Welcome to this insight into Kent Business School which I hope will give you an overview of the variety and quality of our work, together with a snapshot of some highlights of the past year.

Enterprise and sustainability are key themes of the School’s mission, as we seek to produce rigorous and applicable knowledge and inform management practice in local and global communities. In this publication, you will find examples of how we deliver key elements of our mission, from the impact our research has on economic sustainability to our work in supporting organisations, large and small. We also demonstrate how our teaching responds to the needs of employers, and how the School provides students with practical experience using enterprise activities and partnerships with external organisations.

There are exciting times ahead for the School. Development of our new state-of-the-art building is set to begin and we are making new professorial appointments, launching a new suite of Master’s programmes, and welcoming members from a range of business sectors to the School’s Advisory Board. Looking further ahead, we are working to become one of a select group of business schools seeking accreditation from the Association to Advance Collegiate Schools of Business (AACSB).

As part of the UK’s European university, uniquely situated between London and the major European cities of Paris and Brussels, the School continues to build collaborations with international partners in academia and business, and this is an area I am keen to develop.

Whether you are a business leader, an ambitious student, a researcher or an alumnus of Kent Business School, I look forward to working with you towards a successful future.
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CONNECT WITH KENT BUSINESS SCHOOL

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In the latest Research Assessment Exercise (RAE), Kent Business School was placed in the top third of all UK business schools. We produce research of international standing and our research activities and collaborations with outside organisations create knowledge that is highly influential in many areas.

Teaching in the School is informed by the latest research and the changing needs of the global business environment. Our international academics are all experts in their field of study and are regularly published in leading journals worldwide. They guide and support student learning giving them insight into the best practice in their chosen area of study, and also in emerging concepts and theories, and the latest business thinking.
BUSINESS CONNECTIONS

Our well-established links with international, national and regional businesses ensure we have the capability to impart real-world skills and the latest business knowledge.

Kent Business School regularly hosts events, workshops and seminars with guest lecturers from industry. Our Business Insiders and Pitch it! schemes enable businesses and students to share ideas and generate new insights. In addition, an impressive number of our undergraduate students work directly with business on a variety of student internships, and our postgraduate students are able to work on live projects and real business challenges via our Student Implant Scheme.

We also aim to support business through research-informed programmes such as the Business Improvement and Growth (BIG) programme, networks such as the Open Innovation Network and the Business Executives’ Forum, and our free Business Clinics. We are proud of our connections with high-profile organisations such as Cummins, IBM, KPMG, the Bank of England, M&S, Saga, Santander, Shepherd Neame and Kent County Council.
A GLOBAL COMMUNITY

At Kent Business School, we are proud of the diversity of our academic staff, our global approach to teaching and our vibrant multicultural learning environment, all of which combine to create a School with a worldwide business perspective.

Drawn from over 20 countries, the School’s academics are selected for their international expertise and remain research-active, bringing a wealth of universal business thinking to the School. They help our students to put their knowledge into practice, preparing them for the modern business world or to pursue further academic goals.

The student body at Kent is also overwhelmingly international with students from 149 nationalities. This diverse community creates a stimulating environment which includes the perspectives of many cultures and provides a truly global approach.
Kent Business School has over 25 years’ experience of delivering high-quality business degrees, enabling our students to graduate with the specialist expertise and real-world skills required to meet the challenges of today’s businesses.

We offer a broad selection of undergraduate and postgraduate programmes. Our world-class research and strong links with global organisations inform the School’s teaching to provide a unique and truly international business education.

We are consistently ranked among the UK’s top 30 business schools in the university league tables for the standard and quality of our international teaching as well as our commitment to enhancing our students’ employability.

Our accreditations are also the mark of global quality: the School is a member of the European Foundation for Management Development (EFMD) and the Association of Business Schools (ABS); and the Kent MBA is an Association of MBAs (AMBA) accredited programme.
ACADEMIC EXCELLENCE /
MAKING AN IMPACT

Kent Business School produces rigorous knowledge that informs the practice of business and management, and aims to establish an economically sustainable future.

