

Business Management Department Newsletter

FROM THE HEAD OF DEPARTMENT

Dear Colleagues,

This semester seems to be flying in, cannot believe it is week four already. I do not have much to say apart from imparting some staffing news.

A Big welcome to Dr Swapnesh Marsani who joined us on 1 February as an Assistant Professor. Prior to joining us Swapnesh was at Stirling University. His area of interest is business history and he is currently researching the history of the Tata Corporation. I believe some of you have already met him, if you have not met him just pop around and say hello, he is based in MB1.34.

On 1 February 2018, Bryan Rodgers also joined the team as an Assistant Professor on a half-time contract, initially for six months. Bryan has many years of experience with Police Scotland both as a uniformed police officer with fire arms command as well as heading up their development programmes in collaboration with Stirling and Napier Universities. Most of you will probably know Bryan as he has been with us for the past couple of years working on his research with Jiju. Bryan will be helping the department with the delivery of our traditional courses as well as helping with the development and delivery of the GLA programme.

By now, you would have all heard that Iain Black will be leaving us at the end of this semester to join Stirling University as a Professor of Marketing. Please join me in congratulating Iain on his promotion and wishing him all the best for the future. Iain's departure leaves a gap in the leadership of the Marketing group. Shortly, I will send a separate e-mail asking colleagues express interest in this position.

Continuing on the staffing front Stavros will be leaving us on 16th February to join Plymouth. The advert is now out for his replacement and applications have started to come in. Please make sure that you circulate this opportunity widely to your friends, colleagues and wider network. We would be happy to receive applications from people with suitable blend of practical and academic experience.

On the recruitment front, we have just submitted VMG cases for replacing Kevin and Iain as well as Amos' 60%. In addition, with the new GLA programmes we have been given the go ahead to submit VMG cases to recruit three teaching fellows. As these are supported by external funds I do not foresee any hold-ups. All in all, I am hoping that, very soon we will be advertising for further resource for the Department.

Concerning research enhancement, Kate is planning to lead a research showcase, possibly in collaboration with EBS. She has already started her discussions with the heads of each subject group and is looking to recruit colleagues with the organisation of the showcase. I will let her share her plans with you in future newsletters.

All the best,

Umit

VEHICLE TO GRID PROPOSAL

The Vehicle to Grid proposal (V2G) has been successful. The project award is £150K and SRF (HW) will be responsible for building an agent based model to evaluate the regional energy systems impact and the integration of these regions into a national model. The project is anticipated to start in May and will last 12 months. The Centre for Sustainable Road Freight's reputation and impact over the last 5 years was central to our proposal.

The commercial partner for this work will be Flexible Power Systems Ltd – we have one more proposal (just submitted - value £250K) with them which also builds on our modelling and data capabilities.

Phil Greening

INDUSTRY LECTURE SERIES LAUNCHED

Nuala Walsh from Standard Life Investments delivered the first Industry Lecture. Nuala is a global strategic advisor, board member and former consultant with a 26-year track record of globalising businesses, transforming brands and driving revenue across all market cycles and through corporate M&A phases. She specialises in Corporate Brand Strategy & Communications and manages a large and broad portfolio of sports sponsorships across tennis, rugby, golf and racing including Ryder Cup; British & Irish Lions; Champions Tour; Andy Murray and Goodwood.

The series, open to all PG students and EBS' MBA cohort was held in EBS and students enjoyed hearing of the challenges facing corporates in the sponsorship field. Nuala provided a wealth of anecdotes and experiences and shared data on the impact of sponsorship on brands and the measures used to assess success.

The next in the series will take place on Wednesday 21st February, 1-3pm, featuring Visiting Professor Tom Hendren, whose topic is: Bricks and Clicks: The Growing Importance of Omni Channel Approach to Retail Marketing.

APPOINTMENTS

Dr Babak Taheri has been appointed as the External Examiner for UG programme on Marketing Management in Royal Holloway, University of London.

NEWS FROM MALAYSIA

Launching of the Entrepreneurial Development Programme (EDP)

The School together with The Entrepreneurship Club launched the EDP on the 24th of January, 2018. The EDP is a year-long programme aiming to inspire students towards entrepreneurship and in developing their entrepreneurial skills. The event proved to be a huge success with more than 50 students attending and 17 students signing up for the EDP boot camp.



Group photo with some of the participants and organisers of the EDP

New Year's Party

SOSS started the New Year with a pot luck together with colleagues from the Foundation School. There was no better way to ring in the New Year and the potluck was outstanding with pizza, salad, 'nasi lemak', fried mee, potato casserole, chicken curry, fried chicken, fresh fruits and lots and lots of dessert. Needless to say, it was an enjoyable lunch and a nice break from the normal routine of work.



RESEARCH ACTIVITY

Curran, R., Baxter, I., Collinson, E., Gannon, M., Lochrie, S., Taheri, B., Thompson, J., & Yalinay, O. (2018). The Traditional Marketplace: Serious leisure and recommending authentic travel, *The Service Industries Journal*.

Gannon, M., & Taheri, B. (2018). Marketing for Tourism, Hospitality and Events: A global and digital approach Simon Hudson and Louise Hudson (London, United Kingdom: SAGE Publications, 2017; pp.369; Paperback, £44.99, US\$59.00, ISBN 978-1-4739-2664-6). *Tourism Analysis*.

Gannon, M., Taheri, B., Cordina, R. & Lochrie, S. (2018). Kandovan troglodyte village: A cultural heritage experience. In Correia, A., Kozak, M., and Rodrigues, A.I. (Eds.), *Experiencing Persian Heritage, perspectives and challenges*, Emerald, London.

Rutherford, C., Barry, J., Campbell, J. and Turner, M. (2017). *The importance of understanding and designing cellular therapy supply chains*. *Cell & Gene Therapy Insights*, 3(10), 873–889

Trakulsunti, Y., Antony, J., Ghadge, A. and Gupta, S. (2018), "Reducing Medication Errors using LSS methodology: A systematic review of literature and key findings", *Total Quality Management & Business Excellence*, Accepted (DOI: 10.1080/14783363.2018.1434771).

**Deadline for the next edition of the Business Management Newsletter is:
Monday February 26th for publishing on Wednesday February 28th.**