

# Academic Highlights

Launch of Winter school Dubai

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MASTER IN INDUSTRY 4.0 – Training Workshop as part of DEL 3.2  
Capacity building of Asian HEI staff, Medan, Indonesia



# Academic Highlights

## LITHAN ACADEMY, SINGAPORE AND GUGLIELMO MARCONI UNIVERSITY SIGNED MOU TO DELIVER WORK-STUDY DEGREES FOR INCUBATING DIGITAL TALENTS ACROSS ASIA



A new agreement was signed between Guglielmo Marconi University and Lithan Academy of Singapore for digital skills advance and innovation ecosystems development in Southeast Asian countries.

The official signing ceremony, held on the 21st of July 2022 at Lifelong Learning Institute in Singapore and attended by the Ambassador of Italy, His Excellency Mario Andrea Vattani, marks the start of a collaboration between the Italian university and Lithan Academy, an accredited lifelong learning institute from Singapore.

The MoA signing held at Lithan Academy headquarters in Singapore, was attended by Dr. Arturo Lavalle, Head of Research and Development and International Relations Area and Professor Alberto Garinei, Professor of Mechanical and Thermal Measurement from Guglielmo Marconi University, while Leslie Loh, Founder and CEO and Krishnamoorthy Ramoo, Chief Operating Officer represented Lithan Academy.

The Ambassador of Italy to Singapore, His Excellency Ambassador Mario Andrea Vattani expressed his support for the partnership: "Investing in human development is fundamental at this time. I'm happy that during the G20, Italy put this at the forefront of the issues we were discussing." He noted that the partnership is in alignment with recent government initiatives between Italy and Singapore on digital cooperation that enriches academic training and research in the two countries including working on challenges such as talents development, women empowerment, and digital skills training.

## LAUNCH OF WINTER SCHOOL DUBAI

Guglielmo Marconi University in collaboration with Westford Education Group is launching a new initiative of Winter School Dubai, the educational and cultural experience which will take place in February 2023 in Dubai, the most developed and sophisticated city in the United Arab Emirates.

The strategic partnership between Unimarconi and Westford Education Group was launched in 2016. Westford Education Group, a leading provider of international education, is headquartered in the UK with a broad presence in the Middle East, Europe, Africa, India and Sri Lanka. It offers degree and master courses in various formats and in recent years has received numerous awards for the excellent service provided in the educational field in the Middle East.

The Winter School Dubai initiative is aimed at all those interested in deepening their skills in Strategic Management and Leadership, Innovation management and teamwork.

The program includes the study of highly important topics in the field of business management such as, for example, the planning and development of leadership skills, improvement of individual and group performance, the ability to promote and support the innovative and creative management. The path will be enriched with visits to companies of relevance in the field of innovation and leadership.

The faculty members involved in the program are the subject experts with a strong academic background and rich industry experience. Among the training methods used during the course, in addition to a solid theoretical basis, there are methods that guarantee the maximum involvement of the participants, including action strategies, role plays, group work, and debates during which it will be possible to compare the ideas on strategies and management with students from more than 50 countries.

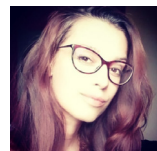
Winter School Dubai will provide its participants with the opportunity to acquire the credits in the Masters provided by Unimarconi, and to develop a progression path necessary to pursue a career in business management.

At the end of the course the participants will be subjected to a business challenge, the test that requires a solution that uses the methodology of company research in order to propose a relevant solution that integrates the learning of the various modules addressed during the course. Solutions and proposals should be presented in a report and, subsequently, verbally presented to a panel of evaluators.

