

## ENQUIRIES

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**Bournemouth  
University**



FESTIVAL of  
**LEARNING**

**Indonesia**

**Global Festival  
of Learning**

**BINUS University,  
Indonesia**

**27 March 2017**

[www.bournemouth.ac.uk/global-fol](http://www.bournemouth.ac.uk/global-fol)

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## Key

These icons show the type of event

### Activity type



Interactive workshop



Lecture/talk



Exhibition



Cultural performance

### Audience type



General audience



University academic  
staff and students



Businesses/Industry

## Location

All events will take place at BINUS University

## WELCOME

We are delighted to welcome you to our Global Festival of Learning ASEAN 2017. Our Global Festival of Learning builds on our popular UK-based Festival which is now in its fifth year running.

The Festival of Learning is a celebration of learning and has showcased BU's research and expertise to a wide and varied audience over the last five years. In recognition of our home-grown Festival's growing popularity and reputation, and following a highly successful pilot in 2016, we are now taking the Festival of Learning global again this year. This year's ASEAN Festival of Learning has been designed to showcase and disseminate the expertise of both our institutions and in doing so, we hope

it will inspire learning, encourage new thinking, and nurture creativity and innovation. We know that the success of this Festival is made possible by the many people who have worked so hard in planning and organising such a rich and varied schedule of interactive sessions and activities. A huge thank you therefore to the staff and students from both our institutions who have got us to this point. We wish you all a very enjoyable and productive Festival and a memorable stay in Indonesia.

**Professor John Vinney**  
Vice-Chancellor, Bournemouth University

**Professor Dr Ir. Harjanto Prabowo, MM**  
Rector, BINUS University

## Introduction

The Global Festival of Learning is our way of celebrating learning and knowledge and what better way to start this event than to be here with colleagues in Indonesia? Although this is only the second Global Festival of Learning it is already attracting much attention and this year we focus on some of the more pressing issues that are being faced in the UK and Indonesia.

Together with BINUS University, we have arranged a fantastic programme of keynotes, plenary sessions and cultural activities, covering topics ranging from tourism & business, marketing, science and journalism, social interactions, and leadership and innovative learning. We look forward to engaging and sharing thoughts with colleagues and people during the Festival and experiencing the fantastic programme of social and cultural activities arranged for us by our wonderful hosts, BINUS.

The Global Festival of Learning is more than just an event – it is how BU works closely with our valued partners to co-create impact with communities and regions across the globe. We are confident that you will meet like-minded people, create new ideas, share common professional ground, inspire others and celebrate the joy of learning so that the Festival is both stimulating and rewarding.

**Dr Sonal Minocha**  
Pro Vice-Chancellor (Global Engagement)

**Professor John Fletcher**  
Pro Vice-Chancellor  
(Research and Innovation)

## Keynote speaker - Professor Ir. Wiendu Nuryanti, MArch, PhD

Universitas Gadjah Mada (UGM), Yogyakarta  
Vice-Minister of Education and Culture for Cultural Affairs,  
Ministry of Education, Government of Indonesia (2011-2014).



With a professional background in architecture and urban planning, Dr. Wiendu Nuryanti is recognized as being a prominent expert on culture, tourism and development issues in

Indonesia. She was Vice-Minister of Education and Culture for Cultural Affairs in the Ministry of Education (2011-2014). At the end of her service, Dr. Nuryanti received the Bintang Mahaputra Utama (Medal for Outstanding Service to the Nation), Highest Class in 2014.

For her academic background, Dr. Nuryanti did her undergraduate studies in Indonesia, obtaining degrees in architecture and urban planning before going to

study in the USA where she received her Master's Degree in Architecture and Urban Design at the University of Wisconsin (1987). Later, she obtained a Ph.D. in Tourism Planning and Regional Development from the Universities of Surrey and Bournemouth in the UK (1998).

In 2007, Dr. Nuryanti was appointed Professor of Architecture and Tourism Planning in the Dept. of Architecture and Planning at Gadjah Mada University in Yogyakarta, Indonesia.

