectives on Industry Engagement in UNSW Business Education

**Presenter:** Professor Maggie Dong with current students

In this panel discussion, through a Q&A discussion led by Professor Maggie Dong, Head of School, School of Marketing, students share their experiences and perspective on the role of industry engagement throughout their Business programs. The discussion aims at understanding how collaboration with industry enriches student learning experiences and students' employment readiness in the dynamic landscape of future of work.



**Professor Maggie Dong** is Head of School and Professor at School of Marketing, UNSW Business School. Her research expertise spans from business-to-business marketing to the marketing-operations interface. She has published extensively in premier business journals and secured various competitive research grants from public and private sectors. Maggie also combines her research excellence with a passion for education, teaching marketing courses at undergraduate, postgraduate, and MBA levels.



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## Refining the Student Experience in Industry-University Collaborations: Strategies for Satisfaction, Engagement, and Effective Learning

**Presenters:** Dr Sherry Zhang and Dr Xiao Xu

Business school curriculums are progressively integrating real-world industry challenges into their academic programs. This synthesis offers students a comprehensive perspective for their impending professional journeys beyond academia. However, amidst its potential, the approach brings with it complexities, causing anxieties for both students and educators. For students, the interplay of academic and industry evaluations leads to assessment apprehensions. Educators often juggle workload management, refining assessment metrics with industry partners, and managing diverse student expectations.

Our experiences have illuminated three pivotal aspects, encapsulated as "Elevate, Engage, Excel".

"Elevate" emphasizes enriching the student learning experience by setting clear instructional pathways and integrating collaborative industry insights. "Engage" underscores the creation of inclusive learning environments, fostering active collaboration, and championing diverse academic perspectives. "Excel" advocates for educators' authenticity. Educators are encouraged to lead with authenticity by sharing their own identity and values with both openness and vulnerability, thus nurturing trust, and laying the groundwork for a psychologically safe space where students can delve deep, question, and learn.

These approaches have led to significant improvements in student satisfaction and engagement evidenced by course evaluations and surveys highlighting stronger community bonds and curriculum relevance to practical challenges. We aim to empower educators to navigate the complexities of industry-university collaborations in education effectively.



**Dr Sherry Zhang** is an Education Focused Lecturer at the School of Banking & Finance, UNSW Business School. She has been passionately teaching various Finance courses at different levels, offering students an inspiring learning experience. Committed to student-centered education, Sherry emphasizes the blend of practical application with academic depth. She also co-chairs the Business ECAN Sub-committee.



**Dr Xiao Xu** is a Senior Lecturer in the School of Risk & Actuarial Studies. Since joining UNSW in 2020, Xiao has taken on the role of Lecture-in-charge for various actuarial and risk management subjects, as well as serving as the course coordinator for the IFY and commerce capstone courses. She holds several actuarial and financial qualifications. Xiao is passionate about integrating various up-to-date technologies into course design.



[Back to top](#)

# Engaging Industry in Education

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## Opportunities to Embed Real World Problem Solving into Online Courses

**Presenters:** Adrienne Harris and Dr David Bond

Designed by Career Accelerator in collaboration with the AGSM, UNSW Online and industry partners, Career Navigator (ZZBU6007) and the Strategic Consulting Project (ZZBU6008) gives postgraduate students a chance to reflect on their career, develop employability competencies that support the UNSW graduate attributes, work with an industry partner (WIL) and one another in a learning community and make an impact by working with to solve a real-world business challenge. The assessments are designed to produce artefacts that can be used to support career development and progression beyond the course, deeply engage learners with contemporary issues in business as well as delivering implementable solutions that support an organisations strategic vision.



**MBA Career Coach Adrienne Harris** - With over 25 years of impact in adult education and teaching within the tertiary sector, Adrienne has experience facilitating face to face and online in-curriculum and co-curricular learning opportunities across both undergraduate and postgraduate subjects focused on career development. She is also currently a Career Coach supporting UNSW MBA students, facilitating workshops and mini electives within the MBA program.



**Dr David Bond** is currently the Director of Online Programs at the AGSM at the UNSW Business School. Prior to joining UNSW he was Program Director for the Master of Business Analytics at the UTS Business School. He has a PhD in Accounting from UTS and has published in journals including the British Accounting Review, Journal of Accounting and Public Policy and Accounting & Finance.



[Back to top](#)

# Engaging Industry in Education

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## Enhancing UNSW Canberra Space Education through Guest Seminars

**Presenter:** Dr Lily Qiao

In modern education, the knowledge acquisition is just one facet of a comprehensive learning experience. To enrich the educational journey of PG coursework students, a unique approach was adopted within the UNSW Canberra Space Master Program. This involved inviting numerous guest speakers hailing from the space industry in Australia and across the globe. These experts played a pivotal role in providing students with real-world insights into space projects and fostering applied learning.

As seen by student feedback, the impact of these guest seminars has been largely positive. The seminars have been praised by participants, who see their importance in complementing the curriculum with entertaining and relevant material. Notably, the efforts went beyond typical teaching obligations to include a commitment to creating Master's-level students.

Recognition is due to the excellent guest speakers who have contributed to the success of UNSW Canberra Space Education. This endeavor has resulted in a remarkable outcome: the UNSW Canberra Space Master Program has garnered substantial attention and interest on LinkedIn, amassing an impressive total of 19,621 impressions or views as of April 2023. This achievement underscores the efficacy of these efforts in elevating program visibility and attracting prospective students and stakeholders.



**Dr Lily (Li) Qiao**, a Senior Lecturer at UNSW Canberra with a PhD in Guidance Navigation and Control, specializes in intelligent systems design. She teaches in the Space Master Education Program, convening core courses in Space Systems Design and Global Navigation Satellite System. Since 2011, she's served as the Postgraduate Assessment Coordinator, introducing the PG Coursework 101 seminar series to aid postgraduate students and educators.



[Back to top](#)

# Engaging Industry in Education

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## Harnessing Practitioners to Enhance Learning Experiences

**Presenter:** Dr Douglas Long

During the 1980's, as a Visiting Professor in the USA, I was impressed by the strong academic-practitioner interaction available by having alumni formally share workplace experiences with students. There were 2 key benefits. First, the students got an insight into issues around the application of academic knowledge and, second, it commenced a networking potential that could be valuable later to both parties. In the subsequent 13 years in which I was teaching leadership concepts at MGSM, I consistently used this approach with very positive results.



