



Brunel
University
London

Brunel Business School

Industry@Brunel Forum

**Shaping Tomorrow's Business
Landscape through Research
and Industry Excellence**

Monday, 17th of June, 2024

9am – 5pm

Novotel Hotel, Hammersmith, London



Industry@Brunel Forum

Shaping Tomorrow's Business Landscape through Research and Industry Excellence

The **Industry@Brunel** Forum is a business event designed to bring together policymakers, practitioners, and academics to discuss challenges and solutions, and to learn from peers. This event focuses on sharing solutions within the four pillars of academic excellence at Brunel Business School: (i) Impact Entrepreneurship and Innovation Leadership, (ii) Equality, Diversity, and Inclusion, (iii) Sustainable Digital Economy, and (iv) Healthcare and Wellbeing Management. The event aims to bridge the gap between research and its application, bringing together BBS academics and industry experts to discuss important topics that affect businesses and society. The Forum serves as a platform for BBS to communicate its research excellence to the industry and the wider business community, exploring how it can potentially benefit them.

The first session will focus on entrepreneurship and innovation. Experts in this session will discuss the main challenges faced by entrepreneurs and how organizations can foster innovation to stay competitive in today's rapidly changing business landscape.

The second session will focus on equality, diversity, and inclusion. Experts in this session will discuss how organizations can create a more inclusive workplace and address issues of diversity and equality. They will also discuss if there should be a business case for diversity and inclusion and what that would mean in practice.

The third session will focus on sustainable digital economies. Experts will discuss how digital technologies can be used to create sustainable and inclusive economies, the opportunities and challenges associated with the digital economy, and the role of businesses in shaping its future.

The fourth and final session will focus on healthcare and well-being management. Experts will discuss the main challenges facing this field, including the ageing population, mental health, and chronic diseases. They will also discuss the role of businesses in promoting health and well-being in society.

Overall, the Forum aims to inspire a rich dialogue among participants, encouraging the sharing of innovative ideas, strategies, and research findings. The goal is to cultivate a forum that highlights critical issues, showcases actionable solutions, and fosters collaborations between academia and business for societal betterment.



9:00 AM - 9:30 AM: Registration & Networking

9:30 AM – 9:40 AM: Welcome note by Professor Ashley Braganza, Dean of Brunel Business School

9:40 AM – 9:55 AM: Keynote by Lord Kulveer Ranger, The Lord Ranger of Northwood, House of Lords

9:55 AM – 10:10 AM: Keynote by Professor Andreas Klasen, University of Oxford

10:10 AM - 11:20 AM

Session 1 - Innovating and Strategizing with Impact: Universities as Agents of Social and Corporate Change

Moderator: Dr Georgios Batsakis

Impact Entrepreneurship & Innovative Leadership AoE Lead

Panelists

Dr **David Botchie**, Dr **Weifeng Chen**, Dr **Marios Samdanis** and Ms **Dani Saghafi** (BBS); Mr **Nathan King** (Programme Director, The Liberti Group)

11:20 AM - 11:35 AM: Coffee break

11:35 AM - 12:45 PM

Session 2 - Equality, Diversity, and Inclusion: Building Inclusive Societies

Moderator: Professor Shireen Kanji

Equality, Diversity and Inclusion AoE Lead

Panelists

Professor **Mustafa Ozbilgin**, Dr **Bryan McIntosh** (BBS) and **Paul Deemer** (Head of Diversity and Inclusion, NHS Employers, in conversation)

12:45 PM - 1:45 PM: Buffet Lunch & Networking



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PROGRAMME

1:45 PM - 3:15 PM

Session 3a - Sustainable Digital Economies: Innovations for Environmental Preservation

Moderator: Dr Pantea Foroudi

Sustainable Digital Economics AoE Lead

Panelists

Professor **Ashley Braganza**; **Sue Daley**, Director of techUK Technology and Innovation Work; Dr **Nisreen Ameen**, Royal Holloway, University of London and Director of the Digital Organisation and Society Research Centre; **David Elcombe**, Managing Director, WindWorkX; **Marco Forgione** MIE Director General, Institute of Export & International Trade

3:15 PM - 3:30 PM: Coffee break

3:30 PM – 3:45 PM

Session 3b - Sustainable Digital Economies: Innovations for Environmental Preservation

Moderator: Dr Pantea Foroudi

Sustainable Digital Economics AoE Lead

Panelists

Professor **David A. Schweidel**, Professor of Marketing, Emory Business School, USA (Online)

3:45 PM - 5:00 PM

Session 4 - Healthcare and Wellbeing Management: Strategies for Global Health Equity

Moderator: Prof Francesco Moscone

Healthcare and Wellbeing Management AoE Lead

Panelists

Professor **Dorothy Yen**; Dr **Asieh Hosseini Tabaghdehi** (BBS); Professor **Sonia Cottom**, Pain Association Scotland, Royal College of General Practitioners; Dr **Catia Nicodemo**, University of Oxford; Dr **Emmanuel Alexandrakis**, WifOR Institute (Online)

5:00 PM – 7:00 PM

Networking Reception

An opportunity to Meet Your Peers Informally