In addition to the educational experience offered by Winter School Dubai, participants will have the opportunity to immerse themselves in the history of the United Arab Emirates, visit museums and places of culture and art and ride the dunes during the desert safari in the United Arab Emirates



by Darina Chesheva



# Spotlight on Research

## MASTER IN INDUSTRY 4.0 – TRAINING WORKSHOP AS PART OF DEL 3.2 CAPACITY BUILDING OF ASIAN HEI STAFF, MEDAN, INDONESIA



The training took place between 18-22 July 2022 at the University of Sumatera Utara premises in Medan (Indonesia). All partners participated with at least 2 representatives from the European partners and all 9 representatives from each of the Asian partners except UniKL, UHST and MoEYs. The others were connected remotely to the meeting. It had an attendance of more than 40 representatives for the five days of the workshop.

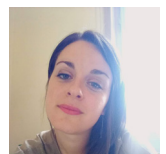
In order to define the most attractive and interesting programme, three days were focused on topics related to the most recent innovations in the education methodologies in Europe and speeches regarding national university processes on Industry 4.0, ISO standards for innovation management and University-industry connections/expectations.

Study visit was the occasion to exchange ideas, to discuss on different perspectives, to share different strategic visions in order to design the

most effective and innovative IND 4.0 Curriculum and course structure. Each Asian partner has benefited from different experiences in order to assess what could be easily transferable, what could be a benefit in its regional and national academic environment. Knowledge transfer was accomplished by both describing similar curriculum but emphasising on teaching methodologies as well. In particular, on the second day, Mr. Arturo Lavalle, Head of R&D at USGM, presented a panel titled "Developing and implementing innovation projects: Why innovation can't happen without standardization". It focuses on the importance of certain levels of innovation in HEIs nowadays and especially related to the Italian scenario. This gave a perspective on the possible changes Asian partners could achieve in the next future.

Finally, Prof. Alberto Garinei, USGM, presented a very interesting topic titled "Identification of research methodologies and selection of contents of research theses, following the requests of companies facing digital transformation 4.0 in Manufacturing, Agriculture/Aquaculture, and Pervasive Health/ Health". His speech was meant to show the latest research methodologies on theses applied to the new digital era, especially regarding the European frame.

by **Alessandra Pezzati**



## GREEN ECONOMY SUMMER ACADEMY

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The professor of Guglielmo Marconi University Enrico Bocci delivered two lessons (Renewables and Hydrogen: key of the Green Economy, Hydrogen technologies, roadmaps and impacts) at the Summer Edition 2022 of the Green Economy Academy which was held from 4 to 8 July in Cairo.

The training week addressed the production of renewable energy, its complementarity and compatibility with distribution networks and political strategies in support of the energy transition in the EU, the Mediterranean area and the African continent.

The New and Renewable Energy Authority (NREA), Regional Center for Renewable Energy and Energy Efficiency (RCREE), Renewable Energy Solutions for Africa (RES4Africa), Interuniversity Research Center for Sustainable Development (CIRPS), Italian Agency for New Technologies, Energy and Sustainable Economic Development (ENEA), National Research Council (CNR), The Polytechnic University of Milan (POLIMI) were present at the event.

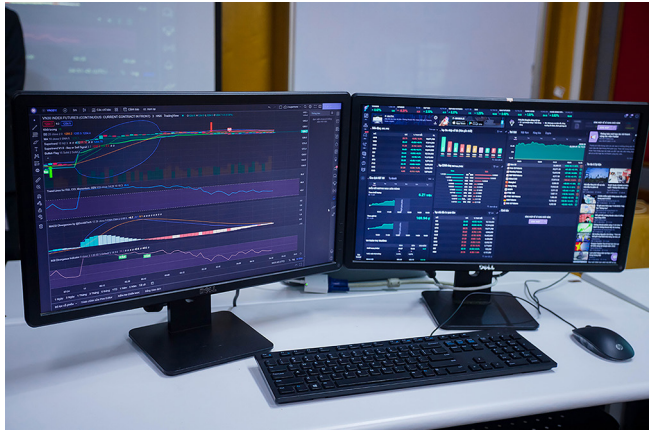
The 'Green Economy Summer Academy' is launched by the Embassy of Italy to Egypt and the Academy of Scientific Research and Technology. It aims to provide young professionals with a full immersion experience every year to guide them through their practical involvement in Green Economy issues, alternating focus area every year between renewable energy, circular economy, water management, food security, and other related fields.

