

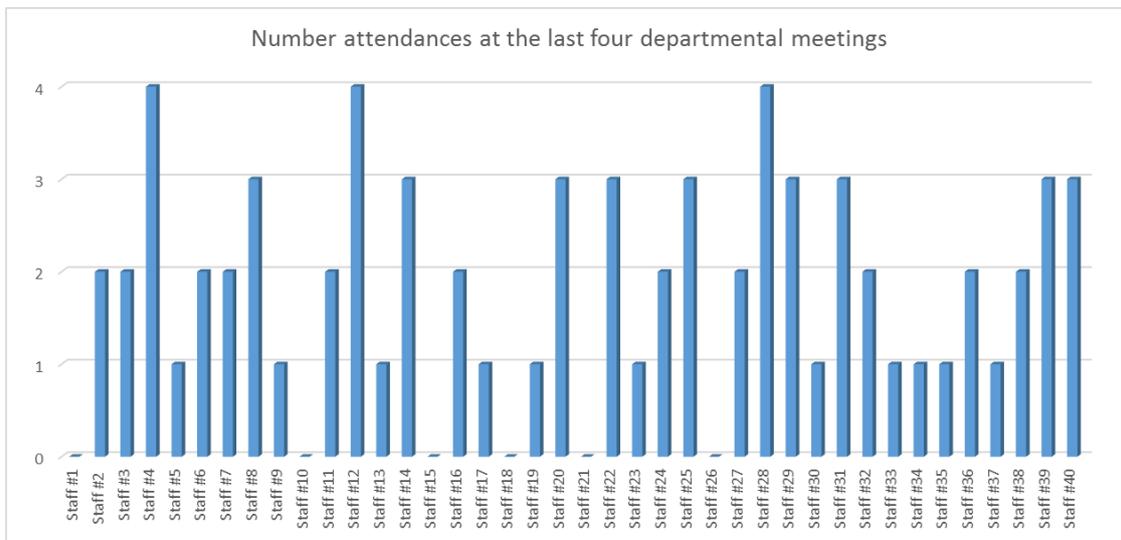
# Business Management Department Newsletter

## FROM THE HEAD OF DEPARTMENT

Hi Everyone,

We just had a departmental meeting earlier this week so I will refrain from repeating the details of that meeting in this newsletter. One issue that was highlighted was the changes to the workload model which will be summarised separately in my e-mail once we have issued the draft-workload for the 2017-18 session. I am hoping that we will do this very soon, may be even before you get this newsletter. The key message is that the recent financial pressures we are facing, the recent departure/secondment of Laura and Abigail together with the as yet unknown impact of the voluntary severance package everyone will need to contribute a little bit more to enable us to take up the slack and balance the books. However, I am confident that come September, as a department we will be in a stronger position. Particularly, the early indicators suggest that we may even see a slight increase in our PGT numbers come September which hopefully will set us up on a new growth trajectory.

Talking of departmental meetings, I find these valuable communication and consultation purposes. However I am concerned that many colleagues attend very sporadically. Following graph anonymously illustrates the attendance record to the past four departmental meetings. I would urge all colleagues to attend these meetings more frequently as they allow us to surface underlying concerns and communicate new developments more effectively.



Earlier this week, I have received confirmation from the University’s Quality Assurance Unit that our proposed action plan in response to the recommendations made has been accepted and that in November we are expected to submit a progress update. We will discuss this action plan and the outcome and implications of the voluntary severance scheme at our next departmental meeting, which will be sometime at the end of June.

Also earlier this week we had the inaugural meeting of our Industrial Advisory Board. I very pleased with the quality of individuals we have on our board. They have already started to engage with us, within two days I have started to receive emails from various board members giving us advice and suggestions how we could deal with some of our challenges. Below I included a photo of the IAB members who were able to attend the first board meeting along with the members of staff who were

invited to the first meeting. Concerning staff involvement at these board meetings my plan is to circulate involvement and invite different members of staff to get involved at each meeting.



