

Demystifying
Student
Engagement
with Business
and Industry

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Welcome

In June 2018, the Impact Acceleration Accounts (IAAs) at the Universities of Essex, East Anglia and Sussex were each awarded Business Boost funding from the Economic and Social Research Council (ESRC) to work with the South East Network for Social Sciences (SeNSS) Doctoral Training Partnership (DTP) to encourage greater collaboration and engagement between social science researchers – particularly postgraduate researchers – and businesses.

The project was conducted over a 12 month period and had the central aim of enabling social science postgraduate students to engage with the wider business community. Training events, workshops and funding was made available to students to equip them with the skills they need to shape their research for a business audience. To guide the long-term strategic direction and to prepare for forthcoming Industrial Strategy Funding opportunities, additional work was undertaken to map and assess barriers to business engagement. All three Universities collaborated between themselves and with the wider SeNSS network to achieve the various aims and objectives of the Business Boost. This also involved appointment of a Business Engagement and Impact Officer.

This showcase event marks the end of the period of funding, however the fund will leave a lasting legacy for SeNSS-DTP. An interactive online toolkit providing guidance for businesses, students and supervisors will go live on the SeNSS-DTP website.

We very much hope that you enjoy today's conference and look forward to supporting existing and new partnerships in future.

THE BUSINESS BOOST TEAM

Day One

How Academics Approach Business

TIME

9.00-10.00

10.00-10.15

10.14dr5).0236 4250.7 0 0 kGS0 gsD Tc 0 Tw 0 -1.843 Td(9.00-10.00)Tj0 -1.843 Tdm10.00

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher than the number of incorrect responses in all cases.

16.15-16.30

Industry Engagement Fund

Student: **Aarni Tuomi (Surrey)**

Industry: **Hospitality and AI**

1. The purpose of this study is to explore the impact of AI on the hospitality industry, specifically focusing on the role of AI in enhancing customer experiences and operational efficiency. The study aims to identify the challenges and opportunities associated with AI implementation in the hospitality sector and provide recommendations for successful integration.

Student: Lucia Macchia (City)

Industry: Employee Incentives

[illegible]

Student: Narayan Bhattarai

(Royal Holloway)

Industry: **Service**

[illegible]

Student: Pablo Pereira-Doel (Surrey)

Industry: Hotel and Technology

A complex musical score for a string quartet, featuring four staves with various musical notations including notes, rests, and dynamic markings. The notation is dense and includes many accidentals and dynamic markings such as *pp*, *ppp*, *f*, and *ppp*. The score is written in a standard musical notation style with a key signature of one flat and a time signature of 4/4. The staves are arranged vertically, and the notation is spread across the page, with some notes extending beyond the staff lines. The overall appearance is that of a professional musical manuscript.

Student: Mallika Tamvada (Essex)

Industry: Energy (India)

[illegible]

“I was looking for a way to make a difference in the world, and I found it in the pharmaceutical industry. I was inspired by the work of scientists and doctors who were trying to cure diseases and improve the quality of life for people. I wanted to be part of that team, and I decided to study pharmacy. I was lucky to find a mentor who helped me along the way, and I was able to gain valuable experience through internships and research projects. Now, I am a pharmacist, and I am proud to be part of a team that is making a difference in the world.”

Student: Frank Donkor (Kent)
Industry: Pharma (UK & Ghana)

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Student: Shaaba Lotun (Essex)
Industry: Social Media

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Student: Bashair Ahmed (Sussex)

Industry: Emerging Markets

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Student: Chao Ling (Surrey)

Industry: AI and Robotics

[illegible]

Additional Funds



Business Engagement Case Studies

PhD student: Bashair Ahmed
University: University of Sussex
Company: Companies seeking to invest in emerging markets

CONTEXT

Small and medium-sized enterprises (SMEs) are the backbone of the UK economy, contributing significantly to employment and innovation. However, they often face challenges in accessing capital and markets, particularly in emerging markets. This case study explores the role of business engagement in supporting SMEs to overcome these challenges and achieve sustainable growth.

RESEARCH

The research focuses on understanding the barriers to SME growth in emerging markets and the role of business engagement in addressing these barriers. It involves a series of interviews with SME owners and managers, as well as a review of relevant literature and policy documents.

The research identifies several key barriers to SME growth in emerging markets, including limited access to capital, lack of market information, and weak legal and regulatory frameworks. Business engagement is shown to play a crucial role in helping SMEs overcome these barriers.

IMPACT

The research has several key findings. First, it highlights the importance of building strong relationships between SMEs and local business networks in emerging markets. Second, it shows that providing SMEs with access to capital and market information is essential for their growth. Finally, it emphasizes the need for strong legal and regulatory frameworks to support SMEs.