**Dr Douglas Long**, now semi-retired, following service as a military officer, Douglas completed his PhD and became an academic in the early 1980's. Douglas has since taught in the USA and Australia (UNSW since 2013). Combining teaching with industry involvement/consulting has provided opportunities for students to interact directly with business and professional leaders for the benefit of both parties. Douglas enjoys mentoring new tutors and lecturers as well as students, *"Such interactions keep me young!"*



[Back to top](#)

# Engaging Industry in Education

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## Q&A Panel with Alumni - Enriching Success: Alumni/graduates discussion on how UNSW prepared them for engaging with industry

**Presenter:** Dr Janis Wardrop with Alumni

This panel discussion brings our alumni into the conversation, we will hear from recent graduates about how their education prepared them (or not) for work, and from those who have gone on to become industry partners with the Business School. Sharing our alumni insights on how industry partnership and engagement look from the other side.



**Dr Janis Wardrop** is the Education Director at CSI UNSW and a leading educator at UNSW Business School. A Senior Fellow of the HE Academy, and winner of the Vice Chancellor's Award for Teaching Excellence and the Dean's Leadership Award she specialises in developing student's learning capabilities to meet the challenges of the 21<sup>st</sup> century workplace, through innovative curriculum and course design. Janis' research interests include the changing nature of academic work and academic identity. Janis is a former Program Director of the AGSM MBA(Executive) program and Deputy Head of School (Education) in the School of Management and Governance.



# Engaging Industry in Education

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## Aligning Engineering Curricula with Energy Industry Demands: The 3P Model of Policy, Pedagogy, and Practice

**Presenter:** Hua Chai and UNSW Alumni Helen Yu

The presentation aims to address the challenge arising from current engineering curricula's inability to evolve alongside industry needs. This has led to a misalignment in the energy sector, particularly at a time when there's a rising demand for engineers proficient in renewable energy integration. We will be presenting the "3P" model—Policy, Pedagogy, and Practice—underscoring the interplay among energy policy, industry demands and education.

Our study employed both quantitative and qualitative data collection methods among stakeholders (educators, industry professionals, and policymakers). The study captured rich insights that shedding light on the enablers and barriers affecting the interplay between national energy policy, the energy industry, and the engineering curriculum.

This presentation is well-aligned with the theme "Engaging Industry in Education" by identifying the evolving industry demands and the effective approaches to bridging gaps between academic curricula and job markets. Our findings ensures that future engineers are adeptly equipped with the authentic knowledge base and skillset. It reaffirms the critical role of industry engagement in shaping relevant, future-focused educational offerings. On a broader scale, our work promotes growth in alignment with national policy ambitions.



**Hua Chai** is a Ph.D. candidate at the School of Electrical Engineering and Telecommunications. His research focuses on innovations in engineering education. Central to his work is the development of an enhanced curriculum framework for electrical power engineering programs, designed to optimize the employability of its graduates. Driven by his passion for teaching, Hua was honored with the Faculty of Engineering Students' Choice Teaching Award in 2021 and the Demonstrator/Tutor Excellence Award in 2022.



**Helen Yu** is an Electrical Engineer in Aurecon's NSW & ACT Energy team. Her experience includes working on projects such as grid connection study, substation design, and quality development. Helen was awarded a Master of Engineering in Electrical Engineering with Excellence from The University of New South Wales, Australia, in 2023. She also holds a B.E. degree in Electrical Engineering and Automation from North China Electrical Power University, China, in 2017. Her primary focus during her studies was in the field of Power Systems.



[Back to top](#)

# Engaging Industry in Education

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## From Classroom to Boardroom: How Industry Engagement Elevates Learning

**Presenter:** Dr SJ Yang

Our master's degree students' demographics are primarily composed of international students seeking enriching international experiences during their studies. Recognizing the aspirations of these students, we have embarked on a transformative course development journey in partnership with PwC, a globally renowned professional services firm.

One of the unique challenges faced by international students is the struggle to establish meaningful connections within a new country, particularly in the professional realm. This initiative is specifically designed to address this challenge. Through collaborative team projects focused on producing comprehensive global industry reports and guided by both an academic teaching team and PwC managers, students not only gain a deep understanding of international business but also have the opportunity to connect with industry professionals in Australia.

The pinnacle of this initiative, where top students present their work at PwC's offices, not only hones their analytical and presentation skills but also provides a valuable platform to establish meaningful connections within the Australian business community. These students, as they engage with industry partners through this course, gain both a robust theoretical and practical knowledge in international business. This unique combination equips them to emerge as future business leaders and changemakers in the global business landscape.



**Dr Seung Jung (SJ) Yang** is a lecturer at the School of Management and Governance, UNSW Business School. Her teaching portfolio encompasses a range of programs, including the undergraduate Integrated First Year courses and postgraduate International Business courses. She is passionate about research related to student engagement, wellbeing, and emotional Intelligence. Before entering academia, SJ accumulated valuable experience working with multinational companies in South Korea and delivering cross-cultural consulting services to Australian organisations.



[Back to top](#)

# Engaging Industry in Education

Hosted by UNSW Business

## Thank you, conclusion, and invitation to Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase over lunch

**Presenter:** Professor Mark Uncles

The mission of UNSW Business School is to make a difference by equipping our students, graduates and associates to find better ways to create sustainable economic and social value. We do this by engaging industry in education, and collaborating with business, government, university and community partners in Australia and Globally. At the Education Festival we will explore how this mission is achieved, with a particular focus on the engagement of industry in education. Themes include: the role of industry in helping us design and develop our curriculum and graduate attributes, the involvement of industry in teaching and delivery, how industry participation assists authentic assessment and student engagement, the way graduates in industry can be brought back into the classroom and into co-curricular activities.



