

# Huddersfield Business School Summer Research Update



## Welcome from Stuart Roper, Associate Dean (Research and Enterprise)

Welcome to our summer research newsletter and my thanks to Gill Mooney for putting this together. As we move into the summer period the stories detailed below give a good indication of the range and breadth of research activity going on in the school. For example there is evidence of our impact at a local level in Kirklees as detailed by the work being led by **Nic Stenberg** and then our long-standing work in Ethiopia led by **Adrian Wood** has been recognised by the Chartered Association of Business Schools in its report on 'Business Schools and the public good'. It is very good to see evidence of work in our local neighbourhood as well as our global reach. I know that many universities have reduced their expenditure on research as a result of the ongoing Covid pandemic whereas I am pleased to say that HBS is continuing its investment in staff, an example of which is our recent call for pump-priming funds – details of winners of funding are contained within. Well done to all of you that have kept your research work going despite the additional challenges of the pandemic.

## Research Centre Update: BRC

BRC staff members submitted their outstanding research outputs for REF2021 published in internationally excellent (3\*) and world leading (4\*) journals. Moreover, 26 BRC staff members have presented their research at leading International conferences, chaired sessions at these events, published more than 200 research articles and submitted a major Impact case led by **Dr Alex Nikitas** (Advancing Sustainable Urban Mobility Planning: The Case of Bike-sharing and Walking School Buses in Greece) that is now used as best practice example in the University KEF Strategy roadmap for 2021-2025. Following the very successful return for REF2021, BRC staff members have won research grants: Dr Alex Nikitas was awarded £75,000 (Kirklees council: Major Projects team) and **Dr Nic Stenberg** - £60,000 ('We Are Undefeatable' - a national programme led by Sport England). Importantly, the BRC continues to host monthly research, educational and professional practice events organised and led by the three BRC clusters (Decision Making and Behavioural Economics, Consumption and Markets, & Organisational Behaviour and Wellbeing). We have also organised PhD led sessions, which were engaging and well received. These BRC successful events were well attended by staff members, PhD and MSc students at the Business School, as well as colleagues across the University. The latest BRC educational session (Adductive Qualitative Data Analysis) led by **Dr Raisa Yakimova** in June was attended by more than 80 staff members and students.

## We Are Undefeatable

Huddersfield Business School has partnered with the School of Human and Health Sciences, Kirklees Council, Yorkshire Sport Foundation and Sport England to develop the **We Are Undefeatable** project to increase levels of physical activity among people living with long term health conditions. Managed by **Dr Nic Stenberg** and Professor Barry Smith, and delivered by PGR researcher **Hira Younas**, this project is a response to a successful Kirklees bid to be a pilot region for the work. The project team were commissioned to undertake research that would underpin local interventions, and then evaluate them at a later stage. Through conducting a literature review, followed by action research with people in one Kirklees locality, the research team have identified physical activity barriers and enablers. The project has been expanded and extended until September 2021, and the team will report on the outcomes of the exciting project upon its completion.



## Let's Get Ethical...

The Ethics Committee is changing its name to the School Research Ethics and Integrity Committee to broaden its scope to include promoting academic integrity and providing training and support for researchers. Additionally, there is a new email address for ethical review forms and ethics enquiries. Please send all ethical review applications and enquiries to [HBSethics@hud.ac.uk](mailto:HBSethics@hud.ac.uk).

## PGR Update

As we go into the summer break, staff wishing to act as Internal Examiners or those who intend to supervise PGR students are reminded that they must complete mandatory training in order to fulfil those roles. For training dates or further information, contact the Researcher Environment Team at [pgrskills@hud.ac.uk](mailto:pgrskills@hud.ac.uk).



## Prestigious Appointment for HBS Academic

This month, **Dr Alexandros Nikitas** voted to be taking up the position of Chair of the **Universities' Transport Study Group** Executive Committee. This is an extremely prestigious position, and testament to Alex's ongoing valuable work in the field of Transport Studies. Founded in 1967, the Study Group has 60 Universities and other Higher Education institutions across the UK and Ireland as members. It aims to promote transport teaching and research and act as a focus and conduit for institutions and researchers involved with these topics in the UK and Ireland. UTSG has established international collaborations across five continents and a direct communication channel with the Department for Transport and EPSRC. Alex's appointment helps to cement the position of Huddersfield Business School as a leader in Transport education and research, and enhances our reputation on a global scale.

As part of his role, Alex plans to bring the Group's annual conference to Huddersfield, which will serve to further establish Huddersfield Business School as a world leading institution for transport studies. The appointment will also help the School to secure research funding, and meet the University's KPIs in the areas of research, teaching, KEF and internationalisation. This appointment is enormously positive for the School, and a well earned achievement for one of our academics.

