

A very warm welcome to Staffordshire Business School and our Business Connected newsletter. This is an exciting time in the development of our courses, our vision, our research, our facilities and our campus. In the last year alone, our students have experienced and benefitted from national and international fieldtrips to destinations including Barcelona, Brighton and Dublin. They have also successfully completed placements with organisations such as Airbus and Alton Towers; responded to live industry briefs to address specific challenges; engaged with carbon literacy training; and benefitted from the discipline expertise of our globally diverse academic team.

In a changing and challenging World, sustainability is key. We have seen this more than ever in the news that has dominated our media in recent months. Our aim is to embed sustainability across our courses, and by 2024 we aim to become a recognised and globally diverse team of carbon literate qualified, Certified Management Business Educators (CMBE) (with Chartered Association of Business Schools (CABS) accreditation). We are well on our way to achieving this! Many of our staff are also working towards Chartered Management Institute (CMI) status.

With the opening of our Catalyst Building on our Leek Road Campus in 2022, we have seen an increase in collaborative working between our students, our staff, and our local, regional, national and international industry partners. We continue to offer our students a range of industry-relevant, contemporary and diverse undergraduate and postgraduate Business courses, all of which have been developed with feedback from industry. We also offer a range of enhancement opportunities to ensure that our students are best-placed to join the world of work as well-rounded, curious, innovative, and enterprising graduates.

Our aim is to transform...through education, through environment, engagement, and experience. We look forward to updating you on our journey to sustainable transformation!



Head of Staffordshire Business School

TRANSFORMATION+ AND WELCOME WEEK

Staffordshire Business School has successfully launched a suite of new undergraduate programmes, as part of the Transformation+ project. Storm Barratt, Amanda Payne, Mayowa Akinbote and Dr Joe Hazzam led the development of the new BSc (Hons) Accounting and Finance, BSc (Hons) Business Management, BSc (Hons) Digital and Social Media Marketing, and BA (Hons) Visitor Attraction and Resort Management. The programmes have been revalidated in line with feedback from our students and graduates, as well as insights from industry partners. In addition, Staffordshire Business School has re-launched the Doctorate of Business Administration (DBA).

New and returning undergraduate and postgraduate students started, or continued, their journey at Staffordshire Business School in September 2023. Business School academics, led by undergraduate and postgraduate Course Directors, delivered an exciting Welcome Week programme, that included a range of activities for students, including the opportunity to engage with a live industry brief.



Courses		
Accounting and Finance BSc (Hons) Study options Full-time • Full-time accelerated • Part-time • Foundation year • Placement year	Business Management (Top-up) BSc (Hons) Study options Full-time • Part-time (blended learning)	Business Management BSc (Hons) Study options Full-time • Foundation year • Placement year
Business Management (Events) BSc (Hons) Study options Full-time • Foundation year • Placement year	Business Management (Human Resource Management) BSc (Hons) Study options Full-time • Foundation year	Business Management (Innovation and Entrepreneurship) BSc (Hons) Study options Full-time • Foundation year • Placement year
Business Management (Sustainability) BSc (Hons) Study options Full-time • Foundation year • Placement year	Business Management (Tourism) BSc (Hons) Study options Full-time • Foundation year • Placement year	Digital and Social Media Marketing BA (Hons) Study options Full-time • Foundation year • Placement year
Visitor Attraction and Resort Management BA (Hons) Study options Full-time • Top-up		



ODMA APPRENTICESHIP TEAM WINS AN AWARD!

The team responsible for delivering the Operations/Departmental Manager Apprenticeship (ODMA) programme has demonstrated consistently high standards in supporting apprentices to End Point Assessment (EPA) and has been awarded Excellence in EPA by the Institute of Leadership and Management.