## PROGRAMME

8:30am	<b>Registration</b> Foyer, BINUS University Main Building, Kampus Anggrek
9:00am	<b>Welcome and traditional dance</b>
9:15am	<b>Welcome address</b> Professor Dr. Ir. Harjanto Prabowo, MM, Rector, Auditorium, Kampus Anggrek, BINUS University
9:30am	<b>Welcome address</b> Dr Sonal Minocha, Pro Vice-Chancellor (Global Engagement), Bournemouth University
9:45am	<b>Keynote speaker</b> Prof. Ir. Wiendu Nuryanti, Professor of Architecture and Planning, Universitas Gadjah Mada
10:30am	<b>Break</b>
10:45am	<b>Tourism and Business &amp; Marketing sessions</b>
12:15pm	<b>Lunch</b>
12:30pm	<b>Fringe events</b>
1:30pm	<b>Panel discussion: The relationship between science and journalism</b>
2:30pm	<b>Break</b>
2:45pm	<b>Social interactions and Leadership &amp; Innovation sessions</b>
4:45pm	<b>Closing ceremony</b>





## TOURISM AND BUSINESS

### Keluargaan as a Foundation of Indonesian Business Norm

Dr Marko S. Hermawan,  
BINUS University, Indonesia

 11:30am



### Smart Tourism and Agile Destinations

Prof Dimitrois Buhalis, Yeyen Sinarta  
& Malvika Nighojkar  
Bournemouth University, UK

 10:45am



Based on Smart Cities research and methodologies, a Smart Tourism Destination successfully implements smartness which is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance in order to develop the collective competitiveness of tourism destinations to enhance social, economic and environmental prosperity for all stakeholders. Interoperability and ubiquitous computing ensure that everybody is interconnected and processes are integrated towards generating value, through dynamic co-creation, sustainable resources and dynamic personalisation and adaptation to context.

The study of ethnic influence is rarely discussed, especially in regard to Indonesian business relationships. This study explores one holistic Javanese norm that has not been fully developed by other references; kekeluargaan. The term is commonly used and understood by Indonesian society, but is underdetermined by Western literature. By elaborating the Javanese values of respect and rukun, the study identifies that kekeluargaan extends beyond its original term, especially when touching upon gaining understanding and commitment to bind its members within an organisation. A qualitative and indigenous approach is used to determine the norm, by investigating two organisations that have similar characteristics in terms of founding fathers (Indo-Chinese) and a mixture of ethnic groups as their employment goals. Thus, this study attempts to contextualise kekeluargaan norm and its application to Indonesian business.



## MARKETING

### Word-of-mouth: Unlocking its Potential

Dr Fiona Cownie,  
Bournemouth University, UK

 10:45am



Dr Fiona Cownie explores word-of-mouth as a marketing communication tool. The session will: introduce Word of Mouth and its potential role within marketing communication; show examples of how organisations seek to stimulate Word of Mouth; discuss NPS as measure of Word of Mouth; highlight Word of Mouth as a key outcome of relationship marketing (RM); highlight the impact of culture on RM and specifically Word of Mouth; demonstrate the implications of the particular cultural characteristics of the ASEAN countries on Word of Mouth. This session links to Dr Cownie's research, which is largely focused on relational approaches to higher education, including Word of Mouth.

### Aesthetics in ASEAN

Dr Firend Rasch,  
Bournemouth University, UK

 11:30am



Dr Rasch will present recent research findings regarding aesthetics in ASEAN/ South-East Asia. The audience will learn more about the use of images of beauty in media and how it affects/alters their perception of beauty. Attendees will gain deeper understanding of the impacts of beauty and how images alter their perception of reality. The presented findings are the results of research that has been taking place over the last two years. Attendees all benefit by being exposed to latest practices by media and marketers and how modern branding and aesthetic practices is changing the perception of consumers in Southeast Asia.

Cultural Performance

Foyer

🕒 12:30pm



Craft Activities

Foyer

🕒 12:30pm



View Students' Poster Presentations

Foyer

🕒 12:30pm



FRINGE  
EVENTS



PANEL  
DISCUSSION

The Relationship Between  
Science and Journalism

Dr An Nguyen, Bournemouth University,  
UK & Harry Surjadi, President of  
Indonesian Branch of World Federation of  
Science Journalists, Indonesia

🕒 1:30pm



This session will focus on the many challenges to the working relationship between science and its institutions on the one hand and journalism and news organisations in the context of a developing country on the other. Potential remedies to enhance that relationship for the sake of development will be explored. Following a presentation by Dr Nguyen, a panel of local scientists and science journalists will be chaired by Mr Harry Surjadi. The discussions will touch upon promoting the mutual understanding and collaboration between the two worlds of science and journalism.