Improving performance management in Chinese organisations

Known as ‘3E’ (Effectiveness, Efficacy, and Efficiency), a new performance management methodology developed in China using the School’s expertise, has been adopted by several Chinese organisations, including the Chinese Academy of Sciences. Tasks it can be used for include developing performance indicators, improving management communication and designing appraisal systems that work under conditions of rapid growth and change.

The development of the methodology began within a project for the Chinese Academy of Sciences, which wanted to measure its own performance across three universities and 89 research institutes. One of the first challenges was to generate a framework on the key performance indicators (KPI), and this drew on Professor John Mingers’ knowledge of soft systems methodology (designed to deal with complex situations of uncertainty and conflicting views) and Professor Wenbin Liu’s expertise in performance management.

Once the ‘3E’ framework had been established, it was further developed and applied to many real applications. The ‘3E’ methodology is particularly suited to complex organisations such as those in the public sector, which often have a variety of missions, stakeholders, values and cultures. It has also been applied in the private sector, for example in a successful project for Tonsan Adhesives, a hi-tech company looking to manage the challenges of rapid growth. Other organisations who have benefited from the methodology include: Hunan University, Xingxiang Insurance, Sun-river local government, Liao-ling Piaze hotel and Huabao International Holdings.

Engaging with government and finance

In recent years, the financial sector has faced serious new challenges. In response, research in finance has widened in its scope and the University’s Centre for Finance brings together different disciplines to tackle the various problems faced by governments and the financial sector. The Centre aims to build a close relationship with industry and engages with government and the community to keep its research relevant.

Members include the Honorary Professor Dr Moorad Choudhry, IPO Treasurer, Group Treasury at the Royal Bank of Scotland. The Directors of the Centre are Professor Radu Tunaru from Kent Business School and Loba Van der Bijl from Kent’s Centre for Actuarial Science, Risk and Investment.

Through a series of interviews around the UK, Patricia is investigating women’s reaction to the notion of the ‘mumpreneur’ and how the discourses of motherhood and entrepreneurship impact on their entrepreneurial and mothering activities. Interestingly there is significant variation in responses to and take-up of this entrepreneurial identity with a number of respondents expressing a reluctance to apply it to themselves.

Tourism project for the World Bank

A research project sponsored by the World Bank and led by Kent Business School has examined the economic impact of tourism – both in creating economic growth and on poverty – in small island states such as the Seychelles. Although many small island developing states (SIDS) are highly dependent on tourism as measured in GDP and employment, there has previously been little research on how tourism fosters growth within the local economy and what impact it has on poverty and local opportunities. Dr Mark Hampton’s study looked at how tourism can contribute more effectively to inclusive growth within SIDS and what policy changes can promote this.

‘Since the 1970s, the conventional wisdom of policymakers and the international donor community has seen international tourism as a main driver of overall economic growth,’ said Dr Hampton. ‘Tourism contributes to GDP and employment – both directly and indirectly – as well as being an important source of government revenue. However, the net benefits of tourism to the host economy in SIDS are not well understood; nor specifically, how tourist expenditure circulates within such small economies, its potential impact upon poverty in small economies and its potential to facilitate inclusive growth.’

The project was based at Kent Business School’s Centre for Tourism in Island and Coastal Areas and Dr Hampton, who is the study’s principal investigator, was based at the University of Seychelles.

In addition to its research activities, Kent’s Centre for Finance provides a range of specialist study programmes that combine theoretical rigour with practical application and support the study of finance in a multidisciplinary context. For more details, see www.kent.ac.uk/finance-centre
After launching its Golden Hare beer into the retail market, and Burts Potato Chips persuading Tesco the brand in 60 UK stores, 10 per cent growth for microbrewery Bath Ales, to rethink the premium crisp category and stock distribution and pricing. Project successes include behaviour and preferences within its area. This is followed by a practical intervention in aspects of promotional planning, product development, and the development of initiatives such as The BIG Ten (diagnostic) Characteristics of Growth and The BIG Journey, a development programme for SME owner-managers.