Tina Allen, Course Director, said for Staffs News: *"It is rewarding to be recognised for the standard of our apprenticeship provision as well as the significant number of distinction grades achieved at End Point Assessment by Staffordshire University apprentices. We endeavour to work with employers at a national level to deliver an outstanding apprenticeship portfolio, to develop apprentices' knowledge, skills and behaviours for their career progression, and also to support their employers to drive economic gain from applying their skills in the workplace."*



CELEBRATING STAFF SUCCESS 2023

A number of Business School staff were nominated for Celebrating Staff Success 2023 awards at Staffordshire University.

Course Director **Tina Allen** won the Next Generation Engagement Award for Enterprise and Business Engagement Impact.



INTERNATIONAL CONSULTANCY IN PRACTICE

MSc International Business Management and MSc International Accounting and Finance students attended International Consultancy in Practice trips to Barcelona (Spain), Brighton (United Kingdom) and Dublin (Ireland). International Consultancy Project in Practice fieldtrips were organised and led by **Fatimah Moran**, and supported by a number of Business School staff: Dr Ito Ekpo, Dr Joe Hazzam, Dr Muddasar Khwaja, Dr Ahmad Mlouk, Khaoula Omhand and Dr Ema Talam.

The fieldtrips offered invaluable opportunities to students to visit local universities and companies, speak to company executives and put their learning into practice. One of the students wrote: *"The places we visited were nothing short of spectacular. Trinity College, the Library, the Guinness Beer Company, Butlers Chocolate Company, and the Waterford Crystal Company left an indelible mark on us. These visits expanded our knowledge, providing us with real-world insights that go beyond what we can learn in a classroom...The impact of this experience on my personal and academic growth has been profound..."*



ACADEMIC QUALIFICATIONS, TEACHING QUALIFICATIONS AND FELLOWSHIPS OF ADVANCED HE

Dr Ema Talam was awarded her PhD for the thesis titled: "Contributions to investigating the innovation-productivity-exporting nexus: (i) the direction and strength of the relationships; and (ii) the use of tax credits to promote research and development" supervised by Professor Geoff Pugh, Professor Nick Adnett and Dr Mehtap Hisarciklilar-Riegler.

Several Business staff completed the Postgraduate Certificate in Higher and Professional Education (PgCHPE) course in 2022/2023. Congratulations to **Vicky Gilbert, Dr Joe Hazzam and Dr Muddasar Khwaja** for completing the course and achieving Fellowship of Advance HE.

Course Director **Tina Allen** achieved Senior Fellowship of Advance HE, while **Dr Itoro Ekpo, Frances-Marie Hitchen, Su Wright-Lewis and Dr Ema Talam** achieved Fellowship of Advance HE.

CERTIFIED MANAGEMENT and BUSINESS EDUCATORS (CMBE)

The vision for Staffordshire Business School is "to become a recognised and globally diverse team of carbon literate qualified, Certified Management Business Educators (CMBE) (CABS accredited) ...by 2024! We will make a significant contribution to business professional practice and research in the areas of sustainability, leadership, entrepreneurship, economics, finance, HR, marketing, tourism, enterprise and innovation."

A number of Business staff have achieved Certified Management and Business Educator (CMBE) certification:

Mayowa Akinbote	Tina Allen	Kieron Chadwick
Paul Dobson	Dr Itoro Ekpo	Professor Jon Fairburn
Dr Muddasar Khwaja	Dr Joe Hazzam	Craig Holdcroft
Karl McKormack	Kathryn Mitchell	Dr Bharati Singh Nixon
Carol Southall	Dr Frederick Nyakudya	Dr Ema Talam
Dr Syed Zaidi	Dr Mohammad Ali Wasim	

MICROSOFT INNOVATIVE EDUCATOR EXPERTS (MIEE)

Passionate about using technology in teaching and learning, **Craig Holdcroft, Karl McCormack and Dr Ema Talam** have achieved Microsoft Innovative Educator Expert (MIEE) status for 2023-2024.