## SOCIAL INTERACTIONS

B1

### Staying Competitive in the News Business; Social Media Engagement of Journalists in Indonesia

Christine Gneuss,  
BINUS University, Indonesia

🕒 3.15pm



### Broadcast Journalism Today

Professor Guy Starkey,  
Bournemouth University, UK

🕒 2:45pm



Today, broadcast journalism uses three interconnected media - radio, television and online. We show how radio and television developed in the UK and how the technology of broadcast journalism has evolved over ninety years. We explain how online content now adds new perspectives to broadcast journalism. This presentation begins with an overview of both the technology and the institutions involved in broadcast journalism in the UK. It demonstrates how and why the technology has evolved and the multi-channel environment of today's broadcast journalism has emerged. Familiarity with the BBC will be used and attendees will develop a greater sense of differences and similarities between the UK and ASEAN contexts.

Jakarta – the most Tweeting city in the world. For those who are involved in the Social Media industry, this is not necessarily earth-shattering news. Interesting however is the usage of Twitter today in the great archipelago; although many Indonesian millennials are moving their digital social lives towards other competitors, such as Instagram, Gen X is using Twitter still very actively for political debates and discussions. In a time where traditional media is competing to find a foothold in the digital world, a closer inspection on how individual journalists' accounts inspire viewer and reader engagement, is very much crucial for these media players in order to stay competitive. This session encompasses how outcomes of initiatives such as Editor's Lab\* held in Jakarta strive to find international solutions, based on local strategies and observes how Indonesians engage in political discussions online, with a focus on how traditional media can leverage from the current online landscape.

### Understanding Financial Scams and Avoiding Them

Dr Lee-Ann Fenge,  
Bournemouth University, UK

🕒 3.45pm



If you want to learn more about financial scams and become better equipped to avoid becoming a scam victim, come to this session. Financial scammers are more likely to target those with wealth, and older people may be specifically targeted. It is believed that this demographic is more prevalent in the ASEAN countries. Learn from the research currently being undertaken by the National Centre of Post-qualifying Social Work in collaboration with key national agencies in the UK.



### Strengths Based Approaches to Leadership/Lean-ership: Lean for Leaders in Higher Education

Susanne Clarke, Dr Lois Farquharson & Samantha Everett, Bournemouth University, UK

 **3:45pm**   

Lean as an approach to continuous improvement is underpinned by the key concept of respect for people. Over 150 HEIs have already evidenced the value of Lean and continue to develop Lean as a strategic tool for organisational success. Lean approaches can be applied to service activities within HE (Finance, Student Services, Accommodation etc.), however they are increasingly being used directly to improve teaching and research activity. A Lean Leader can be drawn from any role but it has been found that there is a gap in positive people focused lean leadership development. Bournemouth University is an active member of the Lean in Higher Education Global Group, which interacts with over 150 universities worldwide and therefore will offer practical examples from their own and the wider Lean Community of Practice in this session.

### Gamification in Accounting: An Innovation of Teaching and Learning in Tertiary Accounting Education

Dra. Ang Swat Lin Lindawati, BINUS University, Indonesia

 **3:15pm**   

Understanding accounting can be challenging for students whether they are enrolled in a financial accounting course or are taking accounting classes as majors. Today's university students report that they prefer visual contexts and active learning environments rather than passive lectures. Offering gamification is the alternative model in learning and teaching in accounting. Gamification is a popular term to describe the pedagogical technique associated with game-based learning. This is an innovation tool to make the process of teaching and learning in accounting more interesting. Gamification can be defined as applying the mechanics of games in order to make learning more appealing. Gamification refers to the use of game design strategies to engage users in activities that are traditionally regarded as inherently utilitarian.

### A Strategy for Maximising Learning Gains

Dr Milena Bobeva & Glebs Kiselov, Bournemouth University, UK

 **2:45pm**   

This session introduces the concept of learning gains and presents a strategy for maximising these through extra-curricular activities. Student lived experiences with formal, social and experiential learning will be shared and evidenced through e-portfolios. You will be invited to discuss opportunities for international collaboration in studying learning gains and student employability. Attendees will gain: understanding of learning gains and how they differ from learning outcomes and value-added; appreciation of how personalisation of education could be achieved through linking course studies with extra-curricular activities, thus fusing formal, social and experiential learning; recognition of the role of reflective accounts and e-portfolios as evidence of learning gains and student employability.