To date, over 500 Kent businesses have become involved in the project with a total of 17 workshops providing owner-managers with practical solutions to apply back in the workplace. The last cohort of The BIG Journey reported an average increase in sales turnover of 18.8% and an increase in employment levels of 13.6%. This resulted in £2.8m being added to the south-east economy, and 111.5 new jobs, driving up the competitiveness of SMEs in the region.

PSP is making a significant contribution to our understanding of what works and what doesn’t in SME growth and performance and this leads to real results for owner-managers and their businesses.

Supporting the high street
Staff and students from Kent Business School recently worked with local government and retailers to improve the shopping experience for residents of the Medway towns: Chatham, Rochester, Gillingham, Strood and Rainham.

The survey was conducted on behalf of Medway Council. Among its key findings, it revealed that Medway shoppers would like to see a wider choice of stores and cited high street appearance and cleanliness, as well as free parking opportunities, as influential in deciding where to shop.

Kent Business School used the results of the survey to produce a series of workshops for local retailers: ‘Driving Sales and Profit’, ‘The Shopping Experience: Visual Merchandising and Customer Service’ and ‘Multi-channel Marketing and Retailing’, and a mentoring scheme provided extra support, where requested.

Councillor Jane Chitty, Portfolio Holder for Strategic Development and Economic Growth at Medway Council, commented: ‘We are grateful to Kent Business School for carrying out this survey, which offers a useful snapshot of what shoppers think about their local high street. The workshops over the coming weeks and the offer of ongoing support is of great benefit to traders giving them a source of invaluable advice on ways to further boost their business.’

Top ten factors for business success
In Kent, the lack of large private sector employers makes small to medium-sized enterprises (SMEs) very important to the local economy. Even though 99.9% of businesses in the UK are classed as SMEs, and an estimated 24.3 million people work in them, little is known about how and why they grow. Such knowledge is essential if the UK is to become more successful and raise its economic productivity and performance. To address this the Centre for Employment, Competitiveness and Growth is leading a unique research project entitled Promoting Sustainable Performance (PSP). This work is revealing key insights about SME growth and the experience of those engaged in entrepreneurial activity in the Kent region and beyond. These insights have led to the development of initiatives such as The BIG Ten (diagnostic) Characteristics of Growth and The BIG Journey, a development programme for SME owner-managers.

With exclusive access to Tesco Clubcard data via the dunnhumby consultancy, Professor Andrew Fearne, from the Centre for Value Chain Research, is helping the UK’s farmers and small food producers succeed in competitive retail markets. Over 500 food producers – from salad growers and pig farmers to artisan cheesemakers and microbreweries – have benefited from this service.

Each producer receives an individual data analysis that gives specific information on shopper behaviour and preferences within its area. This is followed by a practical intervention in aspects of promotional planning, product development, distribution and pricing. Project successes include 10 per cent growth for microbrewery Bath Ales, after launching its Golden Hare beer into the retail market, and Burts Potato Chips persuading Tesco to rethink the premium crisp category and stock the brand in 60 UK stores.

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The School has extensive connections within business, management and enterprise. These partnerships enable us to provide support for a range of endeavours, network with influential organisations and give our students exciting challenges within the business world.

Kent Business School goes to Number 10

Directors from Kent Business School shared their success in supporting regional businesses when they met Lord Young of Graffham, the Prime Minister's enterprise adviser, at 10 Downing Street. Led by Professor Martin Meyer, Director of Kent Business School, the University team discussed the role that business schools can play in working with small and medium-sized enterprises to encourage innovation and growth.

The visit was as a result of the School being cited as an example of best practice in a report by the Association of Business Schools. The report highlighted the School’s series of Business Executives’ Forum networking events and its support for small businesses and student enterprise.

Professor Meyer said: ‘Lord Young has explained how he is on a pilgrimage to see how the best business schools engage with their business community. Supporting sustainable business is at the heart of the School’s mission and it is excellent to have this opportunity to share our ideas and plans with Lord Young.’

During the visit, plans were made for Lord Young to attend the School’s Business Executives’ Forums and its annual Enterprise Day (see below).