CENTRE FOR BUSINESS, INNOVATION AND THE REGIONS

The Centre for Business, Innovation and the Regions (CBIR), led by **Professor Steven Griggs** and **Professor Jon Fairburn** was successfully launched in June 2023. The launch event brought together large number of external and internal stakeholders and involved thought-provoking debates around the topics of devolution, levelling up and productivity.

The Centre for Business, Innovation and the Regions brings together internationally-recognised academics with a commitment to applied impactful research that engages with policy and practice. Its work analyses:

- inequalities, employment and welfare;
- innovation and leadership;
- and regional economic development, regeneration and foundational economies.

Reflecting the civic mission of Staffordshire University, the Centre has collaborative partnerships with leading public and private organisations in the UK and abroad.

Key roles and staff in the new Centre:

Centre Director – **Professor Stephen Griggs**

REF lead and Deputy Director – **Professor Jon Fairburn**

Impact Lead and REF deputy – **Dr Muddasar Khwaja**

Partnerships – **Dr Ema Talam**

PhD lead – **Dr Frederick Nyakudya**

ECR lead – **Dr Itoro Ekpo**



RESEARCH PUBLICATIONS

2023

Zaman, U., Aktan, M., & **Khwaja, M. G.** (2023). Linking Regenerative Travel and Residents' Support for Tourism Development in Kaua'i (Hawaii): Moderating-Mediating effects of Travel-Shaming and Foreign Tourist Attractiveness, *Journal of Travel Research*, 62(4), pp. 782-801.

Hameed, A., **Khwaja, M. G.**, & Zaman, U. (2023). Configuring optimal contextual performance and task performance in offshore business processing organizations. *Business Process Management Journal*, 29(1), pp. 285-307

Malik, M. F., **Khwaja, M. G.**, Hanif, H., & Mahmood, S. (2023). The missing link in knowledge sharing: the crucial role of supervisor support-moderated mediated model. *Leadership & Organization Development Journal*.

Zaman, U., Naeni, L. M., & **Khwaja, M. G.** (2023). Time Flies When You are Having Fun: The Mediating Effects of Project Opportunity Management in the Relationship Between Project Leaders' Self-Efficacy and Multidimensional Project Success. *Project Management Journal*, 54(2), pp. 132-148.

Zaman, U., Florez-Perez, L., Anjam, M., **Khwaja, M. G.**, & Ul-Huda, N. (2023). At the end of the world, turn left: examining toxic leadership, team silence and success in mega construction projects. *Engineering, Construction and Architectural Management*, 30(6), pp. 2436-2462.

Hameed, A., & **Khwaja, M. G.** (2023). Employee stress management and well-being while working from home during the pandemic: the role of involvement HRM practices, self-efficacy and hope. *International Journal of Management and Decision Making*, 22(2), pp. 196-218.

Hameed, A., & **Khwaja, M. G.** (2023). The role of Benevolent Human Resource Attributions in reducing Occupational Stress: Empirical findings from the Emerging Market. *International Journal of Work Organisation and Emotion*, 14(3), pp. 209-224.

Hazzam J. & Wilkins S. (2023). The influences of lecturer charismatic leadership and technology use on student online engagement, learning performance, and satisfaction, *Computers & Education*.

Ibrahim, B., Aljarah, A., **Hazzam, J.**, Elrehail, H., & Qalati, S. A. (2023). Investigating the Impact of Social Media Marketing on Intention to Follow Advice: The Mediating Role of Active Participation and Benevolence Trust. *FIIB Business Review*. <https://doi.org/10.1177/23197145221147991>

Wilkins, S., Butt, M. M., **Hazzam, J.**, & Marder, B. (2023). Collaborative learning in online breakout rooms: the effects of learner attributes on purposeful interpersonal interaction and perceived learning. *International Journal of Educational Management*.

Begovic S, **Adnett N** & **Pugh G** (2023) "The effect of a currency board arrangement on subjective assessments of a country's economic performance", *International Journal of Economic Policy in Emerging Countries*, 17(1).



