BBS Education Conference Dubai Programme 2025

The University of Birmingham Dubai

Conference Programme

September 11th, 2025

Conference Organisers and Co-chairs:

Dr. Imen Tebourbi, University of Birmingham Dubai
Dr. Jessica Bellingham, University of Birmingham Dubai
https://www.birmingham.ac.uk/dubai/events/2025/education-conference-2025

Thursday 11th September 2025

Registration	**8.30-9.00**
Harvard Lecture Theatre **Welcome Address** Prof. Yusra Mouzughi, Provost, University of Birmingham Dubai	**9.00-9.10**
Keynote Address **'Business-as-Unusual: Pedagogical Innovation for Inclusive and Transformative Futures'** Professor Jeremy B Williams, College of Interdisciplinary Studies, Zayed University	**9.10-09.40**
Parallel Session 1-A: Harvard Lecture Theatre **Theme: Pedagogical Innovation and Transformative Assessment** Chair: **Jessica Bellingham**	**09:50-10:50**
VR in Business Education Mary Precy Aguilar, University of Kalba	**09.50-10.10**
Proposing Artificial Intelligence Integration in University Finance Curricula **Anthony Stevenson, Heriot Watt University** Tarek Kandil, Heriot Watt University Sean Lochrie, Heriot Watt University Jelena Janjusevic, Heriot Watt University ELHout Rofayda, Heriot Watt University Gary Pheiffer, Heriot Watt University	**10.10-10:30**
Learning Analytics for Student Engagement and Behaviour Modelling for Improved Learning Outcomes: Case Study of Python Programming Module Hamid Mukhtar, University of Birmingham Dubai	**10:30-10:50**
Parallel Session 1-B: Innovation Lounge **Theme: Responsible, Inclusive, and Future-Focused Business Education** **Chair: Heather Jeffrey**	**09:50-10:50**
Green Minds, High Rank: Exploring the Academic Drivers of Sustainability Success Viktorija Mano, Heriot Watt University	**09.50-10.10**
Activist Pedagogies in Higher Education: Educating Change Makers for Ecological Sustainability and Social Justice **Rebecca Keogh**, **University of Birmingham Dubai** Jeremy B Williams, Zayed University, Dubai	**10.10-10:30**

Networks as Catalysts for Professional Growth and Wellbeing: Building Collaborative Communities to Address Structural Barriers Higher Education	**10:30-10:50**
Heather Jeffrey, University of Birmingham Dubai	
Refreshment Break	**10:50-11:10**
Parallel Session 2-A: Harvard Lecture Theatre **Theme: Pedagogical Innovation and Transformative Assessment** **Chair: Lohrasp Sadri**	**11:10-12:30**
Innovative Pedagogical Strategies for Enhancing Student Engagement and Problem-Solving Skills in Business Education	**11:10-11:30**
Lohrasp Sadri, University of Birmingham Dubai	
Designing for Integrity: EdTech-Driven Formative Assessment and Immersive Learning in the GenAI Era	**11:30-11:50**
Jessica Bellingham, University of Birmingham Dubai Jessica Helmi, RMIT University Australia	
A comparative example of writing literature reviews using Google scholar and AI	**11:50-12:10**
Khansa Al-Sabah, University of Birmingham Dubai	
Dubai Fostering autonomous digital content creation: a case for student-initiated podcasting in authentic assessments	**12:10-12:30**
Marvyn Boatswain, University of Birmingham Dubai Heather Jeffrey, University of Birmingham Dubai	
Parallel Session 2-B: Innovation Lounge **Theme: Responsible, Inclusive, and Future-Focused Business Education** **Chair: Imen Tebourbi**	**11:10-12:30**
Cultivating A Sustainability Mindset Through UN PRME-Best Practices	**11:10-11:30**
Agata Stachowicz-Stanusch, Canadian University Dubai	
Panel Discussion: Embedding Sustainability Across University Curricula: Strategies, Challenges, and Impact	**11:30-12:30**
Facilitator: Imen Tebourbi, University of Birmingham Dubai Panellists: Archibong Archibong, Associate Professor of Engineering, Rogelio Levardo, Head of Subject Group, College of Medicine and Health Hassan Ali, Programme Director, MSc Renewable Energy Ahmed Al-Hamadani, Programme Director, MSc Supply Chain Management Fiona Oster, Programme Director, Sustainable Innovation and Entrepreneurship	

Lunch	**12.30-13:10**

Parallel Session 3-A: Seminar room 0409 **Theme: Pedagogical Innovation and Transformative Assessment** **Chair: Amira Hussain**	**13:10-14:40**

Bridging Academia and Industry: A Postgraduate Research Poster Symposium as a Catalyst for Mutual Impact Shereen Nassar, Heriot-Watt University, Dubai	**13:10-13:30**

Workshop: From Prompt to Prototype: Using Generative AI to Code Simulation-Based Learning Brandon Abdul Baki, Emirates National Schools	**13:30-14:30**

Parallel Session 3-B: Innovation Lounge **Open Forum: Diverse Perspectives and Approaches in Business Education** **Chair: Ryan Henderson**	**13:10-14:30**

Teaching Tomorrow's Accountants Today: A Business Intelligence Integration Case Study Natalie Al-Samarrai, University of Birmingham Dubai	**13:10-13:30**

Decolonising the Taxation Curriculum: Navigating Constraints and Opportunities in Transnational Business Education **Ryan Henderson, University of Birmingham Dubai** Heather Jeffrey, University of Birmingham Dubai	**13:30-13:50**

Workshop: Performing Possibilities: Forum Theatre as Ontological Worldmaking in Transnational Business Education Heather Jeffrey, University of Birmingham Dubai	**13:50-14:30**

Refreshment Break	**14:30-14:50**
Parallel Session 4-A: Seminar room 0409 **Theme: Pedagogical Innovation and Transformative Assessment** **Chair: Alessio Faccia**	**14:50-15:50**

The Resurgence of Oral Examinations: Reinstating Certainty in an AI-Pervaded Academic Environment Alessio Faccia, University of Birmingham Dubai	**14:50-15:10**

Enhancing the Undergraduate Student Learning Experience: A Case Study of Targeted Interventions Ahmad Ibrahim, University of Birmingham Dubai Mian M. Hamayun, University of Birmingham Dubai	**15:10-15:30**

Tiered based approach for engaging and promoting learning of students in computing modules	**15:30-15:50**

Abdul Wahid, University of Birmingham Dubai
Syed Fawad Hussain, University of Birmingham Dubai

Parallel Session 4-B: Innovation Lounge **Theme : Open Forum: Diverse Perspectives and Approaches in Business Education** **Chair: TBC**	**14:50-15:50**

Panel discussion: AI-Driven Assessment: Balancing Innovation and Integrity in Business Education "Topic/Theme	**14:50-15:50**

Facilitator: Shereen Nassar, Heriot-Watt University, Dubai Campus
Panellists:

Safwa Abdul-Aziz, CEO of screenback.ai and Adjunct Faculty in Education at Sharjah Education Academy
Christina Gitsaki, Research Coordinator at the Center for Educational Innovation, Zayed University
Philippa Wraithmell ,CEO and Founder of EdRuption,