

CHINA CROSSROADS

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Challenges and Prospects for Foreign Universities in China

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Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu
150rmb including drink ticket | FREE for members
RSVP to Frank Tsai at editor@shanghai-review.org



The talk will discuss some of the challenges faced by Sino-Foreign (joint-venture) universities like the University of Nottingham Ningbo China (UNNC). These include attracting students, recruiting faculty, developing curricula, and working with China's Ministry of Education. Add to that Covid-19, visa issues, and cultural issues affecting universities like UNNC, and the picture becomes more challenging. At the same time, China still invests greatly in higher education and wants to attract and retain "high-end talents," so that from another perspective the picture is not all challenging. A managed approach is common for many areas of society in China, and this has its benefits and drawbacks. In this light, we can ask a few key questions: What is the future impact on the businesses that employ university education 'outputs'? And how will international institutions in China adapt to the challenges that they face?

[Peter Morgan](#) is Associate Professor of Organizational Behavior at the University of Nottingham Ningbo China (UNNC). Since earning his PhD in 1996, Dr. Peter Morgan has had more than 20 years of various kinds of teaching and training experiences including executive MBA programmes taught in Israel, Dubai and the Netherlands, undergraduate skills-based training and education in both the UK, India and China. He has worked at UNNC since September 2012, and became Associate Dean at the Business School in Summer 2013. His background is in Organizational Behavior, and much of his educational and training work relates to the management of individuals at work. However, as an expert in education and author of *The Business Student's Guide to Study and Employability* (published by SAGE), he has delivered sessions for different groups on academic skills, personal transferable skills – particularly around communication skills at work – and educational issues. He is Associate Dean – Education and the Student Experience – at Nottingham University Business School (NUBS) in China and has won teaching awards at both universities where he has taught. Peter has more than 5 years of training middle-managers and executives working in China, India and Malaysia. He has trained and coached university teachers and lectures, has organized learning conferences for academics at UNNC and has developed training policy for business schools, both in the UK and China. He is a personable and engaging presenter who is passionate about others' learning. Finally, he has a keen interest in photography, has been involved in Toastmasters for more than 6 years and has featured in media coverage with China Daily and CGTN.

China Crossroads hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.