Lord Young praises the School’s promotion of student enterprise

Lord Young of Graffham, the Prime Minister’s enterprise adviser, praised the University’s strategy of promoting student enterprise when he visited Kent Business School. Lord Young attended the launch of the School’s annual Enterprise Day (below) and delivered a speech about government policy on supporting enterprise for young people.

Current students and graduates, as well as members of the regional business community, attended the event at the Canterbury campus and heard Lord Young praise the University’s strategy of offering modules on enterprise and business to all its undergraduates.

Welcoming Lord Young, Professor John Baldock, the University’s Pro-Vice-Chancellor Research, said Kent’s strategy was consistent with government policy of providing support and encouragement for young entrepreneurs. ‘The success of this policy is evidenced by the growing popularity of our annual Enterprise Day, not just within Kent Business School but with students from across the University.’

Professor Martin Meyer, Director of Kent Business School, said: ‘Enterprise is a priority for Kent Business School. We aim to equip our students with the entrepreneurial skills that are needed to start a businesses or be successful in today’s very competitive job market. Enterprise Day brings our students together from across the University to share new business ideas through our “Ideas Hothed” sessions and to hear tips from successful young entrepreneurs already running their own businesses. It is always an inspiring and dynamic day and this year was no exception.’
Helping business to innovate

Open Innovation – thinking and valuing internal and external ideas in a complementary and synergetic way – is attracting increasing interest. Many commentators predict that within a decade it will become standard practice in all businesses and sectors, not just large corporations.

Kent Business School is now assisting organisations to use Open Innovation approaches to be more efficient, innovative and competitive. It has launched a regional network to reflect on the challenges and opportunities of Open Innovation with input from leading practitioners and academics (right). Facilitated by Dr Marian Garcia, Reader in Marketing and David Williamson, Director of External Services, the network is designed for organisations large and small, looking to develop innovation both internally and collaboratively with others.

Ready, steady... pitch it!

‘A fantastic scheme!’ ‘A great boost to my employability.’ ‘I have not seen it done like this anywhere else.’ These are just a few of the comments received from students who recently took part in our Pitch it! scheme.

Pitch it! is an ongoing project that offers students the opportunity to work directly on a challenge set by businesses – the students get to sharpen their analytical, creative and presentation skills and the business receives new ideas and approaches to consider back at the workplace.

Pitch it! students have worked with many local and national companies including Santander, Saga, M&G, Shepherd Neame and Chapel Down winery. The scheme not only allows students to take part in a real-life pitch but has also led to student projects, internships and job offers.

Student Implant Scheme impresses De Beers

Our Student Implant Scheme recently gave two postgraduate students, Jennifer Ahrens and Tarek Sahi, the chance to work for the De Beers Group, the world’s leading diamond company. As part of the scheme, the students gained corporate experience while delivering new project solutions.

The De Beers project used the students’ expertise in business analytics to investigate the drivers of profitability for auction sales and the prediction of market demand. This involved the use of sophisticated data analysis, an exploration of the factors influencing auction outcomes, and the development of forecasting models.

‘The work has allowed management to identify the variables that are most relevant for success and has also highlighted some areas that were previously considered unimportant,’ said Neil Ventura, Executive Vice President of De Beers Auction Sales. Both students have now been offered jobs with the company.

Supporting the Turner Contemporary

The Turner Contemporary gallery in Margate (below) recently worked with the School’s Consultancy Service on its strategy development and future implementation plans.

‘Turner Contemporary is one of the UK’s leading public art galleries,’ said its Director, Victoria Pomeroy. ‘It’s a key Kent tourist attraction, generating income and jobs in the regional economy. Working with the team at Kent Business School has really helped us develop our thinking, set future priorities and will ensure our continued success.’

The Consultancy Service helps organisations that are looking for support and expertise in developing sustainability and growth. It draws on a wealth of research and expertise from across Kent Business School with academics and associates who are experts in their field, providing organisations with bespoke support.
Kent Business School is close to the financial, cultural and political centres of London, Paris and Brussels. This allows us to connect with our international community from a strong European base.