## Funding Success

**Joanna Sculz** and **Frances McGregor** have been successful in their bid for EURAM 2021 Grant Scheme funding for a project entitled "How to Enhance the Experience of Neurodivergent Employees: The Ability-Motivation-Opportunity Perspective". Their bid was one of 37 high quality submissions, and their success is a great achievement for them and for the School. The new funding will enable them to continue their vital work in the field of neurodiversity in the workplace, building on their existing research on issues around supporting neurodiverse workers.



## PGR Completions

These HBS students have recently completed their Masters by Research, PhD or DBA qualifications:

**Janet Lowore**: Forest Beekeeping in Zambia: Analysing the Nexus of Sustainable Forest Management and Commercial Honey Trade. Supervisor: **Adrian Wood**

**Jiahe Hu**: Outward Internationalisation Decision Making by Small and Medium-Sized Family Enterprises in Anhui Province, China. Supervisor: **John Day**

**Mahmood Bakar**: Developing Sustainability Performance Through Dynamic Capabilities in a Supply Chain Cluster Context. Supervisor: **Snow Wu**

**Emad Tariq**: Impact of Enterprise Social Media Platforms on Integrating Inter-functional Co-ordination: A Moderated-Mediation Effect of Optimising Staff Capabilities 'Empirical Study on ICT SMEs at Gulf Cooperation Council Area. Supervisor: **Luisanna Onnis**

**Andrew Johnson**: The Opportunity Kaleidoscope: A Conceptual Framework for Entrepreneurial Opportunity Recognition Supervisor: **Leigh Morland**

**Liam Fassam**: Capabilities of Internal Actors to Build Resilience Against Supply Chain Food Fraud. Supervisor: **Petko Kusev**

## Future Editions of Research Update

If you have any research related stories: publications, funding, PGRs, awards etc. please get in touch with Gill Mooney, Research and Impact Officer at [HBSImpact@hud.ac.uk](mailto:HBSImpact@hud.ac.uk).



## Research Centre Update: NPH

Going into the summer, NPH are working on a range of new and continuing projects to enhance the profile of the Centre and increase its research income.

Work on the NPH website restructure is ongoing, and will feature feeds from Pure with staff profiles, research outputs and international networks of staff. Staff data has been updated, and is being processed by the Pure team in advance of the website launch.

A number of bids are in development or have already been submitted for a range of internal and external funding. URF proposals for the Productivity ASRI are in development, alongside an ESRC bid from a consortium of HBS researchers led by **Alper Kara**. Additionally, **Sahar Validi** is leading on a URF application to establish a digital control tower for AI and digital twin supply chain applications.

**Sofia Izquierdo-Sanchez** has submitted a joint bid with two professors from the University of Vienna for EU funding to research "the effects of digitalisation in the publishing industry in the EU", which could see funding of up to up to €200,000 coming into HBS.

## Funding Boost for HBS Researchers

There were 14 successful HBS applications for the University Pump-Priming grants, which have been made available to support data collection in the context of the challenges presented by the pandemic. The funding may be used to get access to samples, or to purchase datasets which allow researchers to continue their work even in the face of the restrictions in place to protect against COVID-19. The grants have been awarded to researchers from all areas of the School, with projects addressing topics and help to ensure that our academics continue to deliver high quality research.

The lead academics on the projects awarded are: **Kweku Adams, Hanqun Song, Mi Tran, Viviana Meschitti, Claudio De Mattos, Eshani Beddewela, Shelley Harrington, Mohamed Elhedadd, Tribikram Budhathoki, Radi Haloub, Joanna Szulc, Hayley German, Nicola Stenberg, Abhijit Sharma.**



## CABS Recognition for HBS Action Research

**Adrian Wood's** action research work with Participatory Forest Management projects in Ethiopia has been featured in the recent CABS 'Business Schools and the Public Good' report. The feature describes how the projects in Ethiopia support farmers in sustainably producing coffee and other crops, and keeping bees to produce honey. Both of these products can then be sold to generate profits for local communities and improve quality of life. Honey and beeswax made in the region can command high prices, and is bought by a range of different wholesale customers. For instance, The Body Shop in the UK uses honey sold by the co-operatives in 240 of its products.

The approach to forest management serves the dual purpose of protecting Ethiopia's forest, 75% of which have been lost in recent decades, and providing a means of generating income for the livelihoods of the people who live in and around them. Being featured in the CABS report is a great achievement for the School, and helps to publicise the high quality, high impact work that is our academics are involved with. Read the report [here](#) (the relevant article is on p.48).

