

REACH RELEVANCE IMPACT

Research Conference
and Exhibition 2020

18 March
Nottingham

Introduction

The Chartered ABS's Annual Research Conference & Exhibition is the yearly gathering of directors of research, directors of impact, research and impact leads, postgraduate research directors and heads of knowledge exchange from UK business schools.

The theme for this year's conference is **Reach | Relevance | Impact** and we will explore how the academy can improve the reach, relevance and impact of the knowledge being produced in UK business schools; and how academics can improve their own personal reach, relevance and impact with colleagues, collaborators and the outside world.

Research Exhibition

Taking place alongside the conference is the second annual Research Exhibition. The Exhibition is the opportunity for business schools to showcase the impact of their research to funders, policymakers and end-users.

Venue

This year's conference takes place at **Nottingham Business School**.

Nottingham Trent University
50 Shakespeare Street
Nottingham
NG1 4FQ

Gala Dinner

The pre-conference Gala Dinner takes place at the conference venue on the evening of 17th March. The evening commences with a drinks reception from 19:00 and dinner will be served at 20:00.

Programme

08:30 **Research Exhibition and conference registration opens**

09:30 **Welcome**

Anne Kiem OBE, Chief Executive, Chartered Association of Business Schools

Professor Alistair Bruce, Associate Dean for Research, Nottingham Business School; Chair, Chartered ABS Research Committee

09:40 Keynote Panel: **The opportunities for business schools in the new research & innovation ecosystem**
In this session we explore how the research & innovation ecosystem is evolving, the sorts of societal challenges that business schools can be tackling, how research (pure and applied) is delivering impact and the ways in which research is interacting with knowledge exchange activity.

Alice Frost, Director of Knowledge Exchange, Research England

Dr Joe Marshall, Chief Executive Officer, National Centre for Universities and Business

Professor Peter McKiernan, Professor of Management, University of Strathclyde Business School

Lucy Parker, Partner, Brunswick Group

Moderator: **Professor Carol Atkinson**, Faculty Head: Research and Knowledge Exchange, Manchester Metropolitan University Business School

11:00 **Break and Exhibition Viewing**

11:30	Breakout i	Breakout ii	Breakout iii
	<p>Societal impact through responsible research</p> <p>In this session we explore the skills and tools that researchers need if they are to produce impactful research that brings about societal change.</p> <p>Dr Alex Hope Faculty Associate Pro Vice-Chancellor, Newcastle Business School; Vice Chair, UK and Ireland Chapter, UN PRME</p> <p>Professor Peter McKiernan, Professor of Management, University of Strathclyde Business School</p> <p>Chair: Professor Ruth Sealy Associate Professor in Management; Director of Impact, University of Exeter Business School</p>	<p>Strategies for helping your research group thrive and succeed</p> <p>In this session we explore how Associate Deans Research/Research Directors in UK business schools can develop strategies for maximising the performance of their research group in a world of competing demands and complex pressures. Particular attention will be paid to the ways in which Research Directors can motivate and support their academic colleagues in producing high quality publications in line with the REF.</p> <p>Co-Chair: Professor Alistair Bruce Associate Dean for Research, Nottingham Business School</p> <p>Co-Chair: Professor Caroline Gatrell Associate Dean, Research, University of Liverpool Management School</p>	<p>Leading and managing interdisciplinary teams</p> <p>In this session we explore how interdisciplinary research boosts the societal impact of business school research; how interdisciplinary collaborations can be initiated; and how projects can be managed to successful conclusions.</p> <p>Eric Kant Crowd Management Specialist, Phase01 Crowd Management</p> <p>Dr Anne Templeton Lecturer, School of Philosophy, Psychology and Language Sciences, University of Edinburgh</p> <p>Chair: Dr Natalie van der Wal Marie Skłodowska Curie Senior Research Fellow, Leeds University Business School</p>

12:30 **Lunch & Exhibition Viewing**

13:30 Keynote Panel: **Are business schools creating relevant and impactful research?**
Exploring the extent to which business and management research responding to the needs of the changing world.