**LEADERSHIP  
& INNOVATION**

## MEET THE EXPERT EXHIBITION

### Bournemouth University

### Hotel Mulia, Jakarta

#### 10:00am **Meet the Expert Exhibition – Morning session**

Faculty of Management (FoM) Section

##### **BU Staff:**

Professor Dimitrios Buhalis – Area of specialism: Tourism & Hospitality

Dr Milena Bobeva – Area of specialism: MBA and Business Studies

Dr Firend Rasch – Area of specialism: Marketing

BU alumni in Indonesia

Faculty of Media & Communication (FMC) Section

##### **BU Staff:**

Dr Fiona Cownie – Area of specialism: Corporate & Marketing Communication

Professor Guy Starkey & Dr An Nguyen – Area of specialism: Journalism

BU Alumni in Indonesia

#### 10:00am **Parallel session: Studying tourism and hospitality in the UK workshop**

Prof Dimitrios Buhalis - Area of specialism:

Tourism & Hospitality

30 - 40 minute presentation followed by 20 - 30 minute Q&A

#### 11:00am **Parallel session: Life in the UK – Studying essentials workshop**

Ryan Miles – Area of specialism: Student Recruitment

Kania Hartawan, Current BU student studying MSc International Risk Management & Finance

30 - 40 minute presentation followed by 20 - 30 minute Q&A

#### 12:00pm **Lunch and networking**

Opportunity for future students and family to meet with BU staff and alumni and informally discuss future studies in the UK

TUESDAY  
28 March



**TUESDAY  
28 March**

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1:00pm **Meet the Expert Exhibition – Afternoon session**

The same as morning session

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1:00pm **Parallel session: Studying an MBA in the UK workshop**

Dr Milena Bobeva – Area of specialism:  
MBA and Business Studies

30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

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2:00pm **Parallel Session: Studying Media & Communication in the UK workshop**

Dr Fiona Cownie – Area of specialism: Corporate &  
Marketing Communication (BU)  
BU alumni in Indonesia

30 - 40 minutes presentation followed by 20 - 30 minutes Q&A

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## ORGANISING COMMITTEE BIOGRAPHIES

### Dr Malcolm McIver

**Associate Dean (Global Engagement)  
Faculty of Health & Social Sciences  
Bournemouth University**

Following a successful career in the field of healthcare, where he rose to the position of General Manager of a large specialist hospital in the UK, Dr McIver commenced a career in education in 1985 as a Senior Lecture at Homerton College of Health Studies, Cambridge. For more than ten years he held a number of senior positions in the Health Faculties of several UK Universities and as a visiting professor overseas. In 2012 he was appointed as the University of Hertfordshire's Director of Studies to the INTI Education Group, with responsibility for overseeing the management and delivery of the Universities 40+ undergraduate and postgraduate pathways for more than 3000 students across SE Asia.

In 2015 he returned to the UK to take up a post at Bournemouth University where he is the Associate Dean in the Faculty of Health and Social Sciences with more than 4800 students; the ASEAN Academic Lead for the University, and sits on the Advisory Board of Wessex International Healthcare Consortia.



### Dr Alastair Morrison

**International Partnerships Development Manager  
Bournemouth University**

Dr Alastair Morrison has been International Partnerships Manager at Bournemouth University since 2012. Previous to that he worked for nine years at the British Library, collaborating with partner institutions worldwide to preserve and research the Silk Road. He lived in China for four years and has research interests in contemporary Chinese culture and literature.

### Ryan Miles

**Regional Manager for South East Asia  
International Marketing and Student Recruitment Team**

Ryan has been the Regional Manager for South East Asia at Bournemouth University since 2012, with responsibility for Indonesia, Thailand and Vietnam. He has built substantial links within Indonesia and has travelled extensively throughout the archipelago promoting UK Higher Education. Ryan has served as the main point of contact for the BINUS – BU relationship since its inception. Prior to that he studied his Master's in International Marketing at Bournemouth University and was awarded the Hamworthy Water Systems Prize for the student displaying the best cultural adaptability in recognition of his work with international students.



## SPEAKER BIOGRAPHIES

### Dr Milena Bobeva

**Principal Academic  
MBA Director  
Faculty of Management  
Bournemouth University**

Dr Bobeva is a key advocate of education innovation through staff-student collaboration and Technology Enhanced Learning. Her subject expertise is multidisciplinary, with key focus on system analysis, business process improvement, blended and e-learning, and performance management. Her experience covers both large undergraduate (over 300 students) cohorts and small groups of MBA students. The outcomes of working with students as partners in subject-based research, enquiry and consultancy have been reported through a variety of channels, including conference publications, workshops and reports. Milena is a Member of the Chartered Management Institute since 2012. Her latest project has been on reverse mentoring in Higher Education.

