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Enterprising Times

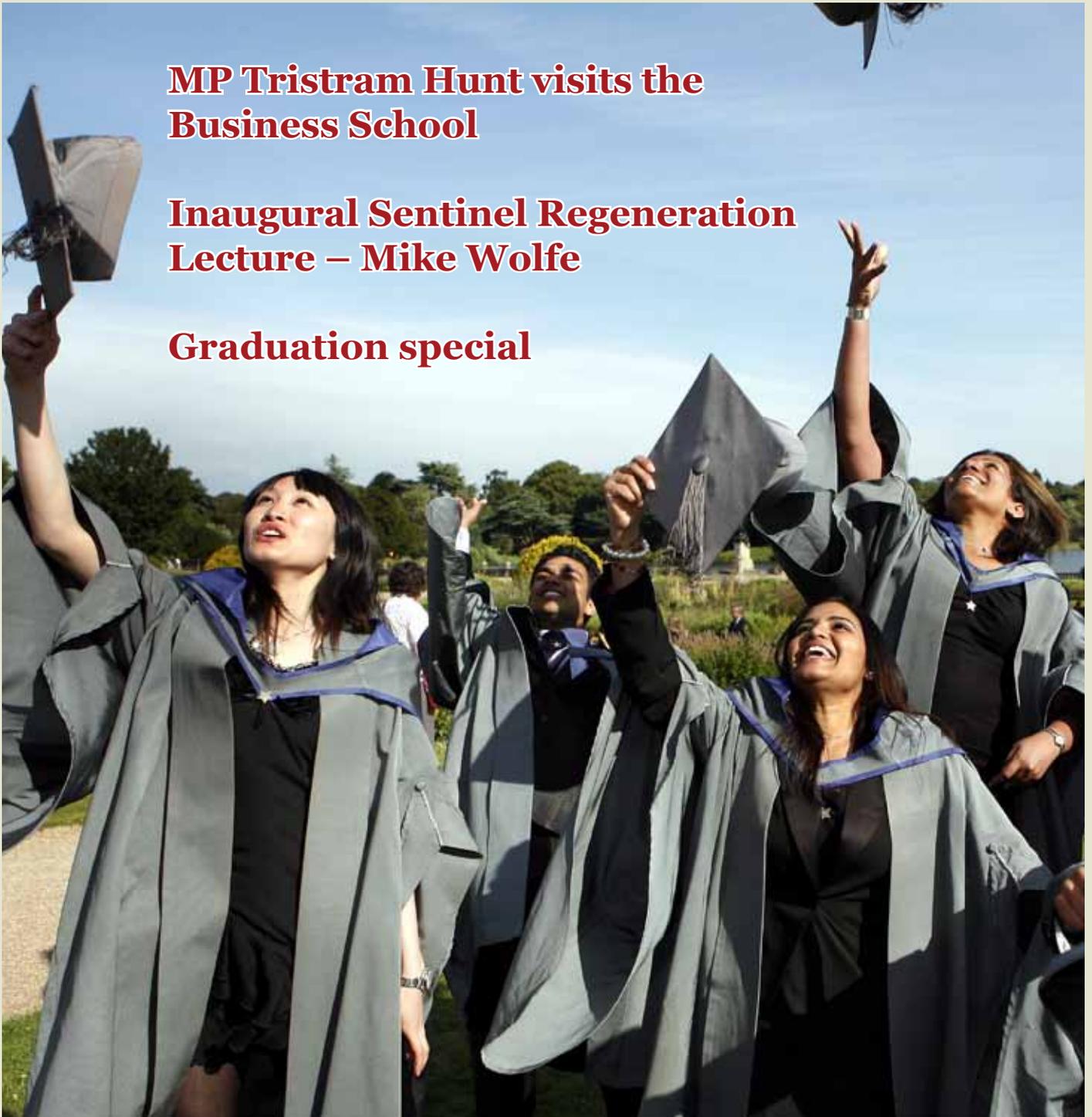
The Business School Newsletter

July/August 2011

**MP Tristram Hunt visits the
Business School**

**Inaugural Sentinel Regeneration
Lecture – Mike Wolfe**

Graduation special



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Editorial

Graduation was a big success with a warm sunny day and lots of smiles. Trentham Gardens looked wonderful and it is such a great place to hold the event. Staff are already preparing for the new academic year and we expect it to be interesting to say the least.

Will the government wake up to the damage it is causing with regards to international students and Universities or will it continue to pander to populist sentiment on immigration? The Commons Home Affairs Committee estimates that the student visa policy will cost the economy £3.6 billion and put further pressure on universities when we are already having to deal with the move to much higher fees for UK students. We can expect a huge amount of turbulence in the university sector in the next couple of years.

We give a warm welcome to two new members of staff Dr Katerina Thomas and Peter Greene (you will find their profiles inside). After 34 years of service, we would also like to extend our best wishes to Brian Davies on his retirement.

Just a reminder that back issues of Enterprising Times (both print and web versions) can be found at this link http://www.staffs.ac.uk/faculties/business/news_and_events/business_news.jsp. All links in the electronic version of the newsletter are live. The deadline for copy for the next edition is 7th October. Please get in touch with me, Jon Fairburn, at jon.fairburn@staffs.ac.uk or on 01782 294094 if you would like to discuss your submission beforehand.

