Knowledge, Innovation & Enterprise Conference
with **the World Education Fellowship**

Program & Book of Abstracts

Virtual, 26-28 July 2022

Volume 10, 2022





Content

Conference Program: 5–10

Abstracts: 11–30

GILLIAN HILTON, The Effects of Anti-Female Bias in the Workplace: Women's Experiences and the Efficacy of Anti-bias Training, 11

BOITUMELO MOKOLOPENG, A collaborative drama-based inquiry into mental health with South African adolescents in secondary school, 12

CHRIS WILSON, COVID, creativity, and the future of higher education, 13-14

SREEMALI HERATH, ANTOINETTE GAGNÉ & MARLON VALENCIA, At the nexus of creativity, culture, and innovation in diverse glocal language teacher education contexts, 15-18

ZEBA IRFAN, The role of interpersonal communication used to facilitate creative Learning: A study of the Bollywood movie *Taare Zameen Pe,* 19-20

DOMINIQUE HEGER, How (and if) should a Company prepare for Quantum Computing today?, 20

TULUS T.H. TAMBUNAN, Financial Innovation for Micro, Small and Medium Enterprises: the Development of Peer-to-Peer (P2P) Lending in Indonesia, 21

TIMILEHIN OLASOJI OLUBIYI, TIMOTHY OLADELE ISHOLA, OLUMUYIWA OLUSEUN ADEOYE, IMOH EMMANUEL UWEM, AYOKUNNU ADEKUNLE BOLAJI OLOWOPOROKU, & ABOLAJI OLADIMEJI ODUMESI, An investigation of innovative strategy and sustainable customer satisfaction in small and medium-sized enterprises (SMEs): Perspective from Lagos State, Nigeria, 22-23

FESTUS EDOBOR. Agropreneurship and Sustainable Food Security in the United Arab Emirates, 25-26

QUEEN CHIOMA NWORGU. What sets successful entrepreneurs apart? Nine golden rules for a success in your business venture or career, 24

ELIZABETH ACHINEWHU-NWORGU. *Focus Learning Support, UK* Exploring the views of BAME staff in education on organisational culture and opportunities for Black staff, 26

M.P. RAMASWAMY, Engaging artificial intelligence in data analytics: emerging legal concerns and regulatory models, 27

JAMES OGUNLEYE, Quantum Big Data Analytics from the Enterprise Perspectives, 28-29

YUAN ZHI SEAH & DAVID H CROPLEY, A new old way to foster creativity: Nudge how we conceptualise and recognise it, 30

IN-FILLED EVENTS

Book Talk – ‘Unpacking Creativity: Culture, Innovation, and Motivation in Global Contexts’, 4

8th Reisman Diagnostic Creativity Assessment Special Interest Group (RDCA SIG), 5

FRC Transactional Research Lecture Series, 6

8th E. Paul Torrance International Roundtable on Creative Thinking, 6

10th KIE Big Data Analytics & E-Business Symposium, 8

3rd Kaufman Family Research Symposium, 9

4th The World Education Fellowship Centenary Lecture, 10

5th Global Comparative and International Education Roundtable (Global CIE Forum) Roundtable, 10

Notes: 31-32

KIE Conference

Knowledge, Innovation & Enterprise Conference

with **the World Education Fellowship**

Conference Program

Tuesday 26th July 2022 **(DAY 1: Creativity)**

Chair: *David Turner, PhD, University of South Wales, UK*

12:20 – 12:25	*James Ogunleye, PhD, KIE Conference Chair* Welcome
12:25 – 12:30	*Prof David Turner, University of South Wales, UK & Beijing Normal University, China & WEF & Global CIE* *Opening Remarks*
12:30 – 13:00	*Zeba Irfan, Aligarh Muslim University, India* The role of interpersonal communication used to facilitate creative Learning: A study of the Bollywood movie *Taare Zameen Pe* *(Abstract, pp.19-20)*
13:00 – 13:30	Break
13:30 – 15:30	Book Talk – Unpacking Creativity: Culture, Innovation, and Motivation in Global Contexts
15:30 – 17:00	Reisman Diagnostic Creativity Assessment Special Interest Group (RDCA SIG)
17:00 – 18:00	Inaugural FRC Transactional Research Lecture Series
17:10 – 20:30	Paul Torrance International Roundtable on Creative Thinking

Book Talk

Book Tittle: **Unpacking Creativity: Culture, Innovation, and Motivation in Global Contexts**

26 July, 2022 13:30-15:30 (BST) (8.30am – 10.30 am NY)

Moderator: Drs Larry Keiser & Fredricka Reisman, co-editor

13:30 – 13:35	*Introduction & Welcome*
13:35 – 13:55	*Fredricka Reisman, PhD, Professor Emerita, Director of the Freddie Reisman Center for Translational Research in Creativity and Motivation, Co-Director of the Drexel/Torrance Center for Creativity & Innovation, and Founder of the School of Education, Drexel University, USA* *Remarks about the creativity book*
13:55 – 14:25	Victor *Yuan Zhi Seah (presenting), Centre of Excellence for Behavioural Insights at Work, Singapore University of Social Sciences & David H Cropley, University of South Australia* A new old way to foster creativity: Nudge how we conceptualise and recognise it
14:25 – 14:55	*Chris Wilson, Aston University, United Kingdom* The future isn't what is used to be: Reconceptualising creativity in university education
14:55 – 15:25	*Sreemali Herath, University of Manitoba, Canada, Antoinette Gagné (Presenting), University of Toronto, Canada & Marlon Valencia, Glendon College, York University, Canada* At the nexus of creativity, culture, and innovation in diverse glocal language teacher education contexts
15:25 – 15:30	*Concluding remarks*

8th Annual Reisman Diagnostic Creativity Assessment Special Interest Group (RDCA SIG) Presentations

26 July, 2022 15:30-17:00 (BST) (10.30am – 12.00 noon, NY)

Preamble: *The Reisman Diagnostic Motivation Assessment (RDMA) now joins the Reisman Diagnostic Creativity Assessment (RDCA) as a tool for assessing the factors that comprise creativity and motivation. Both assessments will be featured in the panel discussion and will include discussion of our impetus for creating these assessments and future role these assessments will play in Drexel's Creativity Programs and the Freddie Reisman Center for Translational Research in Creativity and Motivation, which also be described.*

Topic: "How Do Creativity and Motivation Relate as Assessed by the RDCA and RDMA?"