Tera Allas CBE, Director of Research and Economics, McKinsey & Company
Professor Alan Irwin, Professor, Department of Organization, Copenhagen Business School
Professor Katy Mason, Research Enhancement Director, Lancaster University Management School;
 Chair, British Academy of Management
Professor Dennis Tourish, Professor of Leadership and Organisation Studies, University of Sussex
 Business School
 Moderator: **Professor Robert MacIntosh**, Head, School of Social Sciences, Heriot-Watt University;
 Chair, Chartered Association of Business Schools

14:30 **Break**

14:50	Breakout i	Breakout ii	Breakout iii
	<p>Impact beyond the academy: How business schools can communicate knowledge and insights to business and society</p> <p>In this session we explore how researchers at UK business schools can increase the impact of their research by publishing in journals and writing for news platforms that are read by ‘real world’ business leaders, government policymakers and the general public. Particular attention will be paid to the issue of how the need for scientific rigor can be balanced with the demands for quick publication.</p> <p>Debbie McVitty Editor, Wonkhe</p> <p>Professor Monder Ram OBE Director, Centre for Research in Ethnic Minority Entrepreneurship, Aston Business School</p> <p>Carol Stanfield Independent Consultant</p> <p>Chair: Professor Steven Johnson Assistant Dean (Research), Sheffield Business School, Sheffield Hallam University</p>	<p>Creating relevant research through collaborative projects with practitioners</p> <p>In this workshop we explore the ways in which different stakeholders can be engaged in the research process; how to launch collaborative projects and how to deliver them without compromising the integrity of the research while keeping collaborators engaged.</p> <p>Professor Nada K. Kakabadse Professor of Policy, Governance and Ethics, Henley Business School</p> <p>Dr Paulo Savaget Assistant Professor, Durham University Business School</p> <p>Chair: Professor Tyrone Pitsis Professor of Strategy & Technology, Durham University Business School</p>	<p>Embracing diversity in the business & management research community</p> <p>In this session we explore the particular challenges academics from a BAME background and about the ways in which business schools can increase the numbers of underrepresented groups on doctoral programmes and improve their promotion and career prospects.</p> <p>Dr Sola Adesola Senior Lecturer & EDI Champion, Oxford Brookes Business School</p> <p>Professor Bobby Banerjee Associate Dean of Research & Enterprise, Cass Business School</p> <p>Chair: Professor Kiran Trehan Pro- Vice-Chancellor for Partnerships and Engagement, University of York</p>

16:00 **Close of conference**

Research Exhibition

Immerse yourself in some of the most exciting and impactful research being conducted in the UK today. Explore how business & management research is tackling key societal issues.



Business and Peace: Advancing business participation in peace and reconciliation process in Somalia

Aston Business School

This project is studying the role of large Somali companies in the internationally state-led process of peace and reconciliation in Somalia. The insights from this project have supported the United Nations Assistance Mission in Somalia (UNSOM) and the Federal Government of Somalia to include and prioritise “Business and Development” as a policy theme; and have guided Rift Valley Institute and Creative Alternative Now (International Think Tanks) to form a partnership and launch a Community of Practice on “Business, Peace and Development”, in collaboration with UNSOM, Norwegian Embassy and Aston Business School.

Our exhibit will be an interactive display which encourages visitors to consider how research insights can influence and contribute to peace building and state forming.



Buy online, return to store - no such thing as a free return!

**Southampton Business School and
 Portsmouth Business School**

With eCommerce growing strongly, many retailers offer free delivery and multiple ways of returning items, leading to an unanticipated number of returns. With this ‘free’ offering to customers, many businesses are unclear about the true costs of returns to the business and the extent to which this policy is abused. This project aims at understanding the scale and importance of product returns, challenges and vulnerabilities in the currently used systems, best practice, and opportunities for improvement, including economic and ecologic sustainability.

Visitors will pretend to process “returned products”, deciding what to do with the product, and think about the consequences of each decision, such as: how many times is a returned product packed and unpacked; how many journeys does it make?



