

## 38th Annual Businet Conference Programme

### 12<sup>th</sup> to 15<sup>th</sup> November 2025

#### Wednesday 12<sup>th</sup> November 2025

Time	Activity	Room
	<b>Pre Conference Tours</b> A series of 2-hour walking tours to introduce and explore the City of Sofia have been organised for delegates wishing to participate. The tours will take you through the city taking in National Palace of Culture - Vitoshka street - Sofia City Court - St. Nedelia Church - remains of Roman Serdica - Triangle of Religious Tolerance - Rotunda of St George - the presidency - the former Kings' Palace - the National Theatre - the Seven Saints Church. The walking distance is 4.7 km. There are 30 places on each tour. The tours depart at the times below from reception area of the Hilton Hotel and you must register at the conference desk to participate. 11.00 13.30 15.30	Conference Desk - Foyer
13.30 - 15.15	<b>Newcomers Introduction</b> <i>An introduction to Businet for new members and guests.</i> <i>Led by the Businet Board: <b>Nico Nijsten, Mindaugas Samuolaitis, Ferdi Hofstede, Yvonne Farrand and Heidi Vervaecke</b></i>	Ruen 1 & 2
15.30 - 17.30	<b>International Relations Managers Working Group</b> Facilitated by <b>Ria Slingerland</b> and <b>Isinsu Atalay</b> .	Ruen 1 & 2
	<b>Official Conference Opening</b>	
18.30	<b>Global Aperitif and Welcome</b> <i>Informal welcome and conference opening</i> Delegates are asked to bring delicacies from their region/country in order to share with fellow delegates. An appropriate table for each country represented will be made available. The room for the Global aperitif can be accessed at 18.00 for the setup of contributions to this event.	Conference Foyer

20.15

**Dinner**

*A buffet dinner to welcome you to Sofia.*

Oxbo/Exec Lounge

*Close 23.30*

**Thursday 13<sup>th</sup> November 2025**

08.45

**Assemble in Main Conference Room**

Moussala

08.50

**Welcome to the 38<sup>th</sup> Annual Businet Conference**

**Nico Nijsten, Businet President**

09.00 - 09.40

**Keynote Address:**

Moussala

**Toleen Badawi**

Swiss School of Management, Dubai

*Unlocking Gen Z Potential: Coaching Strategies for a Future-Ready Multigenerational Workforce*

*Introduced by Heidi Vervaecke – Board Member*

09.40 – 10.20

**Panel Discussion:**

Moussala

**Working with Asian Partners**

Panellists:

*Toleen Badawi, SSM Dubai*

*Michael Jack Meallam, Payap University, Thailand*

*Tarun Anand, AI University, India*

*Moderated by Heidi Vervaecke and Ferdi Hofstede*

10.20 – 10.30

**Introduction to Thinking Out Loud and Workshop sessions**

Moussala

**Yvonne Farrand**

Businet General Manager

10.30 – 11.00

**Thinking Out Loud**

Moussala

**Facilitated by Owen Ross TUS**

*During this session members will have a limited time to briefly present what they hope to achieve from attending the conference and what kinds of partnerships or collaborations they are seeking.*

**Registration at Conference Desk in advance.**

10.30 – 11.30

**Networking Period**

Conference Foyer

**Tea and Coffee will be available in the foyer**

11.30 - 12.25

**Workshop Sessions: Best Practice in Businet**

**1 Sharing and Discovering Best Practices in Collaboration with a Global South partner**

Moussala 1

**Griet t'Servranckx**

UCLL University of Applied Sciences

**2 Bridging the Generational Gap: Practical Coaching Tools to Engage and Retain Gen Z Talent**

Moussala 2

**Toleen Badawi**

Swiss School of Management

**3 Business Modeling Game: Stimulating Entrepreneurship in Education**

Moussala 3

**Tijs van Es**

Breda University of Applied Sciences

**4 Staying Informed, Staying Relevant: Empowering the Academic Community to Monitor and Integrate AI Innovations**

Vihren

**Elizabeth Soliday-Nauai**

Swiss School of Management

**5 Online Entrepreneurial Mindset Behaviour Analysis: Empowering Students and Educators through Data-Driven Curriculum Design**

