

How to Work with Business to Benefit Your Research

Business Knowledge and Engagement
Capability for Social Science ECRs and PhDs

With Executive Education

Recruitment Pack

November 2020 – March 2021





Research that delivers impact is an expectation of contemporary academia. Social Science research is about impact that makes a difference. The ability to engage with business - whether it is researching organisations or sharing research knowledge with organisations, should therefore be considered a critical skill for all enlightened social science researchers.

What are the skills that you might need to make a difference and have impact? What are the things that you need to think about as you complete your PhD, or look to start the next phase of your career as a researcher?

Simply put, this programme is all about how to use your research to make a tangible difference and to be an impactful social scientist.

Objective

To provide a programme of learning for doctoral students and early career researchers to equip them with the ability to understand the challenges of engaging with business and some of the capabilities needed to do so effectively. To achieve this the programme will explore:

- How business uses social science research
- How social science researchers work with business
- The benefits of working with business
- The complexities and difficulties experienced when bringing the two worlds together.

Who should study this course?

- Early Career Researchers
- Doctoral Researchers
- ... with an interest in understanding/ developing contacts with business in order to enhance the focus and impact of their research.

Why should you study this course?

- To help you understand the challenges and opportunities of engaging with business
- To help build your skills in engaging with business
- This programme will assist you to make the transition to different career paths following the successful completion of your PhD or early career contract.

This is a fantastic opportunity to experience a professionally designed and delivered by Cardiff Business School and Executive Education programme, the world's first Public Value Business School. It supports the training provided by social science research masters programmes across all the Universities in the ESRC Wales DTP and in the Cardiff University Doctoral Academy. As such, we encourage attendance in all of the sessions for the duration of the programme but understand that this might not always be possible. Throughout the programme, you will be encouraged to reflect on how the knowledge experienced could benefit your research.

All 9 sessions will be taught “live online” and will be no longer than 3 hours in length. There will be some asynchronous content and links posted prior to each live session to help prepare delegates. The live sessions will be interactive and engaging and you will get the opportunity to network with like-minded researchers across Wales via discussion sessions and breakout groups. Our hope is that the first group will form a powerful network that will support each other as their careers progress.



Setting the Scene

Session 1 – 25 November 2020

The Importance of Social Science Business Engagement (3hr Orientation Session)

Professor Rick Delbridge

- Why is it important for social science and business to work together? John Brewer's perspective – engaging with societies elites as well as excluded communities
- The language of business and the language of social science
- What might engaging with business lead to? Case studies from impactful social science.

Theme 1 – Businesses' Use of Social Science

Session 2 – Early December 2020

Organisational Change (3hr Session)

- Theories of Change, Organisational Culture and Managing Innovation – different models of innovation
- Consultancies use of Social Science
- Marketing and Consumer Behaviour.

Session 3 – Mid December 2020

Big Data, Unstructured Datasets and AI (3hr Session)

- How business uses big data?
- What big data sets are businesses interested in that social scientists use?
- Working together to deliver impactful social science.

Theme 2 – Engaging with Business

Session 4 – Mid January 2021

Latest Leadership Thinking (3hr Session)

Dr Sarah Hurlow

- What is Leadership?
- How does leadership in the public/private/third sector leader differ?
- Leadership Challenges in the Workplace, and Ways of Influencing
- This module will also include an individual Facet5 personality profile reports to each delegate to help them explore their own leadership style.

Session 5 – Early February 2021

The Basics of Finance (3hr Session)

Dr Richard Baylis

- Giving people the language of finance to enable better conversations with business.
- The different objectives of business – stakeholders, shareholders, family business, sustainable businesses balance scorecards etc. e.g. Interpreting accounts, profit and loss statements, balance sheets and financial ratios.
- Control of working capital, stock, creditors, debtors and cash. Budget forecasting and control, cost accounting and control.

Session 6 – Late February 2021

Latest Strategic Thinking (3hr Session)

Professor Rob Morgan

- Awareness and application of basic strategic management concepts and analytical tools. Recognition, appraisal and assessment of strategic processes within organisations.
- Horizon scanning for funding and collaboration opportunities. Conceptualising strategic choices
- Diagnosing strategic problems and evaluating strategic choices. Demonstration of an awareness of ethics and the role and rights of various stakeholders in order to manage stakeholder demands.



Theme 3 – When Two Worlds Collide

Session 7 – Mid March 2021

Engaging with Business: Understanding the Value of Your Research (2hr Session)

This session aims to encourage you to evaluate and identify the value and benefit of your research and how to convey these effectively to the needs of businesses.

Part 1: Understanding and protecting the value of your research: a breakdown of IP rights – Commercial Development Team

- Understanding IP
- Market research - Understanding where your research fits within the business environment
- How to exploit the value of your innovation.

Part 2: Pitching your research to a Business: Points to consider before engaging with Business – Nadine Payne

- Stakeholder mapping
- Addressing and pinpointing business needs
- Effective business engagement: Network, Engage, Promote.

Part 3: Contracts

- Ethical concerns
- Commercial sensitivity
- Commercial sensibilities.

Session 8 – Mid March 2021

Being an Entrepreneurial Researcher (3hr Session)

Enterprise Team

- Digital profiles
- Elevator pitches' or '5 minutes to sell yourself', interviews and presentation skills
- Intro and taster to the programme offered by Enterprise team - Your Career Journey:
<https://cardiff.potential.ly/dashboard>

Session 9 – Late March 2021

Closing Discussion: Bringing everything we've learned together – realising our roles as engaged social scientists

- What have you learned?
- Are you thinking differently?
- What would you like to learn next?

About Cardiff Business School and the Partnership

This programme is funded by the National Productivity Investment Fund (NPIF) Accelerating Business Collaboration Funding that was jointly awarded to the ESRC Wales DTP and Cardiff University's ESRC IAA, as part of their objectives to build the capability and capacity of social science doctoral students and early career researchers to engage and collaborate with business.

Ranked 5th in the UK in the 2014 Research Excellence Framework (REF), Cardiff University is in the very top tier of leading British research universities as a member of the prestigious 'Russell Group'.

Cardiff Business school is a world-leading, research intensive business and management school with a proven track record of excellence, ranking 6th in the UK in the last REF. We are AACSB accredited – a hallmark of business school excellence. Awarded to less than 5% of the world's business schools, we are the only business school in Wales to have achieved this award.

How to Apply

To be eligible for this opportunity, potential candidates will need to demonstrate that they are from a social science background and are either a social science Early Career or Doctoral researcher from any of the institutions within the ESRC Wales DTP: Aberystwyth University, Bangor University, Cardiff University, Cardiff Metropolitan University, University of Gloucestershire or Swansea University.

For an expression of interest form, please get in touch with the ESRC IAA team: escrcaa@cardiff.ac.uk

Application Deadline: 13 November 2020