Jon Fairburn

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Graduation ceremonies 2011

The Business School's Graduation ceremonies were held on Thursday 14th July at Trentham Gardens. These proved to be a memorable occasion for graduates and their relatives, and were blessed with fine weather! It is hoped that the pictures below and distributed throughout this edition capture some of the essence of the day.



Honorary Doctorates were conferred on Tony Wray, head of Severn Trent Plc (pictured on page 8 with Vice Chancellor, Michael Gunn), and David Webster, Chief Executive of The Hanley Economic Building Society (pictured left with Michael Gunn).

Our congratulations go to all our graduates!





Visit by Tristram Hunt MP

Local MP Tristram Hunt recently visited the School for a wide ranging discussion on education, economic regeneration, ceramics and international relations. As well as hearing about Tristram’s interests and agenda colleagues discussed our international partnerships and the work to aid the reconstruction of economies in the Balkans. Nearer to home Jean Mangan discussed the extensive research and teaching in the school surrounding education. Pictured from left to right are Prof. Geoff Pugh, Prof. Jean Mangan, Tristram Hunt MP and Prof. Iraj Hashi.

<http://www.tristramhunt.com/>

Funding news

The August edition of Wider Outlook, Enterprise and Commercial Development’s newsletter is now available. Wider Outlook provides information on the latest funding opportunities, research news, and policy updates. This is a special edition which focuses on the FP7 Calls for 2012 and includes:

- Page 1 Launch of FP7 Calls for 2012
Free training session on how to write a competitive FP7 bid in Stafford
- Page 2 Types for FP7 Funding Schemes
A selection of open FP7 calls
- Page 3 Guidance on REF 2014 Submissions
HEFCE Strategy statement
- Page 4 FP8 programme named Horizon 2020 name
FP8 Consultation Results

Download the newsletter at <http://bit.ly/pKWn9n>.

Annual Sentinel Regeneration Lecture ‘Re-inventing Stoke on Trent’, 7th September – Mike Wolfe, Visiting Fellow, Staffordshire University and Sentinel columnist

Mike has made an enormous contribution to the Potteries and we are very pleased to have him as a Visiting Fellow in the Business School.

Between 1980 and 2002 he was the Chief Executive Officer Stoke on Trent Citizens Advice Bureau. During this period Stoke on Trent Citizens Advice Bureau grew from a tiny charity with a single employee to an organisation with 75 paid and 100 voluntary staff as well as four franchises with the Legal Services Commission, outlets across Stoke on Trent and a major million pound headquarters building. The Bureau was recognised nationally for its innovative practice, its commitment to systems, professionalism and equality. In 1996 he founded the Rainbow Forum, the North Staffordshire Forum for Lesbian, Gay and Bisexual people.

Between 2002 and 2005 he was the first Elected Mayor of the City of Stoke on Trent. Responsible for policy direction of a Council employing 12,000 people. A non-aligned politician who sought reinvention through improvement to education, infrastructure and image.

Since 2005 he has worked as a consultant with voluntary organisations and property companies and he writes a weekly column on regeneration matters for the Sentinel.

The inaugural Sentinel Lecture takes place at the Mitchell Memorial Youth and Arts Centre in Broad Street, Hanley, on September 7. Drinks will be served at 7pm for a 7.30pm start.

To reserve a place, email mary-ann.astle@thesentinel.co.uk with your name, address and contact details, or call Mary-ann at The Sentinel on 01782 602525.



Tearfund and Staffordshire University: MSc Transformation in the Workplace – Lynn Machin

Ethiopia is Africa's oldest independent country and also one of its poorest. Better known for droughts and famines, almost two-thirds of its people are illiterate and depend upon an economy based on agriculture, which in turn relies on rainfall. With rains frequently failing the country depends on aid from abroad.

Tearfund, a leading international relief and development charity, working in partnership with Christian agencies and churches worldwide to tackle the causes and effects of poverty is currently working in partnership with Staffordshire University on an MSc programme, delivered in Ethiopia and, over time, perhaps in other countries in Africa.

In essence, the MSc will support people living and working in Africa as they lead the work of community transformation as part of projects initiated by communities in their work with Tearfund and other non-governmental agencies. The programme support these individuals in their project management, systems thinking and learning capabilities and in their abilities to help other members of their communities learn, develop and engage fully in this work.

Tearfund is 'passionate about five local churches bringing justice and transforming lives – overcoming global poverty'. Its ten-year vision is to see 50 million people released from material and spiritual poverty



through a worldwide network of 100,000 local churches by 2016. Tearfund works particularly in Africa, Asia and South America – and also across Eastern Europe and the UK. Currently it is focussing on some of the biggest global challenges including *defeating disease* (through education to reduce the spread of killer diseases such as HIV, malaria and tuberculosis), *resolving economic injustice* (by challenging unfair trade that locks hard working people in poverty and providing them with alternative ways of creating and marketing products of the highest quality), *restoring the environment* and *tackling disaster*.

A systems approach has been embedded in the programme with project workers,

who then use it within their own work and with the people they work with. Drawing upon the work of Ackoff (1999) this approach argues that you cannot 'solve' any one given problem discretely. To do so is to do the wrong thing.

