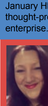
Huddersfield Business School
Winter Research Update

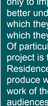


Welcome from Professor Stuart Roper, Associate Dean for Research and Enterprise

Welcome to the winter edition of our newsletter. As always there is a lot of interesting work occurring in the school. HBS has been awarded some substantial funds from the University Research Fund (URF) and three of these initiatives are reported in this edition. The University is keen to fund projects that centre on its areas of strategic research importance (ASRI) and projects led by Ruth Brooks, Liz Towns-Andrews, Sahar Validi and Alex Nikitas do just that. We will be having a special workshop at the January HBS Conference that provides more detail on ASRIs and their importance. Please read on about the thought-provoking work that is continuing in HBS and do send us your own stories about research and enterprise.

Survivalist Intensive Motherhood in times of Crisis

Professor Shona Bettany, with co-authors from MMU and the University of Liverpool, has published a paper exploring the 'prepping' behaviours of mothers in response to the UK's exit from the European Union, and the warnings about potential shortages of food and other supplies. They investigated the actions of middle-class mothers in stockpiling as a means of protecting their families in the face of perceived risks in the event of a 'No Deal' Brexit. The research uncovered how intensive mothering practices (where the care for children is placed above all other priorities) had the added element of 'survival', where providing and caring for the family in times of severe crisis became a primary concern, leading to the considerable dedication of time and resources for prepping behaviours. The research has taken on special significance in the face of the COVID-19 pandemic, as stockpiling food and other products (eg. Toilet paper) has frequently been at the forefront of public discourse. Read the article **here**.



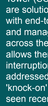
Centre for Biomimetic Societal Futures

A research team spanning all schools in the University, and led by **Professor Liz Towns-Andrews** in HBS, has secured a substantial grant from the University Research Fund to establish a Centre for Biomimetic Societal Futures. Biomimetics applies models from nature to solve human problems, and has traditionally been based in STEM subjects. The new Centre will explore how that work affects people's lives and experiences, seeking to expand the numbers of people who may benefit and increase the significance of the impact it may have. The Centre will be split into four primary research areas, with two cross-cutting themes, all of which will contribute to a holistic approach to understanding biomimetics, and looking to develop and facilitate ways to use use it not only to improve people's lives but also to better understand the organisations in which they work and the communities in which they live.

Of particular interest for this wide ranging project is the inclusion of an Artist in Residence, sculptor **Jill Townsley**, who will produce work that will help to make the work of the Centre accessible for audiences outside of the University. Watch this space for more news and opportunities to get involved!

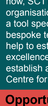
PSS Meet the Team: Business Development

The Business Development and Engagement Team, based in Employability and External Engagement in CS1/09, are available to provide advice and support for academic staff in building on their research activity to establish meaningful and productive connections with businesses and other organisations in the local area. Carol Sibbald and Becca Mosley are on hand to help with negotiating and setting up Knowledge Transfer Partnerships, facilitating consultancy projects and running events to support knowledge transfer of the skills and expertise within the School. They have recently been involved in supporting a research project and setting up a new KTP with local marketing firm, Coterie. They also maintain longstanding partnerships with local businesses including Huddersfield Giants, and are always working to establish new and exciting relationships between the School and external organisations. This type of work is an important part of deriving impact from research, doing positive public engagement, and can lead to opportunities for further research activity and potential funding. To discuss your work with the team, contact Carol and Becca at **hbsenterprise@hud.ac.uk**.



A Win for Academic Impact

Dr Adrian Madden has won the 2021 Human Resource Management Review Award for Scholarly Impact for his article The mismanaged soul: Existential labour and the erosion of meaningful work. The article argues how employees find meaningfulness in work, and how employers may foster and encourage an environment that supports that sense of meaningfulness. Adrian's award demonstrates this his article makes an important contribution to the literature in the field, and is making a real impact for HR professionals.



SME Productivity and the Northern Powerhouse

A research team headed by **Dr Ruth Brooks** and including academics from across HBS and beyond, have won URF funding as part of the ASRI Projects 2021. The research will focus on the impact of diversity in senior leadership positions in SMEs in Northern England, through the joint lenses of management, economics, accountancy and finance. Most of the existing research in the area has focused on large organisations, meaning this project presents a significant opportunity for HBS to be at the leading edge of new knowledge generation. The project is especially timely in the context of the focus on increasing prosperity through the Northern Powerhouse, and will provide helpful input to support the development in business in a way that puts diversity at the top of the agenda.

Supply Chain Management tools for SMEs

A team led by **Dr Sahar Validi**, with partners from within the University as well as collaborators from around the world, has won funding to conduct research which will ultimately lead to the development of a Supply Chain Control Tower (SCTT) for use by SMEs. SCTTs are solutions that provide companies with end-to-end visibility for monitoring and managing movement and progress across their whole supply chain. This allows them to anticipate risks and interruptions, enabling them to be addressed early and to mitigate potential 'knock-on' effects, which have been seen recently across the UK, and in the crisis when the container ship Ever Given blocked the Suez Canal. Until now, SCTTs have been focused on large organisations, but this work will develop a tool specifically for SMEs using bespoke technologies. The project will help to establish HBS as a hub for excellence in the relevant fields and establish a cross-School interdisciplinary Centre for Intelligent Supply Chains.

Opportunity Knocks!

