

## Festive Business Management Department Newsletter

### FROM THE HEAD OF DEPARTMENT

Ho...Ho... Ho Everyone!

I cannot believe it is that time of the year again and it has been a tough semester due to reduced staff numbers exacerbated by a number of unavoidable absences. A great big thanks to all colleagues who have done more than their fair share to make the 1<sup>st</sup> Semester go as smoothly as it has done.

I am sure, as I am, you are all ready for a well-deserved break and for some time with your friends and families.

At the Departmental meeting on 13 December 2017, we had a very open and honest discussion about where we are and how we progress from here. I thank all colleagues for their open and constructive suggestions. Our Industrial Advisory Board recommended that we have a strategy. Looking forward, I do strongly believe that a clear purposeful strategy will serve to galvanise our people, priorities and future actions. At the meeting we agreed that we should develop this strategy from bottom up by looking at our Research, Teaching and Knowledge Exchange strategies separate and then pulling these together into a single cohesive and purposeful strategy. I will get the ball rolling early in the New Year to progress this action.

Also the, University had a Leadership Form meeting earlier in the week. Here the key messages relevant to the School and the Department were as follows:

- 2018 will be challenging year for the University as it will be operating with a deficit. But this will be within the current plan/budget with the expectation to move to surplus situation for 2019
- SoSS financial position for 2017-18 is thought to be on or just ahead of budget.
- Key priorities include: income generation through GLAs, online PGTs and summer schools.

Finally, I was delighted to hear that our very own Dr Amos Hanif has been elected as the Pan University Dean. I am sure you will all join me in congratulating Amos in this achievement.

Personally, I am very optimistic about our future and I do truly believe that working together we have the potential for creating something that is truly world-class.

All the best and have a great break,

**Umit**

## VISITING NORTH AMERICAN EXCHANGE PARTNERS

Dr. Babak Taheri has visited our North America exchange partners including: Oklahoma State University, Angelo State University, St. Frances Xavier University and Clarkson University. He also spent some time with our exchange students, faculty members and presented our school to American students.

Please, find photos of our students in North American universities attached.



## WORKSHOP AND KNOWLEDGE EXCHANGE IN THE UNIVERSITY OF CENTRAL FLORIDA

Dr. Babak Taheri delivered two workshops on 'scale development' and 'how to publish in high impact factor journals' in Rosen College of Hospitality Management at The University of Central Florida. He also spent some times with faculty members and PhD students. Rosen College is ranked as the fourth best hospitality management school in the world. A picture attached.

**Babak Taheri**

## MSc Poster Competition

Students attending the Contemporary Consumers and Contemporary Consumers in Fashion classes created posters that effectively represented and considered a consumer group or tribe. The work was a pre cursor to their final assignment. Students got behind the task with a great deal of enthusiasm and 17 posters were created by the class covering consumer groups as diverse as “comic group collectors”, “cos players”, “fitness fans” and other brand related consumer “tribes”. On poster day, there was a real buzz as participants shared outputs, asked questions and gained insight into CCT theory and how it might apply.

A small prize was awarded to the group who produced an exciting poster about video game players, which according to the judges, Geraldine McKay and Emma Guion Akdag, showed an “excellent balance between theory and practice” and there was a strong response to questions. A second prize, based on

the student popular vote, was presented to a group portraying behaviour shared by on line daters. Students will go onto produce an assessed piece of individual work that will develop their knowledge of the consumer group and underlying theory.

Geraldine McKay

## NEWS FROM MALAYSIA

### Guest Lecture - Sustainability in the Beauty Industry



Datin Mina Cheah-Foong, Managing Director of Body Shop Malaysia delivered a talk on “Sustainability in the Beauty Industry”. The talk enabled students to gain a better insight into how an ethical and sustainable company can thrive in a competitive and crowded marketplace.

### Marketing Product Briefing

The School conducted a product briefing session for all SoSS and marketing staff. This was to get all staff geared and ready with information needed for Open Days and Exhibitions in 2018.

### International University of the Year



In conjunction with Heriot Watt being named International University of the year, HWUM celebrated this at a special launch event that was attended by Dato’ Seri Haji Idris bin Jusoh, Minister of Higher Education and the British High Commission’s Director of Trade and Investment, Debbie Clarke. The event was also attended by a number of SoSS’s “Go Global” students who were invited to present their experience of studying in Malaysia.

## Unilever Future Leaders' League (FLL) Competition 2017



Unilever's FLL competition was designed to select future leaders with the same vision as Unilever. Out of 150 entries, 10 teams made it to the final round which was held in Kuala Lumpur. Students from HWUM made it to the finals and won the 3<sup>rd</sup> prize. One of the three students was from SoSS. The winning students were Liew Fu Cheng (Actuarial Science, Year 3), Naveena Nathene James (Actuarial Science, Year 3) and our very own SoSS student, Zulaikha binti Zainul Rizam (Psychology with Management, Year 2). The team was mentored by Loo Yoke Mei.