'The righter we do the wrong thing, the wronger we become. When we make a mistake doing the wrong thing and correct it, we become wronger. When we make a mistake doing the right thing and correct it, we become righter. Therefore, it is better to do the right thing wrong than the wrong thing right. This is very significant because almost every problem confronting our society is a result of the fact that our public policy makers are doing the wrong things and are trying to do them righter.' (Ackoff 2004)

The reason we often do the wrong thing is because we assume that problems are discrete and unconnected to other factors. Solving the problem of malaria is a good example. There have been several large projects which have supplied mosquito nets in sub Saharan Africa. The thinking behind interventions such as these is:

- Malaria is a problem in Ethiopia caused by mosquito bites
- Mosquito bed nets prevent mosquitoes biting
- Therefore providing bed nets will eradicate malaria.

Tearfund and Staffordshire University: MSc Transformation in the Workplace continued...

And yet, there is growing evidence that these interventions are not working. Analysing malaria using a systems approach gets us some way to understanding why not. Bed nets often require suspension from a ceiling. Many Ethiopian homes do not have ceilings, or the tools required to attach a bed net to a ceiling – hence bed nets cannot ‘solve’ the problem of malaria.

Tearfund believes that one key way to making their vision a reality is through transforming communities at the local level. They do this through links with local churches. In Ethiopia, the church is a key agent of change at local community level. Tearfund partners with five organisations in Ethiopia, through which it has a potential reach of 18 million church members.

Church partners are supported by Tearfund to promote the development of ‘Self Help Groups’ (SHGs). The SHGs are small groups of people who come together to try to improve their own lives through cooperation - economically, socially and environmentally. This approach ensures that economic growth is owned by communities and is therefore sustainable. SHGs generate new goods and or services e.g. the production of bags from reclaimed plastics which are then sold. Or the formation of community finance mechanisms. Such activity arguably can form the basis for increased national income and living standards. SHGs are often comprised mainly of women and the Tearfund approach seeks to empower women in the community, recognising that full engagement of women in business and in the workplace is a desirable outcome, and good for growth (Morrison et al, WB Policy Research WP 4349, 2007). Across Ethiopia, Tearfund is supporting around 1,000 SHGs involving 15,000 people. With the average family numbering six people, that means 90,000 people are directly benefiting from SHGs.

In each self help group the key concepts of systems thinking and Self Organised Learning (SOL). SOL is a person-centred system, developed at Brunel University by Laurie Thomas and Sheila Harri-Augsten. It focuses on the learner and their learning as distinct to the traditional teacher and curriculum led models. It provides a framework, learning tools and techniques to assist the learner in identifying, reflecting on and improving her/his skills as a ‘self-organised learner’. A key mechanism for bringing about SOL is the ‘learning conversations’, which enables learners to identify the purposes for their own learning (and that of the SHG) and the strategies required to effect change and improve the effectiveness of their own learning.



Early empirical evidence commissioned is positive:

‘judging by the actual impacts in communities and in their organisations, most participants were enabled by the learning programme to bring lasting, and in some cases deep, impacts that have and are affecting the lives of poor people through changed working practices. The impacts offer convincing evidence, with little exception, that the programme has achieved transformation in the work place through participants applying a systemically informed, feedback-rich, participatory assessment, planning, implementation, monitoring and evaluation approach to projects of which they are a part’ (p5)

This was certainly evidenced in visits this year to Ethiopia by the Award leader Lynn Machin, and award tutors Peter Ingham and Michelle Lowe who were amazed, delighted and humbled by the commitment of

Tearfund and Staffordshire University: MSc Transformation in the Workplace continued...

all to the programme. If you would like to be involved or to find out more about the programme contact Lynn Machin at l.b.machin@staffs.ac.uk or on 01782 294166.

References

Ackoff, R. L. (1999) *Re-creating the corporation: a design for organisations for the 21st century*, Oxford: Oxford University Press.

Ackoff, R. L. (2004) 'Transforming the systems movement', available at: <http://www.acasa.upenn.edu/RLAConfPaper.pdf> (accessed 11 July 2011).

Harri-Augstein, S. and Thomas, L. (1991) *Learning Conversations: the Self-organised Way to Personal and Organisational Growth*, London: Routledge.

Massink, J. (2007) *Evaluation of Transformation in the Workplace*, Manchester: University of Manchester.



Report on internship at St Andrews Healthcare – Tom Crawford

Whilst I had developed a broad background knowledge in environmental management and sustainability throughout my University course, completing this internship has offered me an invaluable insight into how this knowledge, together with skills gained from previous part time work, can be applied to in the context of a specific organisation.

It was particularly interesting to learn and work within the limitations of a secure mental health hospital. Over the placement period, I had the opportunity to cover a wide range of issues. These included compiling a new site travel plan in order to examine the ways and possibilities associated with sustainable travel to work. Linked to this, I produced a new sustainable travel section for the organisation Intranet site. This offered the opportunity to promote information - including local bus and rail times, and ticket costs - which staff may otherwise be unaware of. Additionally, I brought this information together in a travel leaflet (tailored for the four sites owned by the organisation) which could be distributed to new staff on induction.

I was also involved in extensive research into the Carbon Reduction Commitment, to which the organisation is an active participant. Further research involved looking into the potential options for implementing plastic and paper recycling systems at the Birmingham site (including development of promotional material), and the potential for composting catering waste produced at the Northampton hospital. I also used this research to develop some introductory fact sheets which could be used by staff of a non-environmental background. Following research, time was spent looking into relevant grants which could help to support the viability of the projects.