UK Parliament regularly publishes calls for contributions to Select Committee inquiries. This may be written evidence, or an appearance before a Committee. This is an excellent opportunity to put your skills and knowledge to use with the potential of generating research impact. Current calls include:

"Bounce Back Loan Scheme: Follow-up"

"Aligning the UK's economic goals with environmental sustainability"

"HMRC's management of tax debt"

To stay up to date with calls for evidence, follow **@UKParl_Research** on Twitter.

Welcoming local Entrepreneurs into the School

Huddersfield Business School has recently welcomed three 'Entrepreneurs-in-residence', who run successful local businesses, and will provide expertise, support and collaboration for the teaching, research and enterprise areas of the School. Watch this space for information on how to get involved with the entrepreneurs!

Celebrating Recent PGR Completions

Philip Clegg: Dr of Enterprise
Social Enterprise Start-Up Support Interventions: A Realist-Informed Investigation
Supervisors: Dr Jamie Halsall, Professor Liz Towns-Andrews

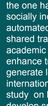
Mohamed Abdel Rahim Mohamed Elgeddawy: PhD
A Mixed Methods Study of the Preparedness of University Graduates for the Labour Market: The Case of Saudi Arabia
Supervisors: Dr Hayley German, Professor Stephen Swailes

Cecilia Ibarra Cantu: PhD
The Role of Skills, Knowledge, and Competencies in the Consumer Adaptation Process of Immigrants to Multicultural Marketplaces: an Analysis of the Food Consumption Practices of Mexican Immigrants to the UK
Supervisors: Dr Fiona Cheetham, Dr Claire McCamley

Na Liu: PhD Exploring Public Acceptance of Connected and Autonomous Vehicles with a Focus on Cyber Security and Privacy Risks
Supervisors: Dr Alexandros Nikitas, Dr Simon Parkinson

We are Undefeatable

As was reported in the last edition of this newsletter, HBS researchers **Dr Nic Stenberg** and **Hira Younas** have conducted research seeking to understand the barriers preventing individuals with long term health conditions from engaging in physical activity. The project, which attracted £85,000 in funding, was carried out with partners from the School of Human and Health Sciences, as well as Kirklees Council and Yorkshire Sport Foundation. The participatory action research focused primarily on South Asian communities, and uncovered that language and cultural barriers often prevented participation in physical activity. The research findings led to community initiatives and groups, and a 'Birkby Health & Wellbeing Playbook', which contains information and tips from local residents about how to improve diet and increase physical activity. Nic and Hira have recently presented at a national conference for Sport England where they shared their insights into cultural sensitivity, and will take part in a seminar with the Just Futures Centre at UoH on 8th December (click **here** to register for the event). The contribution of HBS research to the We are Undefeatable project will yield positive results for the people of Kirklees and can be used as a model for replicating the work in other parts of the country. View the report **here**, and see the Playbook **here**.



Get in touch!

To contribute to future editions of this newsletter, or to get information, advice and support around all aspects of research impact, email **HBSresearch@hud.ac.uk**.

Alternatively, find a wealth of information, resources and contact details on the Research and Enterprise Sharepoint site **here**.

Two Major Achievements

HBS **Professor Anne Gregory** has been honoured with two prestigious awards in recognition of her enormous contribution to the field and practice of public relations. The Canadian Public Relations Society presented the Outstanding Contribution Award to Anne, and Professor Amy Thurlow from Mount Saint Vincent University in Canada, to recognise the importance of their work in producing the Global Capability Framework (which formed the basis of a REF2021 impact case study). Anne is the first non-Canadian to be given the award in its 70 year history, which is testament to the significance of her work.

The Public Relations Society of America has also recognised Anne's long term contribution to the field with the Atlas Award for Lifetime Achievement in International Public Relations. Nominated by members of the Society, Anne was presented the Award in recognition of the huge contributions her work has made to the practice of public relations throughout her career. Read the news stories about the awards **here**.

Future Mobility Lab

Dr Alex Nikitas has won URF funding as part of the University Research Fund ASRI Projects 2021 call to establish UK's first and only Future Mobility Lab. The Future Mobility Lab is an interdisciplinary research hub for promoting, on the one hand, the study of sustainable and socially inclusive mobility, and on the other, automated, connected, alternatively fuelled and shared transport. The Lab will carry out academic research, and work with local partners to change and enhance transport provision in Huddersfield and Kirklees, and generate lessons that can be applied more broadly nationally and internationally. The work will build on Alex's REF2021 impact case study on Bike Sharing and Walking School Buses, and look to help develop smarter transport solutions and inspire positive travel behaviour change in a world, that after COP26, seems readier than ever to listen. The Future Mobility Lab is one of the two work packages within the University's new Sustainable Living Research Centre.

Celebrating Recent PGR Completions

Rahema Nadeem: PhD
The impact of living at home on progression and performance in U.K. higher education's ethnic minorities: a focus on British Pakistani students
Supervisors: Dr Abdul Jabbar, Dr Dennis Duty, Dr Kay Smith

Samuel James Preest: MSc by Research
A study of student retention, financial support and successful student continuation in UK Higher Education in 2020
Supervisors: Dr Dennis Duty, Dr Ruth Brookes

Somaya Saleh: PhD
A qualitative analysis of Egyptian women's use of food to cope with the uncertainties associated with motherhood transition
Supervisors: Dr Fiona Cheetham, Dr John Lever

Joseph Thomas Teal: PhD Human Judgements and Decision-Making Preferences Informed by Desirability and The First Attribute Heuristic
Supervisors: Professor Petko Kusev,

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