Ruen 1

**Marco Lamas**

ISLA – Instituto Politécnico de Gestão e Tecnologia

**6 Prompt Engineering – Get More Out of AI**

Ruen 2

**Gene Vangampelaere**

Howest

**7 Innovation Starts with the Teacher – So Why Do We Keep Forgetting Them?**

Cherni Vrah

**Paweł Urgacz**

WSB University and EnterCBL

**8 The Brain-Gut Connection : Eating for Focus & Learning**

Aleko

**Dominique Ropson**

Haute Ecole de Namur-Liège-Luxembourg - Henallux

12.30 – 13.30

**Lunch buffet**

Conference foyer

13.30 - 14.25

**Workshop Sessions: Best Practice in Businet**

**9 Crossing Borders: The Essential Role of Language and Intercultural Preparation in International Student projects**

Moussala 2

**Deborah Vanbeckevoort, Kristel Vanstalle and Jurgen Basstanie**

Karel de Grote and Thomas More UAS

**10 🧠 Think with AI: How Collaborative GenAI Agents Can Supercharge Your Workflow in Education & Research**

Moussala 3

**Danny Volkaerts**

UCLL University of Applied Sciences

**11 Beyond Borders and Bottom Lines: Developing Inclusive and Global Business Leaders**

Cherni Vrah

**Heidi Verveacke**

Artevelde University of Applied Science

**12 Student Success by Design: The TUS Blueprint for Reducing Dropouts**

Ruen 1

**Owen Ross**

Technical University of the Shannon TUS

**13 How project-oriented education leads to impact during graduation**

Ruen 2

**Faith Fung & Marlies de Vette**

Rotterdam Business School

**14 Embedding Digital Competencies in Higher Education Curricula: An Irish university perspective**

Vihren

**Dr Noelle O'Connor and Dr Trevor Prendergast**

Technical University of the Shannon TUS

**15 Too Much to Do, Too Little Support? Burnout in Universities Discussed**

Aleko

**Tibor Vörös**

Collegium da Vinci

14.30 - 17.00

**Working Group Activities:**

**Health and Social Matters** - Facilitated by **Griet t'Servranckx, Laurence Leonard** and **Eluan Bescond** Ruen 1

**Communications** - Facilitated by **Richard Hall** Moussala 2

**Information and Computer Technology** - Facilitated by **Griet Barrezele** and **Corneel Theben Terville** Moussala 3

**Law** - Facilitated by **Nico Nijsten** and **Michael Jensch** Vihren

**Marketing and International Trade** - Facilitated by **Heidi Vervaeke, Jennifer Ford** and **Edgar van Noort** Cherni Vrah