**Professor Mark Uncles** is Senior Deputy Dean (Education & Student Experience), UNSW Business School. He is responsible for the Faculty's strategy and delivery in relation to learning & teaching, and student experience & engagement. The portfolio includes high-performing teams for Undergraduate & Postgraduate Coursework Programs, Educational Development & Digital Delivery, the Career Accelerator & Student Engagement, Academic Programs & Quality, Indigenous Business Education, and Accreditation. He is eagerly looking forward to the Edu Fest, especially the Business School's themed session on Engaging Industry.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Bloom - AI-powered Tutor

**Presenters:** Gary Liang, Aleksandra Balyanova & DJ Thornton  
**School of Economics**

#### What problem are you trying to solve?

- Improve student engagement
- Improve inclusion and accessibility
- Improve learning outcomes
- Save staff time

#### What is it, where will it be used and by who?

Bloom AI is an AI-powered tutor and teaching assistant. It is accessed via a link in Moodle, and students interact with Bloom AI via a chatbot interface. We are piloting Bloom AI with a second-year undergraduate economics course – ECON2112 Game Theory and Business Strategy.

#### What are the key principles and technologies, and what makes this unique?

Bloom AI uses Large Language Models (LLM) and AI to generate responses. It can be trained on any course content in order to prevent “hallucinations” and ensure accuracy and reliability. Bloom’s persona is trained to be a teacher, not to just directly give answers.

#### How do you hope to develop and/or scale this?

We hope to roll Bloom AI out across UNSW Business School and throughout the university. We hope to develop a scalable way for Bloom AI to ingest course content, including integrating Bloom AI with Moodle



**Gary Liang** is the Founder of Bloom AI and an Academic Tutor at the UNSW Business School and UNSW School of Mathematics and Statistics. Bloom AI provides AI software solutions and strategy consulting services. Previously, Gary was management consultant at McKinsey & Company, and previously founded and ran a high school tuition company.



**Aleksandra Balyanova** is a Lecturer in Economics at the UNSW Business School. Before joining UNSW, Sasha completed her studies in Economics at Boston University. Sasha's teaching experience spans Microeconomic Theory, Game Theory and its applications, and Organisational Economics.



**DJ Thornton** is a PhD candidate at the UNSW School of Economics. He became the youngest lecturer in the School of Economics in 2020 and has been involved as a lecturer or tutor for 30+ courses. Prior to his PhD, DJ completed undergraduate degrees in Advanced Mathematics (Honours) and Commerce.



[Back to top](#)

## Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Cross Industry Innovation

**Presenters:** Associate Professor Dirk Primus  
Australian Graduate School of Management (AGSM)

#### What problem are you trying to solve?

This project will foster teaching excellence by importing practices from the fitness industry.

#### What is it, where will it be used and by who?

It is a set of practices which will integrate into the UNSW teaching toolkit to be used by the UNSW teaching community.

#### What are the key principles and technologies, and what makes this unique?

The concept of import used in this study is based on ideas from the cross-industry innovation literature. To our knowledge, there is no prior work that has considered importing teaching practices from neighbouring domains.

#### How do you hope to develop and/or scale this?

The team is developing a webpage with a set of validated practices, which will be integrated into the UNSW teaching toolkit.



**Dirk Primus** is an Associate Professor at the UNSW Sydney, NSW. Dirk's areas of interest in teaching and research are at the intersection of Co-Creativity and Technology and Innovation Management. His teaching draws from 15 years of experience in the Life Sciences Industry. His recently published articles are featured in leading TIM journals, like *Technovation* and *Research-Technology Management*. Dirk is certified as a Lego Serious Play and as a Design Thinking Facilitator.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Industry Case-study Videos

**Presenters:** Dr Kristina Vojvoda, Dr Conor Clune & Dr Victoria Clout

**School of Accounting, Auditing and Taxation**

#### What problem are you trying to solve?

The problem we are trying to solve is the lack of active student engagement in accounting and finance courses. Traditional classroom methods often struggle to spark students' interest and participation in these disciplines, as tutorial questions traditionally focus mainly on the understanding of and application of technical content. We aim to address this issue by integrating industry case study videos into the curriculum, creating a more engaging and relevant learning experience. The objective is to foster active student participation and bridge the gap between academic classroom learning and real-world industry applications and practices. This will equip students with the knowledge and insight to make informed decisions about pursuing accounting or finance majors and prepare them for their future careers.

#### What is it, where will it be used and by who?

We have created 10 industry-speaker case study videos in the fields of accounting and finance. These videos will be integrated into the curriculum of the Integrated First Year course "COMM1140 Financial Management" in the Bachelor of Commerce program at UNSW. The primary users of this educational innovation are first-year undergraduate students studying COMM1140 at UNSW as well as the COMM1140 Teaching Team.

#### What are the key principles and technologies, and what makes this unique?

The key principles of this initiative are active student engagement, seamless integration of industry perspectives, and the relevance of content. The videos are designed to be engaging case study prompts, complemented with discussion questions during tutorials to encourage students to participate actively in their learning. The unique aspect of this project is the scale at which industry speakers are integrated into the curriculum, the tailored and seamless incorporation of video content in tutorials, and the collaboration with student partners and the UNSW Accounting Society (AccSoc) to ensure that student perspectives are incorporated, enhancing the quality and relevance of the videos.

#### How do you hope to develop and/or scale this?

The aim is to continue developing and scaling this initiative to reach a broader audience and have a more significant impact on student learning in the accounting and finance disciplines, especially other courses in the accounting major. Other accounting courses such as ACCT2511 and ACCT5930 will be able to use these videos in their courses. We plan to seek ongoing student feedback each term, allowing us to make continuous improvements. The success of this project can serve as a model for other institutions and courses, allowing for the integration of industry perspectives at a larger scale in accounting and finance disciplines. Following the implementation of our initiative in COMM1140 tutorials in T1 2024, we plan to submit presentations at education conferences next year to demonstrate how academics can effectively bridge the gap between academic classroom learning and practical, real-world industry applications.



**Dr Kristina Vojvoda**, a Lecturer in Accounting (Education Focused) at UNSW, holds a PhD in Accounting from UTS. She is an award-winning educator dedicated to inspiring and engaging students. Utilising innovative educational technologies to connect with students, she employs an active learning approach to personalise their learning experiences. Kristina played a key role in developing the Integrated First Year course, COMM1140 Financial Management, in UNSW's Bachelor of Commerce and is part of the teaching team.



**Dr Conor Clune** is a Senior Lecturer in the School of Accounting, Auditing and Tax. Since joining UNSW, Conor's teaching has primarily been located in the first-year experience of the Bachelor of Commerce. He was the primary developer of COMM1140 Financial Management – one of the core units in the Integrated First Year – and he continues to be part of the COMM1140 teaching team today.