You know who all the staff is, at least I hope you do!. Members of the IAB include, in no particular order:

Alastair	Atkinson	DySIS Medical Ltd	Chief Executive Officer
Bryan	Buchan	Scottish Engineering	CEO
Keith	Evans	Independent	Former director Arup
Caroline	Gardner	Audit Scotland	Auditor General and Accountable Officer
Dougie	Hawkins	Clyde Blowers	Partner
Tom	Hendren	Array	CEO
Helen	MacKenzie	Independent	Executive Coach / Change Specialist
Jim	Mather	Homes for Scotland	Chairman / Former Scottish Minister
Mary	Morgan	Scottish National Blood Transfusion Service	Director
Brian	Reid	Standard Life Investments	Head of Change
Bryan	Rogers	Police Scotland	Deputy Head of Organisational Development
Ken	Shaw	City of Edinburgh Council	Head of Employability & Talent Development
Gilad	Tiefenbrun	Linn Products	Managing Director

Finally, the Complete University Guide rankings for 2018 came out yesterday which places Heriot Watt as 28<sup>th</sup> in the UK and 3<sup>rd</sup> in Scotland after St Andrews and Edinburgh. This is an improvement of six places from 34<sup>th</sup> in 2017 to 28<sup>th</sup> in 2018. As a discipline, Business Management is placed as 26<sup>th</sup> in the UK, between Queen's Belfast and Aston. We are placed 3<sup>rd</sup> in Scotland after St Andrews and Strathclyde. This represents an improvement of 11 points from 37<sup>th</sup> in 2017 to 26<sup>th</sup> in 2018.

**Many thanks and a big congratulations to all colleagues who made this happen.**

**Umit**

## MEGA EVENT – TOURISM MARKETING ADVISOR

Babak has been selected as the ‘tourism marketing’ special advisor for the ‘Tabriz, the Capital of Islamic Tourism’ mega event in 2018. Babak will be closely working with the official tourism board of ICCHTO (Cultural Heritage, Handicrafts and Tourism Organization of Iran) and Tabriz City Council in Iran on developing marketing strategy and enhancing consumer experience in this mega event. This is two years project about consumer journey of experiences in this mega event.

**Babak Taheri**

## TYING THE KNOTS

Dr Stavros Karamperidis held two guest lectures, first at the Merchant Marine Academy of Makedonia (Nea Michaniona, Greece) in March 2017, while the second took place at the Merchant Marine Academy of Aspropyrgos, Greece in April 2017.



The first was attended by over 80 students with the second attended by around 100 students. Both lectures covered the subject of: Maritime indices and their use. Students had the opportunity to chat with Dr Karamperidis regarding potential postgraduate studies in the UK and how they could conduct postgraduate studies at Heriot-Watt University.

The directors of both academies and their students were impressed by the level of information offered. Students had the opportunity to a reach deep understanding through thorough discussion sessions both during and at the end of the presentations.

**Stavros Karamperidis**

## PARLIAMENTARY MEETING

Dr Iain Black met with Mark Russell MSP and Ross Greer MSP on the 18th April. In the meeting they discussed how to integrate ideas from his recent Journal of Cleaner Production and Common Weal policy paper (authored with Prof. Deirdre Shaw and Dr Katherine Trebeck) into the Scottish Government's draft climate change plan. One of the outcomes was a request to organise a parliamentary event examining the limitation of consumer agency in pro-environmental decision.

## BUSINESS MANAGEMENT DEPARTMENTAL MEETING

The next scheduled meeting will be September 4<sup>th</sup> to launch the new Academic Year, but at Umit's request there will also now be an additional meeting at the end of June. Please watch this space for more details.

## BUSINESS MANAGEMENT EXAM BOARDS

You should all have the following dates in your diary:

LEVEL	YEARS	BOARD TYPE	DATE	TIME	BUILDING & ROOM	MARKING DEADLINE
UG	Hons	Assessment	Tuesday, 16 May	10.30am	MB G14	Monday, 08 May
PGT		Assessment	Wednesday, 24 May	10.30am	MB G27	Monday, 15 May
UG	Hons	Award	Thursday, 25 May	10.30am	MB G14	n/a
PGT		Progression/Award	Wednesday, 31 May	10.30am	MB G14	n/a
UG	1-3	Assessment	Tuesday, 13 June	10.30am	MB G14	Monday, 05 June
UG	1-3	Progression/Award	Wednesday, 21 June	10.30am	MB G14	n/a

## NEWS FROM MALAYSIA

### Talks at SoSS



SoSS (Malaysia) organised a number of talks covering a range of topics. One such talk was by Prof. Premkumar, a specialist in Supply Chain Management and the President of Malaysia University of Science and Technology (MUST). His talk titled "One Belt One Road, the New Economic Route Map" provided his professional insight on the direct and indirect impact of this initiative on industry and the challenges of this project.

Dr Elsa Satkunasingam, a consultant on Corporate Governance and Sustainability policies and disclosures gave a talk on "Environmental, Social and Governance for Business" to both students and staff of SoSS. She was instrumental in developing Bursa Malaysia's listing requirements which requires listed companies to report on their sustainability practices (ESG). She also liaised with institutional investors especially local institutional investors to assess their ESG investment policies.