Moderator: *Larry Keiser, PhD, Assistant Clinical Professor &* Director of Creativity & Innovation Programmes, *School of Education, Drexel University, USA*

15:30 – 15:35	*Larry Keiser, PhD, Assistant Clinical Professor, School of Education, Drexel University, USA* *Introduction & Welcome*
15:35 – 15:40	*Fredricka Reisman, PhD, Professor Emerita, Director of the Freddie Reisman Center for Translational Research in Creativity and Motivation, Co-Director of the Drexel/Torrance Center for Creativity & Innovation, and Founder of the School of Education, Drexel University, USA* *Panellist/Co-developer of RDCA & RDMA – Opening remarks*
15:40 – 16:35	**Panellists** *Craig Bach, PhD, Associate Research Professor, School of Education, Drexel University, USA* *Kristen Betts, EdD, Clinical Professor, School of Education, Drexel University, Philadelphia, USA* *Mariette Fourie, DEd, North-West University, South Africa*
16:35 – 16:55	Q&A/Discussion
16:55 – 17:00	*Concluding remarks* *Larry Keiser, PhD, Assistant Clinical Professor*, *School of Education, Drexel University, USA*

Inaugural FRC* Transactional Research Lecture Series

**Drexel University Freddie Reisman Center For Transactional Research in Creativity and Motivation*

26 July, 2022 17:00-18:00 (BST) (12.00 noon – 1.00 pm, NY)

Chair: *Larry Keiser, PhD, Assistant Clinical Professor &* Director of Creativity & Innovation Programmes, *School of Education, Drexel University, USA*

17:00 – 17:05	*Larry Keiser, PhD, Assistant Clinical Professor, School of Education, & Co-Director FRC, Drexel University, USA* *Introduction & Welcome*
17:05 – 17:15	*Fredricka Reisman, PhD, Professor Emerita, Director of the Freddie Reisman Center for Translational Research in Creativity and Motivation, Co-Director of the Drexel/Torrance Center for Creativity & Innovation, and Founder of the School of Education, Drexel University, USA* *Opening Remarks*
17:15 – 17:20	*'Freddie Reisman Award for Contributions to Transactional Research in Creativity and Motivation'* *Recipient: Jeff Westphal, Founder & CEO, MeaningSphere Inc., PA, USA* *Recognition:*
17:20 – 17:40 Keynote Lecture	*Jeff Westphal, Founder & CEO, MeaningSphere Inc., PA, USA*
17:40 – 17:55	Q&A/Discussion
17:55 – 18:00	*Concluding remarks* *Larry Keiser, PhD, Assistant Clinical Professor*, *School of Education, Drexel University, USA*

8th Annual E. Paul Torrance International Roundtable on Creative Thinking

26th July, 18:00 - 20:30 BST [1.00 pm - 3.30 pm, NY]

***Topic*: "Everyday Creativity and Wellbeing"**

Chair: *Larry Keiser, PhD, Assistant Clinical Professor &* Director of Creativity & Innovation Programmes, *School of Education, Drexel University, USA*

26th July, 18:00 - 20:30 BST [1.00 pm - 3.30 pm, NY]

18:00 – 18:05	*Larry Keiser, PhD, Assistant Clinical Professor & Director of Creativity & Innovation Programmes, School of Education, Drexel University, USA* *Introduction, welcome & opening remarks*
18:05 – 18:35 Keynote 1	*Ruth Richards, MD, PhD, Saybrook University, USA & author of* Everyday Creativity and the Healthy Mind *(Palgrave Macmillan, 2018).*
18:35 – 19:05 Keynote 2	*Sandra Russ, PhD, clinical child psychologist, Distinguished University Professor and Louis D. Beaumont University Professor at Case Western Reserve University, USA*
19:05 – 19:35 Keynote 3	*Steven Pritzker, PhD, Saybrook University, USA & past president a fellow of Division 10 of the American Psychological Association, Division 10, Psychology of Creativity, Aesthetics and The Arts & Co-Editor-in-Chief, the Encyclopedia of Creativity*
19:35 – 20:05 Keynote 4	*Jane Davidson, PhD, University of Melbourne, Australia Professor of Creative and Performing Arts & chair, Creativity and Wellbeing Hallmark Research Initiative, University of Melbourne, Australia*
20:05 – 20:25	Contributions/Comments/Q&A
20:25 – 20:30	Concluding remarks *Larry Keiser, PhD, Drexel University, USA*

Wednesday, 27th July 2022
(DAY 2: Innovation & Enterprise, Big Data Analytics & Research)

Chair: *Festus Edobor, PhD, Higher Colleges of Technology, Abu Dhabi, UAE*

09:00 – 10:00 *PUSH For Success for Workshop*	*Ms Queen Nworgu, Focus Learning Support, UK* What sets successful entrepreneurs apart? Nine golden rules for a success in your business venture or career *(Abstract, p.24)* *Dr Elizabeth Achinewhu-Nworgu, Focus Learning Support, UK* Exploring the views of BAME staff in education on organisational culture and opportunities for Black staff *(Abstract, p.26)*
10:00 – 10:30	*Dr Festus Edobor, Higher Colleges of Technology, Abu Dhabi, UAE* Agropreneurship and Sustainable Food Security in the United Arab Emirates *(Abstract, pp.25-26)*
10:30 – 11:00	*Dr Timilehin Olasoji Olubiyi & Dr Timothy Oladele Ishola, National Open University of Nigeria, Dr Olumuyiwa Oluseun Adeoye, Adeleke University, Ede, Osun State, Nigeria, Dr Dr Imoh Emmanuel Uwem, Veritas University, Abuja FCT, Nigeria, Dr Ayokunnu Adekunle Bolaji Olowoporoku, Hotel & Tourism Business School, Nigeria & Dr Abolaji Oladimeji Odumesi, Gabis Investment Company Limited, Nigeria* An investigation of innovative strategy and sustainable customer satisfaction in small and medium-sized enterprises (SMEs): Perspective from Lagos State, Nigeria *(Abstract, pp.22-23)*
11:00 – 11:30	*Prof Tulus T.H. Tambunan, Universitas Trisakti, Indonesia* Challenges of Digital Transformation in MSEs: A Story from Indonesia
11:30 – 11:45	Break
11:45 – 15:30	10th Big Data Analytics & E-Business Symposium
15:30 – 17:00	Kaufman Family Research Symposium

