

Business Management Department Newsletter

FROM THE HEAD OF DEPARTMENT

Dear Colleagues,

I hope you all had a reasonably restful summer holidays and a big welcome to the new academic year. I just cannot believe that the summer passed by so quickly and we are already in the 1st week of the new academic year.

I am delighted that we have had a successful recruitment cycle a big thanks to all involved and particularly to the marketing and recruitment team. I am cautiously optimistic that, last year was a very useful learning cycle for our new marketing and recruitment team and that our recruitment performance will improve further in the coming years. As we go in to the new academic year, with improved recruitment and recent departures through resignations as well as EVR we will have significantly less financial pressures upon us. As you know we are currently advertising for two assistant professors to join the department. I am hoping that by this time next year we will be in a position to grow further.

This year, for the first time we have teamed up with Oriam and Scottish Institute for Enterprise (SIE) to deliver the new team building sessions for our new PGT students. Each cohort (LOP, LOGS, IBM, IMM) will undergo a two-day event where they do a session called *Futureproofing Your Career* session with SIE. This classroom based event is interspersed with team based sporting activities that include inflatable assault course, team Frisbee and orienteering. At the end of the two days we have the students get a certificate from the SIE and on Friday we have organised a Ceilidh for all PGT students. Over the next few days I am sure we will hear from our marketing team with some photographs from these events.

As you know the NSS results were somewhat disappointing. Although some of the factors that affect the NSS outcome may be outside our control, many of the areas are under our direct control. This was discussed at the last departmental meeting on Wednesday, 6 September, where we agreed to constitute a Student Experience Committee comprising of Ian Black (Chair), Kate Sang, James Richards, Kathy Waite, Kevin O’Gorman and Rebecca Maxwell-Stuart (4th year coordinators). The brief of the committee is to identify, share and make recommendations as to the practices we can adopt/change to improve the experience of our 4th year students. However, I would stress that each and every one of us are responsible for student experience and I would encourage all colleagues to engage with this process and communicate with the committee to help us improve the HW experience for all students.

On the staffing front both Andrew MacLaren and Robert Graham are on medical leave at the moment. Whilst we wish them a speedy recovery Christine and I have made arrangements to cover their administrative and teaching duties. Once things have settled down I will communicate the changes in a separate e-mail and/or newsletter.

I wish you all a productive and enjoyable academic year.

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FOLLOW UP FROM DEPARTMENTAL MEETING

In a recent departmental meeting we discussed NSS scores and how we can improve student experience. This report from the HEA presents research on how student and staff well-being can be embedded into curricula design, including assessments and feedback:

<https://www.heacademy.ac.uk/knowledge-hub/embedding-mental-wellbeing-curriculum-maximising-success-higher-education>

Colleagues may also be interested in this piece on how gender equality can be mainstreamed into all teaching:

<https://knowledge.insead.edu/blog/insead-blog/male-professors-can-and-should-promote-gender-balance-6991>

Kate Sang

ACADEMY OF MARKETING UK APPOINTMENT

Dr Babak Taheri has been selected as the new 'Deputy Chair of Tourism Marketing' in the Academy of Marketing UK. He has selected based on his reputation on tourism marketing area, particularly using innovative and high-impact research outcomes.

THE SERVICE INDUSTRIES JOURNAL

Babak has been invited to join to 'The Service Industries Journal' as the 'Social Media Marketing Editor'. The Service Industries Journal is ABS 2* with 1.172 impact factor. The Service Industries Journal publishes research that contributes to the development of the theory in the areas of management, entrepreneurship, innovation, and financial management, the result of which are best practices in services.

FRIENDS OF THE EARTH SCOTLAND

Iain Black has been elected to serve on the board member of Friends of the Earth Scotland.

Iain also met Alison Johnstone MSP to discuss incentives for community volunteers and to gain support for a Scotland-wide deposit return scheme where he is advising the 'Have you got the bottle' campaign. <http://www.haveyogotthebottle.org.uk/>.

Update - The Programme of Government outlined by Nicola Sturgeon, the Scottish Government will commence work on a deposit return scheme this year.

INSTITUTE FOR CLIMATE SMART SOLUTIONS APPOINTMENT

Dr Danielle Eiseman, supervised by Iain Black and Kate Sang has been appointed as a programme manager at Cornell University Institute for Climate Smart Solutions. This is a highly prestigious post at one of the world's best universities.

PHD SUCCESSES

Josh McLeod passed last week, co-supervised by Andy Adams, – examined by Mike Danson with Stephen Morrow from Stirling.

An Investigation into How Social Capital Influences Board Effectiveness within the Context of Scottish Football

Rafal Sitko passed this morning, co-supervised by James Richards, – examined by Laura Galloway and Alexandra Beauregard from Middlesex.

Work Experiences of Polish Women in the Scottish Hospitality Industry – an Intersectional Study

Many thanks to the examiners and congratulations to Josh and Rafal!

Kate Sang

RESEARCH ACTIVITY

Iain Black's paper, co-authored with Cleopatra Veloutsou (UGla) titled 'Brand Communities and the Roles of their Members', has been accepted for presentation in the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR2017), in September London.

Following work with Prof Paul Baines (Cranfield) and Prof Nicholas O'Shaunessy (Queen Mary, University of London) Iain has secured £10, 000 for Fear and Hope in referendum marketing funded by Common Weal think tank.

Ghadge, Abhijeet; Kaklamanou, Merilena; Choudhary, Sonal; Bourlakis, Michael (2017), Implementing environmental practices within the Greek dairy supply chains: drivers and barriers for SMEs, *Industrial Management and Data Systems* (DOI:10.1108/IMDS-07-2016-0270) , accepted.

**Deadline for the next edition of the Business Management Newsletter is:
Monday October 23rd, for publishing on Wednesday October 25th.**