Kent alumna in China with the Prime Minister

Taking up influential roles in business, our alumni are providing a new way for the School to develop its links with China. Recently our former MBA student Lisa Pan (below), who graduated in 2013, met with David Cameron in Beijing during the Government’s trade mission to China.

As Vice President of the social gaming company Rekoo, Lisa Pan described the company’s new office in London as ‘a great move for Rekoo as it allows us to be the bridge between the European and Chinese mobile gaming markets’.

The School’s strong links with China are also integral to the collaborative work of our academic staff in the School’s Anglo-Chinese Business and Management Centre. By partnering with key institutions and individuals, the Centre promotes world-class research and education and provides projects, workshops and conferences on Chinese business, policy and management.

European exchanges for Intercultural Management

Kent Business School has many long-standing partnerships with European universities. Recently, the School welcomed MBA students (see right) from the University of Ingolstadt in Germany for our executive teaching programme, Contemporary Intercultural Management Issues.

With seminars, workshops and presentations, the programme covered intercultural communication, cross-cultural negotiations, international and global strategy, and the opportunities and challenges of internationalisation. During the programme, the students visited Holiday Extras, the UK’s market-leading company specialising in ‘travel add-ons’. Ranked 10th in The Sunday Times 100 Best Companies to Work For 2014, the company has made engagement with people a top priority across the business. Students were shown how Holiday Extras acts on feedback from employees in relation to business alignment, leadership, teamwork and well-being.
Edith Joan Mukasa, from Kenya, said: ‘I hope to use the skills I have acquired during my MBA studies to work for change in Africa, particularly Kenya. I strongly believe that we need to work hand in hand with the UN on sustainable development solutions in Africa and my aim after this trip is to liaise with the UN and see how I can contribute.’

Our international alumni network
Kent Business School continues to build on its reputation for employability, thanks to inspiring teaching and a focus on practical experience. Recent graduates have been employed by organisations across the globe, including Boeing, Deloitte, KPMG, GlaxoSmithKline (GSK), HSBC and Lloyd’s of London.

Sangetta Jash, who graduated from Kent with an MSc in Marketing, describes her time at Kent Business School as inspiring. ‘The lecturers gave me a greater understanding of the different aspects of marketing and the strategies that are instrumental to the success of a company; that has prepared me for a marketing role in any organisation. I also had the chance to learn about various research techniques and these are immensely useful in my career.’

After graduation in 2007, Sangetta worked for Macmillan Publishers India as a marketing assistant. She moved to the USA in 2010 and began working as Marketing Manager for start-up company SearchReviews. Her current job is as Product Manager for Personic, another start-up company in Silicon Valley.

‘I have responsibility for improving the product: I do product testing to check for bugs and report on any new features we might wish to implement. I also oversee the marketing of the product, from press releases, newsletters and email campaigns to conceiving and implementing ideas in order to acquire new clients and retain existing ones.’

Like many of the School’s alumni, Sangetta has ambitious plans for the future: ‘I would like to head a national marketing team and I also want to gain more specialised experience in branding, as the prospect of creating or revamping a brand image has always thrilled me.’
Students are at the heart of what we do. We aim to give them the skills and knowledge to succeed in business, encouraging them to be enterprising and creative, to seek out challenges and be aware of business ethics. We also provide them with opportunities to gain experience, thanks to our placements and practical projects.

Employability Points: our award-winning student
Kent Business School student Jack Moss was recently awarded a University prize for Employability Points. Nearly 2,500 students participated in the 2013 scheme that serves to encourage and support personal and work-skills development through a range of extracurricular activities. These include student mentoring, volunteering, part-time employment, international study and language study.

At the award ceremony, Canterbury City Council Leader Cllr John Gilbey said: ‘This scheme is fantastic because it provides people with the skills to survive in a difficult world.’

Jack, studying the MSc in Value Chain Management, also spoke highly of the scheme: ‘I feel Employability Points is a scheme that sets Kent apart. Employability Points has encouraged me to take part in more extracurricular activities – everything from events to studying on an employability module. It has helped me in interviews, especially when tough questions come up. Thanks to this scheme, I was fast-tracked through a recruitment process at Enterprise Rent-a-Car.’