Further to the new Intranet travel site, I spent time editing and updating the Environmental Management section, including new areas on sustainability, waste and recycling, and energy efficiency.

The placement also offered the opportunity to develop broader skills and knowledge – including analysing energy usage data for several sites and a visit to the Sustainability Live! Exhibition at the Birmingham NEC for further inspiration.

Most significantly however, the placement has provided me with vital experience which should provide an advantage in future job applications within a career sector where the level of competition for graduation positions is particularly fierce.

Tom can be contacted at t.crawford@ymail.com.



Green Week conference report – Tony Bickley

Tony Bickley attended the European Commission's Green Week conference in Brussels on 24th-25th May, the theme being "Resource Efficiency – Using less, living better". In his opening address Janez Potočnik, the European Commissioner for Environment, stated that if we don't develop more efficient ways of using our natural resources, we would need "2 Planets" by the year 2050 to sustain the world's existing economic model due to the expected growth in the world's population to 9 billion people by 2050 from 7 billion today.

The focus of the conference was on how to use the planet's resources in a more sustainable way. Various speakers commented on the importance of Higher Education in educating the future workforce and providing them with skills necessary for future "green collar" jobs as economies develop new business models and new eco-innovation technologies to reduce the usage of energy, water and natural raw materials. It was also noted that HE academics themselves need to increase their own knowledge and awareness of environmental/sustainability issues to effectively educate the next generation.

A common message was the need to develop a Sustainable Development Agenda aimed at transforming behaviour and economies. Professor Dr. Ernst von Weizsäcker of the United Nations' International Resources Panel stressed the need to create a "Vision for the Young Generation" which "decouples" wealth from resource use – i.e. develop other factors to measure economic success and well-being other than the size of GDP. His proposed strategy included:

1. Reduce the carbon intensity of energy
2. Reduce the energy intensity of wealth
3. Reduce individual's wealth? – are politician's brave enough?



There was widespread agreement between the conference speakers and delegates of the need for incorporating resource efficiency into business policies and practices. However there was also concern regarding businesses, particularly SME's, having a short term focus and a lack of funds to invest in eco-innovation. It was recommended that a greater combination of a carrot and stick approach - Incentives + Taxation - was urgently required before it is "too late".

Tony shared some of the thinking from the conference at a Sustainability workshop for external businesses/organisations that he conducted with his Business School colleague Dr. Helen Wadham in July.

Tony can be contacted at a.j.bickley@staffs.ac.uk or on 01782 294244.

Timetabled Research Allowances 2011/12 – Nick Adnett

In the School's competition for Timetabled Research Allowances (TRAs) for 2011/12 the following colleagues were successful: Rune By, David Douglas, Jenny Gale, Amanda Hughes, Stephen Malone, Kim Slack, Panos Sousonis, Helen Wadham and John Wyld. Congratulations to these colleagues whose research allowances will be subject to monitoring against targets agreed with either Prof. Tehmina Basit or Prof. Geoff Pugh (Heads of IEPR & CABR respectively).

Although there was a significant increase in the number of applications for TRAs this session, the School wishes to encourage even more applications for these allowances in the future supporting a range of experienced, emerging and novice researchers. If you wish to find out more about this process please contact your AGL, Tehmina, Geoff or Nick Adnett, Chair of the Business School TRA Committee.

Staff profile – Dr Katerina Thomas

Katerina is a Senior Lecturer in Strategy and Enterprise Management in Strategy and International Business group at Staffordshire University Business School.

She obtained her Ph.D. from Aston University in 2010 which was funded by Aston University Business School. Her doctoral research explored technological improvement and innovation within forestry sectors in Russia, and the impact of technological catch up strategies on value-added production. The study found that for survivors, working under serious constraints (both financial and human) sharpens, rather than



weakens, some technological competences, notably those for making good use of the available technology and equipment, and adapting and stretching the technology. The methodological approach taken involved postal survey and qualitative interviewing and documentation.

Katerina’s main research area is innovation, strategy and international business. In particular, her current research focuses on factors affecting regional competitiveness, innovation and development. She is also interested in the effect of foreign direct investment and corruption on innovation, firm-level competitiveness and productivity with a particular focus on Russia. She is currently working on a grant proposal that will explore the impact of raising powers of BRICS economies on competitiveness of domestic firms.

Katerina’s teaching areas are Strategic Management and International Business. Before joining Staffordshire University, Katerina worked at Aston University and Docklands International College, where she acquired experience in teaching and supervising students at various levels. Whilst doing her Ph.D. at Aston University, she actively presented her research output at international conferences and supervised international study visits to Bocconi University (Milan, Italy) and Audencia Nantes School of Management (Nantes, France). Prior to pursuing an academic career, she acquired commercial managerial experience in catering industry.

Katerina can be contacted at Katerina.Thomas@staffs.ac.uk or on 01782 294082.



Working at national levels to enhance learning and teaching opportunities for hard to reach learners

Wednesday 8th June saw local council cabinet members, directors of education and education specialists from across London and the South East, come together to discuss potential new, exciting and innovative ways of ensuring that education is accessible to all. Jim Pugh represented Staffordshire University's Business School and Education Academic Group.