### Professor Dimitrios Buhalis

**Head of Department – Tourism & Hospitality  
Faculty of Management  
Bournemouth University**

Professor Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is Director of the eTourism Lab at BU. He was also the President of the International Federation of Information Technology for Travel and Tourism (IFITT) 2010-2014. He has worked at the Universities of Surrey, Westminster and the Aegean. He has written 18 books and more than 100 articles. Dimitrios has been involved with a number of European Commission FP5, FP6, FP7 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission on eTourism. He was Vice President on the Board of Affiliate Members of the United Nations World Tourism Organization (UNWTO), and has recently been elected as the first Vice President of the International Academy for the Study of Tourism.

### Susanne Clarke

**Head Of Service Excellence  
Bournemouth University**

A key theme of Susanne's career has been a passion for embracing positive methodologies that support organisational and team performance. This has led to working with others in Higher Education to develop Lean methods and approaches to learning from what works using Appreciative Inquiry to support performance enhancement. Susanne has led transformational change programmes to improve the student experience and in her current role as Head of Service Excellence at Bournemouth University she leads activity which promotes embedding an excellence culture. Susanne was named as one of the top 25 trailblazing individuals from around the world by Lean Manufacturing Journal in 2016, recognising her work in adapting Lean methodologies and Service Excellence in Higher Education. Susanne sits on the Lean In Higher Education Global Steering Group which supports Lean and Improvement in Higher Education. Prior to her career in Higher Education, Susanne qualified as an accountant and held senior posts within the technology sectors.

**Dr Fiona Cownie**

**Senior Principal Academic  
Faculty of Media & Communication  
Bournemouth University**

Dr Cownie has worked in a number of roles including Associate Dean - Media Production, Head of Quality, Head of Programmes. She has been involved in curriculum development over a number of years, most recently driving the development of the media production postgraduate and undergraduate frameworks. As a tutor, she has delivered units within the Corporate and Marketing Communications undergraduate and postgraduate frameworks, Relationship Marketing. Fiona is currently studying for a Ed D at Southampton University, focusing on undergraduate students' commitment within HE and its impact on their intentions to emit word of mouth communication.

**Dr Lois Farquharson**

**Head of Department of Leadership  
Strategy & Organisations  
Faculty of Management  
Bournemouth University**

Dr Farquharson has employed the positive philosophy and practice of continuous improvement in collaboration with various organisational stakeholders to develop teams and individuals in the context of organisational vision, mission and goals. As a Chartered Fellow of the Chartered Management Institute, People-centred Lean approaches and Appreciative Inquiry underpin much of her work. She built and leads BU's new multi-disciplinary Leadership, Strategy and Organisations Department. She has also supported wider organisational development through the implementation of a new Academic Career Framework and Workload Planning Framework. Lois is active in applied research in areas including leadership and HRM good practice, collaborating with organisations including IiP Scotland, NHS Lothian, and Dorset and Devon & Cornwall Police Forces. She has supervised PhD and DBA theses in a range of areas. Previously, Lois was Director of Research Degrees (PhD and DBA) at Edinburgh Napier University with the remit of revitalising the doctoral research community.

**Dr Lee-Ann Fenge**

**Associate Director Of Employer Engagement (Social)/Deputy Director  
The National Centre for Post Qualifying Social Work (NCPQSW)  
Bournemouth University**

Dr Fenge is currently Associate Dean for Postgraduate Students in the School, having strategic oversight of CPD, Master's programmes and research students within the school. In 1987 she undertook a Masters in Social Work at the LSE, and then worked in various social work posts with older people and disability groups. She has worked at BU since 1995, teaching on both undergraduate and postgraduate programmes. She completed her doctorate in 2008, and has been involved in research and enterprise projects linked to the use of participative methodologies with both older people and youth, specifically linked to issues associated with social inclusion and the voice of under-represented groups. She has written about participative research, disenfranchised grief, doctoral education, and research with older people.

