



Nottingham University
Business School
UK | CHINA | MALAYSIA

Welcome to _____



Nottingham University Business School, UK 2025
Education | Research | Employability



Foreword

Professor David Park

Dean, Nottingham University
Business School, UK

It is a pleasure to introduce this brochure showcasing the work of Nottingham University Business School in 2025.

Our unique tri-campus offering – with campuses in the UK, China and Malaysia – provides students with a truly immersive global education that transforms aspiring business leaders into changemakers of the future.

Our vision is to be an international leader in business education, shaping the future of responsible business and management in an interconnected world. Our goal is to be recognised as one of the top 50 business schools, renowned for our excellence in teaching, research and thought leadership. We are already there by some measures.

At the Business School, we believe that innovation, entrepreneurship, sustainability and ethics are essential components of responsible business practice. We aim to inspire and empower our students to become global citizens who are committed to making a positive impact on society.

In this brochure you can find out how we put these ideas into practice. Our students are provided with many opportunities to engage with real world businesses, to take part

in entrepreneurial and business competitions and to gain essential digital skills they can put to good use in the workplace. They become highly employable as a result.

We are committed to advancing the frontiers of knowledge through innovative research and thought leadership, and to disseminating our findings to the wider community.

You can read about just some of our ground-breaking research and be inspired by how we are supporting inclusive practices – whether through tackling voter apathy, producing toolkits to improve the experiences of migrant workers, or investigating the impact of fuel prices on vulnerable consumers.

At Nottingham University Business School, we are fostering a culture of excellence, collaboration and innovation, and believe that together we can make a lasting impact on the world of business. I hope you will be inspired by the stories showcased in this edition of the brochure – to find out more about our work visit our website or follow us on social media.



nottingham.ac.uk/business



Contents

News in brief

4



Education and student experience

6



Research impact

16



Employability

22



School overview

30

Company based challenges	6
MSc research pathways.....	8
Students and sustainability	10
The Nottingham MBA	12
Executive Education	14

Focus on our notable academics.....	16
Access to remedy for migrant workers	18
Voter engagement.....	19
Change through procurement.....	20
Impact of energy prices rises	21

Digital Centre of Excellence.....	23
Placement year.....	24
Business leaders share their expertise	26
Careers support	27
Entrepreneurship.....	28

Tri-campus activities	31
Focus on alumni success	32
Accreditations and rankings.....	33
Working with partners	34
Engage with us	35

News in brief

Trips and visits

Our students are invited to take part in many trips and visits to enrich their learning experience. On this page, you can read about just some that have taken place this year.

Dispensing change: students rethink pharmacy's role in pain management

In 2024, students undertaking the Business Project module visited Haleon, a global consumer health company. Students attended a briefing session and worked together to unpack the client's questions. The day set the scene for them to work on the challenge set by the company, and to present their findings to the client.

Castle Rock Brewery

In May 2025, MSc students visited Castle Rock Brewery in Nottingham for an inspiring session exploring the journey of this local independent brewery, from its modest beginnings to becoming the proud operator of more than 20 pubs across the region.



Climate resiliency challenge in Kenya

Students from the University of Nottingham and KCA University in Kenya collaborated on a British Council-funded climate resilience project in Kenya. One of the selected students, Venkata Madhu Babu Chilagapati said: "The experience was enjoyable and educational, fostering cultural exchanges and helping me to develop ever-lasting friendships with people from the other side of the equator."

Visit to JCB's headquarters

A group of MSc students visited JCB's global headquarters in Rocester, where they observed large-scale manufacturing processes in action. The visit was followed by a talk on global supply chains, delivered by MBA alumnus, Ankit Sachdeva.

Nottingham Building Society business challenge

In March 2025, MBA students were posed a real-world challenge by Nottingham Building Society. Six teams carried out research on key challenges.



Robin Hood comes to STTAR Centre

In December 2024, the Sustainable Travel and Tourism Advanced Research (STTAR) Centre co-hosted an event centred around the theme of Our Robin Hood: Past, Present and Future in Action in partnership with Nottinghamshire County Council.



Cooper Parry for Females in Finance Insight Day

First and second year undergraduate students took part in a Females in Finance Insight Day hosted by Cooper Parry in Castle Donnington. Senior female leaders from across the firm – including teams in corporate finance, tax, audit, operations, internal finance and wealth – shared their career journeys and insights into the finance sector.

From the House of Commons to international alumni gatherings, our events bring together the Business School community from around the world.

Events



Championing inclusive entrepreneurship at the House of Commons

In February, the school hosted a landmark event on inclusive entrepreneurship and innovation at the House of Commons. Sponsored by Labour Women in Tech founder Samantha Niblett MP and led by Dr Lorna Treanor of the Business School, the event brought together policymakers, industry leaders and entrepreneurs to explore how fostering inclusivity can drive economic growth.



Voter engagement

In April, policymakers, academics and practitioners attended an event at the Business School to discuss how marketing concepts and frameworks can strengthen democratic voter engagement. The symposium featured talks on how marketing principles and frameworks can be used to co-develop and coordinate strategies and programmes to impact policy on civic engagement, voter engagement and citizenship.

Read about Dr Christopher Pich's research on page 19.

Encounters with big beasts

In March 2025, the Business School hosted an evening of special guests from the wildlife industry. To celebrate the first anniversary of the Sustainable Travel and Tourism Advanced Research Centre, a special evening of guest speakers shared what it was like to come face-to-face with a lion, be attacked by an angry sea bird, or experience the countdown to the live television outside broadcast Springwatch.



Alumni events


This year, our alumni events brought together thought leaders, innovators and changemakers to strengthen our alumni network. Including a six-city alumni series across China, the Business of Healthcare in Hong Kong and Singapore, and Nottingham Business Connections meetups across the world.

PRME conference Belfast

In June 2025, Dr Venga Jagatheeswara Sarma, Dr Nahid Yazdani and Professor Andrew Bacon supported by two SSI Fellowship student volunteers attended the Principles for Responsible Management Education (PRME) UK&I Annual Conference in Belfast. PRME leads and sustainability champions from across the UK&I universities met to share best practice and discuss upcoming challenges in research, knowledge exchange and education for sustainable development.



Education and student experience



At Nottingham University Business School, our students have many opportunities to gain experience of working with organisations and businesses, to explore real world challenges, and to put theory into practice. Over the next three pages, you can read more about how these activities are embedded in the curriculum.

Company based challenges

Our company based challenges offer MSc and MBA students the opportunity to apply their academic knowledge to real-world business problems through work-integrated learning. In return, companies benefit from free consultancy-style solutions from a team of skilled students.

Student benefits

Participating in a company based challenge enables students to develop practical skills while working on real business issues.

How it works:

- Students work in teams to conduct research, develop solutions and present their recommendations to help organisations grow and improve performance
- Throughout the challenge, students gain valuable key skills in project planning, problem-solving, teamwork and professional presentation
- Students receive continuous support through training delivered by our Careers and Academic Adviser teams
- Each team is mentored by a Professor of Practice or Entrepreneur in Residence
- On completion, students are awarded a certificate and digital LinkedIn badge to recognise their achievement, which enhances their employability and showcases their achievement to potential employers

“The corporate world isn’t easy, but this gives you the chance to understand how it operates. Working for them actually gave me insight into how that industry works and what they think.”