10th KIE Big Data Analytics & E-Business Symposium*

**Supported by QuMatrix*

27th July 2022; Time: 12:00-14:30

Topic: 'Quantum Data Analytics & E-commerce'

Chair: *James Ogunleye, KIE Chairman*

11:45 – 11:50	Chair's Opening remarks
11:50 – 12:20	*M.P. Ramaswamy, PhD, University of Macau, China* Engaging artificial intelligence in data analytics: emerging legal concerns and regulatory models *(Abstract, p.27)*
12:20 – 13:00	*James Ogunleye, PhD, Convenor* Quantum Big Data Analytics from the Enterprise Perspectives *(Abstract, pp.28-29)*
13:00 – 13:40 Keynote	*Dominique Heger, PhD, CEO DHTecnologies & QuMatrix, Texas, USA.* *Topic:* 'How (and if) should a Company prepare for Quantum Computing today? *(Abstract, p.19)*
13:40 – 14:20 Talk	*Appolo Tankeh, PhD, MIT Sloan Fellow* The competitive nature of artificial intelligence with particular reference to US-China-rest of the world?
14:20 – 14:55	*Deryn Graham, PhD, Data Scientist, QuMatrix, UK & retired Senior Lecturer, Department of Systems Management and Strategy, University of Greenwich, UK.* The Impact of Quantum Computing on Big Data Analytics, Business and the Economy
14:55 – 15:25	*David Turner, PhD, University of South Wales, UK & Beijing Normal University, China* The Place of Big Data in Storytelling
15:25 – 15:30	*Chair's Concluding remarks*

Kaufman Family Research Symposium

Wednesday, 27th July, 15:30-17:00 [10.30am -12.00pm]

Topic: "What is the Current State of Affairs of IQ Testing?"

Chair: *Larry Keiser, PhD, Assistant Clinical Professor*
& Director of Creativity & Innovation Programmes, *School of Education, Drexel University, USA*

15:30 – 15:40	*Larry Keiser, PhD, Clinical Assistant Professor* *& Director of Creativity & Innovation* Programmes*, School of Education, Drexel University, USA.* *welcome, introduction & opening remarks*
15:40 – 16:10 Keynote 1: (Conversation style)	*Cecil R. Reynolds, PhD, Emeritus Professor of Educational Psychology, Professor of Neuroscience, and Distinguished Research Scholar at Texas A&M University, USA* *&* *Fredricka Reisman, PhD, Professor Emerita, Director of the Freddie Reisman Center for Translational Research in Creativity and Motivation, Co-Director of the Drexel/Torrance Center for Creativity & Innovation, and Founder of the School of Education, Drexel University, USA*
16:10 – 16:40 Keynote 2	*W. Joel Schneider, PhD, Associate Professor, Temple University, USA*
16:40 – 16:55	Q&A
16:55 – 17:00	*Chair's concluding remarks* *Larry Keiser, PhD, School of Education, Drexel University, USA*

Thursday, 28 July 2022
(DAY 3: Education, the World Education Fellowship & Global CIE Events)

Chairs: *Prof James Ogunleye & Prof David Turner*

09:00 – 11:00	5th Global Comparative and International Education Roundtable (Global CIE Forum)
11:00 – 11:30	Break
11:30 – 13:00	4th The World Education Fellowship Centenary Lecture
13:00 – 13:30	*Boitumelo Mokolopeng*, University of KwaZulu-Natal, South Africa A collaborative drama-based inquiry into mental health with South African adolescents in secondary school
13:30 – 14:00	*Dr Gillian Hilton, British Federation of Women Graduates, UK* The Effects of Anti-Female Bias in the Workplace: Women's Experiences and the Efficacy of Anti-bias Training *(Abstract, p.11)*
14:00 – 14:10	*James Ogunleye, KIE Conference Chairman & Lupita Turner, WEF Secretary General* Closing Remarks

5th Annual Global Comparative and International Education [Global CIE] Forum Roundtable

28th July 2022; 09:00-11:00 (UK Time)

Topic: 'Global Trajectories and Discourses in Comparative and International Education Policies and Research'

Convenor & Chair: James Ogunleye, PhD, KIE Conference Chair & Member, Global CIE Forum

09:00 – 09:05	*David Turner, PhD, President, Global CIE Forum* Opening Remarks
09:05 – 10:45 Keynote	*Stephen Carney, DPhil, President of the Comparative Education Society in Europe (CESE) & Professor of Educational Studies, Roskilde University in Denmark.*
10:45 – 10:30 Response	*David Turner, PhD, President, Global CIE Forum & Beijing Normal University, China* *Brian Denman, PhD, Secretary General, GlobalCIE & University of New England, Australia & Gertrude Shotte, PhD, Middlesex University, UK*
10:30 – 10:55	*Q&A*
10:55 – 11:00	*Brian Denman, PhD, Secretary General, GlobalCIE* Closing Remarks

4th World Education Fellowship Centenary Lecture

28th July 2022; 11:30-13:00 (UK)

***Topic:* "The School Systems, the Pedagogical Practice and Approaches to Teaching and Learning"**

Convenor: *Prof James Ogunleye, WEF International Guiding Committee & Editor, New Era in Education, the Journal of World Education Fellowship*

11:30 – 11:35	Chair's Welcome
11:35 – 11:40	*Mrs Lupita Turner, Secretary General, WEF International* Opening Remarks
11:40 – 12:20 Keynote	*Sebastian Engelmann, PhD, Assistant Professor of History and Theory of Pedagogical Action and Thought at the University of Education Karlsruhe, Germany & Member of the WEF Germany*
12:20 – 12:35 Response	*Dr Gillian Hilton, Vice President, British Federation of Women Graduates, UK &* *Prof David Turner, Electronic Secretary, WEF International*
12:35 – 12:55	Q&A
12:55 – 13:00	Closing Remarks

ABSTRACTS

The Effects of Anti-Female Bias in the Workplace: Women's Experiences and the Efficacy of Anti-bias Training

Gillian L.S. Hilton, British Federation of Women Graduates, UK

Anti-female bias in the workplace is adversely affecting women in their attempts to move up company hierarchies and to achieve success in what were/are male dominated fields. Bias against women is to a great degree unconscious, as opposed to conscious, learned from society and long held attitudes and beliefs about the female sex. This paper explores the literature on bias against females at work and how it hampers their progress. Research was also undertaken with women from a wide variety of professions to discover if they had experienced bias, or seen it affecting others. In-depth case studies were performed to ascertain women's feelings about bias at work, the training against it offered and their opinions of its efficacy. In addition, women were asked to put forward ideas as to how workplace bias could be overcome and what approaches to training/education about bias they considered to be the most effective. The conclusion was that in striving for equality at work, serious bias and a lack of support from other women, is affecting females adversely and also stifling the success of the companies for whom they work.