# Glance at the Future

## Fintech industry is growing fast but lacks human resources

Sharing at the event “Fintech and Career Prospects” held at the University of Economics, Hanoi National University (11 August 2022), many experts said that following the general development trend of society in the 4.0 technology era, the finance and banking industry also chose the direction of industrialization and modernization from the application of information technology to the original business model.

The event was arranged in the framework of the TRUST project [www.trustproject.eu](http://www.trustproject.eu) (“Financial Technology and digital innovation to modernise and develop curricula of Vietnamese and Philippines Universities”, Erasmus+ Programme, KA2 Capacity Building in the field of Higher Education) coordinated by the Guglielmo Marconi University. TRUST involves also as Higher Education representatives the University of Belgrade (RS) and Glasgow Caledonian University (UK), three universities from the Philippines (University of Cebu, Saint Louis University, Mapua University) and three universities from VietNam (University of Economics and Business of Vietnam National University, Hue College of Economics, Ho Chi Minh City Open University). TRUST partnership also includes representatives of the Financial Services Sector such as Deus Technology (IT) and the Fintech Philippines Association (PH).



The event “Fintech and Career Prospects”, as project Vietnamese National round-table, was a pivotal opportunity for professors and experts of the financial sector to share the Fintech future prospective.

A new Master in Fintech was jointly developed in the framework of the TRUST project and it is going to be delivered in blended modality (face to face lessons and online) in the three Vietnamese universities. A Memorandum of Understanding was also signed among the three universities to provide an added value to the jointly developed Fintech master.

The event hosted as speakers from University of Economics - VNU the Assoc. Prof. Dr. Nguyen Anh Thu - Vice Rector, Assoc.; from University of Economics - Hue University, Assoc. Prof. Dr. Phan Thanh Hoan, Head of Training Department and Dr. Pham Xuan Hung, Head of Science, Technology and International Cooperation Department; from Open University - Ho Chi Minh City Dr. Pham Ha, Dean of the Faculty of Banking and Finance and MSc. Nguyen Thi Thu Trang, Lecturer of the Faculty of Social Sciences.

From Europe Dr. Ilaria Reggiani, project manager and project coordinator from Marconi University of Rome (Italy) and Professor Dane Lukic, PhD, Reader in Organisational Learning at Glasgow Caledonian University (UK). In addition, two speakers from Military Bank (MB Bank), Mr. Tran Thien Phuong - Digital Sales Manager, MB Smartbank Project Manager and Mr. Nguyen Hoang Anh Kien - Project Manager of Beyond Banking Tribe - representative of financial institutions shared about the topic “Fintech industry human resources and digital transformation in finance and banking”.



Following the general development trend of society in the 4.0 technology era, the finance - banking industry also chose the direction of industrialization and modernization from the application of information technology to the original business model. Fintech - Fintech during the past decade has grown very rapidly globally. Fintech applications have made a breakthrough in the banking and financial sector and are an inevitable trend that all countries are aware of and want to seize opportunities.

According to a survey by the University of Economics - Hue University, there are 120 Fintech companies in Vietnam operating in this field. In contrast, industry human resources are very limited. It is that disparity that creates a gap between training and job opportunities.

Discussing the requirements for students and trainees pursuing the Fintech field, a representative of Military Bank (a bank with a very fast digital transformation), Mr. Tran Thien Phuong - Digital Sales Director, MB Smartbank's project director expressed his opinion on the human resource trend of the market: "In fact, human resources for business, economics (business) and technology personnel are separate positions. When the Fintech trend arises, new human resources positions are born, which are required to meet specific jobs. Fintech personnel must both have an open economic mindset and be agile in handling information technology related issues. Therefore, it can be seen that digital technology has been and will continue to create many new transformations for society. Fintech companies are born more, develop stronger and the demand for human resources in this industry will continue to expand".

