

## Conference Theme

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The conference theme is **Universities Engaging with their Communities** and it will consider questions such as if we doggedly follow the market and student demand, how will the world respond to a situation whereby everyone graduates in IT and business studies? Can universities be engines for regional economic development? What do politicians really think about universities, and what can we do about it? What are students really like nowadays, and what do they want from university?

The issues will be examined in the context of four sub-themes: education in a changing world, economic development, the political environment, and social and cultural issues.