Keywords: Workplaces and women Anti-female bias, types of bias, anti-bias training, unconscious bias

Correspondence
Dr Gillian Hilton, Vice President
British Federation of Women Graduates
UK

A collaborative drama-based inquiry into mental health with South African adolescents in secondary school

Boitumelo Mokolopeng, University of KwaZulu-Natal, South Africa

This research study is positioned in the field of Drama Education with the intention to explore the distinctive pedagogies of drama to make sense of the complexities of mental health amongst a focus group of adolescents in a secondary school. This qualitative study will employ drama activities alongside the practice of trauma-informed care to recognise and respond to learners' emotional and mental needs. The study will draw from bodies of theoretical knowledge in the field of drama, psychology, education and trauma-informed care. The study intends to investigate a way to strengthen the health effect that drama pedagogy has on the well-being of individuals. This is done with the intentions to promote early intervention strategies in secondary school. My view is that the process of teaching mental health education should be practised based on trauma-informed care to promote caring knowledge of self, others and space. This inter-disciplinary study positions posthumanism as both the fabric and thread to tailor the '*Art of knowing and caring'*. Through the lens of post-qualitative inquiry, I endeavour to provide the possibilities of developing new artistic ways of teaching and learning. To propose an innovative model that could potentially offer peer support amongst learners concerning their lived experience.

Keywords: Mental health; trauma-informed care; adolescent

Correspondence
Boitumelo Mokolopeng, Lecturer
School of Education
University of KwaZulu-Natal, South Africa
Email: mokolopengb@ukzn.ac.za

COVID, creativity, and the future of higher education

Chris Wilson, Aston University, United Kingdom

The COVID-19 pandemic is the latest in a succession of challenges confronting global education systems. Already contending with questions regarding equity, ethics, value, sustainability, and for higher education in particular, projections of significant increases in participation, competition, accountability, and spiralling costs (OECD, 2019), calls for a paradigm shift in thinking and a more fundamental transformation of approach are even more resonant in the context of profound and evident existential threats (UNESCO, 2020). The stakes could not be higher. There have never been more urgent or more pressing need for creativity and innovation.

Reflecting on the tensegrity of institutional culture and organisation, the chapter considers the remarkable creativity of educators, students, and universities, and the key themes emerging in higher education as universities adjust to the post-pandemic era and chart new strategic directions. Considering both what response to crisis reveals about the creativity of organisations and what creativity means in the context of organisational uncertainty, attention is given both to creative responses to organisational difficulty and to adaptations in pedagogical practice and approach.

Key ideas/debates and categories addressed

- Education-tuition support
- Creativity and motivation
- Wellbeing

Keywords: Pedagogy, creativity, organisational behaviour, wellbeing

Correspondence
Chris Wilson
Senior Teaching Fellow
Education Team, Aston University, UK
Email: c.j.wilson@aston.ac.uk

Brief bio

Chris Wilson is based in the Education Team at Aston University in the UK and has an established reputation in the field of creativity research having presented and published internationally in a number of related fields including successful books on the subject of music and project management, creative anthropology, creativity and wellbeing, and creative practice in education. With over 25 years' experience of teaching and supporting learning in UK higher education both in the UK Conservatoire sector and a number of national universities, Chris remains active in the classroom working with students and staff to develop teaching and learning in higher education.

References

OECD (2019), *Benchmarking Higher Education System Performance*, Higher Education, OECD Publishing, Paris, https://doi.org/10.1787/be5514d7-en.

UNESCO (2020) *Learning to become with the world: education for future survival,* Common Worlds Research Collective. Education, research and foresight: working papers: https://unesdoc.unesco.org/ark:/48223/pf0000374923.

At the nexus of creativity, culture, and innovation in diverse glocal language teacher education contexts

Sreemali Herath, University of Manitoba, Canada
Antoinette Gagné, University of Toronto, Canada
Marlon Valencia, Glendon College, York University, Canada.

Set against a backdrop of a pandemic, transnational mobility and shifting geopolitics that challenge our peace and stability, this chapter focuses on language teacher education. It is based on the premise, that educators, as members of a global community, cannot escape the effects of larger sociopolitical issues in different forms in their professional contexts. Critical language teacher education, therefore, is key in ensuring that teachers develop the skills, knowledges and sensibilities that are needed to address issues pertaining to the changing realities of schools (Down & Smyth, 2012; Freire & Macedo, 1987; Gray, 2019). Drawing on pedagogical practices from different global contexts, the authors of the chapter, who have researched and published extensively creativity in teacher education (see Gagné, Kalan, & Herath, 2022; Gagné, Herath, & Valencia, 2018; Gagné, Herath, & Valencia, 2017a; Gagné, Herath, & Valencia, 2017b; Gagné, Schmidt, & Markus, 2017; Gagné & Schmidt, 2016; Gagné & Soto Gordon, 2015; Herath, & Valencia, 2015; Valencia, & Herath, 2015; Valencia, Herath, & Gagné, 2020), discuss how they worked at the nexus of creativity, culture and innovation with both pre-service and in-service teachers to support them on their journey to become inclusive and transformative educators.