Coca-Cola Enterprises, Tesco and Enterprise Rent-a-Car are among over 100 leading companies and organisations that are engaged in Kent’s innovative Employability Points scheme. They offer work-experience, internships and skills development sessions as prizes to Kent’s highest-achieving Employability Points students.

Campaigning for conservation
Renowned conservation organisation Rare recently conducted a market viability study in collaboration with Kent Business School and MBA student Namita Shete during her internship. The study explored the demand for a new social marketing workshop (Campaigning for Conservation) to teach new techniques to conservation professionals. The research was conducted using inputs from protected area managers and park officials from around the world. It found that outreach was a vital component of their conservation work and many organisations had staff or teams dedicated to education projects. Yet many respondents indicated that outreach staff were not formally trained in social marketing and, as a result, were unable to create consistently effective campaigns.

The study validated the fact that park managers wanted, and would also benefit from, a social marketing workshop to help them engage with communities and create an enabling environment for conservation to take place. Rare is now developing a new training programme to meet this need. It is being piloted in China in collaboration with the State Forestry Administration.

Accountancy students pick up speed
Students considering a career in accountancy were given the opportunity to meet and impress potential employers at the School’s innovative speed interviewing event. In partnership with the Institute of Chartered Accountants in England and Wales (ICAEW), Kent Business School brought together accounting students with respected chartered accountancy firms. This fun and lively event mimicked the well-established ‘speed dating’ model. Each student was encouraged to meet with a large number of potential employers by being paired up for short personal meetings, moving on to the next mini-interview with each ring of the bell. It was a chance for both students and the firms to get acquainted and gauge compatibility.

To improve their chances, each student was given the opportunity to polish up their CVs in advance of the session with the help of a Kent Business School careers and employability specialist.

The event attracted representatives from 11 chartered accountancy firms. The students all gained valuable interview experience and the firms recruited placement students and interns.
**Leaders of tomorrow**

Can students develop employability skills by flying paper aeroplanes, being blindfolded or putting up shelves? Kent Business School students who earned a place on the Paul Dyer Challenge 2013 (above) proved that it is possible.

With the emphasis on personal development, the Paul Dyer Challenge was designed to encourage students to achieve their leadership potential. It aimed to bolster their confidence, and enhance their management capabilities – both important employability skills.

Run as a three-day programme, the challenge proved to be an eye-opening experience for many students. The focus was on learning through a range of fun activities, encouraging reflective self-assessment, building networked relationships and enhancing collaborative working.

A founding Director of Towergate, one of the UK’s leading insurance intermediaries, Paul Dyer also passed on some of his expert knowledge in a masterclass presentation to the School’s students. The title was ‘Leadership and Enterprise’ and, during his talk, he highlighted the range of skills required when leading teams, with an emphasis on how to lead a small start-up enterprise. Paul took a humorous look at leadership, using real-life examples to illustrate where leadership works well and where it doesn’t. He also provided students with tips for looking at their own leadership styles when developing a small business.

The response was enthusiastic. Paul, who is an alumnus of Kent, said: ‘It never ceases to amaze me, the sheer exuberance of students at Kent Business School and their enthusiasm to create their own businesses.’

**MBA Consultancy Week**

The Kent MBA Consultancy Week offers businesses an opportunity to bring a business problem to a team of MBA students, who typically have eight years’ managerial experience and come from a wide range of nationalities, backgrounds and business sectors.

During the week, small teams of MBA students were working directly with businesses to provide advice and input. Led by Dr Pamela Yeow (MBA Programme Director), the businesses included the manufacturing, food and music sectors, and ranged in size from sole proprietor to several hundred employees. This year’s discussions included issues surrounding the development of new products and services, marketing and website development, streamlining business processes, and investigating new global markets.

