University of Dundee · School of Business

Dr Ying Wu SFHEA

Director of MBA & DBA Programmes

Business education for an AI-shaped world.

yingwu.co.uk



PROFILE

Dr Ying Wu is Director of MBA & DBA Programmes at the University of Dundee School of Business, where she leads the Online MBA, Global MBA (Top-Up) and Doctor of Business Administration. As the inaugural Director of Dundee's Online MBA, she led its launch in January 2026.

A marketing scholar with a mathematician's training, she researches how AI, digital storytelling and sustainability are changing business, and how education can prepare responsible leaders: game-based learning, AI-supported assessment, industry-integrated curriculum and inclusive digital education. She brings more than a decade of experience across the Universities of Sussex, Hertfordshire and Dundee, is Deputy and Co-Investigator on a British Council digital-inclusion partnership with NUST, Pakistan, and hosts podcast series on inclusion and industry leadership.

This biography may be used for introductions and event programmes.

SPEAKING TOPICS

Responsible AI and the future of business assessment
Using AI openly and responsibly in assessment, while still measuring real capability.

Industry-integrated curriculum that works
Live briefs and projects that build employability and deliver value for partners.

AI, consumers and digital retail
What chatbots are changing in consumer behaviour, and how firms must respond.

Games and simulations that make learning stick
Turning lecture ideas into decisions learners make, in class or solo.

Inclusive, accessible digital education
Lessons from international partnerships on digital equity.

Responsible leadership for sustainable transformation
Cross-border sustainability challenges, drawing on a GRLI course in five countries.

SELECTED RECENT WORK

AI chatbot integration in fashion e-retail
Journal of Organizational Change Management (Emerald), published online October 2026. DOI 10.1108/JOCM-03-2025-0295. First and corresponding author.

The BRIDGE and CRAFT frameworks
Industry-integrated curriculum design and AI-supported assessment. European Conference on Education 2026.

Learning Lab
Free games, simulations and toolkits, created independently, including The Viva Room for doctoral viva rehearsal. lab.yingwu.co.uk

Fostering Digital Inclusion in Higher Education
British Council-funded Dundee–NUST partnership: inclusive teaching toolkit and resource centre.

AT A GLANCE

10+
years teaching and leading programmes at three UK universities

3
programmes currently led: Online MBA, Global MBA (Top-Up) and DBA

200+
participants in a UK–Pakistan digital inclusion partnership

EXPERTISE

- Responsible AI in business and education
- AI in marketing and consumer behaviour
- Digital storytelling and content
- Game-based learning and simulations
- AI-supported assessment
- Industry-integrated learning
- Sustainability and responsible leadership
- Inclusive and accessible education
- Programme leadership and quality

QUALIFICATIONS & RECOGNITION

- PhD Management, University of Sussex
- Senior Fellow, Higher Education Academy
- Aurora Leadership Programme, Advance HE (2025)
- Member, Chartered Institute of Marketing
- Review Committee, European Conference on Education

PODCASTS

Inclusive Futures: Voices for Change · Voicing Lived Experiences · Conversations with Industry Leaders

Invitations to speak, collaborate or study are welcome.

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