The focus on creativity in this chapter is twofold. At one level we will unpack creative practices in teacher education in global contexts and locate these in relation to culture, innovation and motivation in addressing global circumstances. The authors draw from their own creative pedagogical practices and experiences working with diverse teachers working amidst diverse realities such as war, poverty, neoliberalism and privatization of education, linguistic imperialism, and migration. We will also explore the generative power of creativity and creative practices in teacher education as our work is fuelled by the hope that if we engage with teachers in creative ways, they will in turn imbue their practice with creativity. Illustrative examples of our creative practices include: 1) Me Mapping Pedagogy which is identity focussed, multimodal and encourages teachers to draw on their full language repertoire as they learn to push back against traditional and conservative approaches to language and literacies education; 2) Symbolic reflection exhibitions where teachers showcase

their transformation as educators in a range of art forms focusing on their own positioning in relation to a teacher learning opportunity; 3) Identity portraits and memes generated by teachers, and 4) Infusing teacher education with elements of visual ethnography that allow teachers-in-the-making to document and unpack their journeys.

At another level, creativity is infused into this chapter in the multi-ethnographic methodological approach it adopts. Stepping away from conventional genres of academic writing, the authors adopt a conversational approach where they engage in a critical discussion about the intersections between creativity, culture, innovation and motivation in teacher education (Banegas & Gerlach, 2021). The multi-ethnography provides the space for "artistic and analytic demonstrations of how we come to know, name, and interpret personal and cultural experience" (Adams, Jones & Ellis, 2015, p.1).

The chapter aims to push the broader scholarly debates on the complex relationships between creativity, culture, innovation and motivation in teacher education and the potential of creative practices to transform classroom pedagogy and thereby larger education structures and global circumstances teachers work in.

Keywords: Language teacher education, creative practices, glocal contexts, multi-ethnography, criticality, transformative education

Correspondence/Authors' brief bios

Sreemali Herath (corresponding author: Sreemali.Herath@umanitoba.ca)
Sreemali Herath is an Assistant Professor in the Faculty of Education at the University of Manitoba, Canada. Her research includes post-conflict reconciliation, arts-based approaches to identity and language teaching research, critical approaches to teacher education and narrative inquiry. She works with pre and in service educators.

Antoinette Gagné (antoinette.gagne@utoronto.ca)
Antoinette Gagné has been a professor at the University of Toronto, Canada, since 1989. Her research has focused on teacher education for diversity and inclusion in various contexts as well as the experiences of newcomers and their families in Canadian schools and university-level plurilingual students.

Marlon Valencia (mvalen@glendon.yorku.ca)
Marlon Valencia is an Assistant Professor, ESL Program Director, and Coordinator for the Certificate of Teaching English as an International Language at Glendon College, York University, Canada. His research interests include: multiliteracies, visual ethnography, language policy, experiential learning; as well as the intersection between creativity, imagination and teachers' or language learners' identities.

References

Adams, T., Jones, S., & Ellis, C. (2015). *Autoethnography:Understanding qualitative research*. Oxford: Oxford University Press.

Banegas, D. L., & Gerlach, D. (2021). Critical language teacher education: A duoethnography of teacher educators' identities and agency. *System*, *98*, [102474]. https://doi.org/10.1016/j.system.2021.102474

Down, B. & Smyth, J. (Eds.) (2012). *Critical Voices in Teacher Education Teaching for Social Justice in Conservative Times* (1st ed.). Dordrecht : Springer Netherlands: Springer https://doi.org/10.1007/978-94-007-3974-1

Freire, P. & Macedo, D. (1987). Literacy: Reading the word and the world. South Hadley, MA: Bergin & Garvey.

Gagne, A., Kalan, A., & Herath, S. (Eds.) (2022). Critical action research challenging neoliberal language and literacies education: Auto and duoethnographies of global experiences. New York: United States: Peter Lang.

Gagné, A. Herath, S., & Valencia, M. (2018). Exploring privilege and marginalization in ELT: A trioethnography of three diverse educators. In Yazan, B. & Rudolph, N. (Eds.) *Criticality, teacher identity and (in)equality in English language teaching: Issues and implications* (pp. 237 – 256). Dordrecht, The Netherlands: Springer.

Gagné, A. Herath, S., & Valencia, M. (2017a). Autobiographical creation: A powerful professional development strategy for teachers. In J. Cummings & M. Blatherwick (eds.), *Creative Practices in Curriculum and Teaching in the 21st Century* (pp. 117 – 130). Boston: Sense Publishers.

Gagné, A. Herath, S., & Valencia, M. (2017b). Strategies to engage and transform teacher learners in an online course. In J. Cummings & M. Blatherwick (eds.), *Creative Practices in Curriculum and Teaching in the 21st Century* (pp. 331 – 344). Boston: Sense Publishers.

Gagné, A., Schmidt, C. and Markus, P. (2017). Teaching about Refugees: Developing Culturally Responsive Educators in Contexts of Politicized Transnationalism. Special issue of *Intercultural Education* on Teaching About Refugees. 28(5), 429-446.

Gagné, A., Schmidt, C. (2016). EN(gauging) Criticality in Teacher Education: Assignments with a Critical Edge. In *What Should Canada's Teachers Know? Teacher Capacities: Knowledge, Beliefs and Skills* edited by Mark Hirschkorn. Canadian Association of Teacher Education.

Gagné, A. and Soto Gordon, S. (2015). Leadership education for English language learners as transformative pedagogy. *Intercultural Education*. 26(6), 530-546.

Gray. (2019). Critical language teacher education? In S. Walsh and S. Mann (Eds.) *The Routledge Handbook of English Language Teacher Education* (1st ed., pp. 68–81). London: Routledge. https://doi.org/10.4324/9781315659824-6

Herath, S. & Valencia, M. (2015). Neither "a Complete Insider" nor "a Complete Outsider": autoethnographies of two teacher-educators-in-the-making. In Y.L Cheung, S. Ben Said, & K. Park (Eds.), *Advances and Current Trends in Language Teacher Identity Research*. London: Routledge

Valencia, M., Herath, S. & Gagné, A. (2020). Unpacking professional identity: The use of multimodal identity texts and duoethnographies in language teacher education. In Yazan, B. & Lindahl, K (Eds.) Language Teacher Identity in TESOL: Teacher Education and Practice as Identity Work. Oxford: Taylor & Francis.

Valencia, M. & Herath, S. (2015). Multimodal identity texts as mediational spaces in researching PhD students' critical teacher-researcher selves. *Intercultural Education*. 26(6), 547-56.