The event took place at the Carlton Club in Westminster, which has a long history as a base for political debate and was sponsored by the Nisai Group, specialists in providing personalised learning programmes for children and young people unable/unwilling to access mainstream education. Jim has been working with the Nisai Group in teaching masters level programmes in order to develop teacher skills in teaching via an online community.

The event had a number of significant speakers – Mark Field MP who has a long standing interest in education; Alan Carrick, Lead Specialist Practitioner – Alternative Provision at Newcastle-upon-Tyne City Council; and Ollie Gray, Barnardo's who is responsible for Barnardo's strategy in supporting young people. Following Mark's opening comments providing an update on the Government's education strategy, Ollie highlighted examples of the innovative work that Barnardo's is currently undertaking with NEETs. Representing a Local Authority piloting Individual budgets, Alan discussed the success of this initiative in Newcastle-upon-Tyne.

Subsequent discussion ranged from best practice techniques, developing ways of ensuring that young people know the opportunities for educational services that are available and employer involvement, to informal learning and the use of online technologies for enhancing learning.

Due to the success of the event, this will be the first in a series of Nisai Breakfast Club events which will endeavour to bring together senior decision makers to hear the latest thinking and best practice in Education for hard to reach groups.

For more details on how the Business School can support organisations in their approaches to learning and teaching, reflective practices, and leadership and management contact Cheryl Bolton at c.bolton@staffs.ac.uk or on 01782 294413.

For more details on Nisai and how they successfully work nationally and internationally in supporting hard to reach Learners from primary education to A level provision go to <http://www.nisai.com/>.

If you are interested in attending a future Breakfast Club event, please send your details to breakfastclub@nisai.com.



Profile – Peter Greene

I have recently joined the Business School as a Research Assistant in the Centre for Applied Business Research (CABR) in July 2011. I have also just graduated from the University of Sheffield with a First in BA Economics, so July has been a busy month! In September I will begin a part time Masters course in Economics for Business Analysis, as well as working part time as a Research Assistant. At the moment I am working mainly with Geoff Pugh and Jon Fairburn on the GPRIX (FP7) project on innovation support, and will further be working with Jon on a paper investigating traditional manufacturing in the West Midlands.

I have recently completed a report on Research and Development Tax Credits, including a general overview of the £1bn scheme and an estimate of how much of the credit is channelled to businesses in the West Midlands, especially with respect to SMEs in manufacturing. With some 80% of the credit going to the South East there is not much left for the rest of Britain, though low-tech manufacturing in the West Midlands may still account for around a half a million pounds worth of the credit.



Last summer, I interned for the Government Economic Service at the Department for Work and Pensions in Sheffield, where I gained my first insight into economic research and analysis in the real world. Before this, I had a shorter internship with Kodak in Copenhagen where I was involved with a Product Management team and I have volunteered at a Camphill Village Trust community in Delrow near Watford, where I lived and worked with the mentally handicapped residents there, which was especially engaging and rewarding.

I was born in Shrewsbury and initially lived in Bridgnorth, before moving to Singapore, then Denmark, Qatar, Aberdeenshire, Sheffield and finally Staffordshire. I am half-Danish and speak the language fluently, and I also speak some German. My early experiences of living abroad have led to a natural interest in other countries and travelling, as well as an interest in water sports – though this has been rather neglected in the North Sea...

Peter can be contacted at P.Greene@staffs.ac.uk.

Four innovation websites

A new website has been launched on Innovation Union. It provides easy access to up to date and comprehensive and comparable information on the nature and implementation of all 34 of the Innovation Union Commitments presented in the Commission's Innovation Union communication of October 2010.

<http://i3s.ec.europa.eu/home.html>

The Western Balkan Countries INCO-NET enhances integration of the Western Balkan countries (WBC) in the European Research Area.

http://www.wbc-inco.net/about/index_en.html

Innovation Union Competitiveness Report 2011: the remaining sections of the report are now available as Excel and/or PDF files. This makes over 600 files in total, corresponding to figures and tables in the report, which you can use for further analysis.

<http://bit.ly/kKMtBQ>

Databases from socio-economic research projects for policymaking – lots of innovation material and links to many of the FP7 datasets that have been generated in this field.

http://ec.europa.eu/research/social-sciences/pdf/database-from-ssh-policymaking-projects_en.pdf

Round up of activity

Successful bids

The Business School submitted two projects to the University for funding Research-informed Teaching (RiT) projects and both were successful. They were commended for the rigour of the application and for the careful consideration given to how students would be involved in the project.

- Linda Phillips and Carol Southall's application was entitled "The time to be in Stoke-on-Trent" and focuses on tourism and the 2012 Olympics.
- Jon Fairburn submitted an application jointly with a colleague in FCET (James Fair) with an emphasis on developing innovative marketing strategies with a heavy involvement of local business entrepreneurs.

EU Grundtvig 'Senior Engagement in a Green Economy – SEE GREEN', Jon Fairburn and Neil Packer (FCET). Project lead Dr Gianluca Coppola, Eurocrea Merchant, Italy.

Publications

Jenny Gale's article 'Government Reforms, Performance Management and the Labour Process: The Case of Officers in the UK Probation Service' has been accepted for publication in *Work, Employment and Society*. We would all like to congratulate Jenny on this great achievement – an achievement emphasised by the fact the journal is a 4* in the increasingly influential ABS Journal Quality Guide.