## SoSS Planning for 2018



SoSS Malaysia, organised a full day session where staff from all the 3 disciplines sat down, discussed and presented their plans for 2018. It proved to be a very fruitful session with plans designed not only to meet the challenges of 2018 but to be in line with the new Learning and Teaching Strategy for 2018-2023.

## CPA Accreditation Visit

CPA Australia, represented by Mr Ron Woolley (Accreditation Consultant) and Ms Prisheeni Prakas (Relationship Manager – Education), visited the HWUM campus as part of their accreditation exercise. The visit included meetings with senior staff, faculty and students from SoSS and a tour of the campus. The visit was highly successful, as students who complete the MA (Hons) Accounting and Business Finance successfully, will gain direct entry to the CPA programme.

## Visit by Malaysian Qualifications Agency (MQA)



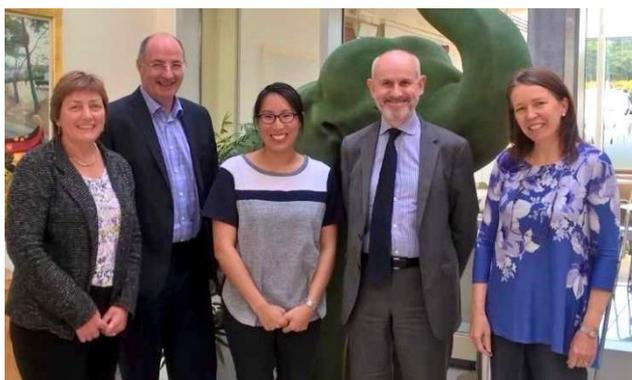
The MQA Full Accreditation visit for MSc Business Strategy Leadership and Change took place on the 2<sup>nd</sup> & 3<sup>rd</sup> of November 2017. Elaine Collinson, Director of Postgraduate Programmes (SoSS HWUK) led the school team and delivered the programme presentation to the MQA panel. Feedback from the MQA panel was positive, with the panel being generally impressed with the operations of the programme and the global nature of the university.

## KTP SUCCESS FOR THE LOGISTICS RESEARCH CENTRE

The LRC's 3 year KTP with the Scottish National Blood Transfusion Service (SNBTS) came to a successful completion this July and has since been assessed by Innovate UK as 'Outstanding'.

Congratulations to the whole team and particularly our KTP Associate, Siu Cheng, for all her hard work and perseverance! Siu navigated the project through some turbulent times and delivered brilliant results.

In fact, the cost savings realised during the project were greater than expected and further savings are due in the next few years. My work with SNBTS continues in an advisory role as the organisation begins a 5-year plan to fully operationalise the supply chain strategies and systems designed by the KTP team.



### A Very Happy KTP Team

**From left to right:** Karen Bailie (KTP Company Supervisor and Consultant Haematologist, SNBTS), Jim Berryman (KTP Advisor), Siu Cheng (KTP Associate); Prof. Marc Turner (LMC Chair and Clinical Director, SNBTS) and me.

**Chris Rutherford**

## WEBINAR IN SCALE DEVELOPMENT

Babak was a guest speaker in a Webinar on ‘Scale Development’ hosted by ‘Association of North America Higher Education International’ on 8<sup>th</sup> Dec. This Webinar was watched live by over 700 online visitors. (a picture attached)

Prof. Cihan Cobanoglu (the present of Association of North America Higher Education International) said: “Dr. Taheri’s research is exemplar, innovative, distinctive and robust. This scale development section is just a small example of how you can make science, interesting and engaging”.

Due to huge success of Babak’s session, he has been asked to run another Webinar in a research topic in couple of month.

**Babak Taheri**

## RESEARCH ACTIVITY

Thompson, J., Baxter, I., Curran, R., Gannon, M., Lochrie, S., Taheri, B., & Yalinay, O. (2017). “Negotiation, bargaining, and discounts: Generating WoM and local tourism development at the Tabriz bazaar, Iran”, *Current Issues in Tourism* (impact factor: 2.451)

Choudhary. S., Nayak R., Dora M., Mishra. N. and Ghadge. A. (2017), “An integrated lean and green approach for improving sustainability performance: A case study of a packaging manufacturing SME in the UK.” *Production Planning and Control*, Accepted (ABS 3).

**Deadline for the next edition of the Business Management Newsletter is:  
Monday January 29th for publishing on Wednesday January 31st 2018.**