Woodard, A. & Rao, A. (2020). Tensions and Possibilities in Fostering *Critical Language Ideologies in Elementary Teacher Education. Studying* Teacher Education, 16(2), 183–203. https://doi.org/10.1080/17425964.2020.1742106

The role of interpersonal communication used to facilitate creative Learning: A study of the Bollywood movie *Taare Zameen Pe*

Zeba Irfan, Aligarh Muslim University, India

This chapter will focus on the theme that how social actors like teacher can play a significant role in facilitating the special students to use creativity as a tool to excel in the academics. Art and creativity can break the linguistic barriers. *'Taare Zameen Pe'* 2016 a Bollywood movie (Directed and Produced by an Indian actor Amir Khan) deals with a heart touching story of an eight years Dyslexic boy (Ishaan) who suffers because no one around him identifies that he is a steady learner. A creative artist inside him who is fond of colors, animals and kites finds extremely difficult to match up to that of the other in his age group, who are more into academics. How the young boy manages to live and cope up with challenged and oppressed life. Dyslexia (a neurological language processing disorder affecting the person's speech ability) is the central theme of the movie. The movie raise awareness about the issue among the peers, parents and the teachers. It also points a very subtle finger how a Teacher can facilitate and motivate the special students to reach the epitome of their creativity level. The aim of the chapter is to critically analyze the role of the interpersonal communication between the teacher and the special student (Ishaan).

Keywords: Bollywood, interpersonal communication, dyslexia, social facilitator

Correspondence
Ms. Zeba Irfan, Doctoral Candidate
Department of English,
Aligarh Muslim University
India
Tel: +918869865544
Email: irfazeb@gmail.com

Brief Bio:
Ms. Zeba Irfan is a Doctoral Candidate at the Department of English, Aligarh Muslim University India. She did her B.A in English Literature (HONS.) and her M.A with English Language Teaching (Hons) from the prestigious Aligarh Muslim University, Aligarh. Her major areas of interests are Gender Studies, Linguistics and Film Studies. Her research focuses on how Language, Gender and Bollywood Movies affect and shape the linguistic and cultural milieu of the Indian society. She has presented and published a few papers in the National and International

Conferences. She has also published a chapter in the book titled as 'Women through the lens Cinema; Changing perspectives in the 21st century'. She has also participated in the several National and International Conferences,

How (and if) should a Company prepare for Quantum Computing today?

Dr Dominique Heger, CEO DHTechnologies & QuMatrix Inc, Texas, USA

Quantum computers promise to solve valuable problems that are not addressable by today's HPC supercomputers, such as high-accuracy simulations of quantum chemistry related tasks, machine learning and AI problems, financial applications such as portfolio optimization, logistics and routing issues, or robotics related problems. However, quantum computers are not yet mature enough to provide advantages for business applications at scale. Companies that run applications now that are bottlenecked by today's supercomputers have the option to engage and collaborate with quantum computing partners to research business-specific problems. This knowledge does prepare companies to understand know how and when to use quantum computers and quantum applications to expedite processing and improve the quality of the results by utilizing the new technology in a timely fashion. This talk focuses on the status quo of quantum computing and elaborates on the application that are already benefitting from a quantum environment. A quantum roadmap is discussed that outlines how to identify any future quantum needs and how to get started when it comes to developing a quantum application.

Correspondence
Dr Dominique Heger
CEO DHTechnologies & QuMatrix Inc, Texas, USA
https://www.qumatrixusa.com/
Email: domheger@dhtusa.com

Financial Innovation for Micro, Small and Medium Enterprises: the Development of Peer-to-Peer (P2P) Lending in Indonesia

Tulus T.H. Tambunan, Universitas Trisakti, Indonesia

This study aims to explore the growth of financial technology (fintech) and its impact on the ability of small businesses to access funding in Indonesia. It adopted a case study methodology using a semistructured interview and a series of focus group discussions (FGDs) with 10 owners of small businesses and 30 owners or managers of peer-to-peer (P2P) lending companies. The study found that the interviewed small businesses benefited from P2P lending. In addition, it found that banks are the most important investor in P2P lending companies. However, this study has its limitations. First, the sample was too small to generalize to a broader population. Second, there is no national data on credit to small businesses from P2P lending to support the findings of the case. To the authors' knowledge, this is the first study on this topic, specifically in Indonesia. It takes stock of the empirical evidence in the literature through the lens of small business owners.

Keywords: Banks, Constraints, Fintech, Indonesia, Peer-to-Peer Lending, Small Business

Correspondence
Tulus T.H. Tambunan
Center for Industry, SME and Business Competition Studies
Universitas Trisakti
Building S, 5th Floor, No.22, Campus A
Jl. Kyai Tapa no.1, Grogol
Jakarta Barat (11440)
Indonesia
Tel.: 021-5663232; 021-7375365;
Email: tulustambunan@trisakti.ac.id; ttambunan56@yahoo.com

An investigation of innovative strategy and sustainable customer satisfaction in small and medium-sized enterprises (SMEs): Perspective from Lagos State, Nigeria

Olubiyi, Timilehin Olasoji & Ishola, Timothy Oladele
National Open University of Nigeria

Adeoye, Olumuyiwa Oluseun
Adeleke University, Ede, Osun State, Nigeria

Uwem, Imoh Emmanuel
Veritas University, Abuja FCT, Nigeria

Olowoporoku, Ayokunnu Adekunle Bolaji
Hotel & Tourism Business School, Nigeria

Odumesi, Abolaji Oladimeji
Gabis Investment Company Limited, Nigeria

The coronavirus pandemic has resulted in an extraordinary shock to businesses with unfavorable effects for current production capacity. To maintain a company's competitive advantage, providing innovative products or services is inevitable. Small and medium-sized enterprises survival, customer satisfaction and lack of longevity continue to spark public debate and scholarly interest. Inadequate innovative strategy is one of the key problems to which poor customer satisfaction may be attributed. The purpose behind conducting this particular study is to find out the relationship between innovative strategy and sustainable customer satisfaction amongst selected small and medium-sized enterprises in Lagos State. This paper conducted a survey research, using a sample size of 742 owner/managers of selected SMEs in Lagos State. Data were gathered using a standardized questionnaire that was adopted and validated for the research. The Cronbach's alpha coefficient for the questionnaire items varies from 0.77 to 0.88. The response rate to the questionnaire was 94.5%. The collected data was analyzed using descriptive and inferential statistics (Pearson product moment correlation and regression analysis). The analysis of the data revealed that innovative strategy had a significant relationship with customer satisfaction in Lagos State (β= 0.090, t = 3.029, F= 9.176 $p<.05$). This paper concluded that, innovative strategy is a resource that improves customer satisfaction, with theoretical and practical implications for businesses. It is recommended that SMEs in Lagos State should continuously utilize innovative

strategy to enhance competitive advantage since it may be beneficial for marketing, product and service developments.

