ESRC SENSS-DTP IAA BUSINESS BOOST

Demystifying Student Engagement with Business and Industry

Contents

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

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Day Two
Into Business

TIME	
9.30-10.00	
10.00-10.15	
10.15-11.00	
11.00-11.30	
11.30-12.15	
12.15-13.00	
13.00-13.15	
13.15-14.30	
14.30-15.00	
15.00-16.00	
16.00-16.15	
16.15-16.30	

Industry Engagement Fund

Student: Aarni Tuomi (Surrey)
Industry: Hospitality and AI

[illegible]

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

[illegible]

Student: Mallika Tamvada (Essex)
Industry: Energy (India)

[illegible]

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

Student: Shaaba Lotun (Essex)
Industry: Social Media

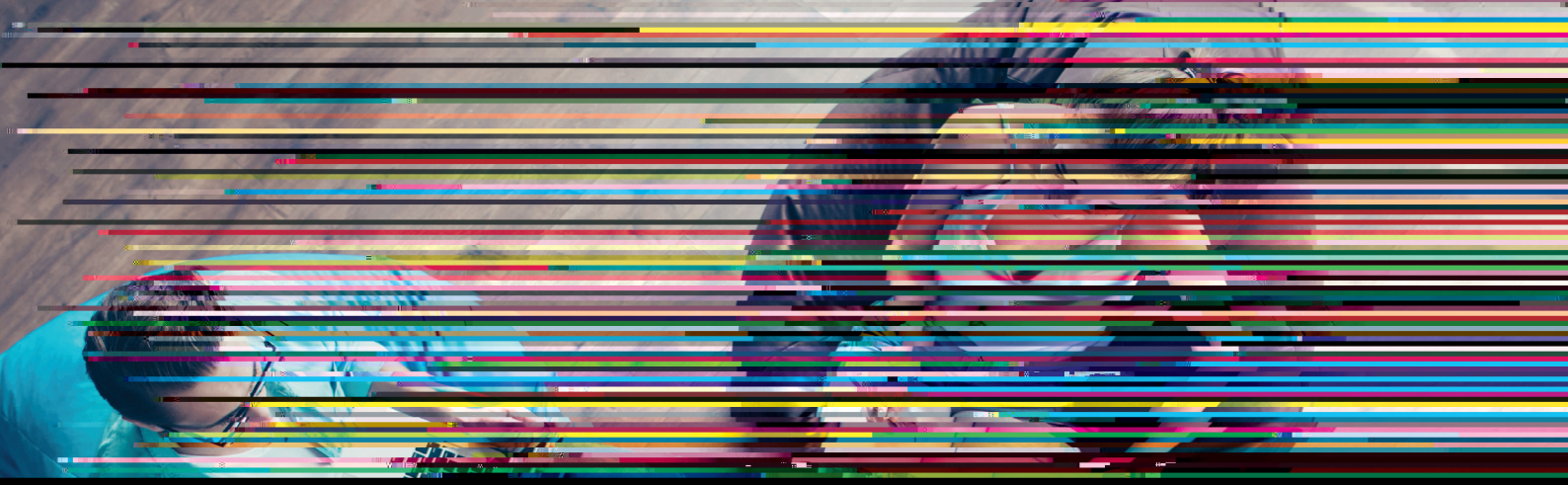
Student: Chao Ling (Surrey)
Industry: AI and Robotics

[illegible]

Student: Bashair Ahmed (Sussex)
Industry: Emerging Markets

[illegible]

Additional Funds



Business Engagement Case Studies

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

CONTEXT

RESEARCH

IMPACT

Communicating the need for and impact of charity donations

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

– **At the bar**

– **Netflix and Charity**

– **Game Winner**

CONTEXT

RESEARCH

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IMPACT

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

RESEARCH

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

COMPETITIVE ADVANTAGE

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

INTELLECTUAL PROPERTY BASICS

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

CORPORATE SUSTAINABILITY

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