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MASTERCLASSES IN BUSINESS

Marketing in a Post-Covid World

on Wednesday 17 November 2021

University of Bath



Dr Peter Nuttall

Senior Lecturer in
Marketing & Associate Dean
International, School of
Management

Are you ready for the Fourth Industrial Revolution and the future of employment and skills?

on Thursday 18 November 2021

Regent's University London



Dr Vincent Ong

Content Director in Global
Management

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Time:

Country	UK (GMT)	Indonesia (WIB) Thailand Vietnam	Mainland China, Hong Kong SAR, Malaysia, Singapore Brunei, Taiwan	South Korea Japan
Time	08:30 to 09:45	15:30 to 16:45	16:30 to 17:45	17:30 to 18:45

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Masterclass: University of Bath: Marketing in a Post-Covid World

Date: Wednesday, 17 November 2021

Masterclass brief:

Join Dr. Peter Nuttall from the University of Bath in this session on introducing marketing principles and consumerism in a post-Covid world.

Presenter:

[Dr. Peter Nuttall](#) is a Senior Lecturer in Marketing & Associate Dean International in the University's School of Management with a research focus on consumer behaviour and the practices of adolescents.

Masterclass: Regent's University London: Are you ready for the Fourth Industrial Revolution and the future of employment and skills?

Date: Thursday, 18 November 2021

Masterclass brief:

We are undergoing a fourth Industrial Revolution. Scientific and technological breakthroughs are disrupting industries and business models, blurring geographical boundaries, challenging ethical and regulatory frameworks and even redefining human and societal wellbeing. These transformations are creating new jobs and opportunities but equally pose risks and challenges for businesses and societies. How do we prepare ourselves for this new future and harness the opportunities that arise from these technological advances? This masterclass will shed light on key emerging technologies related to the Fourth Industrial Revolution and its impact on the future of employment and skills.

Presenter profile:

[Dr Vincent Ong \(BSc, MBA, PhD, SFHEA\)](#) is currently the Content Director in Global Management, overseeing a portfolio of degree pathways in Business and Management at Regent's University London. Previously, he was an MBA Course Leader and Transnational Education (TNE) Link Tutor of BA (Hons) Business Management in Hong Kong and Singapore. He has been involved in a number of undergraduate and postgraduate curriculum design and delivery, as well as curriculum review and validation. Vincent's research and teaching interests are in the areas of digital business management, information systems, and the use of emerging and intelligent ICT such as business intelligence, big data and cloud computing, for organisational and individual information processing, decision-making and strategic planning.

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