Klarner, P., By, R.T. and Diefenbach, T. (2011) 'Employee emotions during organizational change – Towards a new research agenda', *Scandinavian Journal of Management*, 27, 3: 332-340.

Awards

Paul Dobson has been awarded a Postgraduate Certificate in Professional and Higher Education (Distinction).

Lisa Finney one of our KTP Associates with GDM (Heat Transfer) Ltd has won one of this year's KTP Business Leaders of Tomorrow Awards. This is a fantastic achievement as there are currently over 900 KTP Associates in the UK. David Smith Chief Information and Technology Officer, Fujitsu was a member of the panel and he said he was inspired by Lisa's demonstrated leadership and value to GDM.

Rune Todnem By has been invited by the Organizational Development and Change Division (ODC) to contribute to this year's Doctoral Consortium arranged in conjunction with the AOM conference. Rune is very much looking forward to not only meeting colleagues through this impressive initiative, but also at the *Journal of Change Management* editorial board meeting held at the same time in San Antonio, Texas.

Business School events

Press and Media Workshop – 12th September 2.00-4.00 pm, LT114/116, Ashley Building. Lead by Jon Fairburn, Maria Scrivens (Press Office) and hopefully one or two people from the local media.

EU Transversal Funding Worksop – 13th September 2.00-4.00pm, B114K, Brindley Building. Lead by Jon Fairburn and Dr Stephen Malone of the Business School and Stuart Russon of the West Midlands European Service.

As well as the Transversal fund Stuart will also discuss the Lifelong Learning Programme. The workshop will take you through the process of completing the application and then printing it off (it will need signing off). More details of the scheme are at <http://www.transversal.org.uk/>.

Please contact Jon Fairburn at Jon.Fairburn@staffs.ac.uk if you wish to attend either of these workshops as places are limited.

Regional Studies Association

The RSA is one of the biggest and best organised networks for regional analysis/ economics/economic development and has an extensive international network. It organises a huge number of events, conferences and seminars. It is especially useful for early career /Phd researchers and organises a lot of events for them. It also publishes several journals. You can sign up on the website to be kept up to date with an e-bulletin.

<http://www.regional-studies-assoc.ac.uk>

New journal launched – Innovative Practice in Higher Education

Innovative Practice in Higher Education takes a new and possibly unique approach, by publishing student reflective essays and a poster presentation with associated audio file. There is also a selection of full peer reviewed papers drawn from higher education institutions.

Based at Staffordshire University, the first edition has just gone live and can be found at <http://journals.staffs.ac.uk/index.php/ipihe>.

New linked in group

Stoke-on-Trent. Profile, Perceptions & Promotion.

October Student Job Fairs 2011 – FREE for employers!

Supporting Sponsorship Options Available.

Wednesday 5th October 2011 (11am -2pm) - Stoke Campus

Wednesday 12th October 2011 (11am-2pm) - Stafford Campus

We have over 16,000 students studying at Staffordshire University, the Student Job Fairs are an ideal opportunity for you to recruit students into any of the following types of work:

- Part time, local opportunities
- Seasonal/holiday jobs/Casual work
- Summer projects/internships for students/ Course related work experience

Cost?

Space is offered free of charge. We have an option to sponsor refreshments at either Fair.

For enquiries please call Kathy England on 01785 353247 or email jobzone@staffs.ac.uk.

BIS Bulletin

The BIS Bulletin keeps key stakeholders and media contacts up to date with headline announcements from the Department.

Sign up at <http://www.bis.gov.uk/site/connect/newsletters/bis-bulletin>.



Let's do business exhibition

Showcase your business on 8 November 2011 at the Let's Do Business exhibition - North Staffordshire's largest business inter-trading fair delivered by North Staffordshire Chamber of Commerce and sponsored by Keele University, Towergate Insurance and Staffordshire Sentinel News & Media Ltd.



Marina Hilton, Project Events Co-ordinator said 'Book now to secure a stand for your business – more than half of the stands have sold in just a few weeks'. For information, booking and to check which businesses are already exhibiting see <http://www.nscipprojectteam.co.uk/> or contact either Adele Cope or Marina Hilton on 01782 213929.

British Ceramics Biennial 2011 – 30 September-13 November, Stoke on Trent

BCB showcases excellence and the best of contemporary practice by makers and artists across the UK, building significant partnerships with other major festivals and centres for ceramic research, and making significant European partnerships.

At the heart of the British Ceramics Biennial is AWARD at the Potteries Museum & Art Gallery, a major exhibition of work by artists, potters and designers working at the creative leading edge of contemporary ceramics practice. From the 28 finalists exhibited, one winner will be awarded a £10,000 prize.

On the historic listed site of the original Spode Pottery factory in Stoke Town, FRESH will showcase the work of 40 recent UK graduates. FRESH will also highlight the Crafts Council's "Firing Up" project to re-invigorate the learning of ceramics in secondary schools. ReFRESH will showcase examples of ground-breaking ceramic research.



One of the largest shop floors at the original Spode site will be the home of A Great Wall. This large-scale installation will feature tableware to technical ceramics, highlighting the diversity, innovation and creativity of the UK ceramic industry.