Grasping the expanding needs of this new training industry the Asian universities of TRUST project are going to train new young experts in Fintech ready to cover this lack of the Financial market.

The program of the TRUST master in Fintech has many preeminent factors: (1) internationality by Fintech is designed on the basis of inheriting modern and intensive courses of training programs in the world and receiving contributions from universities for international students. TRUST project partners include universities in Europe, UK, Philippines, Vietnam; (2) the practicality shown in the application orientation of the program; (3) feasibility is clearly demonstrated from the perspective of training supply and demand; (4) the linkage by Fintech masters that partners at three universities in Vietnam (as well as the three universities in the Philippines) participate in training, creating conditions for students exchange during their studies; and (5) pioneering because it is the first master's program in Vietnam that specializes in Financial Technology in Vietnamese and is awarded a degree by a local university.

It can be seen that the solution to fill the gap between training and human resource needs is to speed up professional and intensive training programs, especially with Fintech master's training programs that can combine teams with other human resources. The staff has been trained in the technology and financial sectors to become a human resource for the potential financial technology industry.

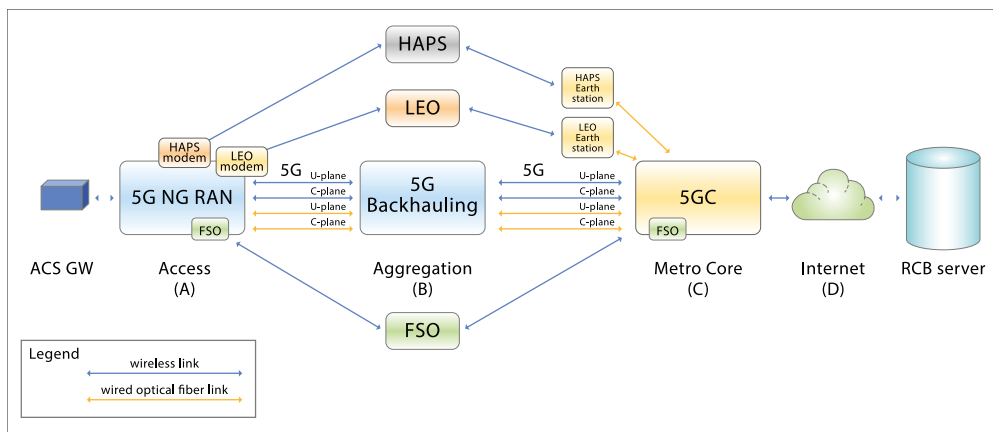
by **Susanna Correnti**





## X2Rail and AB4Rail ongoing collaboration – meeting July 2022

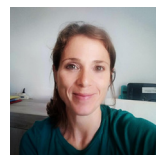
The eleventh meeting between the X2Rail project consortium and the AB4Rail project partners was held on 4-th July 2022. Alessandro Vizzari (Radiolabs) provided a recap of the business and financial analysis included in deliverable D2.3. Kerstine Keil presented the usage of 5G networks, its opportunity for providing services for railway and possible financial implications, based on a building block approach.



Prof. Franco Mazzenga (Radiolabs and University of Rome Tor Vergata) pointed out that X2Rail has the aim of investigating very mature technologies, whose information in terms of products, deployments, and performance are well known and ready for the brief-term adoption. On the contrary, AB4Rail investigates technologies not still available in the market, thus some trends in advances should be considered, other parameters should be simulated and the rest it is necessary to be assumed. Vizzari also provided the last advances related to the D2.4 and D3.5. Finally, attendees participated in the active Q/A session. Next meeting is scheduled on 12th Sept. 22.

For further information, please visit [www.ab4rail.eu](http://www.ab4rail.eu)

by Ilaria Reggiani





**GMU Magazine** has been released with the contribution of all academic staff and partners around the world, if you wish to contribute highlighting any important news in accordance with the line of the release, please do not hesitate to contact us sending an email to [d.chesheva@unimarconi.it](mailto:d.chesheva@unimarconi.it)