Mr Khirullah Abdul Hamid currently leads Quality Management Systems in a semiconductor multinational in Malaysia. He is a black belt holder in Six Sigma and is well versed in Six Sigma methodologies. He talk on “Six Sigma deployment and DMAIC approach to modern management” was well received by both students and staff of SoSS.



### **Visit by Malaysian Qualifications Agency (MQA)**

On the 22<sup>nd</sup> and 23<sup>rd</sup> of March a full accreditation visit was conducted by MQA for both the BBA and Business Management with Enterprise programme. Jane Queenan, Deputy Head of Business Management, represented the Edinburgh campus.

### **HWUM’s International Happiness Day**



From left: Ke, Heryati, Banu, HWUM provost and CEO Prof Robert Craik, Liu and HWUM deputy provost Prof Mushtak Al-Atabi

HWUM organised its first International Happiness Day, this initiative was spearheaded by SoSS’s Psychology division. Under the International Happiness Day banner were activities centred on happiness, including a forum titled “Happiness at Work”. The forum saw invited industry leaders

(Petronas head of HRM business unit Heryati Omar, Pearson Education country manager Banu Devi and BFM presenter Freda Liu) sharing their experiences with the school.

HWUM Psychology society together with the happiness project committee organised a number of activities, including a happiness workshop “Enhancing happiness using Hypnotherapy & Psychology of Coaching” and a gratitude event to show appreciation to the guards and cleaning crew.

## NEWS FROM DUBAI

### Overview

The School of Social Sciences comprises four academic departments and operates at our Edinburgh, Dubai and Malaysia campuses. In Dubai we have 7 disciplines each with an academic lead:

Accounting	Dr Esinath Ndiweni
Enterprise	Marlene Muller
Finance	Dr Faizul Haque
Logistics	Carrie Annabi
Marketing	Dr Paul Hopkinson
Strategy and Operations	Dr Mohamed Salama
Psychology	Dr Annie Crooks

### Student Successes

- Students from the **Digital Marketing MSc** [the only specialist digital marketing Master's offered in UAE] have created promotional videos for the School
- **Careem** and **Astrolabs** attended presentations by **2nd year Marketing students** present giving their responses to a set of business and marketing challenges provided by these companies: real world learning underpinned by industry engagement ]
- **Watt Ventures Competition**: Open to undergraduate and postgraduate students from all five campuses, Watt Ventures looks for budding entrepreneurs from the University to submit their ideas for a chance to win cash prizes and business support!
  - **Dubai 3rd year BM students**, Joy Golla Davidson and his team, Hannah Faith Asuncion, Belachew Ulea, Amir Keyoum, Dora Mingovska, and Nishant Sarid, won the Most Innovative Idea – with their Hydrobelt project, called E-Sea Life. This is a PFD (Personal Flotation Device) in the form of a wearable belt which inflates and forms a ring under the users' arms to save them from drowning when in water.
  - The **Dubai Country Prize** was won by two 4th year Business Management students, Mahjabeen Shahid and Mohammad Laraib Khan, for their business idea, Mr Convenient, which aims to connect users with a range of professional services that include Cleaners, Plumbers, Electricians, Locksmith and Dog walkers.
  - Watt Ventures 2017 news story: <https://www.hw.ac.uk/about/news/student-entrepreneurs-pitch-for-prizes.htm>

### Staff Congratulations

Huge congratulations to our Learning and Teaching Oscar winner:

- **Marline Muller** (Business Management) – The Refreshing Award

### Public Engagement

- **Carrie Annabi** – Is the only education judge from in the MENA Region for the Supply Chain and Transport Association awards, Grosvenor Hotel on 19<sup>th</sup> April, 2017

- **Paul Hopkinson** - Invited speaker at 9th Customer Experience Technology Conference in Dubai
- During their recent visits **Robert MacIntosh** (Why Strategy Matters) and **Umit Bititci** (Organisational control and the understanding of the interplay between measurement, management, engagement and performance!) both gave public lectures as part of Paul's recruitment and marketing programme.
- **Mohamad Salama** is founder and Chair of the **Middle East Lean and Agile Annual Conference** – 3rd conference just took place with 15 students from SOSS and MACS and 10 staff from EGIS, SoTD, MACS and SoSS. The organization committee from HWUD included members from EGIS and MACS. SoSS contributed 2000 Dirhams to subsidise students' attendance.
- **Shareen Nassar** presented a paper (in Smart Cities Symposium organized by Masdar Institute, Abu Dhabi and The British Council. Currently they are working with the event organizers on ideas for potential research collaboration.
- **Kevin O'Gorman** and **Robert MacIntosh** write a regular column in the Times Higher Education Supplement: <https://www.timeshighereducation.com/author/kevin-ogorman> recent topics include:
  - How to get promoted in academia.
  - How to co-author a research paper.