Anshika Samuel Safir, MSc Business Management 2024

Company benefits

Whether you’re a local SME, public sector organisation, third sector enterprise, or community interest company, this initiative provides a valuable opportunity to gain unique, innovative insights into your business challenges at no cost.

What to expect:

- Support to develop a brief that meets your organisation’s needs
- An invitation to present your challenge at a student project launch event
- A team of six to eight students assigned to your project, who will contribute between 120 to 500 hours over a period of three weeks to three months
- Teams will prepare a final presentation featuring unique insights, recommendations and propose practical solutions

Previous challenges have included:

- market and competitor analysis
- development and market growth strategies
- social media analysis and strategy development
- market research to support new proposition development
- business planning
- feasibility studies and recommendations

“It would be fantastic to see more and more businesses get involved because there’s some real out-of-the-box thinking and some great insights coming from students and fresh minds, which is something that we want to encourage. Also, it gives you the opportunity to meet great new hires of the future.”

Edward Rozwadowski, Director of Corporate Finance, RSM UK

Find out more

Watch our video to hear from companies that have taken part in the company based challenge at Nottingham University Business School: nott.ac/companyconsultancychallenge



MSc research pathways:

Nottingham University Business School MSc students choose between two different approaches to their final research component, each offering authentic engagement with real-world challenges. In addition to the traditional dissertation, they may opt for a company based dissertation or work collaboratively on strategic business projects with major corporations.

Dr Andri Georgiadou, Departmental External Engagement Director (Work, Organisation and Management) and School Director of EDI, explained: “Both pathways transform traditional academic study into dynamic problem-solving experiences where theoretical mastery meets practical reality through meaningful industry partnerships.”

Company based dissertations: bridging research and practice

The MSc Human Resource Management and Organisation programme exemplifies this approach through collaborative dissertation partnerships that connect students with organisational challenges.

Students gain unprecedented access to organisational decision-making processes, conducting interviews, designing surveys, and analysing complex workplace data. They engage with senior stakeholders, experiencing first-hand how research insights translate into strategic discussions and policy development processes.

The groundbreaking partnership with the university’s own HR department demonstrates this approach, with students tackling everything from occupational health service development and succession planning aligned with inclusivity

values to understanding how artificial intelligence reshapes workplace practice.

Students have examined workload management and wellbeing, highlighting the essential role of transparent communication and empathetic leadership in supporting academic staff. Others have investigated flexible working arrangements, fostering belonging in university communities, and artificial intelligence adoption across Russell Group universities.

The programme’s reach extends across sectors – including organisations such as Nottinghamshire University Hospitals, Nottinghamshire County Council, Heineken and Fortna – demonstrating the growing recognition of this model’s value across different organisational contexts.

“What excites me most about these collaborations is watching our students become true problem-solvers,” explained Dr Georgiadou. “The experience provides something no textbook can offer – genuine understanding of how challenges unfold in practice and how rigorous research can drive meaningful change.”

transforming academic study into professional practice

Business Projects: developing strategic consultants through intensive industry partnerships

Our Business Project delivers an unparalleled experience where students become professional consultants, working directly with major corporations to solve complex strategic challenges. Through this intensive programme students engage with leading organisations facing genuine strategic dilemmas, from market expansion decisions to operational transformation challenges.

The programme's partnership with companies such as Haleon demonstrates the calibre of organisations seeking fresh analytical perspectives on their most pressing business concerns. Students conduct comprehensive business analysis, evaluate strategic options, and develop sophisticated recommendations that directly influence corporate decision-making.

Students master business tools covering analytical techniques and executive presentation skills. They learn to navigate complex stakeholder dynamics while developing strategic thinking capabilities that distinguish exceptional consultants. The programme's emphasis on managing behavioural change and translating insights into actionable recommendations reflects contemporary strategic consulting realities.

Dr Sara Turner, Associate Dean for Education and Student Experience, emphasised the programme's distinctive approach: "Our students are

encouraged to take intellectual risks, engage in open dialogue and share knowledge without fear of judgment. It's this combination of professional challenge and educational care that empowers our students to grow into capable, thoughtful and resilient business consultants."

For corporate partners, the Business Project provides access to cutting-edge analytical capabilities and fresh strategic perspectives. Students bring current Business School thinking, current research methodologies, and the kind of innovative analysis that can challenge established assumptions and identify overlooked opportunities.

Professor of Practice Colin Strong commented: "The Business Module has proven to be an exciting and impactful programme for many students, with global healthcare company Haleon setting the business challenge for the second consecutive year. By tackling a real-world issue faced by the client, students gain hands-on consulting experience, working collaboratively not only with peers but also with Professors of Practice who bring deep industry expertise and mentorship to each team."



"Both pathways create exceptional value for graduates entering competitive job markets

while providing corporate partners with cutting-edge analytical capabilities and fresh perspectives. Students can demonstrate genuine consulting experience, presenting portfolios of actual organisational research that showcase analytical capabilities and professional readiness. They develop networks within partner organisations and gain practical insights that distinguish them from peers with only theoretical knowledge."

Dr Andri Georgiadou, Departmental External Engagement Director and School Director of EDI

Students leading on sustainability

Nottingham University Business School takes sustainability seriously and we believe our students have a key role to play in leading this work. As the business leaders of the future, we want to engage them in making a difference – preparing them to lead on sustainability in their future careers.

Launched in 2024, the Sustainability and Societal Impact (SSI) Fellowship Programme is an innovative new scheme, developed by the school, which aims to put students centre stage in driving the sustainability agenda. Over the course of the academic year the Fellows, including undergraduate, MSc, MBA and PhD students, worked on a range of projects, supported by mentors from within and outside the Business School.



Projects included:

- gathering data about the school's environmental footprint and using this to start to set targets in areas such as energy, water use and travel
- mapping how many of the school's research, teaching and external engagement activities include sustainability and ethics
- developing a student food-sharing group to reduce food waste.
- organising a sustainability fair to engage fellow students
- supporting the university's Edible Campus Project to develop food growing on Jubilee Campus

The information gathered by the Fellows around environmental footprint, research, teaching and external engagement will feed into the school's accreditation with PRME (Principles of Responsible Management Education) and will also help inform the development of a Societal Impact Plan for the school.

The Fellows have also been the driving force behind the Positive Impact Rating (PIR) – an international, student-driven assessment which helps business schools worldwide evaluate their commitment to sustainability and ethical practices.

Richard Profit, CEO of Cool Farm Alliance said: "It has been a pleasure to work with the SSI fellows, to support them on their learning journey and to mentor them on real world projects, such as assessing the Business School's environmental impact. Their commitment and willingness to participate in the programme is an indicator of the importance of sustainability to the upcoming generations and it has been an honour for me to be able to support."

"Being part of the SSI Fellowship Programme has been a transformative experience, especially through the Edible Campus Project. Working with different groups to create green spaces on campus has really opened my eyes to the challenges of sustainability and the power of teamwork has given me the confidence and skills to make a real impact in creating a greener, more inclusive environment."