**Dr Victoria Clout** is a Senior Lecturer and Deputy Head of School (Education) at UNSW. She has a track record of high-quality research publications in corporate governance and financial accounting. She is a Deputy Editor of Accounting & Finance. Her contributions to leadership have culminated in several awards including a 2023 Dean's Emerging Leadership Award. Victoria has experience in active-learning, team-based learning, and online teaching. She is an Honorary Fellow of the Hanken Centre.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Career Advancement Equity

**Presenters:** Dr Natalie Oh

**School** of Banking and Finance

#### What problem are you trying to solve?

The persistent issue of gender equity in the workforce and the contribution of higher education to its resolution

#### What is it, where will it be used and by who?

While the existence of gender inequity in the workforce is widely acknowledged, the literature reveals that many individuals believe it won't affect them. This underscores the importance, particularly for students, of learning and preparing for their careers.

Education module will be created through the Education Initiative project. The education module will comprise of 4 parts:

1. Gender inequity in the workforce is relevant to the career preparation and this is something that needs to be learnt (not just for females but for males as well)
2. So what is the problem, is it a problem? (both locally and internationally)
3. Why does the problem persist?
4. Actions taken so far? (government and industry/organisation level)

The primary target audience for the education module is students, however it will also offer benefits to academics and professional staff, as its content is relevant to all employees within an organization

#### What are the key principles and technologies, and what makes this unique?

I share the belief in the power of education, echoing the words of Nelson Mandela. Failing to prepare our students for the challenges of gender inequity in the workforce is a responsibility that higher education cannot ignore. By educating students about gender equity issues, we can promote more equitable career advancement and create better opportunity for our students fulfilling the strategic priority of UNSW and Business School in career enhanced education. What makes this unique is the rarity of higher education institutions creating content to educate students about gender gap issues and how to prepare for their careers, considering the prevalence of gender inequity in the workforce, both in Australia and internationally. This education module is among the first, if not the very first, of its kind, aiming to equip students for the workforce and prepare them for the challenges they may encounter

#### How do you hope to develop and/or scale this?

The education content that I have created funded by EI has captured the interest from Career Accelerator and Business EDI, both of which will provide funding for an educational designer to enhance its interactivity and appeal, preparing it for hosting on the Moodle platform.

Since it is in a Moodle platform it will be accessible to all UNSW students and staff, making it easily scalable. The education module will initially undergo a pilot phase at the Business School, with the intention of making it an interdisciplinary education resource for use throughout UNSW by other faculties.



**Dr Natalie Oh** is a Senior Lecturer in the School of Banking and Finance. Natalie has been awarded a Senior Fellowship of the Higher Education Academy (SFHEA) for her contribution in higher education. Her education approach empowers students to take ownership of their learning through practical experience and industry partnerships. Natalie has also published in leading international finance journals and served as a consultant for the World Bank in Washington, D.C. Additionally, Natalie serves as a director for a not-for-profit organization dedicated to alleviating poverty and supporting low-income developing countries in Asia.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Empowering Minds

**Presenters:** Dr Eila Erfani

**School of Information Systems and Technology Management**

#### 1. What problem are you trying to solve?

Through these initiatives, "Empowering Minds" aims to bolster academic success while maintaining a focus on mental well-being and data security. "Empowering Minds" seeks to innovate education by:

- Tailored Learning
- Collaborative Transparency
- Critical Reflection
- Peer Interaction
- Wellness Resources
- Data Privacy

#### 2. What is the innovation, where will it be used, and by whom?

At the core of "Empowering Minds" lies a transformative educational approach, utilizing state-of-the-art generative AI to bolster student learning and personal well-being. This initiative is reshaping the educational landscape by providing a smart, anticipatory system that aligns with student curricula to deliver enhancements and customized feedback. It's crafted for straightforward access and secure utilization. By championing both scholastic development and wellbeing, "Empowering Minds" is dedicated to redefining excellence in education and wellness, all while steadfastly upholding the privacy of students. This system is designed for educational environments where students require tailored support and resources for both their academic and personal development.

The initiative serves students by offering a suite of tools for educational enhancement and educators by providing workflow management and oversight. Additionally, it caters to students' wellness needs through a secure, privacy-conscious resource hub.

#### 3. What are the key principles and technologies, and what makes them unique?

In a landscape where technological advancements often lead to heightened student stress, our aim is to craft a solution that is not only secure, user-friendly, and accessible but also powerful in harnessing the latest advancements in AI. At the heart of our application are the key principles of transparency, efficiency, preemptive problem identification, and clear, data-driven communication. This framework empowers educators to quickly pinpoint and support students facing challenges or those who may not be fully participating. Simultaneously, it provides students with clear, objective data to foster accountability and enhance their autonomy in collaborative settings.

#### 4. How do you hope to develop and/or scale this innovation?

By following these steps, "Empowering Minds" aims not just to evolve within a single institution but to potentially transform educational practices in various academic environments.

- Prototyping with Active Agent Technology and ChatGPT
- Transition to Secure Large Language Models
- Seeking External Funding
- Implementation Across Faculties
- Iterative Feedback and Improvement
- Scalability to Other Institutions



**Dr Eila Erfani** is a Senior Lecturer at the UNSW Business School's School of Information Systems and Technology Management (SISTM). She is an investigator on research grants, an author of peer-reviewed journal articles, and a mentor to HDR students. Her research focuses on digital innovation, digital ethics, the Internet of Things (IoT), and digital health. Eila excels in the design and delivery of educational programs, adeptly bridging the gap between theoretical knowledge and its practical application.



[Back to top](#)

## Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Empowering Minds

**Presenters:** Dr Eila Erfani

**School of Information Systems and Technology Management**



**Dr Oliver Guidetti** is a post-doctoral researcher specialising in the human factors of cyber security. He specialises in applied socio-technical projects that examine the interplay between the human brain and technology. His research focused on measuring and mitigating vigilance decrement in cyber network defense tasks. Guidetti has published extensively on topics including cyber vigilance tasks, network defender neuropsychology, neurotechnology policy, and the effects of cognitive load on the performance of cyber first responders.