Dr Yeow said: ‘We were all working within very tight schedules and I was impressed with the in-depth conversations and analyses that the teams undertook. We will continue to work with the organisations involved and some of them have agreed to develop these consultancies into business projects that will run over the summer’

The Kent MBA Consultancy Week is an integral part of the Kent MBA curriculum.
With six new professors in the School, plans to apply for prestigious AACSB accreditation, and developments to create a stunning new building by 2016, Kent Business School has plenty to celebrate during the University’s 50th anniversary year.

An impressive new building

The outline designs for Kent Business School’s new building are now complete, drawn up after consultation with user groups and incorporating many of their suggestions. Users requested that the building should be light, airy and welcoming with a connection to the landscape. They wanted it to provide working areas for students and common rooms for staff, an expanded café and high-quality teaching spaces.

The design responds to this by providing double-height, top-lit arrival areas, both at ground floor level and on the second floor, where you enter the academic workspace. It also includes an outside café terrace, dedicated staff terraces and views of woodland from all of the main teaching and social learning spaces.

Two academic schools – Kent Business School and the School of Mathematics, Statistics and Actuarial Science – are to share the proposed building and the University is now in the process of planning discussions with Canterbury City Council.

Moving towards AACSB accreditation

Kent Business School is working towards accreditation from the prestigious Association to Advance Collegiate Schools of Business (AACSB). The process, which usually takes three years, is now moving into its second stage after the School’s Eligibility Application was approved.

Applying for accreditation ensures that innovation, engagement and impact become part of the School’s day-to-day operations, informing our teaching practices and our relationships with stakeholders and the wider community.

AACSB describes accreditation as sending ‘a strong and clear message to students, parents, employers, staff and other schools that there is long-term commitment to provide management education of the highest standard’.

Accreditation provides a platform for sharing best practice, frameworks and data with the world’s leading business schools. There are accredited institutions in 45 countries and Kent Business School aims to gain its accreditation in 2016.
Kent’s 50th anniversary celebrations

The University is celebrating its 50th anniversary during the academic year 2014/15 and is planning a host of events which will be held throughout the year. Highlights include the Opening Ceremony on 1 October 2014 and an Alumni Reunion Weekend on the Canterbury campus in September 2015.

The School is also supporting the University’s 50th anniversary celebrations through two special events. One celebrates the impact that the Business Improvement and Growth (BIG) initiative has had on regional small to medium-sized enterprises (SMEs). BIG aims to help ambitious owner-managers to access and apply the latest in management thinking for improved growth and performance. The other event opens up the School’s successful Pitch it! scheme to all University students, giving student groups the opportunity to pitch innovative yet practical ideas about how they would like to see University branded merchandise develop.

Events will also take place around the world for international students, staff and alumni. Full details will be available soon, but cities that are already on the itinerary include Hong Kong, Singapore, Shanghai, Washington DC, Chicago, San Francisco, Sao Paulo, Brussels, Paris, Athens, Nairobi and Lagos, as well as cities in the UK.

New professorial appointments

As a research-led business school, our academic appointments are key to the School’s future success. The School has recently made several appointments at a senior level that build on our existing strengths in the areas of marketing, management, banking and finance.

Professor of Marketing, Veronica Wong
Professor Wong is Head of the Marketing Group within the School. Her research cuts across marketing strategy, marketing of innovations and international marketing. Specific interests include: drivers of marketing effectiveness and strategy implementation, new product and brand development, global product launch and commercialisation of innovations, with an emphasis on emerging markets and high-technology sectors.

Professor of Marketing, John Saunders
Professor Saunders is Director of Research at Kent Business School, Emeritus Professor of Marketing at Aston Business School and Distinguished Professor at Audencia Nantes School of Management. His major research interests are evolutionary marketing (the application of evolutionary theory to marketing), sustainable marketing and the future of marketing. He has previously been a consultant to the Singapore Government, the Asian Development Bank, Nestlé, Rolls-Royce, Unilever and Ford.

Professor of Management (Information Systems), Stuart Barnes
Professor Barnes’ research interests include the successful utilisation of new information and communications technologies by businesses, governments and consumers with particular interests in website quality, mobile business and social media. He reviews research proposals for international grant-awarding bodies and has recently completed projects for BT, GSK, Mercedes, 2Connect, Axis, and various regional tourist boards. Projects have received support and collaboration from GMI, Inc. and Intoint.

