International Conference

Building Bridges Across Boundaries – The Role of Cultural and Athletic Activities

30 October - 1 November 2026

National University of Ireland Maynooth

Schedule

30 October

14:00-17:00 Registration

31 October (Day One)

Venue: Iontas Building, Room 1.24

09:00-09:10 Conference Opening

Prof. Alison Hood, Dean of Arts and Humanities, Maynooth University

Prof. Peter Herrmann, European Academy of Sciences and Arts

Alejandra Black, Taylor & Francis Group

09:10-11:05 Session One (Chair: Dr. Ciaran Reilly)

09:10-09:40 Keynote Presentation: A Neglected Bridge: The Time Dimension

Prof. Wray Vamplew, University of Stirling

09:40-09:50 Q&A

09:50-10:10 Geophysical Culture? Strength, Heritage and the Movement of Physical Traditions Across Borders

Dr. Conor Heffernan, Ulster University

10:10-10:30 Peace as a Floating Signifier in the Context of International Sport

Dr. Jung Woo Lee, University of Edinburgh

10:30-10:50 The Rise of Asian Consciousness and the Development of the Asian Games (1913-2026)

Prof. Fan Hong, Bangor University

10:50-11:05 Q&A

11:05-11:20 Tea Break

11:20-12:20 Session Two (Chair: Dr. Liu Weiming)

11:20-11:40 Years of Sino-American Table Tennis Diplomacy: Concepts and Insights into People-to-People Diplomacy

Prof. Deng Zonghao, Sichuan University

11:40-12:00 Sports Diplomacy and the Building of a Community with a Shared Future for Mankind: A Contemporary Interpretation of Marx's Theory of World History

Dr. Liu Zhengfang, Sichuan University

12:00-12:20 Q&A

12:30-13:30 Lunch Break (Phoenix Restaurant)

13:30-15:10 Session Three (Chair: Prof. Wray Vamplew)

13:30-14:00 Keynote Presentation: The Practice and Experience of Chinese Modernization

Prof. Jiang Yongmu, Sichuan University

14:00-14:10 Q&A

14:10-14:30 The Interactive Co-Progression of the Sinicization of Marxism and the Modernization of Confucianism

Dr. Liu Lisha, Sichuan University

14:30-14:50 Historical Forms of Socialist Spatial Production: The Third Front Construction and the Origins of Inland Industrial Urban Space in Sichuan (1964–1980)

Dr. Liao Yuhan, Sichuan University

14:50-15:10 Q&A

15:10-15:30 Tea Break

15:30-16:50 Session Four (Chair: Dr. Jung Woo Lee)

15:30-15:50 AI Technology Made Open Source to Empower Intelligent Civilization

Prof. Hu Fang, Sichuan University

15:50-16:10 Culture through GenAI: Rethinking cultural encounters in language education

Dr. Liu Weiming, Dublin City University

16:10-16:30 Mediating Intercultural Understanding and Career Preparations Though Educational Exchange in the Computing Sciences

Dr. Joseph Timoney, Maynooth University

16:30-16:50 Q&A

17:30-19:30 Dinner (Orient, Maynooth Main Street)

1 November (Day Two)

Venue: Iontas Building, Room 1.24

09:00-10:45 Session One (Chair: Dr. Conor Heffernan)

09:00-09:30 Keynote Presentation: Paradox of Our Time: Soft Policies as Warrant against Hard Political Confrontation (Online)

Prof. Peter Herrmann, Central South University

09:30-09:40 Q&A

09:40-10:10 The Geopolitical Logic and Strategic Evolution of China's Road Assistance to Laos, 1961 to the Present (Online)

Prof. Qin Bo, University of Electronic Science and Technology of China

10:10-10:30 Golf and the Power Elite: The History of Golf Diplomacy and Politics in Thailand and Southeast Asia (Online)

Dr. Brett M Bennett, Western Sydney University

10:30-10:45 Q&A

10:45-11:00 Tea Break

11:00-12:20 Session Two (Chair: Dr. Lu Zhouxiang)

11:00-11:20 Common Rules, Different Understandings of Fairness: Law Across Sporting Cultures

Dr. Fu Jiangyuan, Maynooth University

11:20-11:40 From ‘Going Abroad’ to ‘Competing on Home Turf’: the Huanji IFBB

Competition System and Pro Bodybuilding in China

Mr. Luo Xiao, Huanji/Beijing Sport University & Prof. Xuemei Cui, Langfang Normal University

11:40-12:00 Digital Inheritance Paths of Sports Intangible Cultural Heritage

Dr. Zhang Jie, Shenzhen University

12:00-12:20 Q&A

12:30-13:30 Lunch Break (Phoenix Restaurant)

13:30-16:10 Session Three (Chair: Dr. Wang Mengdi)

13:30-14:00 Keynote Presentation: Reasons for Su Chao Success (Online)

Prof. Jean-Loup Chappelet, University of Lausanne & Prof. Liu Jia, Beijing Sport University

14:00-14:10 Q&A

14:10-14:30 Sport and Development in Indonesia

Prof. Amung Ma'mun and Dr. Syarifatunnisa, Indonesia University of Education

14:30-14:50 Governmental Conceptions of Sport in Indonesia: The Historical Evolution from Diplomatic Capital to Developmental and Competitive Capital

