

# UNLOCK

Creativity through game-based learning at  
higher education



## Alexandra Zinovyeva

I am a HigherEd enthusiast, driven by the questions "What is the future of higher education and how can I contribute to its transformation towards becoming more innovative, inclusive and connected?" I focus on entrepreneurial and practice-based learning and teaching, inter- and multidisciplinary education, engaged universities and university-society interaction, life-long learning and flexible learning paths. In my current position as the Manager EU Projects at UIIN, I am responsible for acquisition and implementation of European projects, funded by the European Commission, in the area of entrepreneurship and innovative education, university engagement for social innovation and university-business collaboration. I also support the organisation of the largest University-Industry Interaction Conference in Europe and I am the co-editor of University Industry Innovation Magazine.

I am a proud graduate of an innovative and unique Erasmus+ Master Programme "Research and Innovation in Higher Education (MARIHE)", which provided me with a holistic overview of systemic and institutional higher education development. Previously, I worked in a private educational institution in Kazakhstan as curriculum design advisor and a lead EFL instructor for the adult learners in continuous education programmes; had experience with internationalisation of Finnish Higher Education at Fulbright Finland; coordinated the operation of Entrepreneurial and Engaged Universities Accreditation (ACEEU).

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## Research interests:

- Entrepreneurial and Engaged Universities
- University-Business Collaboration
- Innovative Teaching and Training Methodologies
- Life-long learning and flexible learning paths

## Ongoing Projects:

Spanning Boundaries – <https://www.spanning-boundaries.eu/>

PIETE - <https://www.entrepreneurialteachers.eu/>

ARDENT - <https://ruralentrepreneurs.eu/>

UcityLab - <https://www.ucitylab.eu/>

Restart+ Communities - <http://www.restart.how/>

DataSET - <https://data-set.eu/>

UNLOCK - <http://www.un-lock.eu/>

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