Professor of Banking and Finance, Roman Matousek
Professor Matousek joins the School in July 2014. He is an expert in the field of international banking and his research focuses on theoretical and empirical inquiry into issues of bank efficiency, financial crises and monetary policy. He recently received a research grant to investigate the bottlenecks of the financial integration process in new EU countries and regularly works on consultancy projects as an external consultant for Global Analytics, London.

Professor of Finance, Angelos Kanas
Professor Kanas joins the School in July 2014. His research interests include forecasting in financial markets, money and capital markets, and international finance. He has published widely and participated in several EU-funded research projects, including TMR, Marie Curie, and Jean Monnet. He has received scholarships from the Hellenic Scholarships Foundation (IKY), the Bodosakis Foundation and NATO.

Professor of Management, Yannis Georgellis
Professor Georgellis joins the School in June 2014. His research interests focus on employee well-being and engagement, psychological theories of adaptation, work-life conflict/enrichment, social comparisons at work, evaluation of human resource management practices, workplace training and skills, intrinsic motivation in the public sector, happiness research, behavioural and personnel economics.
Kent Business School is ideally located, close to mainland Europe and with easy access to London.

Kent Business School is based on the University of Kent’s Canterbury and Medway campuses. The Canterbury campus is just a 25-minute walk or short bus-ride from the city centre with its stunning medieval buildings, restaurants and cafes, and a wide range of shops. At the heart of the city is the world-famous Canterbury Cathedral, which is one of the venues for the University’s degree ceremonies.

Canterbury makes an ideal base from which to travel further afield. High-speed trains run regularly between Canterbury West and London St Pancras and take approximately an hour. It is also in close proximity to airports, the Channel ports and the Eurostar Terminals at Ashford and Ebbsfleet, from where you can be in Paris or Brussels in approximately two hours.

The campus at Medway is situated close to Chatham Historic Dockyard, and combines award-winning buildings with brand new teaching and learning facilities. The town centres of Chatham and Rochester (with its stunning Cathedral) are just a short bus-ride away. From the Medway area, you are conveniently close to central London: trains from Ebbsfleet International to London St Pancras take approximately 20 minutes and trains from Chatham take 45 minutes. If you need to travel to Paris or Brussels, the Eurostar train from Ebbsfleet International can take you there in about two hours.

Travelling to our campuses

Canterbury

By air
The nearest major airports to the Canterbury campus are London Heathrow (LHR) and London Gatwick (LGW), both with excellent transport links to central London and onwards.

By rail
London St Pancras to Canterbury West: journey time approximately 60 minutes.

By bus
London Victoria to Canterbury bus station: journey time approximately 120 minutes. Canterbury bus station to the University (regular service): journey time approximately 15 minutes.

By road
From London, the north and west: M25, M20, A2, Canterbury central ring road, A290 Whitstable Road, St Thomas Hill, approximately one mile (1.6km) up the A290, University entrance on right (signposted) near the top of hill.

Campus map
www.kent.ac.uk/maps/canterbury

Medway

By air
The nearest major airports to the Medway campus are London Heathrow (LHR) and London Gatwick (LGW), both with excellent transport links to central London and onwards.

By rail
London Victoria and Charing Cross to Chatham: journey time approximately 55 minutes. London St Pancras to Ebbsfleet International: journey time approximately 20 minutes.

By bus
From Chatham Rail Station to Chatham Maritime: journey time approximately 15 minutes.

By road
From London, the north and west: M25, M2. Follow signs for Gillingham, then the Historic Dockyard and Chatham Maritime via the A289 and the Medway Tunnel. From the east: A2, A289, the Gillingham Northern Link road, follow signs for the Medway Tunnel.

Campus map
www.kent.ac.uk/maps/medway

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Kent Business School is highly ranked among business schools in the UK. We are in the top 30 for our study programmes and in the top third for research. To find out how to become part of our global business community, please contact us at: Kent Business School, University of Kent, Canterbury, Kent, CT2 7PE.
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