Connecting Business and Society through Arts Based Methodologies: Introducing Cultural Animation

Nottingham University Business School and Birmingham Business School

Cultural Animation is a participatory arts-based methodology of stakeholder engagement and knowledge co-production that draws on the everyday experiences of multiple stakeholders, their creative abilities and collaborative potential. The methodology, developed by Professor Mihaela Kelemen, Nottingham University Business School, Dr. Emma Surman, Birmingham University Business School and Sue Moffat, Director of the New Vic Borderlines, has been used in various community and business settings in the UK, Japan, the Philippines, Canada, Greece, France and Kenya, attracting over £2M funding from the AHRC, EPSRC, ESRC, MRC, Leverhulme, HEFCE and GCRF.

Our display brings together artifacts co-created with a variety of stakeholders on topics including food poverty, market place exclusion, volunteering, health in the community and post-disaster reconstruction.



Improving Resources Efficiency of Agribusiness supply chains by Minimizing waste using Internet of Things sensors (REAMIT)

University of Bedfordshire Business School and Nottingham Business School

The REAMIT project (www.reamit.eu) is addressing the challenges of food waste by carefully selecting and adapting Big Data and IoT Sensor technologies in agri-food supply chains. It aims to reduce food waste by (i) tracking the quality of fresh food using sensors; (ii) monitoring the data using automated big data technologies; (iii) alerting food owners (using smart phone Apps) immediately in case of any loss of food quality; and (iv) developing food network with local stakeholders on long term strategies for reducing food waste.

The project is being carried out with 11 academic and industrial partners in five countries - Ireland, Germany, France, UK and the Netherlands. The project is being funded by the Interreg NWE programme (#NWE831).



Review of LGBT Sport and Physical Activity Infrastructure

Nottingham Business School

This project reviewed the provision of sports and physical activity for the LGBT+ population of England, including by LGBT+ sports groups. It was funded by Sport England as part of their 'Active Nation' Strategy. LGBT+ participants face issues which lead to marginalisation from sporting activity, reflected in decreased participation rates and increased health inequalities compared to the population of England.

The project identified the range of LGBT+ sports provision in England; challenges related to governance and capacity when making this provision; and any gaps in the current participant base. The data have been used to produce an online directory of LGBT+ sports groups. The recommendations have informed policy, strategy and funding decisions and guidelines for managers in the sports sector.



Servitizing SMEs at scale

Aston Business School

This applied research project examines the opportunities of supporting the servitization of manufacturing SME's at a large scale. The project focused on the servitization of 80 manufacturing SMEs located in the Greater Birmingham & Solihull region.

As a direct result of the project SMEs set up new service functions or grew existing ones leading to the creation of 89 new jobs. The project created a GVA of £31.25m and has helped to develop the template for two follow up projects. Our exhibit will include an interactive computer-based assessment that was used to attract SMEs; a board game that helps SMEs to understand their transformation journey; and a collection of the exercises and content that was developed to help the SMEs throughout the transformation process.



Supporting SME Growth and Employment Practice

Manchester Metropolitan University Business School

Research into issues crucial to SME growth and development has a significant history at Manchester Met Business School. Our emphasis on “knowledge into action” has grown since 2014 to include work on the nature of growth, the growth mind-set, and on management practice and workforce development.

From this research we have developed a number of initiatives to support small firms to grow, innovate and manage. With a focus on SME development and support, our growth and innovation support programmes have been funded by ERDF, the ESRC, the Goldman Sachs Foundation and the European Commission. Our research into small firm management practice and workforce development is driving forward knowledge to support SMEs to support and grow their workforce, and has underpinned the CIPD’s online hub for management advice – The People Skills Hub.



Visualising Modern Slavery: Co-producing Videos with Migrant Domestic Workers in the UK

York Management School

This participatory arts project emerged as a response to the invisibility and marginality of migrant domestic workers due to their class, gender and ethnic positions in the UK. It explores the question of how art practices intervene in dominant structures and culture when the conditions of migrant women workers are impaired by sexualisation, racism and labour exploitation.

The exhibition presents a combination of video installation, artworks and documents produced by migrant domestic workers in a collaborative video project held by Dr Joyce Jiang an academic from University of York, Tassia Kobylinska a filmmaker from Goldsmiths and twelve migrant domestic workers from The Voice of Domestic Workers in London.

