

AMI2022

The 6th Advances in Management and Innovation Conference

Dear All,

We are delighted to announce our
keynote speaker – Professor Nigel Morgan



The title of his Keynote is:

**AFTER THE GLOBAL PANDEMIC: A PARADIGM SHIFT
OR BUSINESS AS USUAL FOR THE VISITOR ECONOMY?**

Bio:

Nigel has wide experience in the visitor and sport economy having worked for Sport Wales and in UK local government. He is Professor of Social Sustainability at Surrey University and Honorary Adjunct Professor in Auckland University of Technology. He has held professorial positions in universities in the UK, Norway and Italy and was previously Associate Dean and Head of Department in Swansea University's School of Management and Head of Surrey University's School of Hospitality and Tourism Management.

Nigel was formerly a Board Member of Visit Wales and Visit Surrey and Chair of the Mission Gallery in Swansea and is currently a Member of the Wales Industrial Development Advisory Board. Nigel recently chaired the Hong Kong RAE tourism and hospitality sub-panel and gave evidence at the Senedd Cymru on the tourism impact of COVID-19 and at the European Parliament on Brexit. In 2021 he completed a COVID-19 recovery strategy for the North Wales Economic Ambition Board and is currently finalising a British Academy-funded project on the tourism impacts of energy infrastructure.



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For further information, please visit [HERE](#) or contact: [Prikshit Verma](mailto:pverma@cardiffmet.ac.uk) (pverma@cardiffmet.ac.uk)

(*Please note that AMI2022 will be a hybrid event. This means participants can take part either on site or remotely).

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Cynhelir y 6ed Cynhadledd Datblygiadau mewn Rheoli ac Arloesi

Annwyl bawb,

Hoffem gyflwyno ein hareithydd cyweirnod,
yr Athro Nigel Morgan



Teitl yr arraith gyweirnod:

AR ÔL Y PANDEMIG BYD-EANG: NEWID SYLFAENOL NEU FUSNES FEL ARFER I'R ECONOMI YMWELWYR?

Bywgraffiad:

Mae gan Nigel brofiad eang yn yr economi ymwelwyr a chwaraeon ar ôl gweithio i Chwaraeon Cymru ac mewn llywodraeth leol yn y DU. Mae'n Athro Cynaliadwyedd Cymdeithasol ym Mhrifysgol Surrey ac yn Athro Dirprwyol er Anrhydedd ym Mhrifysgol Technoleg Auckland. Mae wedi dal swyddi fel athro mewn prifysgolion yn y DU, Norwy a'r Eidal a bu'n Ddeon Cyswllt a Phennaeth Adran yn Ysgol Reoli Prifysgol Abertawe ac yn Bennaeth ar Ysgol Rheoli Lletygarwch a Thwristiaeth Prifysgol Surrey'n flaenorol.

Bu Nigel yn Aelod o Fwrdd Croeso Cymru a Visit Surrey ac yn Gadeirydd yr Oriel Mission yn Abertawe'n flaenorol, ac mae'n Aelod o Fwrdd Cynghorol Cymru ar Ddatblygu Diwydiannol ar hyn o bryd. Yn ddiweddar, cadeiriodd Nigel is-banel twristiaeth a lletygarwch Ymarfer Asesu Ymchwil Hong Kong a rhoddodd dystiolaeth yn Senedd Cymru ar effaith COVID-19 ar dwristiaeth, ac yn Senedd Ewrop ar Brexit. Yn 2021, cwblhaodd strategaeth adfer rhag COVID-19 ar gyfer Bwrdd Uchelgais Economaidd Gogledd Cymru ac mae'n cwblhau prosiect a ariennir gan yr Academi Brydeinig ar hyn o bryd ar effeithiau'r seilwaith ynni ar dwristiaeth.



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