

Professor Ma Lijun Represents Dr Raymond Wong Research Centre for Arts Technology and Business at United Nations Conference

On June 26, 2025, Lingnan University made a historic appearance at the United Nations Headquarters in New York to participate in the *Arts for Sustainable Development: Advancing the SDGs Through Cultural Collaboration* international conference. This significant event marked the 80th anniversary of the publication of the United Nations Charter.

The conference was jointly organized by the United Nations Institute for Training and Research – New York Office (UNITAR-NYO), the International Academy for Arts and Cultural Studies (IAA), the Global Ballet Centre (GBC), and co-organized by the Institute for Global Industry, Tsinghua University, the Master of Science in Arts Technology and Business and the Dr. Raymond Wong Research Centre for Arts Technology and Business (RWC-ATB) of Lingnan University. The event brought together distinguished speakers, policymakers, and scholars from around the world, fostering dialogue on how art and technology can drive global progress toward the United Nations' 17 Sustainable Development Goals (SDGs).

Assistant Professor Ma Lijun, representing both Lingnan University's Faculty of Business and Dr Raymond Wong Research Centre for Arts Technology and Business, delivered a compelling speech on *"Empowering Social Innovation Through Artificial Intelligence"*. Professor Ma shared groundbreaking insights on how Lingnan University integrates cutting-edge AI research into education to inspire socially innovation. His speech emphasized how AI-powered solutions can address inequalities, enhance accessibility, and empower marginalized communities.



Professor Ma Lijun represented Lingnan University at the conference in New York.

Professor Ma highlighted the cutting-edge research advancements from the Dr Raymond Wong Research Centre, showcasing the centre's interdisciplinary Arts-Technology-Business model. This model, enriched by collaborations with Tsinghua University and Lingnan University's Faculty of Business, integrates design thinking into management education, fostering innovation aligned with the United Nations' Sustainable Development Goals (SDGs).

He also introduced Lingnan's Master of Science in Arts Technology and Business (ATB) programme, which cultivates innovative talent by merging design with management and emphasizing SDG-focused solutions. Students in the ATB program have driven forward innovative projects across diverse sectors, from finance to healthcare, while embedding SDG principles into their work, nurturing globally minded, future-ready talent. These initiatives reflect Lingnan University's commitment to harnessing art and technology as powerful forces for societal progress and sustainability.



Students' artworks received high praise from the guests.

Dr Raymond Wong Research Centre for Arts Technology and Business, as a co-organizer of the conference, exemplifies Lingnan University's dedication to fostering innovation and social impact through interdisciplinary collaboration. With a focus on inclusive design and AI-driven solutions, the centre continues to push boundaries, shaping a future where art, technology, and business converge to address pressing global challenges. Professor Ma's participation in this prestigious conference highlighted Lingnan University's and the

center's dedication to leveraging education as a catalyst for meaningful change.



A group photograph of the attendees at the exhibition.