

Re-Thinking our Business Models in Higher Education - 2 *University of Greenwich Business School* London, 8th and 9th December 2014

CALL FOR PAPERS

The third international research conference is being organized by the University of Greenwich Business School (London), IDRAC Business School (Lyon) and CESi Engineering School (Rouen), continuing the theme of focusing on rethinking higher education business models in response to the changes taking place in the world today. The Conference is sponsored and supported by the 'Benefits' project, which is a collaborative project spanning the UK and France.

It is often said that we are living in a knowledge-based economy as though it were a new phenomenon. Arguably, so too were those that lived through what we now refer to as the Industrial Revolution of the late eighteenth and nineteenth centuries. Historians of the future may well judge that we too are living through another revolution, driven by new technologies, medicine, global markets, instant mobile communications and digitisation. The impact on our everyday lives is huge, yet perhaps we are too close contemporaneously to see that. What perhaps is different now is the huge and pervasive speed of change. Arguably, it is this that we need to recognise and reflect upon vis a vis the underpinning support structures of our societies.

Many words have been written, policies developed and strategies refined relating to these changes. Much has been said about the existing, and required roles of Universities and other Higher Education providers in the context of maintaining future competitiveness and standards of living. Very recently (June 2014), Lord Young (UK) presented a policy document entitled 'Enterprise For All' in which it was stated that 'enterprise means more than just the ability to become an entrepreneur – It is the quality that gives the individual a positive outlook, the ability to see the glass as half full, and is a valuable attribute for the whole of life'. The Report went on to say that Universities have a critical role to play, at many levels, to help to achieve this. One recommendation, for example, was that through the curriculum, every student should study an enterprise module and that every university should have an active enterprise society, including resources to support business start-up. Employability is high on the priority list of most Vice Chancellors, as is supporting SMEs to be smarter, innovative and more successful.

We have started to initiate debate around the efficacy of the current academic models of Universities, and Lord Young is explicitly advocating that systemic curriculum change and development to prepare learners for the uncharted and uncertain world ahead, is necessary. Do we agree with that, and if so, are we ready, willing and able to oblige!?

Other issues are also emerging – We will refer to the as A⁴ variables – Affordability, Accessibility, Adaptability and Agility. Graduate indebtedness, the ending of interventionist widening participation funding, the skills and training needs for a world with an ageing population, the impact of globalisation and the rate of technological change all pose challenges, yet present opportunities, for our Higher Education Institutions.

To address these issues the Editors propose the following broad themes, but we welcome papers that cut across or go beyond the areas specified below:

- Curriculum (re)design and innovation
- Addressing widening participation through a new market and new models approach
- Better access through Anytime, Anyplace, Anypace philosophy
- Designing and building agile HEI's
- Creating new brand value through differentiation based on innovative pedagogy
- Re-defining academic reward models
- Understanding better 'employability', 'enterprise' and 'entrepreneurship'
- Leadership models that need to emerge to support change management in HE
- The role of global collaboration in a very competitive and regulated environment
- re-consideration of the HEI value-chain – value, value-added and value-adding

A selection of best papers will be published as a special issue in ...

Proceedings of the conference will also be published by IDRAC Research & University of Greenwich Business School conference committee.

FEES

£300 (including conference dinner)

SCHEDULING

Dec 7th – Pre-conference dinner in Greenwich 1900 hrs (informal)

Dec 8th

0900-0930	Welcome and refreshments
0930-1030	Introductory Keynote Address
1030-1230	Presentations
1230-1400:	Lunch
1400-1600:	Presentations / Workshops
1600-1630:	Refreshments
1630-1700:	Networking discussion
1930-2300:	Conference Dinner

Dec 9th

0930-1030:	Presentations / Workshops
1030-1100:	Coffee break / Networking
1100-1130:	Keynote presentation
1130-1230:	Small group discussions
1230-1300:	Closing ceremony
1300-1400:	Lunch
1400-1630:	Guided Campus Tours

THE VENUE

The conference will be held at The Centre for Innovation, Imagination and Inspiration, Hamilton House, Park Vista, The University of Greenwich, London SE10 9LZ



THE CAMPUS

The Royal Maritime Campus, Greenwich – designed and built by Sir Christopher Wren, possibly the most beautiful campus in Europe, and only 10 minutes from London Bridge. Lord Nelson lay in State in the Painted Hall here, and many blockbuster movies are filmed on-campus, including Pirates of the Caribbean, The Kings Speech and Les Miserables. It was used as part of the equestrian events in the Olympics of 2012. Connections into central London are frequent, cheap and easy!

Important dates and rubric:

SUBMISSION DEADLINE: September 29th, 2014 (for full paper) by email to Prof Chris Birch at a.bicott@gre.ac.uk

Proposals must be in English and include the following:

- Title of proposed presentation
- Text of the proposed paper – full papers 3-6000 words, working papers 1-2000 words
- Name(s) of presenter(s)
- Presenter(s) employer or affiliated institution
- E-mail address
- Landline / cellphone numbers
- Short biographical statement regarding the presenter(s)

We are currently finalising journal details, but anticipate a well ranked publication for selected full papers and online publishing for others, as well as publication in the Conference Proceedings.

GUIDELINES for Full Papers

1. **Length of full paper** : 3000-6000 words
2. **Use a minimum of special typefaces.** Bold and italic characters are generally preserved but foreign accents are usually lost in conversion to the publisher's word-processing system.
3. **Bibliographical entries** must provide *complete information* - including the editors/authors' last names and first names or initials, city of publication and publisher for books, and complete article title, volume number, issue number (if necessary, day, month or quarter) and inclusive page numbers for articles and chapters. All items in the References/Bibliography section should be referred to in the text.
4. **Set figures and tables** in separate files - *not* embedded in the text. Tables and figures that are of good quality may be reproduced directly by the publisher from the hard copy of the manuscript but it is preferable to use electronic files prepared according to our guidelines (see below). Make sure that all tables and figures are mentioned within the text (e.g., "Table 1 shows . . .") or "(see Figure 1)." Add: [INSERT FIGURE/TABLE 1 ABOUT HERE] after the paragraph where that mention was first made. For the preparation of electronic files for figures and tables, "Disk Preparation Instructions" will be provided separately.
5. **An entire paper should be in a single file** (except tables and figures) unless it is exceptionally long.
6. The **first page** should start with the author(s)' name(s), followed by the article's title and the abstract. The author(s)'s name, affiliation, address, telephone, and e-mail addresses should appear on the first page (type as plain text, not as an embedded note), so that readers may contact you if necessary.

Working papers can adopt the above format, or they may be shorter abstracts / summaries (to go in the Proceedings) supported by a PowerPoint presentation on the day.

We really look forward to seeing you in Greenwich in December – If you have any questions, please contact me as below ...

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