Keywords: Competitive advantage, Creativity, Environment, Knowledge, Market share, Pandemic, Profitability, and Resources,

Correspondence
Olubiyi, Timilehin Olasoji, PhD (Corresponding Author)
School of Management Sciences,
Department of Business Administration
National Open University of Nigeria
https://orcid.org/0000-0003-0690-7722
Email address drtimiolubiyi@gmail.com

Ishola, Timothy. Oladele, PhD
School of Management Sciences,
Department of Entrepreneurial Studies,
National Open University of Nigeria.
Email address: tishola@noun.edu.ng

Adeoye, Olumuyiwa Oluseun, PhD
Department of Accounting,
Adeleke University, Ede, Osun State, Nigeria.
Email address: muyiwa.adeoye@adelekeuniversity.edu.ng
https://orcid.org/0000-0003-4935-4259

Uwem, Imoh Emmanuel, PhD
Department of Business Administration,
Veritas University, Abuja FCT, Nigeria.
Email address: joyuwem999@gmail.com

Olowoporoku, Ayokunnu Adekunle Bolaji, PhD
Department of Business Administration
Hotel & Tourism Business School, Nigeria
Email address: olowoporoku@hotmail.com

Odumesi, Abolaji Oladimeji, PhD
Gabis Investment Company Limited, Nigeria
Email address: gabisinvestment009@gmail.com

What sets successful entrepreneurs apart? Nine golden rules for a success in your business venture or career

Queen Chioma Nworgu, Focus Learning Support, UK

The paper shares the findings from an analysis of case studies of successful entrepreneurs that formed the basis for 'Festive Success: Nine golden rules for achieving your dreams, goals and aspirations'. The paper is aimed at sharing the possibility of being the best in what we do, to turn our mind-set on its head, and to live a life and each day as a celebration of unique talents, pushing our career dreams, and doing our best. It focuses on sharing nine golden rules for achieving your goals, dreams and aspirations based on your personality and individual desires. The work is based on a revisit of my book on a journey of success as an entrepreneur. The underlying principles remain as relevant as ever, as many people have talent, vision, and the urge to be successful, but lack the means to reach their goals. The paper draws on case studies and my work with many successful celebrities and business owners.

Keywords: Career journey, success, dreams, desire, aspirations, focus, and personality

Correspondence
Queen Chioma Nworgu - MA Education
Marketing Director & PR Coach – FLS & QC Media UK.
Email: queenchiomanworgu@icloud.com

Agropreneurship and Sustainable Food Security in the United Arab Emirates

Festus Edobor, Expert Consulting, UK

Purpose/Aim: In many parts of world, agricultural production is recognized as a strategy to improve a nation's food security and the standard of living. The purpose of this paper therefore, is to empirically research the relationship between agropreneurship and food security, drawing on the institutional theory and the theory of planned behaviour.

Design/Methodology: A mixed method was utilized in order to gain an in-depth understanding of the relationship between agropreneurship and food security. A sample of 15 Agropreneurs were selected for this study. Data were collected and a statistical too was used for data analysis, statistical tests were made and conclusions drawn based on empirical evidence.

Findings: This study found that institutional factors, more specifically the way in which agricultural studies programs are set up, play an imperative role in influencing agropreneurial intention. The result also revealed that there is a significant relationship between the practice of agropreneurship and food security even if the country relies of food importation.

Limitations: This paper investigated the relationship between agropreneurship and food security in the united Arab Emirate. Other part of the world were not explored.

Implications: According to the International Labour Organisation (ILO), the global youth unemployment rate stands at 13.6% in 2020 and there are approximately 1.3 billion young people between the ages of 15 and 24 worldwide. The world population is at 7.8 billion in 2021 (United Nations Population Fund, 2020). This means the demand for food will continue to rise. Agriculture accounts for 32% of total employment globally and 39% in developing Asia and the Pacific (ILO, 2020). The implications of this paper therefore, is the understanding of the importance of agropreneurship in the nation's food security especially in the United Arab Emirates.

Originality: This paper has drawn the relationship and implication of agropreneurship, food security and economic development using empirical data from agropreneurs. This paper will benefit entrepreneurs, agropreneurs, policy makers, and academic scholars.

Keywords: Entrepreneurship, Food security, Agropreneurship, Entrepreneurial intention, Agricultural entrepreneurship and policy makers

Correspondence
Dr Festus Edobor

Email: Festus.edobor@expertconsulting.co.uk

Exploring the views of BAME staff in education on organisational culture and opportunities for Black staff

Elizabeth Achinewhu-Nworgu, Focus Learning Support Ltd, UK

Abstract
Legislation such as the Equality Act 2010 has ensured that considerable progress has been made in tackling discrimination in relation to the 8 protected characteristics that are defined in law. UK HEIs are well-versed in monitoring the diversity of their workforce and ensuring that recruitment is compliant with the legislation. However as HEIs become more diverse, we need to ensure that 'cultural differences' and 'misunderstandings', do not become barriers to genuine equality of opportunity for BAME staff. This small-scale research project explores these questions with BAME staff working in Higher Education in the UK. Implications for Leaders and Managers and Human Resources professionals are considered in addition to determine effective strategy for motivation of BAME staff in education and inclusion in higher job opportunities and business.

Keywords: Culture, diversity, Perception, People, Minority groups, education, Business, impact, solution.