**Christine Gneuss**

**Head of Program of Communication  
Faculty of Computing & Media  
BINUS University International**

Christine Gneuss commenced her university career in 2009 and spent five years in the capacity of lecturer in Barcelona, Antwerp and Brussels. She has extensive experience in search engine optimisation and co-founded a creative agency partnership in 2011, one of her clients being Spain's largest English speaking publication. Currently she is pursuing a Doctorate with a research focus on communications' and digital content creation.

**Dr Marko S. Hermawan**

**Head of Program of International Business & International Accounting of Finance**  
**Faculty of Business**  
**BINUS University International**

Dr Hermawan is Head of Program of International Business (IB) & International Accounting of Finance (IAF), Faculty of Business, Binus University International. His main role is to organise study and curriculum mapping, handling students and coordinating lecturer assignments. He gained his Master degree in International Business from Curtin University in 2000 and PhD in Accounting at Victoria University of Wellington in 2015. His research interests are institutional theory, organizational cultures, and behavioral accounting. In the last 10 years he has worked, mostly as an accountant, in work related to IT, and the pharmaceutical and education industries. He is well-versed in the usage of accounting software, including lecturing MYOB for undergraduate students.

**Dra. Ang Swat Lin Lindawati**

**Lecture Specialist**  
**Faculty of Economics and Communication**  
**BINUS University**

Dra. Lindawati is currently a Lecture Specialist in the Program of Accounting, Faculty of Economics and Communication, BINUS University. She has previously lectured for a number of years in the School of Accounting and Finance, Faculty of Commerce at the University of Wollongong, Australia and School of Accounting, Faculty of Economics at the University of Muhammadiyah, Malang, Indonesia and Faculty of Business at Ma Chung University, Malang, Indonesia. She achieved her Master Honours of Commerce in 2002 and her PhD in Accounting in 2010, both from the University of Wollongong, Australia. Her current research field includes: Financial Engineering, Gamification in Accounting, Social and Collective Entrepreneurship and Accounting for Biodiversity. Dra. Lindawati is a Keynote Speaker, Moderator, and Presenter for Conference, Symposia, Seminar Series, and workshops at national and international level with a particular focus on Multidiscipline of Accounting; Business and Entrepreneurship; Gender and Feminist; and Qualitative Research.

**Dr An Nguyen**

**Associate Professor**  
**Faculty of Media & Communication**  
**Bournemouth University**

Dr Nguyen is Associate Professor in the School of Journalism, English & Communication. A former Vietnamese journalist and Australian-educated scholar, he has taught in five British and Australian universities. He headed journalism at University of Sussex and lectured at University of Stirling, where he co-founded and directed its successful Vietnam-based MSc in Media Management. An has examined journalism output and draft policy, as well as provided research and training consultancy, for many industry and government organisations. Among his recent non-academic clients are the Broadcasting Board of Governors (US Government), Radio Free Asia, Voice of Vietnam, and World Federation of Science Journalists. An also frequently engages with non-academic audiences on media issues, having been invited to deliver public and industry lectures in eight countries as well as expert interviews and commentaries in Dutch, Indonesian and Vietnamese media.

**Dr Firend Rasch**

**Senior Lecturer in International Marketing**  
**Faculty of Management**  
**Bournemouth University**

Dr Rasch holds a PhD in applied management and decision science (USA) MSc in Technology Management (USA) and post-graduate certification in International Marketing Asia Pacific studies from Canada. He is a prominent scholar and expert in the Southeast Asian region. He worked as investments banker with major banks in California and the United States and as Senior Management Consultant with McKinsey & Company, KPMG, and Anderson Consulting advising U.S. Fortune 500 companies. He served in the investment committee of Qatar Investment Authority. He has lectured in numerous countries including USA, Korea, Malaysia, Qatar and UAE.

**Professor Guy Starkey**

**Professor and Associate Dean (Global Engagement)  
Faculty of Media & Communication  
Bournemouth University**

Professor Starkey is a former radio practitioner whose PhD focused on balance and bias in the BBC's 1997 general election coverage. His publications include *Radio in Context*; *Balance and Bias in Journalism: Representation, Regulation and Democracy*; *Radio Journalism and Local Radio*, *Going Global*. Other research activity includes work with the University of Minho, Braga, Portugal, the Technical University of Lisbon, the Ecole des Mines, Paris. He was a Consultant to European Broadcasting Union in 2011. He is a PhD examiner for universities in Adelaide, Barcelona, Bilbao and Madrid.



## HOW TO FIND US

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