2022

Lami, E., Imami, D., **Pugh, G.** & Hashi, I. (2022) Fiscal performance and elections in the context of a transition economy. *Economic Systems*, 45 (2).

Dimos, C., **Pugh, G.**, Hisarciklilar, M., **Talam, E.** & Jackson, I. (2022) The relative effectiveness of R&D tax credits and R&D subsidies: A comparative Meta-Regression Analysis. *Technovation*.

Abbasi, A. Z., Rather, R. A., Hooi Ting, D., Nisar, S., Hussain, K., **Khwaja, M. G.** & Shamim, A. (2022). Exploring tourism-generated social media communication, brand equity, satisfaction, and loyalty: A PLS-SEM-based multi-sequential approach, *Journal of Vacation Marketing*.

Khwaja, M. G., Zaman, U., Butt, A. H., (2022). Are digital influencers social change catalysts? Empirical findings from the online apparel industry. *International Journal of Technology Marketing*, 16(1), pp. 145-167.

Hameed, A., & **Khwaja, M. G.** (2022). The Impact of Benevolent HRM Attributions on Employees' General Job Stress, with the mediating influence of Gratitude. *Journal of General Management*.

Zaman, U., Barnes, S. J., Abbasi, S., Anjam, M., Aktan, M., & **Khwaja, M. G.** (2022). The Bridge at the End of the World: Linking Expat's Pandemic Fatigue, Travel FOMO, Destination Crisis Marketing, and Vaxication for "Greatest of All Trips". *Sustainability*, 14(4).

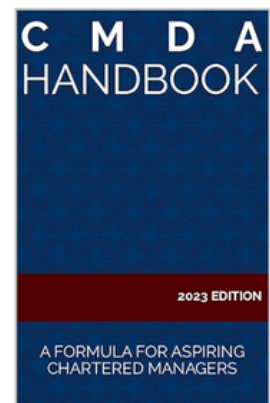
Hameed, A., & **Khwaja, M. G.** (2022). Employee Gratitude: A Win-Win for the Employer and the Employee. *South Asian Journal of Human Resources Management*.

Hazzam, J., Wilkins, S., & Strong, C. (2022). The impact of social media technologies on organization cultural intelligence and new product development in international markets. *Cross Cultural & Strategic Management*.

Wilkins, S., **Hazzam, J.**, & Ireland, J. (2022). Servicescape in transnational higher education: the effects of campus design, physical environment and facilities on student experience and satisfaction. *Journal of Marketing for Higher Education*.

BOOKS AND BOOK CHAPTERS

- **Kieron Chadwick** (together with co-authors) published CMDA Handbook in 2023.
- **Dr Muddasar Khwaja** has authored a compelling book chapter titled 'Perceived Value of Images Carrying Tourism Location Information on Social Media and Customer Brand Engagement' in the volume 'Brand Co-creation Tourism Research: Contemporary Issues and Challenges.' His contribution to this publication sheds valuable insights on the dynamic intersection of social media, tourism, and brand engagement, showcasing his expertise in this critical area of research.
- **Professor Mike Dent** had a chapter 'The role of the medical-industrial complex in the national health services' published in G. Guarelli and M. Saks (eds) (2023) *National Health Services of Western Europe: Challenges, Reforms and Future Perspectives*, London: Routledge pp. 285-302.



Business School

NEWSLETTER



@BusinessStaffs

Autumn 2023

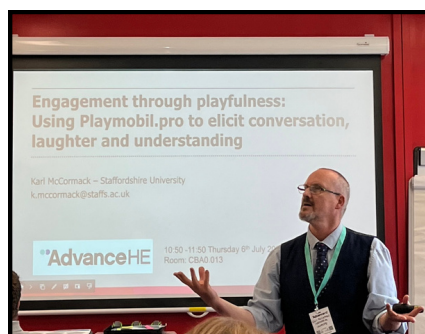


STAFFORDSHIRE
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CONFERENCES AND RESEARCH SEMINAR PRESENTATIONS

Number of Business School staff presented their research at national and international conferences:

- **Dr Muddasar Khwaja** presented his research paper “Inspecting patients’ Experiential Value to build Patients Loyalty in private and public sector hospitals: An Empirical Investigation” at the prestigious 22nd International Marketing Trends Conference held in Paris, France;
- **Dr David Cook** has presented his paper “A brand identity crisis? Evaluating the challenges and opportunities of euro 2020” at the 27th International Conference on Corporate and Marketing Communications (CMC 2023);
- **Carol Southall** presented her paper with co-author Dr Maren Viol, “Decolonising the tourism curriculum – Experiences of faculty in Asian transnational education contexts.” at the Critical Tourism Studies Asia Pacific (CTS3) Conference at British University Vietnam (BUV);
- **Dr Frederick Nyakudya** presented his paper “The effect of gender and resources on entrepreneurial activity” at the International Conference on Entrepreneurship and Small Business;
- **Dr Joe Hazzam** presented his research at Staffordshire University’s Research, Innovation and Enterprise Conference 2023, and at Ticaret Istanbul University Research Webinar Series in 2023;
- **Karl McCormack** run “Engagement through playfulness: Using Playmobil.pro to elicit conversation, laughter and understanding” at the Advance HE Teaching and Learning Conference 2023;
- **Professor Steven Griggs, Professor Geoff Pugh, Dr David Cook, Paul Dobson, Dr Joe Hazzam, Dr Muddasar Khwaja, Dr Frederick Nyakudya, Dr Ema Talam** have presented their research at Staffordshire Business School’s Research Seminar Series;
- **Dr Mohammad Ali Wasim** and **Kathryn Mitchell** presented at the TILE Conference 2023 at Staffordshire University on the topic of Inclusive Module Delivery and EDI. You can watch the talk at: <https://lnkd.in/eEhQzrg>
- **Dr David Cook, Vicky Gilbert, Dr Joe Hazzam, Frances-Marie Hitchen, Kathryn Mitchell, Amanda Payne, Joanna Roberts, Dr Ema Talam** and **Dr Mohammad Ali Wasim** delivered presentations at the Summer Learning and Teaching Festival at Staffordshire University.



RESEARCH GRANTS

A number of Business School staff have been awarded external research grants in 2022 - 2023:

- **Professor Geoff Pugh and Professor Jon Fairburn** are working on an ESRC funded project with the Productivity Institute at the University of Manchester. The project is mapping and analysing the development of the IT sector in Stoke on Trent and associated creative industries. The project started in September and phase 1 will run until the middle of 2024.
- **Professor Jon Fairburn** is working with OSCI on the next version of the Index of Multiple Deprivation. The Index is one of the most widely used datasets in government departments and government agencies as well as by charities and health professionals. Work started in Autumn 2023 and the Index should be released around Spring 2025. You can access an online map of the current version of the IMD here - <https://data.cdrc.ac.uk/dataset/index-multiple-deprivation-imd>
- **Dr Ema Talam** is working on Discover Economics project awarded by the Royal Economic Society. The aim of the project is to increase diversity in economic science.
- **Dr Ema Talam** completed "Ignite Enterprise Programme Evaluation" project for Staffordshire Chambers of Commerce in July 2023. The project was aimed to evaluate the Ignite Enterprise Programme delivered by Staffordshire Chambers of Commerce.
- **Professor Geoff Pugh, Professor Jon Fairburn, Professor Adnan Efendic, Professor Nebojsa Stojcic and Dr Ema Talam** completed the project "Promoting the creative sector in de-industrialised economies: a comparative study across three European countries".
- **Dr Ema Talam, Professor Geoff Pugh and Professor Jon Fairburn** completed the project "Evidence review into the use of R&D tax policy to support the creative industries" funded by the Yorkshire Universities in May 2022.