Correspondence
Dr Elizabeth Achinewhu-Nworgu, Director
Director Focus Learning Support Ltd UK
Email: focuslearningsupport@googlemail.com

Engaging artificial intelligence in data analytics: emerging legal concerns and regulatory models

M.P. Ramaswamy, University of Macau, China

Recent years have witnessed an increasing engagement of artificial intelligence (AI) and machine learning tools for data analytics. Although, the collection, transfer and processing of personal data have been subjected to regulatory control in various countries, the use of different analytical tools or the underlying methods of processing have generally been out of the regulatory purview. As a consequence, the use of AI and ML tools or their inherent computational algorithms for data analytics remained free from legal governance. However, the wider use of such tools both by private enterprises and public bodies have raised various legal concerns giving rise to calls for regulatory intervention. Key jurisdictions, especially those that aspire for leadership in the development and deployment of AI technologies, have recently initiated legislative mandate to regulate the use of AI for data analytics and effectively address related concerns. The proposed paper aims to determine the scope of AI in data analytics, examine related legal concerns and identify how emerging regulatory standards in key jurisdictions seeks to balance between underlying concerns and the sustainable growth of AI technologies. The first part of the proposed paper will examine the scope and advantages of the use of AI in data analytics. The second part will investigate the nature of the emerging concerns of the use of AI by business enterprises and public entities and trace any related legal challenges raised by relevant stakeholders. The third part of the paper will briefly analyze and compare the recent regulatory response to the increasing use of AI in data processing and analysis in the European Union (EU) and People's Republic of China (PRC) as leading aspirants of strategic engagement of AI for economic growth with contrasting legal systems. The paper will primarily adopt a doctrinal research method, while case study and comparative law methods may be employed in relevant parts. The findings of the paper are expected to raise necessary legal caveats for potential users of AI in data analytics including business enterprises and establish the nature of the regulatory standards warranting compliance.

Correspondence
Dr. M.P.Ramaswamy
Associate Professor of Law
University of Macau, China
Email: emailperu@gmail.com

Quantum Big Data Analytics from the Enterprise Perspectives

The global community produces 2.5 quintillion bytes or 1 billion gigabyte of data on a daily basis much of which unstructured, unsorted scattered data sets catalysed by the Internet of Things. The threat to classical computing capability to perform complex analytics at requisite quality, speed and scale and minimum resources – power/energy, time and cost – is a challenge for the enterprise as much as interrogating and deriving value from the data. Classical computing is limited to the extent that it performs calculations with binary bits which can represent either 0 or 1, one event at a time – although machine learning algorithms like Linear regression, Logistics regression, support vector machine, k-means clustering, and naïve bayes classifiers take the sting out of the big data mayhem. But the future is here; the future is quantum technology. Quantum computing is a prominent example of quantum technology which uses theoretical concepts of quantum mechanics to solve complex problems.

Quantum computing conducts calculations with quantum bits, qubits, which can be 0 or 1, two events at the same time with differing probabilities. Superposition and entanglement are two operational features of qubits that set quantum computing apart from classical computing. Superposition explains a phenomenon where the quantum information a qubit holds is placed in multiple states or 'superposition' which enable groups of qubits to create multidimensional computational spaces in which complex multiple problems are represented in fresh or novel ways. Quantum entanglement explains the relationship between paired or two enmeshed qubits where changes to one qubit directly affect the other (even if the paired qubits are far apart distance-wise). Quantum algorithms leverage this relationship to find solutions to complex problems exponentially faster (see also IBM, 2018). These two features of quantum computing are cheering news for enterprise Big Data that requires complex analytics arising from complicated interactions among so many data variables.

The question, therefore, is what kind of complex problems quantum could help the enterprise solve, or how can the enterprise leverage quantum for big data analytics? This paper seeks answers to this and related questions from the perspectives of business enterprise.

- Prof James Ogunleye, PhD, FRSA, Convener, Big Data Analytics & E-Business Symposium & Chair, KIE Conference

Reference

IBM (2018). 'Coming soon to your business – Quantum computing Five strategies to prepare for the paradigm-shifting technology', IBM Institute for Business Value: Armonk, NY, USA.

A new old way to foster creativity: Nudge how we conceptualise and recognise it

Yuan Zhi Seah, Singapore University of Social Sciences, Singapore

David H. Cropley, University of South Australia

Creativity is recognised through subjective social judgements which are determined by our implicit theories and evaluation criteria. Nudges can be applied to shape, suppress, and activate our various implicit theories and evaluation criteria. We can be primed to seek out creativity, countering our (e.g., teachers, managers, decision-makers) natural bias against novelty. Well-placed reminders can invoke our professed desire for creativity, closing any intention-action gap. While it is a relatively new concept, nudges are at the core of many existing creativity interventions. We argue that a conscious effort to design and test nudge-type creativity interventions will lead to the development of potentially more effective interventions.

Keywords: Nudges, evaluation, persuasion, classroom, workplace

Correspondence
Yuan Zhi Seah, Centre of Excellence for Behavioural Insights at Work
Singapore University of Social Sciences
Singapore
Email: victorseahyz@suss.edu.sg

Notes

Notes

KNOWLEDGE, INNOVATION & ENTERPRISE CONFERENCE

DATE: 25-27 JULY 2023. HOST COUNTRY & CITY: MADRID, SPAIN



Thematic Sections/Tracks:

WEF/ Education-Knowledge

Including teaching & (e-)learning in primary, secondary and higher education, knowledge-education, knowledge management, comparative knowledge, indigenous knowledge, Knowledge transfer partnerships, knowledge utilisation, intellectual property, library & information, Knowledge and technology

Innovation & Big Data Analytics

Including business innovation, ICT/technology innovation including big data, analytics and deep learning, and management/organization innovation and open innovation

Creativity

Including traditional themes/concepts of creativity—process, product, personality and environment; business/organisational creativity, arts, media & digital creativity, creative industries & enterprise, digital design & architectures, craft & animation, creativity in science and technology

Enterprise

Including entrepreneurship, marketing & strategy, HR, talent & development, servant/leadership in enterprise, SME business finance & accounting, business analytics, supply chain management, international business & management & family business/ethnic minority entrepreneurship

Featuring



9th E. Paul Torrance International Roundtable on Creative Thinking

……

9th RDCA SIG Presentations

……..

Big Data Analytics & E-Business Symposium

……

6th Global CIE Forum Roundtable

……

4th KIE Kaufman Family Symposium

……

3rd Research Student Workshop

*There will be **opportunities to publish papers** in the KIE Conference publications—**2023 Creativity book and Research Papers In Knowledge, Innovation and Enterprise, KIE Conference Proceedings, Volume X 2023**—and selected papers will be published in the associated journal of the conference—see www.ijkie.org*