**Dr Jonah Eaidgah** is a dynamic and versatile certified Lean Six Sigma Black Belt, Scrum Master, Change Manager, and Quality Management Systems Lead Auditor with 14+ years of experience in Australia and abroad. My research and professional interests include: Process/Product design and optimisation, business transmission, continuous improvement, and digital transformation.



**Tansel Ersavas** is a complex systems expert with interests in Artificial Intelligence, mobile computing and AR/VR. He was an Associate Director at KPMG's Data & Cloud group working as a thought leader to introduce, promote and guide AI-based solutions internally and our clients. He set up and guided the “Deep learning initiative” at the Garvan Institute of Medical Research for 4 years. Areas of specialisation include Deep learning, reinforcement learning, Massive-distributed intelligent agent-based simulations, visualisations, and immersive apps using VR and XR in areas of medicine/healthcare/biotechnology and finance, banking and insurance.



**Rushi Vyas** is a Head Academic Tutor at the UNSW Business School's School of Information Systems and Technology Management (SISTM) and the School of Management and Governance (SoMG). He is also a Project Officer at UNSW Founders and a three-time startup founder. He believes in embracing the power of natural stupidity alongside artificial intelligence in transforming education. He embodies a visionary spirit that enhances on-campus engagement and forges strategic alliances between academia and industry.



**Kimiya Ramin** is a casual academic in ISTM with sustainable research experience, having pursued an Honors degree in Mechatronics Engineering with substantial research involvement. She has gained valuable industry experience, particularly in research and development, where she has successfully led and completed projects within specified guidelines, budgets, and timelines. Kimiya excels in creating informative and engaging learning environments. Her primary focus is on integrating cutting-edge technologies for improving healthcare as well as education.



**Jordan Shen** is an Information Systems student at UNSW, serves as the Product Owner of a startup while studying. He is focused on leveraging cloud and artificial intelligence technologies to transform how educators communicate content to students. Jordan is dedicated to exploring innovative approaches to enhance learning experiences, making strides in educational innovation through his practical applications of technology.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Visual Narrative Journeys

**Presenters:** Dr Andrew Hingston

**School of Banking and Finance**

#### What problem are you trying to solve?

The standard PowerPoint presentations that we use to teach lectures can seem dull to undergraduate students who are used to watching professional videos on Youtube and social media. However, moving a large library of teaching content to a different platform and maintaining the content in that platform can be daunting.

#### What is it, where will it be used and by who?

Eden Ideas uses a modern game engine to display existing PowerPoint presentations with a little more visual flair without the need to move teaching content to a different platform. The software makes it easy to place images and slow-motion video behind a set of PowerPoint slides. Presentations can be placed within a 3D scene with a 'camera' that moves between different parts of the scene for different sections of the presentation. Multiple presentations can be loaded and displayed at the same time. The software can also be used to open websites, PDF documents, Youtube videos and whiteboards on different tabs. Blend music into your presentation at key points. Use the same presentation to teach live face-to-face classes, online classes on Zoom and to create high-quality videos for students who are learning asynchronously.

#### What are the key principles and technologies, and what makes this unique?

Eden Ideas uses the power of a modern game engine to augment your PowerPoint presentation slides. All of your content stays in Microsoft PowerPoint making it simple to start using Eden Ideas to display your presentations. If you ever decide to stop using Eden Ideas, you can go back to using PowerPoint.

#### How do you hope to develop and/or scale this?

A small group of lecturers have been using the software in 2023. We are now signing up a limited number of lecturers to use the software to augment their teaching in 2024.



**Andrew Hingston** has been a Casual Lecturer at UNSW for 23 years teaching Financial Planning for Banking & Finance and Finance & Economics for the AGSM MBA Program. He has a passion for using innovative technologies in teaching, receiving multiple teaching awards. He has been developing Eden Ideas in his own time with a graduate of the School of Computer Science for the past 5 years.



[Back to top](#)

# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Oral Assessments

**Presenters:** Dr Pranit Anand

**School of Information Systems and Technology Management**

#### What problem are you trying to solve?

Engaging and assessing students ability to conceptualise what they have learnt and how they can apply these to future workplaces. Aiming to get higher levels of assurance of learning.

#### What is it, where will it be used and by who?

Interactive Orals Assessments can be used in any area, it is more closely aligned with the course learning outcomes rather than the content.

#### What are the key principles and technologies, and what makes this unique?

Assessing from the expected learning outcomes, its authentic professional style conversation between the marker and the students, and is fairer on students as the interviewer is able to respond to students individual needs immediately.

#### How do you hope to develop and/or scale this?

I have now developed most of the resources and tested scalable technologies within UNSW learning ecosystem i.e. Moodle, Teams, Zoom, etc. and find that it is very scalable. I will be scaling it to a larger class next term and hopefully even larger classes after that. The principles can also be applied across different types of observation type assessment needs such as groupwork, coding, etc.



**Dr Pranit Anand** is a Senior Lecturer in the School of Information Systems and Technology Management in the Business School. He currently teaches various networking and cybersecurity courses. He is passionate about students' engagement and success and recognises the important role assessments play towards this. He attempts to design assessments that are meaningful, transferrable, and flexible. The assessment processes are always transparent, and students are considered equal partners in the design and implementation of these assessments.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Podcasting for Education

**Presenters:** Dr Poon Leung

**School of Risk and Actuarial Studies**

#### What problem are you trying to solve?

Bringing in a variety of insights (in particular, from industry) into a classroom is not easy. With low student attendance rates and the admin that comes with organising a traditional in-person guest speaker, inviting a professional onto campus in the current educational environment adds far less value to all involved.

#### What is it, where will it be used and by who?

My solution is to create an audio-only podcast-style recording. It is a low-cost, scalable way to add value to the educational experience. Students can listen to the recording at their convenience, repeatedly and on-demand. Conversely, even a recorded video would still demand their visual attention.

#### What are the key principles and technologies, and what makes this unique?

These recordings provide much more flexibility and convenience for the academic as well as the speaker. There is less equipment needed compared to a video recording, and the audio-only recordings are easier to edit, store, and share. To get started, the minimum you need is a little planning, a quiet room, and a smart phone to record your conversation with your guest. Remote options are also possible, just install an app to record a phone call!

