



Senior Fellowship

Supporting Statement Template

Your Name	Dr Nassim Aissa Belbaly
Institution/organisation/other	
Job Title	Empathetic AI Founder, Professor of Artificial Intelligence
Email address	Nbelbaly@gmail.com
Your Fellowship Status (if appropriate)	
Relationship to Applicant	Line Manager at Birmingham City Business School, Birmingham City University.
How long have you worked with the applicant (insert dates)	2 years
Declaration	In submitting your supporting statement, you are confirming that the applicant's submission relates to their higher education professional practice and that your statement is your own work and has been written specifically for this applicant. If the professional integrity of the supporting statement is in question it will not be accepted. I confirm that I have read and agree with the declaration above. Date:9 September 2023

Supporting Statement

Please provide your statement to support the applicant's submission for Senior Fellow in the following section. You are required to comment on the applicant's recent higher education practice, providing examples to support your statement wherever possible.

Two sides of A4 will normally be sufficient for this category of Fellowship.

I am acting as a referee for Dr. Adila Khan, in support of her application for a Senior Fellowship of Higher Education Academy SFHEA. I am Dr Belbaly and I am currently the CTO and Founder of Empathetic AI. Prior to this, I worked as the Director of Business School at Birmingham City University for 2 years, where I was the line Manager for Adila (working as lecturer); from December 2019 to January 2022. During that time, she was also appointed as the Director of International Recruitment and Development (at the Associate Professor level) based on her extensive international experience. In this role, Adila was part of the Senior Management Team. Adila has experience in Managing large programmes and modules at all levels (4, 5, 6 & 7), which includes programme reviews, module/content design, resource management, timetabling, delivery (online and face-to-face), supporting, motivating, and providing guidance to the academic team. She worked effectively with BCU's administration and support teams, BCU Quality Assurance and Enhancement team, in line with QAA quality codes. I endorse the achievements that she has mentioned in her application as the Course Director of MSc Management programme which was one of the largest courses in our faculty. Adila's L&T strategies were always student-centered and she was always fully committed to supporting students on different platforms.

Adila is a reflective practitioner and considers feedback from students and colleagues that informs her practice for continuous improvements. She was also innovative in capturing these improvements through her own initiatives, and thereafter putting these into deliverable actions. The school supported her with her PhD research which she successfully completed. Her willingness to engage in professional development is evident from all the research conferences and training programmes (in-house and external) that she attended. In addition, Adila was



always ready to share her own expertise with her colleagues to support and develop them in her mentor role.

Adila's knowledge and pedagogical skills are evident from the breadth of her qualifications, academic and management/administration experiences. Her knowledge of the pedagogical use of technology is evident from her experience of using of VLE effectively and delivering online (synchronous and asynchronous) courses, especially during the pandemic period.

I worked closely with Adila when she was part of the Senior Management Team as the Director of International Recruitment and Development. That is when I saw her strong values that informed her L&T practices. One particular one that I would like to mention and vouch for here was in the area of diversity and inclusion. This is evidenced in the example she has given in her case studies. She was chosen for this role on the basis of her extensive experience in working with internationally diverse students and international markets.

Adila is knowledgeable and works collaboratively with stakeholders (internal and external) within the HE sector and works effectively with them to create impactful L&T practices I have no hesitation in supporting Adila's application for the Senior Fellowship of the HEA as her work as an educational leader is evidence of her engagement with the UK Professional Standard Framework (UKPSF) dimensions at D3.