**Chinmayi Madhuraj, MBA student,
SSI Fellow 2024-25**

In June 2025, the work of the Fellows was recognised when the school was rated in the top 100 globally in the Positive Impact Rating (PIR), reflecting strong student-rated performance across all impact areas.

2025 **LEVEL 4** Transforming Schools
POSITIVE IMPACT
RATING FOR BUSINESS SCHOOLS



Photos: Undergraduates attending our Summer and Winter Schools

Undergraduate Summer and Winter Schools

Nottingham University Business School runs Summer and Winter Schools offering immersive academic programmes for undergraduates from across the world. They offer a unique opportunity to experience life at one of the UK's most beautiful campuses, explore British culture and gain valuable insights into a globally recognised business school.

Based at one of our four university campuses, our programmes are more than just lectures – they are a journey into innovation, leadership and the future of global business. Designed to complement a wide range of academic disciplines, the skills gained are relevant across industries and borders.

Topics include:

- leadership and change management
- green and sustainable finance
- innovation and entrepreneurship
- digital transformation
- responsible and sustainable business
- global food industry foresight

Students have the opportunity to engage with academics and industry speakers as well as hands-on learning experiences. In addition to classroom learning, there are organised cultural excursions, providing a rich understanding of the UK and its business context.

International and Immersive Weeks

Our International and Immersive Weeks are designed for MBA students and alumni who are ready to elevate their careers and global business knowledge. Held on our UK campuses, these intensive programmes deliver high impact learning in a short period of time.

Participants are offered the opportunity to carry out a detailed investigation into cutting-edge business issues and emerging technologies across sectors.

Topics include:

- the future of work
- financial inclusion
- data, analytics and AI for managers
- international corporate governance
- global supply chain management

Sessions are led by world-class academics and include keynote speakers and industry visits, ensuring theory is supported by real-world application. They engage with business leaders, innovators and professionals in an environment that supports active discussion, networking and reflection. And while the academic agenda is demanding, participants also have opportunities to enjoy cultural experiences, allowing them to connect with British history and life beyond the classroom.



Accelerate your career with the Nottingham MBA

We know that our MBA students want to gain new knowledge and skills, and practice these in a safe environment at an elite business school. But our MBA offers even more. More experiences. More opportunities. More success. There is a reason that we are third in the UK for graduate support and employment.

Students joining our MBA gain full access to the prestigious Accelerator programme. This offers a carefully developed set of professional development activities that interweaves with academic studies to transform students into an inspirational, insightful and influential leaders.

The Accelerator programme drives the development of our students' careers – taking them to the next level and beyond. Our tailored programme is designed to enhance self-awareness and effectiveness in team situations, and develop leadership in a range of challenging situations. Additionally, our skills team empowers participants

to lead creatively, deploy their digital skills in SAP and other packages, and equips them to respond to challenges and opportunities.

The Nottingham University Business School MBA programme experience creates connections with successful global leaders through a Fireside chat series and guest talks in lectures. We offer opportunities to build networks with students from other campuses and tap into the expertise of our Professors of Practice. This leads directly to the development and refining of consultancy acumen through a series of successively more challenging scenarios – including the Sustainable Decisions and Organisations module.

“With visits to a wide range of forward-thinking businesses, our students are inspired by their leaders and learn from their example to find out how to deliver transformational positive impact.”

Andrew Corcoran, Head of MBA/DBA Programmes (International)

Focus on the Sustainable Decisions and Organisations module

Led by Dr Niamh O’Sullivan, this immersive, sustainable business module adopts an innovative, experiential-learning approach to sustainable and responsible business education. It simulates the lived experience of business managers and leaders in creating and then gaining board approval for effective sustainability strategies that can be integrated into all core business functions.

Renowned senior representatives from the corporate responsibility and responsible investment community, Will Oulton and Alison Gardner, provide expert critique and feedback on the students’ work. This, along with the simulated exercises, acts to develop students’ strategic sustainability management and responsible leadership knowledge and skills.

What sets this sustainable business simulation apart is a media handling component. Students engage in a simulated crisis management scenario. This requires them to develop a press release and take part in a challenging press conference led by professional journalists John Ware, Quentin Rayner and Ellen Manning.

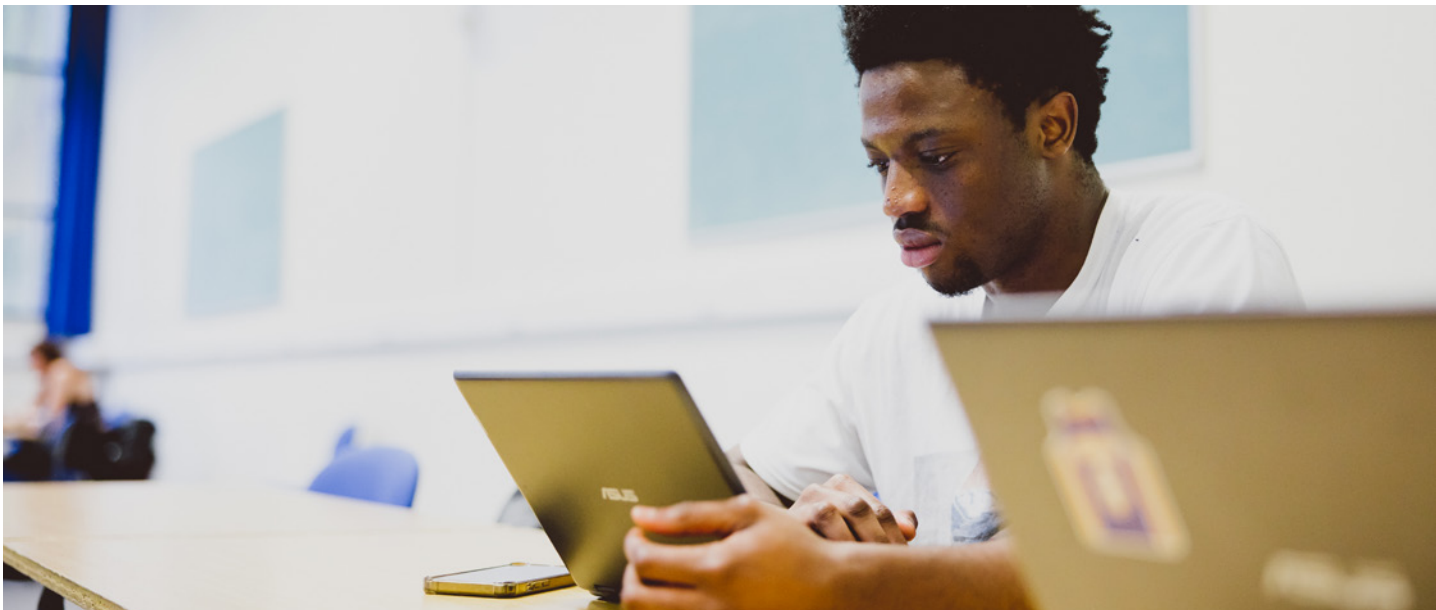
To prepare for this, students are provided with media training in advance of the module. This is

offered as part of the MBA Accelerator programme which supplements core learning with innovative and engaging ways to boost personal and professional skills.