**Tourism** - Facilitated by **Tony Johnston** and **Miguel Van Slycke** Moussala 1

**Intercom (Intercultural Competencies)** - Facilitated by **Martine Michels** and **Julia Huisman** Ruen 2

**Supply Chain Management** - Facilitated by **Marco Mosselman** and **Lieven Theys** Aleko

15.30 -16.00

**Coffee and Networking**

Conference foyer

Tea and Coffee will be available in the Foyer

18.50

**Meet at Reception**

Reception


19.00

**Dinner at outside the hotel**

## Friday 14<sup>th</sup> November 2025

08.50	<b>Assemble at the Conference Room</b> <b>Welcome and Introduction to today's programme</b> <i>Yvonne Farrand, General Manager Businet</i>	Moussala
09.00 - 09.40	<b>Keynote Address:</b> <b>Jānis Grēviņš, PhD</b> Former Director, Riga Business School and former Board Member, European Institute of Innovation & Technology, Latvia <i>Re-Imagining Higher Education: Combining Digital Innovation and Human Ingenuity</i> <i>Introduced by Nico Nijsten – Businet President</i>	Moussala
09.40 - 10.20	<b>Keynote Address:</b> <b>Michael Jack Meallem</b> Payap University, Thailand Beyond the Classroom: Cultivating Change Agents <i>Introduced by Yvonne Farrand – General Manager</i>	Moussala
10.20 – 10.40	<b>Announcements by Yvonne Farrand and Griet Barrezelee</b> Promoting the Network and Businet Unite Futures	Moussala
10.40 – 10.45	<b>Housekeeping</b>	Moussala
10.45- 11.15	<b>Networking period</b> <b>Tea and Coffee</b>	Conference Foyer
11.15 – 12.05	<b>AGM</b>	Moussala 1 & 2
12.05 – 13.00	<b>Workshop Sessions: Best Practice in Businet</b>  <b>16 Beyond Profit: Inspiring the Next Generation of Social Innovators (Because the best ideas don't just make money—they make change)</b> <b>Michael Meallam</b> Payap University, Thailand  <b>17 Re-Imagining Higher Education – The Role of AI</b> <b>Jānis Grēviņš</b> Former Director, Riga Business School and former Board Member, European Institute of Innovation & Technology, Latvia	Moussala 1 & 2          Moussala 3

	<b>18 Celebrating 5 years of E<sup>3</sup>UDRES<sup>2</sup> European University Alliance: lessons learned and the road ahead</b> <b>Sven Cerulus</b> UCLL University of Applied Science	Cherni Vrah
	<b>19 When students need to be activated</b> <b>Ria Slingerland</b> RUAS, <b>Marina Letonja</b> DOBA, <b>Paweł Urgacz</b> WSB, <b>Helge Fischer</b> TUDresden Game4Change	Ruen 1
	<b>20 Inspiring tourism entrepreneurship to support Refugees</b> <b>Tony Johnston and Dr Noelle OConnor</b> Technical University of the Shannon	Ruen 2
	<b>21 Navigating the Challenges of Gen Z in the Workplace</b> <b>Jesmond Friggieri</b> Malta Leadership Institute	Vihren
	<b>22 Intercultural Challenges in the Global Classroom in the times of Geopolitical conflict: One size fits them all?</b> <b>Julia Huismann</b> NHL Stenden University of Applied Science	Aleko
13.00 – 14.00	<b>Lunch buffet</b>	Conference Foyer
14.00 - 16.00	<b>Special Interest Groups</b>	
	<b>Entrepreneurship</b> facilitated by <b>Paul Bartels</b>	Cherni Vrah
	<b>Interdisciplinary Project</b> facilitated by <b>Ferdi Hofstede</b>	Vihren
	<b>Research Group</b> facilitated by <b>Patrick De Mazière</b> and <b>Ramunė Bagočiūnaitė</b>	Ruen 1
	<b>Internationalisation@Home</b> facilitated by <b>Sven Cerulus</b> and <b>Nina Turčin</b>	Moussala 3
	<b>STEM</b> facilitated by <b>Dale Lyon</b>	Vizhen
	<b>Sustainability</b> facilitated by <b>Marriannick Bossut</b>	Moussala 1 & 2
	<b>Creative Industries</b> facilitated by <b>Richard Hall</b>	Ruen 2
	<b>Decision Makers Forum</b> facilitated by <b>Mindaugas Samuolaitis</b>	Aleko



15.15. – 16.15	<b>Networking and Coffee</b> Coffee and tea will be served in foyer	Conference foyer
16.15 – 17.15	<b>Conference Feedback Session</b>	Moussala 1 & 2
17.15	<b>Meeting Close</b>	
19:15	<b><i>Pre Gala Dinner – Photographs in the foyer area. Group and individual opportunities</i></b>	Ground floor Foyer
19.45	<b><i>Pre Gala Dinner Drinks Reception</i></b>	1 <sup>st</sup> floor Foyer
20.15	<b>Gala Dinner</b> There will be a DJ until 3am	Moussala



## Saturday 15th November 2025

09.00

**Departure for Social Day**

Reception

*Saturday's Social Tour to Plovdiv*

18.00  
(approx.)

**Arrival back at the hotel**