A new body of work by acclaimed ceramic artist Phil Eglin, Mould Store will see the artist re-use and reclaim the discarded ceramic moulds from the nine remaining stores at the original Spode site. Eglin joins five other

artists who will create specific responses to the factory buildings to allow visitors to explore the ten-acre site.

The work of ten international artists including Tony Cragg, Hella Jongerius, Betty Woodman and Anne Ausioos, produced during residencies at the European Ceramics Work Centre, will be brought to Stoke-on-Trent for Sunday Morning @EKWC. The exhibition is co-curated by Neil Brownsword, an internationally acclaimed artist from Stoke-on-Trent and winner of the overall 2009 BCB Award.

OPEN will see the area's museums, galleries and ceramic industries with their own programme across three weekends during the festival.

<http://www.britishceramicsbiennial.com/>

SLNIW 2nd International Conference – 'Entrepreneurial Networking and Learning within Regional Economies'

Dates: 7th-8th December 2011

Venue: Waterford Institute of Technology, Cork Road, Waterford, Ireland

<http://www.slniwconference.org/>

ISBE 2011 Conference – 'Sustainable futures: Enterprising Landscapes and Communities'

Dates: 9th - 10th November 2011

Venue: The Octagon Centre, Sheffield University campus, Sheffield

<http://bit.ly/hJArbn>

European FP7 calls – Socio-economic Sciences and Humanities programme

The SSH programme aims at generating a shared understanding of the complex socio-economic challenges that confront Europe. These include issues relating to growth and competitiveness, social cohesion, cultural and educational challenges, sustainability, migration, and quality of life.

The overarching objective in all of these areas is to create an improved knowledge base which can in turn more effectively inform the development of European policy.

Below is just a small selection of areas relevant to the Business School – education, innovation and economics. The page numbers refer to this document (thanks to Holly Hoar in Enterprise and Commercial Development for this).

ftp://ftp.cordis.europa.eu/pub/fp7/docs/wp/cooperation/ssh/h-wp-201201_en.pdf

Activity 1: Growth, Employment and Competitiveness in a Knowledge Society

| Theme | Deadline Date | Page for further details |
|---|---------------|--------------------------|
| Area 8.1.1. Changing role of knowledge throughout the economy | | |
| SSH.2012.1.1-1. Challenge: Educational systems in the 21st century -integrate political, cultural, social and economic aspects of this task, with a particular accent on European citizenship | | 11 |
| SSH.2012.1.1-2 Topic: Unveiling creativity for innovation in Europe - Better understanding is required about the relationships between culture, design, creativity, innovation and measurement of culture and creativity based innovation | 02/02/12 | 14 |
| SSH.2012.1.1-3. Smart specialisation for regional innovation- identifying factors of competitiveness and bottlenecks for innovation as well as at concentrating resources on key priorities. It also aims to harness regional diversity by avoiding uniformity, duplication and fragmentation in regional investment goals | 02/02/12 | 15 |
| Area 8.1.2. Structural changes in the European knowledge economy and society | | |
| SSH.2012.1.2-1. Coordinating research agendas on economic policy, prioritisation and coordination in Europe - Prioritisation and coordination of policies in the European institutional set-up to develop a critical mass of economic knowledge and tools to improve efficiency in addressing policy issues as well as prioritisation among these policies. | 02/02/12 | 16 |
| SSH.2012.1.2-2. Mobilising institutional reforms in research and innovation systems for better scientific, innovation and economic performances in Europe - bringing together the stakeholders to analyse the necessity and ways of reforms at institutional and systems level needed to accelerate research and innovation. | 02/02/12 | 17 |
| Area 8.1.3. Strengthening policy coherence and coordination in Europe | | |
| SSH.2012.1.3-1. The future of macro-economic and monetary integration in Europe –Research political and economic areas to looks at making a stable economic environment in Europe | 02/02/12 | 18 |
| SSH.2012.1.3-2 Innovative policies for employment and labour markets - identify policies that can raise the level of employment. | 02/02/12 | 19 |

You can also add you personal profile to the official database for this call at <http://129.247.247.229/net4society/>.

Study China Programme experience – Merlain Makiadi

I have now returned from the Study China Easter Programme, studying 40 hours of Mandarin Chinese at Shandong University in Jinan. 50 students from universities all over the country took full advantage of this opportunity to study at one of China's top universities, by attending business seminars, going on Sino-European Company tours climbing Mountain Tai, studying Confucianism and climbing the Great Wall. I even got the opportunity make my first Chinese TV debut on a budget version of Tekeshi's Castle which was broadcasted province wide, completing the obstacles in record time, replacing the current held record.

This expedition gave me the opportunity to see the world's second largest economy through a personal lens, whilst also committing to the gruelling schedule of intensive study and leisure that the Study China Programme had created. One of the events that some of the students and I had managed to set up was a football match between the British students and the university's international students. The match ended, like every game the British play, in a loss; the final score after 70 minutes stood at 3-2.

This opportunity has affected my personal development and employability as I passed the final Mandarin assessment with honours, giving me the confidence to apply to another programme with CRCC Asia; giving me the opportunity to work as a finance and CSR intern in Beijing and Shanghai. I have just returned from this one-month venture with CRCC Asia, and have my sights set on arranging my second year in Brussels on the Erasmus Student exchange programme.

None of this could have been possible if the Business School had not been willing to support me with a financial contribution towards the costs of the Study China Programme. For this, I would like to say thank you.