A number of Business School staff were awarded funding by Staffordshire University's Centre for Business, Innovation and the Regions:

- Drivers and outcomes of digital marketing activity - **Dr Joe Hazzam, Paul Dobson, Vicky Roberts, and Dr Bharati Singh;**
- Exploring factors leading to augment destination tourism in the northern areas of Pakistan using digital channels - **Dr Muddasar Khwaja and Carol Southall;**
- Exploring the development of Islamic financial technology in South east Asia. A sentiment analysis - **Dr Syed Zaidi and Dr Muddasar Khwaja;**
- Job rotation and the inclusive labour market - **Professor David Etherington** and Duncan Adam;
- Exploration of the long-term links between innovation, exporting and productivity - **Dr Ema Talam.**



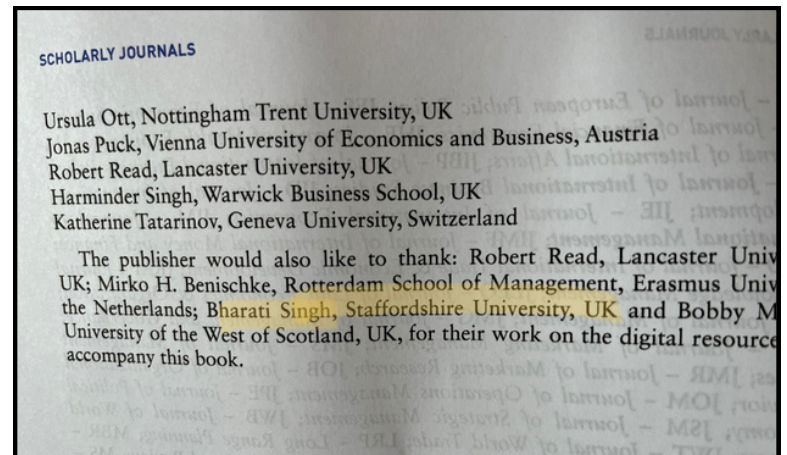
WORLD HEALTH ORGANISATION RESEARCH DATABASE FOR COVID-19

Three research papers by **Dr Muddasar Khwaja** have achieved recognition by being included in the World Health Organization (WHO) research database for COVID-19. This acknowledgment underscores the significance of his contributions to the global understanding of the pandemic's impact and management strategies.



CONTRIBUTION TO INTERNATIONAL BUSINESS TEXTBOOK

Dr Bharati Singh Nixon has contributed towards the digital resources of the latest edition of a widely used textbook on international business by Peng and Meyer (Peng, M. & Meyer, K. (2023), International Business; 4th ed.; Cengage).



PLAYFULNESS IN TEACHING AND LEARNING

Karl McCormack, Playmobil Pro expert, has delivered 107 workshops using Playmobil Pro:

- 58 sessions were delivered to students at Staffordshire university (812 students);
- Three at external conferences to 102 participants;
- Four at internal conferences to 32 participants;
- 19 sessions have been with internal staff/teams;
- 10 sessions have been with businesses; including a business expo;
- Three sessions have been outreach in schools;
- Three sessions with Higher Horizons;
- Six open day/offer holder day sessions to 82 participants;
- 1 PhD research trial.

IT'S A KNOCKOUT!

During the summer a team from Staffordshire Business School supported Alice Charity by participating in their 'It's A Knockout' Challenge.

Although the team did not win; **Dr Joe Hazzam, Frances-Marie Hitchen, Kathryn Mitchell, Dr Bharati Singh Nixon, Khaoula Omhand, Amanda Payne** and **Dr Ema Talam** (and Kat's, Amanda's and Ema's partners) did a great job conquering all of the obstacles and raising money for Alice Charity!



FAMILY DAY

Staffordshire Business School held a staff family day at Tittesworth Reservoir on 9 September 2023. It was a fantastic day organised by **Carol Southall** - sunny weather, picnic and watersports!



GET IN TOUCH



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BUSINESS SCHOOL

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