The media representatives and board panellists also join our students and alumni for networking sessions, providing an excellent opportunity for our students to interact and benefit from their wealth of experience and expertise.

“The Sustainable Decisions and Organisations (SDO) module was my first immersive teaching experience. The simulated sustainable strategy process and broad presentation, contemplating corporate social and financial responsibility from multiple perspectives, confronting ethical dilemmas and engaging in an intense media conference was a totally novel learning experience. SDO gave me the knowledge and tools to reframe my understanding of corporate success. It was a game changer.”

Diego Vilches Urbina, MBA Student Representative 2022-2023





To find out
more visit:
nott.ac/execed

Developing responsible leaders through Executive Education

Executive Education at Nottingham University Business School offers a flexible approach to leadership and management training, designed for professionals at every stage of their career, in the UK and internationally.

Our ready-made and custom programme options are developed by leading experts in their fields. We take the time to understand your values, vision and culture and we provide a tailored, strategic approach to your organisation's challenges and aspirations.

Our programmes are delivered face-to-face, hybrid or online – to suit your organisation's needs. Our participants will be engaged through interactive sessions, case studies and group exercises, plus hands-on experiences and conversations in an open and safe environment.

Our award-winning UK and global university campuses, including our new city-centre campus in Nottingham, offer a high-quality learning experience using the latest learning technologies.

Our
collaborative
journey



Diagnostic



Proposal



**Programme
confirmation**

Our programmes

Our programmes provide tailored solutions to address specific challenges your organisation might be facing. Our Executive Education Team offer a free consultation to establish your needs. We will work closely with you to deliver a unique programme that delivers flexible solutions at an individual, team and organisational level.

The need for innovation has never been greater. In Executive Education we use the Ingenuity Process – a creative problem-solving methodology developed here at the Business School – as a tool to help establish the root cause of key challenges and to encourage creative thinking among your teams. It provides a framework so that a diverse range of potential solutions are generated, and the best ideas are prioritised to move forward.



“The dedication, expertise, and collaborative spirit was instrumental in crafting a programme that met the needs of the executive board. The Executive Education team ensured the programme was not only educational but was delivered by industry experts to make the sessions engaging and impactful.”

Ben Potgieter, HR Director, Nottingham City Transport

“Engaging in the Ingenuity Online session with our team was an enlightening experience that empowered us to think freely and collaborate creatively. It provided us with a judgment-free space to explore innovative solutions to real-world problems. Thank you, Nottingham University Business School, for fostering an environment where ingenuity thrives!”

Gayle Aughton, Head of Operations, Midlands Engine

“Development of our staff is a key focus while we adapt our business to suit the needs of a low carbon society. The Leading and Change Management programme has provided a cohort of current and aspiring leaders with a set of tools to equip them well for managing their own path through this transition. The content of the bespoke programme complimented other training our team had received in this space and was delivered in an engaging manner receiving positive feedback from our delegates.”

Chris Bellaby, Turbine Team Leader, Uniper

4



Programme delivery

5



Follow up

6



Longer-term partnership

Research impact



Meryem Duygun,
Professor of Banking and
Finance, Aviva Chair in
Risk and Insurance

- Fellow of the Academy of Social Sciences.
- Awarded the prestigious Vice-Chancellor's Medal in 2024 in recognition of her impactful contributions to academia and industry collaboration.
- Recognised in the prestigious annual UK Innovate Finance Women in Fintech Powerlist in the Policymakers and Regulatory Experts category four times.

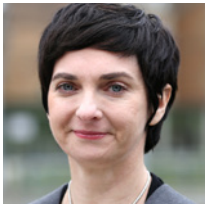


Marina Novelli,
Professor of Marketing
and Tourism

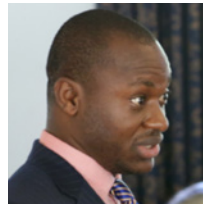
- Fellow of the Academy of Social Sciences.
- Awarded the 2025 John Rooney Award by the American Association of Geographers for her outstanding contributions to applied recreation, tourism and sport geography.
- Winner of the 2025 Principles for Responsible Management Education (PRME) Award for Outreach and Partnership in recognition of her meaningful and sustainable international outreach efforts, particularly through partnerships in the tourism sector.

Focus on some of our notable academics

Here we celebrate the success of just some of our notable academic staff, the recognition they have gained in their fields, and their contributions to society.



Dr Niamh O'Sullivan was a winner in the Teaching and Pedagogy category of the 2025 PRME Awards for her MBA course on Sustainable Decisions and Organisations.



Emmanuel Adegbite, Professor of Accounting and Corporate Governance, is ranked top 0.1% in the world in governance research, top 0.2% in the world in corporate governance research and top 0.5% in the world in accounting research by ScholarGPS lifetime 2024 rankings.



Professor Tracey Warren is a Fellow of the Academy of Social Sciences. She is on the Academic Advisory Board for Working Families – the UK's leading work-life balance charity.



Dr Chris Pich, Associate Professor in Marketing and political branding specialist, is Co-Chair of the Political Marketing Special Interest Group (SIG) of the Academy of Marketing.



In 2024, **Professor Carl Macrae** was honoured by the British Psychological Society for his influential work that led to the establishment of the Health Services Safety Investigation Body (HSSIB) by the UK government. The award was for his 'Outstanding contribution to occupational psychology'.



Professor Chengqi Wang ranks in the top 1.75% and 1.26% globally in the fields of Business Management and Business Administration respectively, according to Scholar GPS's Highly Ranked Scholars lifetime 2022 rankings. The Journal of International Management ranks him world number 11 in research on multinational firms from emerging markets based on impact score.

Stanford University top 2% of scientists

We're proud that several of our staff are listed in the Stanford University top 2% of scientists rankings. This prestigious annual list identifies the world's most highly cited scholars in their fields:

- Professor Hing Kai Chan, UNNC
- Professor Alain Yee Loong Chong, UNNC
- Professor Ken Kamoche, UoN
- Professor Carl McCrae, UoN
- Professor Sue Marlow, UoN
- Professor Marina Novelli, UoN
- Professor Sanja Petrovic, UoN
- Professor Jillian Rickly, UoN
- Professor Kim Tan, UoN
- Professor Stephen Timmons, UoN

UoN = University of Nottingham, UNNC = University of Nottingham, Ningbo China

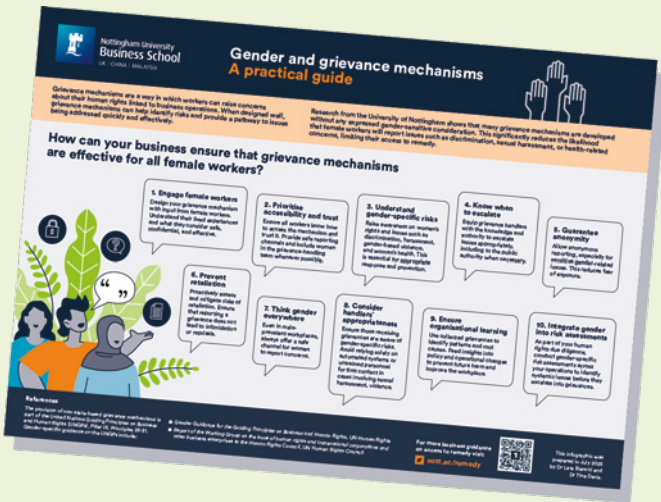
Access to remedy for migrant workers

Dr Lara Bianchi, Associate Professor in Business and Society at Nottingham University Business School, has been involved in a research project investigating the challenges faced by seasonal migrant workers in the UK. For this project, Lara worked in partnership with colleagues from the Rights Lab, at the University of Nottingham.

