Linlan Huang
Lecturer
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Research and Innovation interests

Dr Linlan Huang is a Lecturer in Management at Birmingham City University. His research interests include the intersection between low carbon innovation and international management. Linlan serves a member and peer reviewer for the Academy of International Business (AIB), Academy of Management (AOM) and British Academy of Management (BAM).

Employment

Lecturer in Management
Lecturer
Department of Management, Business and Marketing
Birmingham City University
2 Jul 2026 → present

Research outputs

"Good enough" hands-on faculty reskilling for GenAI: addressing the crisis facing higher education
Huang, L., Rich, M. & Holtham, C., Jun 2025, *MOBTS USA 2025 Annual Conference.*

In A Management Education World Challenged By Generative AI, It Is Vital To Increase The Emphasis On A Toolbox of Innovative Analogue Learning Methods
Rich, M., Holtham, C. & Huang, L., Jun 2025, *International MOBTS 2025 Conference Proceedings.*

Facilitating Low-Carbon Innovation in IJVs: An Interplay Between Networking Capabilities and University-Industry Partnerships
Huang, L. & Zou, H., 24 Mar 2025, *Navigating Disruptions and Transformations in International Business.* Palgrave Macmillan, (The Academy of International Business).

Generative artificial intelligence in Higher Education: Beyond the Short Term
Rich, M., Holtham, C. & Huang, L., 2025, *19th International Technology, Education and Development Conference Proceedings.* p. 5445-5449

A One-Hour Intensive Introduction to Generative AI For Sceptical Academic Colleagues
Holtham, C., Rich, M. & Huang, L., 14 Nov 2024, *MOBTS 2024 Proceedings.*

Embracing Creativity in Entrepreneurship Education Through GenAI Tools
Shinnie, X., Huang, L. & Odongo, I., 11 Sept 2024.

Managing University-IJV Partnership for Low-Carbon Innovation: The Role of Networking Capabilities
Huang, L. & Zou, H., Aug 2024, In: Academy of Management Proceedings.

Asset Management: Data Assets Registration Guidelines
Huang, L., 26 May 2024, Beijing: National Repository of Standards and Information of Professional Bodies, China .

Unfolding pathways for higher education pedagogy, technology, and strategy
Holtham, C., Rich, M. & Huang, L., 15 Mar 2024.

APPLYING GENERATIVE AI TO FACILITATE CLASS ORCHESTRATION WITH TECHNOLOGY: CHATGPT AND NEARPOD FOR SEMINAR ACTIVITIES

Huang, L., Holtham, C. & Rich, M., 1 Mar 2024, *INTED Proceedings.*

A Pedagogical Perspective of Entrepreneurial Creativity through GenAI Tools
Shinnie, X., Huang, L. & Odongo, I., 2024.

Data assets governance: a mechanism of evolution and a systematic framework
Liu, H. (Corresponding / Lead Author), Wang, J. & Huang, L., 2024, In: Friends of Accounting. 2024, 21

Facilitating Innovation Adaptiveness in the Low-Carbon Sector: Role of IJV-University Collaboration: Academy of Management Annual Meeting Proceedings
Huang, L. & Zou, H., 24 Jul 2023.

Using modern interactive software to enable greater learner influence within a physical classroom: Learning at City Conference 2023
Huang, L., Wan, Y. & Holtham, C., 30 Jun 2023.

Student use of interactive technology in large face-to-face lectures post-pandemic: issues and opportunities
Holtham, C., Rich, M. & Huang, L., 1 Mar 2023, *INTED2023 Proceedings.*

Advancing active learning in management education: professional development for faculty through their own high engagement
Holtham, C., Rich, M. & Huang, L., 2023, *International MOBTS 2023 Conference.* University of St Andrews

Knowledge Transfer Speed in Low Carbon Sector: Roles of IJV's DC and Organizational Relations
Huang, L. & Zou, H., 1 Aug 2022, In: Academy of Management Proceedings.

China tax brief and reform of the tax administration system
Huang, L., Jul 2022.

Developing IJVs Absorptive Capacity for Promoting Low Carbon Technology Transfer The Role of Intermediaries and External Channels
Huang, L. & Zou, H., 1 Sept 2019, *British Academy of Management.*

Activities

Hong Kong Migrant Enterprise and Diaspora Community in Birmingham: A Social Perspective of Sustainable Growth
Shinnie, X. (Speaker) & Huang, L. (Speaker)
1 Jul 2025

British Academy (External organisation)
Huang, L. (Member)
2025 → …

SEDA Recognised PGR Supervisor
Huang, L. (Participant)
2024 → …

Higher Education Academy (External organisation)
Huang, L. (Member)
2023 → …

Prizes

Early Educator Institute Award
Huang, L. (Recipient), 2024

MOBTS 2025 DI & EEI Alumni Grant
Huang, L. (Recipient), 6 Mar 2025

Projects

Applying Interactive Technologies and GenAI to Energise Post-Covid Classrooms
Huang, L. (Co-Investigator (Co-I)), Holtham, C. (Principal Investigator / Project Lead (PI/PL)) & Rich, M. (Co-Investigator (Co-I))
1/12/22 → …

Graduate Retune Project
Huang, L. (Principal Investigator / Project Lead (PI/PL)), Shinnie, X. (Co-Principal Investigator / Project Co-Lead (CoPI/PcL)), Hui, T. (Co-Investigator (Co-I)) & Babatunde, S. (Principal Investigator / Project Lead (PI/PL))
1/03/25 → 31/08/25

Hong Kong Migrant Enterprise and Diaspora Community in Birmingham: A Social Perspective of Sustainable Growth
Shinnie, X. (Principal Investigator / Project Lead (PI/PL)) & Huang, L. (Co-Principal Investigator / Project Co-Lead (CoPI/PcL))
2/12/23 → …