#### How do you hope to develop and/or scale this?

Currently, the recordings are made in an ad-hoc manner. I see this as part of the adaptability of this approach, as it allows me to take advantage of opportunities to create a recording as they arise. Scalability is not an issue, as the relatively small file size allows the recordings to be played on-demand, anywhere, any time.



**Poon Leung** is an EF academic in the School of Risk and Actuarial Studies in the Business School at UNSW. His flagship course is Data Visualisation and Communication, focusing in data storytelling to drive business decisions. Poon has a keen interest in delivering student-focused educational experience at scale, as well as finding novel approaches to education.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Putting the Student at the Heart

**Presenters:** Dr George Joukhadar

**School** of Information Systems and Technology Management

#### What problem are you trying to solve?

We often inundate students with materials without providing sufficient support for them to comprehend and absorb the content. Consequently, many students find themselves unprepared for exams

#### What is it, where will it be used and by who?

To solve this problem, I propose a transformative teaching model that puts the students at the heart. I believe it is essential to begin with the students' needs: 1) promoting effective learning and 2) helping them achieve better academic performance. For this purpose, I developed the model as follows:

- Tell:** Multi-media content presented online via H5P modules to instruct students.
- Show:** Live lectures covering real-world problems relevant to the content—to complement the instructions.
- Do:** Students apply their new knowledge to another real-world problem with the help of a facilitator.
- Consolidate:** Supported by industry guest lectures/interviews, students strengthen their understanding of this content by creating a solution for a real-world problem (via a case study) with an industry-partner.

This teaching model is applicable to various business courses, especially benefiting instructors aiming to elevate the quality of their courses, enabling students to make connections and better prepare them for the workforce..

#### What are the key principles and technologies, and what makes this unique?

Practical delivery mode: Adopt a practical delivery mode for both lectures and tutorials to encourage active student participation by contextualising the curriculum to suit each student's knowledge base, leading to better student engagement overall.

Collaborative Learning environment: in the workshops, students work together, each contributing their unique perspectives and insights. The purpose is to enrich their learning experience and mirror the collaborative nature of most contemporary workplaces.

Real-world scenarios: By immersing students in real-world scenarios, they engage with practical challenges and apply their theoretical knowledge. This approach fosters critical thinking, problem-solving, and teamwork, essential skills for today's complex professional landscape.

This teaching model shifts the focus from traditional, lecture-based methods to active, participatory learning. It effectively maps and aligns lecture and tutorial content with assignment tasks and examination requirements.

- The students are presented with theoretical materials and engaging online exercises and activities (Tell).
- The lecture sessions focus on teaching the contents through real-world case studies (Show).
- In tutorials, students engage in hands-on practice, mirroring what they have learned (Do).
- They then apply this knowledge to solve real-world case studies involving industry partners (Consolidate).

#### How do you hope to develop and/or scale this?

This model was implemented successfully in a UG course in 2022 and 2023. It can also be adapted for use in many other business courses. Currently, efforts are underway to apply this model to two additional business courses, with plans to trial it in 2024.



**Dr George Joukhadar** is a Senior Lecturer at UNSW's School of Information Systems and Technology Management. George teaches undergraduate and postgraduate courses. Since joining UNSW, George has shaped the learning experience by engaging with how students learn. He has a passionate belief in the potential of all his students and has a particular interest in the role of assessment to support students learning.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Playground X

**Presenters:** Professor Mary-Anne Williams

**School of Management and Governance**

#### What problem are we trying to solve?

Generative AI can enhance critical human cognitive capabilities including productivity and creativity. In order to be competitive and successful in the future UNSW staff and students need to become superusers of AI, and generative AI in particular.

#### What is it, where will it be used and by who?

Generative AI services are typically hosted by for profit corporations and unsafe for UNSW Staff and Students to use. Playground X is a GPT-powered interactive environment that is hosted, monitored and managed at UNSW. This makes it safer for UNSW Staff and Students to use, and gives UNSW the opportunity to shape and utilise the interactions.

The Playground X prototype has enabled:

- UNSW innovation leaders to understand the opportunities that a UNSW-based AI playground can create,
- The Business AI Lab develop a deeper understanding of Generative AI using a *build to learn* methodology
- The collection of insights from student and staff users to drive the next iteration of Playground X.

#### What are the key principles and technologies, and what makes this unique?

**Playground X** has two prototypes – **StudiBuddy** and **ClassChat** – it is expandable and able to incorporate an unlimited number of other modules.

- **StudiBuddy** is similar to ChatGPT in terms of capability, but it is safer to use because it is controlled by UNSW not Open AI.
- **ClassChat** is safer to use for the same reason, and it has the additional unique capability in that it can support collaborative prompting and enhance team work.



**Professor Mary-Anne Williams** is the Michael J Crouch Chair in Innovation and a Fellow at ATSE and AAAI – the peak global body for AI. Mary-Anne has been working in AI Innovation for more than 20 years and with generative AI since 2017. She has received several awards including two Google Faculty Awards, an IBM Faculty Award and the Australasian Artificial Intelligence Distinguished Research Contribution Award in 2021.



[Back to top](#)

## Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Industry Simulation

**Presenters:** Stephan Tseng

**School of Marketing**

#### What problem we are trying to solve?

Our students enjoy learning about customer analytics but usually find it challenging to conceptualise analytics learning to personal and industry relevance. Students need help to connect on a deeper level with the subject material rather than just theoretically.

#### What is it, where will it be used and by who?

Our goal in this technology innovation project is to break the barriers of statistics and machine learning and bind them with industry currency.

We wanted to create an industry-developed simulation dashboard that authenticates course theories and allows students to learn in real-world contexts and receive immediate feedback.

#### What are the key principles and technologies, and what makes this unique?

The simulation dashboard allows a visual presentation of course analytics learning, simulation data exploration, reproduction of transmitted knowledge and a diverting and fun learning experience.

It also bridges the gap between what students typically do in the classroom and what they will see in real-world settings.

#### How do we hope to develop and/or scale this?

I plan to develop this technology innovation to become suitable for broader marketing analytics courses and use it in simulation assessments to enhance student learning experience.



**Stephan Tseng** is a lecturer in customer analytics and a certified data analyst with proficiency in analytics and business insights. Stephan worked in the service industry for 20 years before moving to academia. His industry roles required performing high-level analytics and business reporting, interpreting consumer data, managing marketing metrics, lifting customer satisfaction, and enhancing the consumer experience. He possesses a wealth of knowledge in leading industry practices and is highly proficient in data-based decision-making.