In 2019, the UK government launched a Seasonal Workers Scheme to address labour shortages in the agricultural sector. The scheme is run by licensed scheme operators, and the workers are predominantly recruited from Central Asia and Eastern Europe.

Researchers involved in the project conducted field research on UK farms, accompanied scheme operators during a recruitment trip overseas and worked with many stakeholders, including workers themselves, to find out the experiences of migrant workers. The researchers found out about the working conditions of the migrants, identified areas for improvement in the provision of grievance mechanisms and made recommendations for effective access to remedy for human rights abuses.

Lara explained: “While many workers report a positive experience of working within the scheme, there is a wide range of employment practices within the sector, with varying standards in practice. We found that there is an inconsistent level of protection for workers, with many not knowing their rights, or how to raise a complaint.”



By UK law, businesses must have a written grievance procedure in place and share it with all employees, while scheme operators must ensure that procedures are in place to enable workers to report any concerns to them. However, the researchers found that while some organisations have human rights policies and due diligence processes in place, others seemed to have little awareness of the adverse human rights impacts, grievance mechanisms and access to remedy. They also discovered that most grievances are reported informally and that workers are not always aware of where they can turn to for help. Many fear that if they raise a complaint, they may lose their jobs or lose their work visa.

The researchers have produced a project report and a call to action for UK growers, which outline the key benefits for businesses if they implement an effective grievance mechanism and practical guidance on how they can improve their practices. Based on this project, and Lara’s ongoing research activity on workers’ rights, a Knowledge Exchange Hub has been launched to support businesses in navigating this complex and important matter of abuse remediation in the world of work.



 nott.ac/remedy



Encouraging voter engagement

Dr Christopher Pich, Associate Professor in Marketing, is carrying out research into the reasons for the increasing decline in electoral participation. He is working with stakeholders across industries and sectors to develop strategies to strengthen voter engagement both nationally and internationally.

Chris explained: “Voter engagement has been declining across the globe since the beginning of the 1990s and this growing trend raises many concerns among policymakers, researchers and elected officials. Unfortunately, voter disengagement, cynicism and widening disconnection between voters and electoral participation is a trend not restricted to one jurisdiction. If voter disengagement continues to rise, it poses direct threats to the integrity of electoral democracy, the stability and governance of states and empowers disruptive voices, ideologies and messages.”

Research examining voter engagement, disengagement and re-engagement is currently an underdeveloped area of study for researchers, practitioners and policymakers. Chris is addressing this gap, through his work in the Crown Dependency of Jersey. Here he is working with multiple stakeholder groups including organisations from the public, private, academic and third sector, policymakers and most importantly, citizens. He is leading a long-term collaborative research project, which is investigating the effectiveness of outreach programmes in educational institutions ahead of the island’s 2026 general election.

Chris added: “One of the key strategies to strengthen voter engagement is the co-development and co-delivery of targeted outreach programmes in educational institutions. Targeted outreach programmes have the potential to provide voters with impartial support, guidance and education on the electoral process and the importance of civic engagement, voter engagement and citizenship.”

The researchers envisage that their work will result in an island-wide curriculum framework for policy makers, strategists and industry specialists, which will strengthen voter engagement and reaffirm the importance of civic responsibility and citizenship. This project will serve as a pilot that could then be applied to different political systems including national and international contexts to strengthen voter engagement.

In April 2025, Chris invited a symposium of policymakers, politicians, academics, charities and practitioners to the Business School to discuss how marketing concepts and frameworks could strengthen voter engagement. The latest insights on how to strengthen engagement with voters through the lens of political marketing were shared, as well as a toolkit on how to tackle the rise of cynicism and misinformation in politics.



“Our initial research findings reaffirm that targeted political education is a key driver to strengthen voter-democratic engagement. Strengthening voter-democratic engagement is a key societal issue and safeguarding democracy can only be addressed by adopting a proactive, positive, interdisciplinary and multi-sectoral approach.”

Dr Christopher Pich, Associate Professor in Marketing

Driving sustainable change through procurement

Work, Organisation and Management (WOM) at Nottingham University Business School takes a comprehensive approach to sustainability challenges across both public and private sectors, connecting procurement practices with industrial transformation strategies.

The department is home to WEORG – the Work, Employment and Organisation Research Group – which aims to shape a sustainable future by improving people's experience of work and by shaping a better, fairer and more resilient world of work.

Dr Luis Torres-Retamal is an Associate Professor and a member of WEORG. Through his innovative research project embedding circular economy principles into public procurement of net zero solutions, he is exploring how local authorities can transform their procurement policies to promote greater reuse of existing materials, particularly in transport systems.

Luis brings a unique global perspective to his research. Growing up in Chile, he witnessed first-hand the impact of urban growth on natural resources. His expertise spans organisational psychology, environmental law and sustainability, enabling him to address complex challenges at the intersection of business practices and environmental stewardship.

Dr Torres-Retamal's work aims to create practical frameworks that help organisations move beyond mere compliance towards genuine sustainability leadership.

"Local authorities who want to go green with transport should consider whole life carbon," he explained. "For example, I would advocate for full lifecycle emissions assessment when purchasing electric vehicles or specifying materials for transport infrastructure."

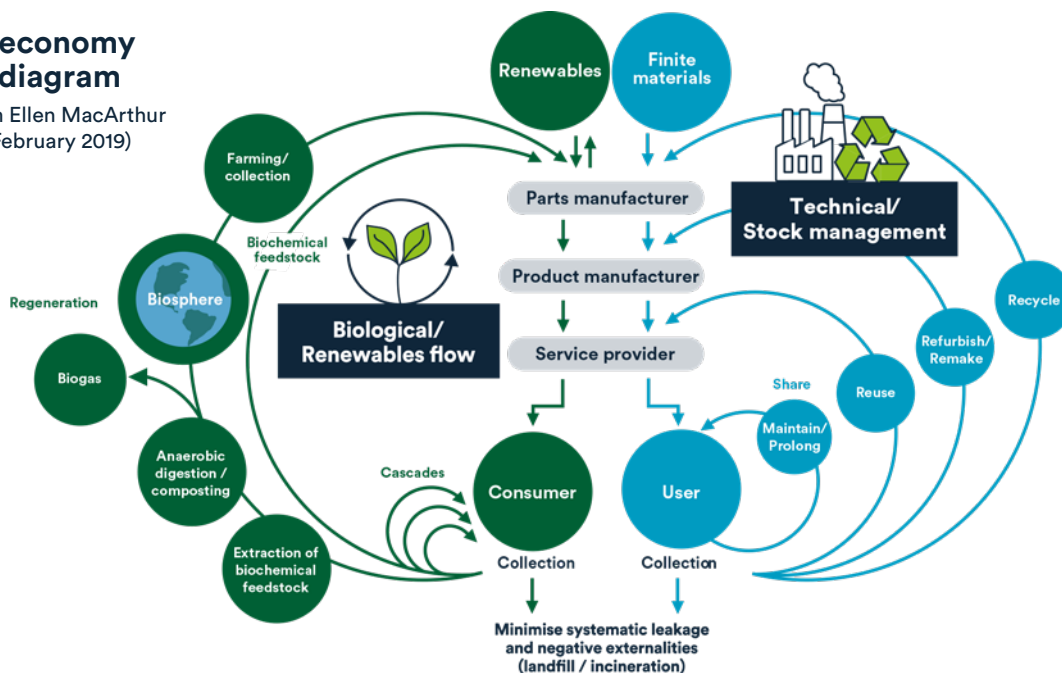
This commitment to sustainability research within the department also extends to a project that examines how traditional foundation industries can adopt circular economy principles. *Circular Business Model Innovation in the UK Cement, Glass and Ceramics Industries* is led by Dr Maria Karafyllia and brings a critical industry perspective to the department's sustainability research portfolio.