Dr. Anira, Indonesia University of Education

14:50-15:00 Q&A

15:00-15:15 Tea Break

15:15-15:35 The Gaelic Athletic Association and Cultural Identity

Dr. Ciaran Reilly, Maynooth University

15:35-15:55 Language, Embodied Practice and People-to-People Connections in China-Ireland Cultural Exchange: From Chinese Language Education and WeChat Communication to Yoga

Dr. Ni Jun, Technological University Dublin

15:55-16:15 Martial Arts and the Construction of Chineseness in the Southeast Asian Diaspora, 1800s-1930s

Dr. Lu Zhouxiang, Maynooth University

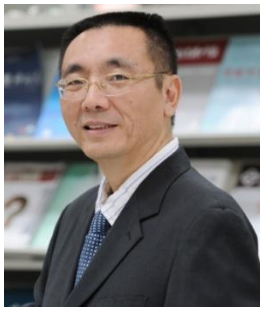
16:15-16:30 Q&A

16:30-16:35 Conference Closing: Remarks by Prof. Fan Hong

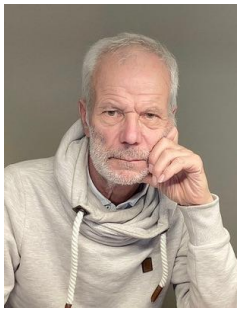
Keynote Speakers:



Wray Vamplew is Emeritus Professor of Sports Studies at the University of Stirling. He worked in Australia for eighteen years, latterly serving as Pro-Vice-Chancellor at Flinders University of South Australia, before joining De Montfort University, where he established a centre of excellence in sports history. In 2001, he joined the University of Stirling and was appointed Scotland's first Chair in Sports History. He has authored and edited more than twenty books and published over a hundred academic papers and reports. He also has extensive experience as a consultant for sports, education, government and media organisations in Australia and Britain. His book Pay Up and Play the Game (Cambridge University Press, 1988), a study of professional sport in Britain, won the inaugural North American Society for Sport History International Book Award. He also received the Australian Sports Commission's National Sport Science Education Award for his work on sports violence. His expertise lies in sports social science, particularly sports history, economics and quantitative analysis. In teaching, he coordinates the MSc module Ethics in Sport and leads an undergraduate reading unit on the ethics of sport.



Jiang Yongmu is a Professor at the School of Marxism, Sichuan University. He is a Chief Expert of the Central Marxist Theory Research and Development Project, Chief Scientist of Sichuan University's *Marxism and Contemporary China* key disciplinary cluster under the national "Double First-Class" initiative, and a recipient of the State Council Special Government Allowance. His distinctions include the National Baosteel Outstanding Teacher Award, recognition as an Academic and Technical Leader of Sichuan Province, and selection as a Cultural Leading Talent under the Tianfu Talent Programme. He serves as Vice-President of the Chinese Association of Political Economy, the National Society for the History of Marxist-Leninist Economic Thought, and the Chinese Society for the Study of *Capital*. His research focuses on the adaptation of Marxism to the Chinese context, socialist political economy with Chinese characteristics, and issues concerning agriculture, rural areas and farmers. He has published more than 180 academic papers, and edited or co-authored more than 20 academic books. His achievements have earned numerous research and teaching awards, including three First Prizes in the Sichuan Provincial Outstanding Achievements in Philosophy and Social Sciences Awards.



Peter Herrmann is an accomplished social philosopher and academician with a multidisciplinary professional background spanning sociology, political science, philosophy, and law. Throughout his career, he has held numerous third-level teaching and research positions internationally. His academic trajectory initially focused on social policy and European Integration, before orienting increasingly toward political economy, and later evolving to center heavily on law and the philosophy of law. Professor Herrmann currently serves as a full-time research fellow at the Human Rights Centre within the Law School of Central South University in Changsha, China. Alongside his work in China - which earned him the prestigious Chinese Government Friendship Award - he continues to operate globally as a social philosopher, maintaining positions as an adjunct professor at the University of Eastern Finland (UEF) within the

Department of Social Sciences in Kuopio, and as an Honorary Associate Professor at Corvinus University of Budapest in Hungary.



Jean-Loup Chappelet is an emeritus professor of public management at the Swiss Graduate School of Public Administration (IDHEAP) of the Faculty of law, criminal sciences and public administration of the University of Lausanne. He was the IDHEAP Dean from 2003 to 2011 and has benn a guest professor at the University of Lyon (France), the University of Louvain-la-Neuve (Belgium), Seoul National University (Korea) and Tsukuba University (Japan). He previously held management positions at the International Olympic Committee (1982-1987) and in one of the "big-four" international consulting and accounting-firms (1988-1992). For 12 years (1999-2011), he was the director of the MEMOS programme, a master programme run by 11 universities for Olympic Solidarity. He was the General Secretary of the International Coubertin Committee (2003-2017) and a member of the World Anti-Doping Agency (WADA)'s Education Committee (2013-2016) and social science research group. He is a member of the ASOIF (Association of Summer Olympic International Federations)' Governance Taskforce. He has authored several books and many scientific articles. His research is now focused on the governance of international sport organizations and events.