[Back to top](#)

## Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: SDLAI Model

**Presenters:** Associate Professor Ting Yu and Dr Terrence Chong

**School of Marketing**



**Dr Ting Yu** is an Associate Professor in Marketing at the University of New South Wales. Her major research interests include: artificial intelligence in (healthcare) service delivery, marketing agility, organisational ambidexterity (service versus sales; service productivity versus service quality, efficiency versus flexibility), relationship termination management, and consumer emotions.



**Dr Terrence Chong's** teaching and research expertise and interests are in the areas of digital marketing, services marketing and data analytics. Since 2018 Terrence has taken different teaching roles such as course convenor, lecturer-in-charge and tutor for a number of postgraduate and undergraduate courses at UNSW. He is experienced in designing and developing course curriculum, and teaching in both synchronous and asynchronous learning modes and in face-to-face, online and hybrid delivery modes. He is currently working on a few research projects in the areas of embodied conversational agent (AI chatbot) as frontline service employee and metaverse applications in healthcare.



# Education Initiative (EI)

## Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Revolutionary Capstones

**Presenters:** Associate Professor Zixiu Guo and Co.

**School of Information Systems and Technology Management**

#### What problem are you trying to solve?

We want our MCom Capstone to be inspiring, bridging employability gaps and providing a platform for students to drive innovation by applying their skills and knowledge to solve real-world challenges and address technology-enabled opportunities.

#### What is it, where will it be used and by who?

We propose a revolutionary model for post-graduate capstones. We are inspired by the Living Lab approach to design and implement the MCom Capstone. There are two components in this approach - the methodology and the stakeholders. The methodology is iterative, and technology and use-case driven, that is geared towards designing innovations with commercialisation potential. The Stakeholders may include public agencies, industry partners, researchers, users and students.

#### What are the key principles and technologies, and what makes this unique?

The principles guiding the MCom Capstone development and implementation are: experiential learning, collaborative learning, interdisciplinary integration, continuous reflection and evaluation, and iterative development.

1. **Experiential Learning:** Advocate for hands-on experiences through boot camps and practical projects that simulate real-world challenges. This principle encourages learning by doing, which is crucial for understanding complex concepts and systems.
2. **Collaborative Learning:** Encourage a synergistic educational environment where public agencies, industry partners, researchers, users, and students can contribute their unique perspectives and expertise to enhance learning outcomes.
3. **Interdisciplinary Integration:** Promote the integration of different disciplines to encourage a holistic approach to problem-solving. This principle recognizes that the intersection of diverse fields often sparks the most innovative solutions.
4. **Continuous Reflection and Evaluation:** Highlight the importance of ongoing self-assessment and critical reflection as tools for personal and project improvement. This encourages a mindset of lifelong learning and responsiveness to change.
5. **Team Teaching:** Incorporate multiple instructors with different areas of expertise to provide a rich, multi-faceted educational experience. This reflects the collaborative nature of the Living Lab approach and ensures a well-rounded understanding of the subject matter.
6. **Iterative Development:** Emphasize the importance of an iterative process in project development that allows for continual refinement and adaptation. This mirrors the real-world process of innovation, where feedback and successive iterations are essential for success.

We are also trying to re-imagine how the teaching can be delivered through offline and online engagement. For offline, in-person engagement, we are proposing the use of boot camps and other modes of upfront intensive engagement methods. The principles guiding our technology platform choice are integrated, customisable and collaborative.

1. **Integrated:** Platform should be a one-stop-shop for all frameworks, tools and methodological artefacts that students will need through the lifecycle of their capstone.
2. **Collaborative:** Platform should have features that can facilitate collaboration of stakeholders through a shared workspace.
3. **Customisable:** Platform should have features that enable customisation of the team's workspace as not all projects will be of the same nature and scope.

#### How do you hope to develop and/or scale this?

We have assembled a team of academics with diverse skills and expertise to design and implement the capstone. We will be running workshops and focus group discussions with students, industry partners and staff with specific expertise to share initial concepts of the capstone design and seek feedback and directions. A key overarching guiding principle cutting across both teaching pedagogy and teaching delivery is scalability. Scalability will be our "fitness test" for every critical decision.



**A/Prof. Zixiu Guo Ph.D.**, is a dedicated educator and researcher passionate about harnessing the potential of information technologies for a brighter world. As the Deputy Head of the School for Education, she excels in curriculum design and is committed to innovating teaching practices in technology-mediated learning environments. Her primary research focus is ensuring a positive and enriching learning experience for students. Dr. Guo's work contributes to a future where technology empowers education and creates lasting impact.



[Back to top](#)

# Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

## Emerging Innovation: Revolutionary Capstones

**Presenters:** A/Prof. Zixiu Guo and Co.

**School of Information Systems and Technology Management**



**Prof. Barney Tan** is the Head of School and a Professor at the School of Information Systems and Technology Management (SISTM) of UNSW Business School. He graduated with a PhD in Information Systems from the National University of Singapore, and was formerly Professor of Strategic Information Systems and Deputy Head of the Discipline of Business Information Systems at The University of Sydney.



**Dr Sandeep Mysore Seshadrinath** is a Senior Lecturer in Information Systems at UNSW Business School. His teaching and research interests lie in the analysis and design of information systems to drive digital innovation and sustainability in organisations and society. His teaching pedagogies strive to immerse students in authentic real-world challenges, fostering practical insights and problem-solving skills. Sandeep's teaching approach equips future professionals with the acumen to navigate and contribute proactively to the digital landscape.



**A/Prof. Carmen Leong** is a business educator with experience in curriculum development and teaching delivery of courses in technology management. She believes in bringing to the classroom the latest business practices as technology and its application in the real world is ever evolving. She is passionate about translating what she has learned in her case study research of emerging tech business practices in her teaching.



**Dr Eric Lim** is an Associate Professor in the School of Information Systems and Technology Management (SISTM) at UNSW Business School, UNSW Sydney. He holds a PhD in Business Administration from Simon Fraser University (Canada). Eric's research interests focus on exploring the impact of digitalization on individuals, organizations, and the broader society, paying particular attention to the design and innovation of digital services across a variety of contexts such as crowd platforms, Fintech, and cryptocurrency projects to unleash business potential, and realize societal benefits.