The project team has established valuable knowledge exchange partnerships with companies in these sectors. Through a series of collaborative workshops, a select group of executives – with extensive industry expertise – worked alongside the academic team to generate successful circular ideas, advance the formulation of circular strategies and enhance implementation approaches.

"Foundation industries face unique challenges in transitioning toward more sustainable operations," explained Dr Karafyllia. "Our research explores how these sectors can embrace innovative approaches to circularity whilst considering the crucial social dimensions of sustainability through equality, diversity and inclusion principles."

Circular economy systems diagram

Adapted from Ellen MacArthur Foundation (February 2019)



The impact of the energy price crisis on consumers

In April 2022, energy consumers in Great Britain witnessed a 54% increase in the energy price cap, as a result of Russia's invasion of Ukraine earlier that year. This caused an unprecedented increase in wholesale gas prices across Europe.

Research undertaken by Dr Monica Giuliatti at Nottingham University Business School, in collaboration with colleagues from the universities of Cambridge, Sheffield and Warwick, sought to discover whether these price increases had an impact on energy consumption. The team also wanted to assess the impact of the energy crisis on vulnerable consumers.

The reaction of most governments to the significant increases in energy prices in the winter of 2022 was driven by a desire to act swiftly to protect the majority of domestic energy consumers. The main support provided in Great Britain was a one-off payment of £400 available to all households, and an adjustment to the energy price-cap limiting the annual bill to £2,500 for average levels of consumption.

Monica said: "While these interventions provided a considerable level of protection for all energy consumers in Great Britain, we wanted to determine whether it was sufficient to prevent situations of physical and financial hardship among the most vulnerable consumers."

During this period, British consumers significantly reduced their energy consumption. A 6% increase in domestic energy consumption in 2021 was followed by a considerable fall in energy use in 2022, amounting to 15% decrease in energy consumption.

Monica went on to explain: "Our analysis revealed significant reductions in gas and electricity consumption as a result of the steep and unexpected price increases from 2022."

The team also looked at the impact of these price increases on overall energy expenditure. The results showed that consumers spent an extra £332 per year on energy (around £131 on electricity and around £201 on gas). The impact of the energy price crisis on gas expenditure was more substantial than for electricity expenditure, because households consume significantly more kilowatt hours of gas than of electricity over the year.

Monica added: "In order for policymakers and energy companies to deal with the consequences of future



"We recommend that policymakers consider implementing tailored interventions which can be targeted at the most vulnerable in society in the event of persistently high prices or further price increases."

Dr Monica Giuliatti, Professor of Industrial Economics

geopolitical shocks to energy markets, it is essential to understand how unexpected and sustained increases in energy prices are experienced across socio-demographic groups."

For this reason, the group also explored the distributional effects of the energy price crisis by applying the Index of Multiple Deprivation (IMD) which provides a measure of social and economic vulnerability across the country's population. The results showed that electricity and gas consumption fell most significantly for those households who live in the areas with the greatest degree of multiple deprivation.

Monica concluded: "We recommend that policymakers consider implementing tailored interventions which can be targeted at the most vulnerable in society in the event of persistently high prices or further price increases. Such targeted interventions could also be introduced in order to shelter the most deprived households from the costs of transitioning to a low carbon economy."

Employability

Q&A Session



Digital Centre of Excellence

Students at Nottingham University Business School have the opportunity to enhance their digital skills alongside their programme of study, through our partnerships with business software providers, Microsoft and SAP.

A new partnership with EX3 (formerly Veritas Prime LLP) was established in 2024, and provides our students with core HR (recruitment and on-boarding) skills. EX3 specialise in the implementation of SAP SuccessFactors, working with organisations to streamline HR processes, improve employee experiences and drive strategic workforce management.

Through this collaboration, students are equipped with both the theoretical HR knowledge, and the hands on, practical experience of software systems, required to excel in any HR environment and particularly with companies that use SAP SuccessFactors.

Professor Andy Callaghan, Director of the Digital Centre of Excellence, said: “This partnership enhances our students’ experience, enabling them to combine the functional learning gained from their Human Resource Management degree with the practical knowledge of the enterprise application they are likely to use in the work environment.

“It increases our students’ employability and it opens the door to job opportunities with EX3 and within a wider SAP sector that has a significant early talent shortage.”

Dan Greer, Managing Partner at EX3, commented: “We are excited to see this programme nurture the talent that will drive HR digital transformation in the years to come. By blending technical skills with a deep understanding of HR business functions, students will be well-equipped to solve the challenges that today’s organisations face. This kind of innovative talent development is essential to maintaining a competitive advantage in the global market.”

In March 2025 we hosted an EX3 team on campus – they delivered an engaging “Day in the life of a SuccessFactors consultant” session, and shared insights on career paths, company culture and growth opportunities. This was followed up with an introduction to graduate roles within the company, and an outline of exclusive benefits for students.

Professor Andrew Callaghan concluded: “At Nottingham University Business School, we actively shape students’ skills so they are aligned to industry needs – making our graduates easier to hire. EX3 brought a team of five staff, ranging from recruitment personnel to SAP SuccessFactors consultants, onto campus – students had an incredible opportunity to network, gain career insights and take their first steps toward a future in HR Tech.”



Undergraduate placement year

Most undergraduate students at Nottingham University Business School have the opportunity to complete a placement year between their second and third years of study, gaining valuable industry experience before graduating.

Over the past six years, we have supported more than 350 students in placements across the UK and internationally, working with some of the world's largest organisations.


A placement year helps students to:


- apply their learning in real-world settings
- build professional networks and industry contacts
- explore different sectors to shape future career goals
- enhance employability and strengthen their CV

Dedicated support

Our dedicated undergraduate placements team supports both students and employers to provide an outstanding placement experience. Support includes:

 <p>First year</p> <p>Employability and skills-based workshops, alumni and employer talks, and volunteering opportunities.</p>	 <p>Second year</p> <p>CV and application support, interview preparation and access to placement roles.</p>	 <p>Placement year</p> <p>Paid employment, regular check-ins from our placements team and access to bursaries.</p>	 <p>Final year</p> <p>Returns event with Placement Year Awards, mentoring opportunities and support from our Careers and Employability Service.</p>
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3rd

The University of Nottingham ranks 3rd in the UK for top employers.