Free enterprise column: Pitching for funds – Dr Luke Pittaway

Having just finished the spring semester I was led to ask myself 'why is pitching so important in entrepreneurship education'? The question occurred because as an entrepreneurship professor I have the pleasure of sitting through countless business plan presentations, elevator pitches, stadium pitches and trade shows as part of our assessment of the students. These assessments have become a ubiquitous feature of entrepreneurship education and can be found in countless programs and competitions across the country. When thinking about the 'pitch' one is quickly drawn to TV pitchmen like Billy Mays and Anthony Sullivan and their somewhat exuberant commercials. The sales pitch is clearly an important skill for gaining customers, both for sales people and entrepreneurs, the pitch in entrepreneurship though is normally focused on efforts to raise funds or gain interest in a venture.

Pitching for funds comes in many forms. The standard elevator pitch, for example, involves a one minute proposal that provides an overview of a product or service, a company and a market; with an explanation of why it might be attractive to investors. The elevator pitch is typically trying to simulate that once in a life-time opportunity when you accidentally meet somebody who could make your venture take-off but you only have the time span of an elevator ride to make your case and get their interest. Apparently, the elevator pitch has its origins in Hollywood where script writers would attempt to gain the interest of producers while riding the elevator. An alternative that we have used recently is the 'stadium pitch', apparently created by Chet Holmes. Here the approach is more complex but driven by the idea that you have a stadium filled with perfect prospects but that as soon as you start talking they can walk out. In this method you have to capture their attention with a 'wow' that has value to them, encourage them to want to take action (or create a 'buying criteria') and then pitch your value to them (the 'core story'). In this method the pitch for the product or service comes at the end, which is quite different to an elevator pitch. The stadium pitch is also slightly longer and tends to simulate a 'sales' situation where more time is available to attract interest. We also use formal business plan presentations where prospective entrepreneurs learn to present their business propositions to prospective investors, typically focusing on the investment opportunity, the team, the company, the product or service and the proposal's financial attractiveness. In this form the pitch is simulating a more formal opportunity to attract investors where the entrepreneurs are interviewed intensely and is somewhat akin to what they would experience talking to business angel syndicates or venture capitalists. The final method used is the trade show (sometimes called a venture exhibition). Here prospective entrepreneurs develop their ability to demonstrate business concepts through a more visual means using prototypes, display boards, and media; basically any means through which they can capture the attention of passers-by and get them to talk about the opportunity.

Having just sat through these various types of pitches I was left wondering why we use them. The conclusion is perhaps obvious. Entrepreneurs during the venture creation phase are basically sales people. They need to convince a whole range of different people (e.g. family members; customers; suppliers; partners; and, investors) to buy into the concept they are trying to start. All of the techniques used assist people to acquire communication skills that they need to sell their business ideas effectively to many different types of stakeholders and in many different contexts.

Luke Pittaway is Visiting Professor at Staffordshire University and Professor and William A Freeman Distinguished Chair in Free Enterprise at Georgia Southern University.



West Midlands organisations participate in thermal energy intelligent supply project

Industrial thermal energy demand, for heating and cooling, constitutes about 28 % of the total final energy demand and produces about 21% of the CO2 emissions in Europe. Space heating and cooling in buildings contributes another 27% to the final energy demand. Despite improvements in energy efficiency over the last decades, there remains a large unexploited potential for reducing energy demand that can be achieved by the intelligent combination of existing solutions and technologies.

The EINSTEIN II (<http://www.einstein-energy.net/>) is a European Union funded project under the Intelligent Energy Europe programme, that was put together to address the aforementioned issues, aiming at a widespread implementation of integrated energy-efficient solutions for thermal energy supply.

The project builds on the success of the EINSTEIN tool kit for thermal energy auditing that has been developed within a previous funding stream. The tool kit, based on an expert system software tool, guides the user through the whole procedure from auditing, data processing, elaboration, to design and quantitative evaluation of alternative solutions.

The West Midlands European Service, as one of the main partners of the project, organised a set of successful training sessions and thermal energy audits for companies and organisations in the West Midlands. The aim of the training sessions was to train energy managers and consultants in using successfully the free source tool for the benefit of other companies, while the conclusions of the audits will help the organisations involved to reduce their energy up to 20%.

Next steps include the organisation of national workshops on thermal energy, so if you are interested to find out more and to register please contact us at x.tsitiridou@wmeuropeanservice.eu.

What's on in Stoke and Stafford

Useful information

Car Parking - A flat rate charge of £1 applies from 6pm on all surface Stoke city centre car parks. Charges differ on multi-storey car parks.

What's on in Stoke-on-Trent - www.visitstoke.co.uk/whats-on/whats-on.aspx

What's on in Stafford - www.staffordshire.gov.uk/doitonline/EventCalendar/calendar.aspx

Stafford Gatehouse Theatre - www.staffordgatehousetheatre.co.uk/ or telephone 01785 254653

Victoria Hall and Regent Theatre Ticket Sales - www.ambassadortickets.com/stoke or telephone 0844 871 7649

New Vic - http://www.newvictheatre.org.uk/v3_5w/index.html or telephone 01782 717962

Stoke Film Theatre on College Road - www.stokefilmtheatre.org.uk or telephone 01782 411188