**Dr Michael Cahalane** is a Senior Lecturer in the School of Information Systems & Technology Management at UNSW Sydney, Australia. Dr Cahalane completed his undergraduate (MSc) and PhD in Information Systems at University College Cork (UCC), Ireland. Dr Cahalane has worked at UNSW since 2012, teaching various technical IS and research courses, and is passionate about IS curriculum development and innovation.



**Dr Jacky Mo** is a Senior Lecturer at the School of Information Systems & Technology Management, University of New South Wales, Australia. With a strong dedication to teaching and researching in business analytics, he aims to empower students to become future data-driven leaders in the ever-changing world of modern business analytics. He works closely with industry partners to bring the latest trends and technology into the curriculum. Dr. Mo employs creative teaching methods to ensure students have a solid understanding and practical skills in analytics.



**Dr Xiangyu Wang** is a lecturer in the School of Information Systems and Technology Management (SISTM) at UNSW Business School, UNSW Sydney. Earning her PhD in Informatics from the University of Iowa, her research delves into data analytics, especially in social media and climate change studies. Parallel to her research, she passionately teaches programming for data analytics.



**Chona Ryan** is a Lecturer in the School of Information Systems and Technology and teaches in the areas of Digital Capabilities, Project Management and IS Strategy. Chona is also Business School's Academic Lead for Industry in the Master of Commerce Program and is passionate about employability skills and lifelong learning. Prior to joining UNSW, Chona has held various positions in financial services, hospitality, manufacturing and import/export organisations for 12 years.



**Dr Vincent Pang** is a lecturer in the School of Information Systems, and Technology Management, at the UNSW Business School. He has more than 12 years of experience in the ICT environment. He has worked with Unilever Australia, CSR Australia, various companies, and research projects at Sydney University. He has worked on several government-related and funded research projects. Vincent is currently teaching Big Data and data management-related courses.



**Dr Kevin Kuan** is a Senior Lecturer in the School of Information Systems and Technology Management at the University of New South Wales (UNSW). He also serves as the Stream Coordinator of the Master of Commerce (Digital Transformation) program. Before joining UNSW, Kevin held the position of Program Director for the Master of Data Science, as well as the Master of IT and IT Management programs at the University of Sydney.



**A/Prof. Dirk Primus** is an Associate Professor at the UNSW Sydney, NSW. Dirk's areas of interest in teaching and research are at the intersection of Co-Creativity and Technology and Innovation Management. His teaching draws from 15 years of experience in the Life Sciences Industry. His recently published articles are featured in leading TIM journals, like *Technovation* and *Research-Technology Management*. Dirk is certified as a Lego Serious Play and as a Design Thinking Facilitator.



**Dr Pranit Anand** is a Senior Lecturer in the School of Information Systems and Technology Management in the Business School. He currently teaches various networking and cybersecurity courses. He is passionate about students' engagement and success and recognises the important role assessments play towards this. He attempts to design assessments that are meaningful, transferrable, and flexible. The assessment processes are always transparent, and students are considered equal partners in the design and implementation of these assessments.



**Dr George Joukhadar** is a Senior Lecturer at UNSW's School of Information Systems and Technology Management. George teaches undergraduate and postgraduate courses. Since joining UNSW, George has shaped the learning experience by engaging with how students learn. He has a passionate belief in the potential of all his students and has a particular interest in the role of assessment to support students learning.



**Dr John D'Ambra** holds a doctorate in Information Systems from the University of New South Wales where he is currently a Visiting Associate Professor, he retired from full-time employment in 2018. John held a full-time position at UNSW from 1989 to 2018. His research interest includes the investigation of human behaviour and information technology within a number of domains including the adoption of e-books/e-textbooks, computer mediated communication in organisations, e-health and information management in the tourism sector.



**Dr Chedia Dhaoui** is a Lecturer at the School of Information Systems and Technology Management at UNSW Business School. She holds a PhD in Marketing from the Faculty of Business and Economics, Macquarie University, and a PhD in Business Intelligence from the Université de Lorraine, France. Through her applied research in business intelligence and emotion AI, Chedia seeks to excel in teaching Social Media Analytics, and AI for Business Analytics.



**Wilson Chua** is a PhD candidate at UNSW Business School's School of Information Systems and Technology Management. With a rich professional background in compliance, financial advisory, and educational design, he brings valuable expertise to his academic and teaching endeavors. His current research focuses on intrapreneurship and innovation, with the goal of enhancing organizations through employee-driven ideation. Wilson seeks to bridge the divide between classroom learning and real-world industry experience.



**Giuseppe Daniele Ibello** is a Master of Predoctoral Business Studies (MPDBS) student with a background in tax consultancy, specializing in mergers and acquisitions in the real estate sector. With a keen interest in strategy, digital platforms, and ICT4D, Giuseppe enjoys researching and exploring innovative solutions. Having multi-year experience in teaching business analytics, Giuseppe is passionate about creating a supportive learning environment where students can grow and tackle real-world challenges.



[Back to top](#)

## Education Initiative (EI) Emerging Innovations and Thought Leadership Showcase

### Emerging Innovation: Classroom Inclusivity

**Presenters:** Dr Veronica Jiang

**School of Marketing**



A Senior Lecturer at the School of Marketing within the UNSW Business School, deeply committed to reimagining and enhancing the educational experience for students of all backgrounds.

Veronica's research is driven by a desire to unearth ways that elevate student learning experiences and catalyze meaningful behavioral changes. Presently, delving into two research ventures: 1) Harnessing the potential of virtual reality to augment understanding for people with disability, and 2) Charting the course for refining and actualizing inclusive education practices.

Veronica is a fervent advocate for educational inclusivity. Her dedication to this cause is evident in her proactive efforts to integrate Universal Design for Learning (UDL) principles at UNSW, as well as her initiatives to bolster digital accessibility for the institution's teaching and learning. In recognition of her multidimensional role at UNSW, Veronica assumed the titles of both the 'UNSW Diversity Champion' and the 'Academic Disability Advisor' for the Business School. Veronica's contributions to inclusive education have earned her numerous accolades, including two [ADCET Accessibility in Action Awards 2023](#) and the UNSW Scientia Education Academy Exemplary Teaching Practice Award 2022.