



CALL FOR PAPERS

This colloquium will be hosted by The Universidade Beira Interior, Portugal, in partnership with Bournemouth University and Universidad Loyola.

Keeping up with the changing landscape of Higher Education: How can universities thrive post-pandemic.

25-26 April 2024.

University of Beira Interior, Portugal.

Organising Committee:

Dr Helen O'Sullivan. Bournemouth University, UK.

Dr Purificación Alcaide-Pulido. Universidad Loyola, Spain.

Professor Chris Chapleo. Bournemouth University, UK.

Professor Helena M Baptista Alves, Universidade Beira Interior, Portugal.

The Covid-19 pandemic has transformed ways of working and learning, on a global level, suddenly and dramatically. The pandemic affected approximately 220 million students in the HE system worldwide, with universities closing in 191 countries during a succession of lockdowns.

The shift from didactic face-to-face interaction with students, to a programme of online learning, happened literally overnight for the Higher Education sector, worldwide. As social distancing restrictions were put into place by governments, and new terminology such as “lockdown” and “the tier system” became the norm, educators duly faced several social, pedagogical, and technological challenges in this new era of learning remotely through online teaching (Chunta et al., 2021).

This situation transformed pedagogical strategies, with extreme challenges. The HE system adapted its traditional face-to-face learning systems into a connected and participatory platform, reviewing the relationship between the different actors: students, teachers, and management staff.

Educational institutions all around the world continue to experience unprecedented times as they navigate students’ expectations with the range of TEL tools available, while balancing this with the reality of their own institutions’ ability to deliver.

This colloquium will initiate discussion, drive collaboration and grow networks amongst the academic community, which will promote, advance and disseminate current practices and developments in HE marketing.

Our conference theme casts a wide lens on this current HE landscape; contemplating key areas for discussion and reflection, whilst also looking towards the future proposition for the HE system. Therefore, we welcome submissions of full papers that address, but are not restricted to, the following topics:

Inclusive and Connected Higher Education: Advancing an equitable and inclusive culture with social impact legacy.

- Supporting a diverse student and staff community
- Ongoing/Evolving response to societal issues
- Wellbeing and quality of life
- Supporting neurodivergent learners
- Embedding UNSDGs
- Closing the skills gap
- Embracing and amplifying the student voice

Innovation in teaching and assessment: Designing and embedding creative and inclusive pedagogy.

- Remote, online and hybrid teaching
- Artificial Intelligence
- Transforming assessment in HE framework
- Academic integrity and equal chance
- Positive learning experience
- Authenticity
- The diverse and inclusive classroom

Brand and Content Strategy: Strategies for refining your brand promise, value proposition, messaging, and approach to content delivery.

- Brand management
- Ensuring brand alignment
- Brand identity management
- Branding for diverse audiences/populations

Submission

We welcome the submission of extended abstracts and full papers in English. The extended abstract length should be maximum 400 words including maximum 5 keywords. Abstracts must be sent in Word format. It must include the research's Purpose, Design/methodology/approach, Findings, Originality.

The full paper length should be between 6-8000 words; including title of tables, graphs, etc. and references. Please provide an abstract of 150 to 200 words and maximum 5 keywords.

Please note that each registered author may present a maximum of two papers.

Submissions should be emailed to: hosullivan@bournemouth.ac.uk

Deadlines: Abstract 30th September 2023.

Full paper 12th January 2024.

Special Issues:

The best papers will be invited for consideration in Special Issues after the colloquium by the following journals:

- *Journal of Philanthropy and Marketing*
- *International Review on Public and Non-Profit Marketing*

Conference fee and registration (200 Euros)

This includes registration, refreshments & lunch. There will also be a 'cultural evening ' in Covilhã, with a guided tour through the beautiful historic centre and wine tasting.

On behalf of the Organising Committee, we will do everything we can to make the Colloquium a successful and memorable event.