#### Forthcoming Activities

- Working with Jiju <https://researchportal.hw.ac.uk/en/persons/jiju-antony> to bring the **International Conference on Lean Six Sigma** to Heriot-Watt University Dubai next year (more details by mid-June)

#### Recruitment and Marketing

Paul Hopkinson has established a marketing team, which is now working ever more closely with Recruitment and Admissions.

**Kevin O'Gorman** and **Jiju Antony** are about to embark on a 8 day tour of **India** to discuss and sign 2+2 or Masters partnerships with the following universities: Sharda University; Chitkara University; Lovely Professional University; Alliance University; Amrita University; SRM University; VIT University; Sathyabama University; Hindustan University and Amrita University.

#### New Degree Programmes

Coming soon:

- MA (Hons) in International Business Management with Enterprise
- MA (Hons) in International Business Management with Marketing

#### Recent Publications

- **Annabi, C.A.** and Ibidapo-Obe, O.O., 2017. Halal certification organizations in the United Kingdom: An exploration of halal cosmetic certification. *Journal of Islamic Marketing*, 8(1), pp.107-126.
- **Annabi, C.A.**, Husein, M.U., Hassan, F. and Nasir, N., 2017. Sharia Compliance in the Construction Industry: Is this Something to Build Upon? *Journal of Emerging Economies and Islamic Research*, 5(1).
- **Hopkinson, P.**, Framrose, K., Verhoeven, H. and Mashood, N. 2017 A time comes when silence becomes betrayal: The Indian expatriate perspective of Social Marketing. *International Journal of Sustainable Society*
- Mohamed, N., Taheri, B. **Hopkinson, P.** and Jafari, A. 2017 Islamic Destination Image *Proceedings of the Advances in Tourism Marketing Conference*, 6-9 September 2017

### School Management

We have established a **SoSS Dubai School Management Board** consisting of the Academic subject leads. This group will meet fortnightly in the first instance with focus on: marketing and recruitment and new programmes.

**SoSS Dubai School Meeting** will be held monthly, chaired by Associate Head of School (or the HoS). Agenda will be tabled 5 working days in advance and brief notes and actions points of meetings to be circulated to all staff and reported to School Management Board in Edinburgh within 72 hours of the meeting.

**Teaching Allocation for 2017/18** in consultation with the Academic Heads of Department in Edinburgh the Academic leads here in Dubai have already done the ‘first cut’ of teaching– we are aiming to have our workload finalised by mid-May.

### Staffing Changes

- **Helen Verhoeven** and **Welcome Sibanda** have resigned and we wish them well as they depart for pastures new.
- **David Twigg** has stepped down as Associate Head of School and taken on the role of Associate Director of Research
- **Kevin O’Gorman** has assumed the role of Associate Head of School until we can appoint permanent, Dubai based, replacement (which is not going to be him!).

We will be advertising soon for two new members of staff to fill Helen and Welcome’s shoes and also to increase our bank of part time members of staff.

**Kevin O’Gorman**

### INTERNATIONAL FOOD WITH PHD’S

We would like to arrange **International Food Lunch** for PhD students and staff on 24th May at 1:30! It is in front of my office. PhD students are going to bring food from their hometown or county. It's just another opportunity to get together - both staff and PhD students. So, please come along!

If you are coming along, can you add your name to Doodle link below please?

<http://doodle.com/poll/gyeeugd9mk9zep8x>

**Babak Taheri**

### RESEARCH PAPERS & ACTIVITY

#### Papers

Dr Black also presented a paper “Hope vs Fear Appeals in Political Marketing: Contesting ‘Possibility’” at a workshop entitled ‘*Making people feel bad: What is the role of negative appeals in marketing?*’ held at Queen Mary University London, on the 24<sup>th</sup> of April.

Taheri, B. Jafari, A. and O’Gorman, K (2014) Keeping your audience: Presenting a visitor engagement scale *Tourism Management*. 42: 321-329 was recently used by European Union Directorate-General for Education, Youth, Sport and Culture, Education, Youth, Sport and Culture in their report on “How to place audiences at the centre of cultural organisations”.

## **Popular Media**

Kevin O’Gorman and Robert MacIntosh has two columns published in the *Times Higher Education*

- Career Advice: How to overcome the six most common PhD worries.  
<https://www.timeshighereducation.com/news/career-advice-how-to-overcome-the-six-most-common-phd-worries> April 2017
- Career Advice: How to lecture for the first time. *Times Higher Education*  
<https://www.timeshighereducation.com/news/career-advice-how-lecture-first-time> April 2017

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