

# REPORT

## CONFERENCE REPORT - 2024



### Event

**Network of International  
Business Schools**  
Conference 2024  
11–13 June 2024  
#NIBS2024

### Venue

**Manchester Metropolitan  
University Business School**  
All Saints, Oxford Road  
Manchester M15 6BH

### Attendee

**Dr. Adity Saxena**  
Dean & Professor  
School of arts and Design  
Woxsen University

# OVERVIEW

This report details my recent visit to Manchester, UK, to attend the NIBS Conference 2024. The visit aimed to represent Woxsen University, explore collaboration opportunities, and connect with colleagues worldwide.

During the three-day NIBS Conference, I had the opportunity to visit the University of Salford and meet with Assistant Dean Timothy Isherwood. The tour provided insight into the design students' work and included discussions on potential collaborations. A key topic was the Social Immersion film, a course that engages Foundation students with the community while maintaining design journals to document their observations.

Another significant interaction was with Dr. Rachelle Viader Knowles, Head of International, Faculty of Arts and Humanities at Manchester Metropolitan University. My visit coincided with the students' final design exhibition, where I observed their projects, highlighting the integration of design, sustainability, and space. I delivered two presentations at the conference.

On Wednesday, June 12, Woxsen University competed for the David Gillingham Award. Three universities were selected: Manchester Metropolitan University Business School, Hanza University of Applied Sciences, and Woxsen University. Our presentation, "The Business Tournament: A COIL Project," focused on empowering ragpicker communities and fostering cross-cultural entrepreneurial solutions through design thinking in India and Brazil. Members will vote on the presentations, with one vote per university.

The Gala Dinner provided an informal setting to interact with NIBS partners. On Thursday, June 13, I had the incredible experience of visiting Manchester United Football Club.

This opportunity allowed me to understand the complexities of leadership in a global context, industry-academia collaboration, and the creation of a sustainable learning environment. It also highlighted the importance of fostering a culture of care for learners, facilitators, and other stakeholders in higher education.

On Tuesday, June 11, I presented on NIBS Member opportunities, focusing on collaboration opportunities offered by Woxsen University. There was notable interest in our Doing Business in Emerging Markets (DBEM) program, Design in India, and Social Immersion Program. Business Deans were particularly keen on understanding the relevance of these programs in business education.

One notable shift at NIBS 2024 compared to NIBS 2023 was the inclusion of design as a critical component, highlighted by keynote speaker Jalaj Hora, who discussed Sustainable Product Innovation. Jalaj, a materials expert and futurist, shared his experience in unifying technology, design, and social consciousness to create innovative product platforms.

On day one, I participated in the Deans' session, which provided valuable insights into common leadership challenges. The session, attended by eight Deans, covered topics such as team building, motivating research, conflict resolution, negotiation, and school vision.





# DAY 1

Monday 10 June



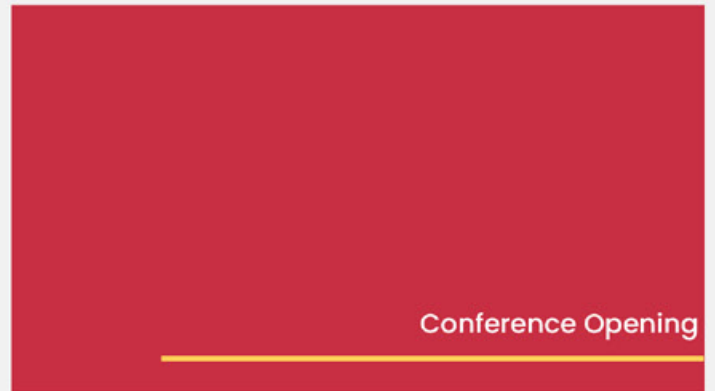
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# DAY 2

Tuesday 11 June





# DAY 3

Wednesday 12 June



Conference following with Gala dinner

# DAY 4

Thursday 13 June

Industry visit to United football club