High Fliers Graduate Report 2024.



7th

And 7th for work experience.

RateMyPlacement – Best Universities for work experience 2025-26.

Hear from our students



Matthew Thompson

BSc Management with placement year 2023-24

Matthew Thompson spent his placement year as a Business Associate in the Strategy and Operations Team for SAP Concur.

During his time with SAP he contributed to organisational change initiatives, supported the rollout of a new project management tool, and evaluated recruitment processes. Matthew also completed professional training, including Sandler Sales, and took part in SAP's mentoring scheme, which improved his communication, presentation and leadership skills.

He received regular support and guidance from the Business School's Placements Team which he found invaluable.

“Knowing I had a supportive team to turn to for advice made the experience even more rewarding

Their guidance helped me stay on track and make the most of my placement year.

“A placement allows you to apply what you've learned in a real business environment, build your network and gain valuable insights into your chosen industry. I would highly recommend it to any student considering it.”



Kirsten Lartey

BSc Industrial Economics with placement year 2023-24

Kirsten Lartey completed her placement at PA Consulting as an industrial placement analyst where she supported client projects and contributed to their Women in Finance initiative. Her role involved conducting research, organising events and promoting gender inclusion in the financial sector.

While on placement she gained a Leading SAFe (Scaled Agile Framework) qualification and took part in public speaking coaching, which improved her confidence and communication skills. With guidance from a company mentor and ongoing support from the Business School's Placements Team, Kirsten developed her consulting skills and overcame key professional challenges.

“A placement year helps you build confidence, adaptability and problem-solving skills.

It allows you to apply what you've learned at university to real business challenges, making you more prepared for the workplace.

“Placements also provide valuable networking opportunities, helping students connect with industry professionals and gain practical experience that sets them apart in their careers.”



Professors of Practice

Our Professors of Practice bring a wealth of experience to the Business School and represent a wide range of sectors, offering fresh perspectives to our teaching and research. They are involved in lectures, mentoring students, assisting research through the development of knowledge transfer partnerships and academic consultancy. They lend their considerable experience to our external engagement activities and support our careers team in developing and delivering personal professional development activities.



Professor of Practice Colin Strong shares his thoughts about his role

My role is to support an exchange between business leaders, policy makers, academics and students. I do this one day a week. The rest of the time I lead behavioural science at market research firm, Ipsos.

The Professor of Practice role feels more relevant than ever. Growth is stalling, innovation is struggling under the weight of AI, geopolitics and climate pressure, and diversity, equality and inclusion efforts are being questioned in a fast-changing political climate. The routines and habits that once guided decision-making no longer fit the moment.

That's why the ability to step back, to reframe problems, is becoming core to how people in business need to operate. Where once 'theory' sat in a corner, it's now being pulled into the centre as a tool for sense-making.

Of course, theory collides with context. It must be adjusted, tested, reworked. That's what practitioners do, and they don't just apply ideas but shape them.

This is the spirit we've tried to bring into the Business Project*. We work with live challenges from clients, not hypothetical cases. Students work as teams to think, respond, and create something that our clients can pick up and use.

This means it is not about having all the answers but about building the confidence, and the tools, to ask better questions. That's what this role makes possible and why I think it matters.

*You can read more about the Business Project on page 8.

Entrepreneurs in Residence

Based at the Business School, the Haydn Green Institute for Innovation and Entrepreneurship has recruited a wide network of Entrepreneurs in Residence (EIRs). These volunteers bring a range of expertise to support student and alumni start-up businesses. The EIRs mentor Ingenuity Lab members, deliver business training seminars and aid academics in their research.

Here, a lab member and an EIR tell us what this experience means to them: "I have been an EIR for over six years," said Tim Elliot. "I've delivered roundtables covering aspects of brand strategy to storytelling and sustainability. I've judged business competitions and offered one to one mentoring to lab members. I love being a very small part of the team – it's such a great place to start in the business world. As someone with an external perspective, I've come to see that university environments – especially ones like the lab, are designed for two of the most important skills in life – how to think well and how to network."

"When I first started out, I didn't know anyone in the entrepreneurship space. The EIRs helped me shape my initial ideas and guided me through turning them into a solid business plan. Regularly meeting with my mentor gave me the structure I needed to articulate my decisions more clearly and explore solutions I hadn't previously considered. She has been a constant source of support, especially during moments of doubt, always encouraging me to move forward instead of getting stuck in fear."

Dr Inchirah Adala, Founder of Plurabio, PhD in Regenerative Medicine

"I bring more than 30 years of experience in business as a management consultant, and most recently Head of Leadership Development at IBM Consulting in Europe. At Nottingham, I lead the skills development side of the MBA. I design and deliver classes on key business skills, such as negotiation, coaching and presentations. I mentor students on various real-life consultancy challenge competitions, and I am developing an MSc in Business Consulting. As an EIR, I mentor business startups at the Ingenuity Lab. I love helping people succeed in their business ventures."

Keith Burgess (pictured top left), both an EIR and a Professor of Practice

Careers – your limitless future

Supporting our students career development

Our careers and professional development support is designed to help our students succeed in a global environment and achieve their career aspirations. Our exceptional teams of careers consultants and professional development staff guide and support them in:

- evaluating skills, interests and motivations
- maximising opportunities to gain experience, develop skills and build connections
- navigating next steps, whether that is gaining work, changing careers, starting a business or further study

Our connections with the global business sector are extensive and mean that our students are able to engage with some of the world's largest companies and successful SMEs while studying with us.

We have tailored programmes of support for undergraduates, Master's and MBA students.

Undergraduates

Our tailored programme of support helps students apply what they are learning at each stage of their degree to the world of work.

Employability modules enable students to identify and develop the skills and competencies they need to succeed on their degree course as well as to understand the core skills valued by potential employers. Undergraduates also have the opportunity to undertake a Placement Year – read more about this on pages 24-25.

Master's and MBA students

Our specialist postgraduate careers team is on hand to support our Master's and MBA students with their career progression. The team offers one to one support as well as in-curriculum career development sessions, access to workshops, employer events and alumni insights.



“We are a highly qualified team of careers experts working with students and graduates from pre-arrival stage through to graduation and beyond. We have experience of supporting students from all over the world and at different stages of their career.

“We’re always keen to hear from alumni and employers who would like to connect with our students through our careers guest lectures, workshops and networking events.”

Julie Blant, Head of Business School Postgraduate Careers



nott.ac/businesscareers



1st

University of Nottingham is first for graduates entering highly skilled jobs.

HESA Graduate Outcomes, classification of full-time, UK graduates entering work in the UK from 2018/19 to 21/22, published 2024.

3rd

University of Nottingham is third in the UK for top employers High Fliers Graduate Report 2024.

Top 10

Careers services ranked among the top 10 in the UK.

QS International Trade ranking 2025 and FT Master's in Finance 2025.



Lord Dearing Award

The team are also recipients of a **Lord Dearing Award for Teaching and Learning (2022)** for their outstanding contribution to the enhancement of the student experience.