The research has several implications for policy and practice. It suggests that governments and business organizations should focus on building strong relationships between SMEs and local business networks. It also suggests that providing SMEs with access to capital and market information is essential for their growth. Finally, it emphasizes the need for strong legal and regulatory frameworks to support SMEs.

Communicating the need for and impact of charity donations

PhD student: **Jo Cutler**,
Psychology final year
University: **University of Sussex**
Company: **Better Good**

Jo Cutler is a final year Psychology student at the University of Sussex. She is currently working on her PhD thesis, which focuses on the impact of charity donations on mental health. She is also a member of the Better Good team, which is a charity that provides mental health support for young people.

- At the bar
- Netflix and Charity
- Game Winner

CONTEXT

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RESEARCH

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Jo might say something that could be the one thing that might save your company – it's really valuable, but harder to measure."

(Business)

"Having Jo involved in the development process has been awesome; she's a great person to bounce ideas off."

(Business)

Engagement with digitally empowered entrepreneurs

PhD student: Narayan Bhattarai
University: Royal Holloway
University of London
Company: 31 Nepalese small
businesses across a range of
sectors

CONTEXT

“I was involved in a project that was aimed at helping small businesses in Nepal to grow. The project was run by a local organization and I was one of the people involved in it. We did a lot of work to help these businesses to grow and we were very successful. I was very happy to be part of it and I learned a lot from it. It was a very good experience and I would recommend it to anyone who is interested in helping small businesses to grow.”

RESEARCH

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IMPACT

“We [Narayan and I] involved the local communities. We did a half-day programme – we would present some basic stuff, sharing our knowledge. If someone wants to know about something, Narayan will refer us. If someone need an accountant, he will put us in contact, give us a lead. He introduced me to other community leaders and business people”

(Business)

“They [business community] want me to be their mentor long term. They want me to create a network [...] They want to share their experiences and different practices”

(PhD Researcher)

“For Narayan it was a very worthwhile exercise. He applied for the additional funding which helped him to develop his skills – managing the money and delivering what he said he was going to do. It helps PhD students grow for the future. This sort of project is important for skills development, it improved his CV”

(PhD Supervisor)

“If a student can use these applied ideas, what they write in their thesis can be more powerful, more interesting”

(PhD Supervisor)

EVERYTHING YOU WANTED TO KNOW ABOUT MACROECONOMICS BUT WERE AFRAID TO ASK

with Professor Naresh Pandit, Professor of International Business, Norwich Business School, UEA

Macroeconomics is the study of the economy as a whole. It looks at the behaviour of the economy as a whole, including the production, distribution, and consumption of goods and services. It is a branch of economics that deals with the aggregate of economic behaviour and its outcomes. Macroeconomics is concerned with the overall performance of the economy, including the growth rate, the level of employment, and the rate of inflation. It is a branch of economics that deals with the aggregate of economic behaviour and its outcomes. Macroeconomics is concerned with the overall performance of the economy, including the growth rate, the level of employment, and the rate of inflation.

COMPETITIVE ADVANTAGE

with Dr Kevan Williams, Senior Lecturer in Strategy, Norwich Business School, UEA

Competitive advantage is the ability of a company to outperform its competitors. It is a key factor in the success of a company. Competitive advantage can be achieved through a variety of means, including innovation, cost leadership, and differentiation. It is a key factor in the success of a company. Competitive advantage can be achieved through a variety of means, including innovation, cost leadership, and differentiation. It is a key factor in the success of a company. Competitive advantage can be achieved through a variety of means, including innovation, cost leadership, and differentiation.

INTELLECTUAL PROPERTY BASICS

with Dr Nick Scharf, Lecturer & Course Director for Information Technology & Intellectual Property, Law School, UEA

Intellectual property (IP) is a legal right that gives the creator of an original work exclusive rights for a certain period of time. It is a legal right that gives the creator of an original work exclusive rights for a certain period of time. It is a legal right that gives the creator of an original work exclusive rights for a certain period of time. It is a legal right that gives the creator of an original work exclusive rights for a certain period of time.

CORPORATE SUSTAINABILITY

with Andrea Finegan, Business Boost UEA Academic Lead, Norwich Business School

Corporate sustainability is the ability of a company to meet the needs of the present without compromising the ability of future generations to meet their own needs. It is a key factor in the success of a company. Corporate sustainability can be achieved through a variety of means, including innovation, cost leadership, and differentiation. It is a key factor in the success of a company. Corporate sustainability can be achieved through a variety of means, including innovation, cost leadership, and differentiation.





