The University of Essex has been breaking boundaries for fifty years. Now our wealth of expertise is helping to drive business forward across a range of sectors from technology to the creative industries. Tap into our world-leading consultancy and get practical support for your business or organisation. We call our business community the Knowledge Gateway. It’s where experts collaborate, great ideas are developed, and where businesses prosper.
ESSEX BUSINESS SCHOOL: HOW WE WORK WITH BUSINESS

At Essex Business School we go beyond the basics of business education. Drawing on our strengths in the core business disciplines, our high-impact research based on contemporary industry issues, and the experience of our international academic staff who work widely with external organisations, we offer firms the opportunity to access rigorous, grounded research and operational expertise which can be the lifeblood of growing companies. We support a range of business partners in the following ways:

Marketing: planning and strategy, identifying markets, recognising emerging customer needs, new product development, digital and social media marketing.

Market Research: the research and methodological foundation to successfully manage research projects and the marketing knowledge to translate results into business programs that impact the bottom line.

Human Resource Management: international perspectives on leadership, the evolution of companies through their people, organisational structures and processes.

Finance: Our financial research knowledge is extensive and incorporates individual behaviour, behavioural economics, modelling and complexity science and data analytics and finance. Many of our academics have extensive commercial experience within banking and finance offering an invaluable integration of commercial knowledge with academic research.

Accounting: evaluation of current accounting practices and techniques, such as the appropriateness of information disclosed to shareholders, the effectiveness of regulation of auditing and the consequences of a change in accounting policy.

Management: international business practices, corporate social responsibility, business ethics, accountability and governance, operations and supply chain management and data analytics.

KEY BENEFITS

- One-to-one consultancy support from business focused academics
- Talent recruitment: high quality graduates, interns and students to work on knowledge transfer partnerships
- Research collaborations allowing you to tailor the latest research to your company needs
- A curriculum which is developed in response to business needs and issues
- Our new £21 million building, due for completion during 2015, will offer dedicated space for conferences and meetings for local companies
- Policy impact: our academics are invited to speak at the European Central Bank, Bank of England and the G8 Economic Forum

CASE STUDY – FLEX UK

Flex (UK) Ltd approached Essex business School to develop a sales and marketing strategy for their web-based HR system, YouLink HR. The objective of the project was to introduce marketing theory and expertise to increase sales. The product, aimed at SME’s, enables customers to simplify and computerise HR processes. Based on sales projections, the company anticipates that all project costs will be recouped within three months through increased turnover. The Director of Sales and Marketing commented: “Through this project, as a company we became more aware of business theories and practices, so much so that we have identified missing knowledge gaps and since provided training to many of our employees to future proof our organisation”.

CASE STUDY – GLOWINKOWSKI INTERNATIONAL

Essex Business School worked with Glowinkowski International to develop and test a new tool which analysed staff attitudes to see how closely their values matched the overall corporate view. The tool was able to measure the gap between personal values of employees and the values espoused by the company. The initial concept was academically grounded, scientifically rigorous, piloted and then made available to companies in the UK and internationally. Lead academic Professor Todd Landman commented: “There is a natural business model and potential for growth built into the product. This is a really good example of how you can commercialise academic research in business, the wider social sciences and psychology around norms and values.”

ADDED VALUE

“Some companies are sitting on a potential goldmine but often don’t have the skills and the knowledge to use their data in a smart way”

Professor Vania Sena

NEXT STEPS

To find out more about how our business knowledge can help boost your organisation, please telephone: 01206 872922 or email: business@essex.ac.uk and visit www.essex.ac.uk/business for further information.