Entrepreneurship



Ingenuity Impact

Ingenuity Impact is a national innovation and entrepreneurship programme that directly addresses the UK's major social, health and environmental challenges through the creation of impactful start-ups. It focuses on three key challenges: building stronger communities, improving health and tackling climate change.

Entrepreneurs gain practical experience in launching a new venture and develop essential skills in business planning, pitching and innovation. The programme encourages participants to think critically about pressing societal issues and empowers them to create viable solutions. Additionally, networking opportunities with industry professionals and fellow innovators can lead to future collaborations.

Since 2016, it has supported the creation of over 450 new businesses and provided over £1.15 million worth of funding to new start-ups. Ingenuity Impact is inclusive, diverse and accessible to all and supports students, alumni and community members to turn their ideas for change into exciting new ventures.

Ingenuity Impact takes place over three phases:

1. **Idea development** – participants are supported to shape and strengthen their business ideas and define their area of focus.
2. **Business plan building** – with guidance to establish the foundations of their start-up.
3. **Competition** – the opportunity to pitch for significant prize funding.

Prize funding is reserved exclusively for University of Nottingham students, staff and alumni. This funding is awarded through our University of Nottingham Champion competition, where eligible participants pitch their ideas during a dedicated competition day.

Dr Henry James, a University of Nottingham Medical graduate, won the University of Nottingham Champion award for Medscribe in 2024. His winning business idea was an AI Clinic Letter Writing Tool, designed to automate the time-consuming process of writing clinic letters, freeing up doctors to focus more on direct patient care. Medscribe has gone on to win further funding and now has pilots in place across multiple NHS trusts.

Henry said: “Ingenuity Impact has been invaluable in getting Medscribe off the ground. The combination of expert mentoring, comprehensive educational resources, and the opportunity to win prize funding has been instrumental.”

Ingenuity Lab

The Ingenuity Lab is dedicated to nurturing the entrepreneurial spirit of University of Nottingham students and alumni. The Lab's focus on growth ensures that entrepreneurs receive the guidance they need, whether they are still refining their idea, or are practising their pitch to secure investment.

Lab members gain access to co-working spaces and expert mentorship, alongside opportunities for valuable networking. Its calendar of events includes Pitch to Win competitions, roundtables with industry experts, and monthly surgeries where members can access valuable one-to-one business guidance.

Recently, one of the Lab members, Sofia Winters, clinched the top spot at the Pitch to Win competition with PlaySquad, an innovative volleyball venture aimed at transforming how adults engage with the sport. Frustrated by overcrowded clubs, long waiting lists and a lack of structured training, Sofia developed PlaySquad as a welcoming, coach-led platform where players of all skill levels can improve, play and connect in a supportive environment.



The Ingenuity Lab
Unlock your business potential



Your Entrepreneurs Scheme

Your Entrepreneurs Scheme (YES) is a pioneering global competition designed to help Master's students, PhD candidates, postdoctoral researchers, research fellows and technicians explore how their ideas can be commercialised.

Running annually for the past thirty years, YES has engaged over 6,500 participants. The programme offers the opportunity to build the skills and knowledge to transform innovative ideas into viable business ventures.

Working in small teams, participants are challenged to develop a hypothetical business. They prepare a business plan and pitch it in a competitive setting, gaining hands-on experience of the commercialisation journey – from idea to investment-readiness. In doing so, they enhance their project management, communication and problem-solving skills, while developing finance and marketing capabilities essential for business success.



A unique feature of YES is its regional pitching events – hosted at industry sites such as GSK, Syngenta and Mondelez – that provide valuable exposure to industrial environments and a better understanding of how innovation operates in commercial contexts. The final event, usually held at the Royal Society in London, sees finalists presenting their business ideas to a panel of investors, entrepreneurs and senior stakeholders from academia and industry.

A recent example of success through YES is Pipeline Organics, a team that developed next-generation biofuel cell technology. They have gone on to secure funding from Innovate UK and partnerships with major corporations, including Coca-Cola.

YES is a launchpad for the next generation of research-driven innovators.



Witty Entrepreneurial Scholarship

The Witty Entrepreneurial Scholarship provides financial support for undergraduate students from disadvantaged backgrounds to explore entrepreneurship, create a distinctive career path, support social enterprises, and work on their business ideas.

The scholarship is a generous gift from Sir Andrew Witty, former Chancellor of the University of Nottingham, and his family. Sir Andrew graduated from the University of Nottingham in 1985 with a joint Honours BA in Economics and was the CEO of GlaxoSmithKline from 2008 – 2017.

The University of Nottingham is the first in the UK to offer undergraduates a fully funded enterprise placement year through the scholarship. Monet Davis was one of the first students to benefit from this, winning the 20/20 Levels pitching contest in April 2025 for her business idea FaceFlavour. She won £2,500 prize and will be using the funds to develop her catering offer and expand her audience.



School overview



Photo: University of
Nottingham Malaysia



Photo: University of
Nottingham Ningbo China



Photo: University of
Nottingham UK

At Nottingham University Business School, our unique tri-campus offering provides students with a truly immersive global education that transforms aspiring business leaders into visionaries and changemakers of the future. On this page we explore just some of the activities shared across our campuses in the past year.

Tri-campus Conference builds global collaboration

The Tri-campus Conference is an annual event which provides a platform for research and knowledge exchange across our global business school.

Over 240 academics colleagues, Early Career Researchers (ECRs) and doctoral students come together to present their latest research and discuss feedback to advance their ideas.

This year, the event covered a wide range of disciplines including financial technology, sustainable development, digitalisation, accounting, financial markets, employment and organisations. Participants engaged in paper presentations and discussions in groups, shared ongoing research and explored the possibilities of collaboration with other researchers.

Professor Kok Wei Khong, Dean of Nottingham University Business School China, said: “The Tri-campus Conference is an important platform for facilitating research cooperation and communication between the three campuses, providing scholars from different backgrounds with a space for discussion and contemplation.”

Professor David Park, Dean of Nottingham University Business School UK, said: “Through the close cooperation between the three campuses, scholars and students have been able to share a unique international experience in three key economic regions. This Tri-campus Conference fully reflects the University of Nottingham’s significant advantage as a global institution in providing international education.”



Global design competition

In June last year, students from across our campuses, took part in a global design competition held at the University of Nottingham Ningbo China (UNNC).

The smart Global Store Sustainable Operation Design Competition was an interactive event encouraging participants to propose innovative design concepts and sustainable operational solutions for the future. Sponsored by smart Automobile and involving both the university and industry partners, the competition provided a platform for students to collaborate across programmes and countries.

UNNC’s team, led by Tianyu Chen, won the first prize and the It’s Smart award. Their *Meal delivery by small carts* project featured coffee cups made from coffee grounds and chairs made from recycled waste wheels. It integrated both business and environmental protection concepts and offered corresponding AR games to enrich the user experience.

Focus on alumni success



For many international students, food is not just about nutrition, but a connection to home.

When Business School alumnus Kelu Liu (Management and Computer Science, 2016) arrived in Nottingham, he struggled to find authentic Chinese food. While the city had its share of Asian restaurants, many of the best options weren't on mainstream delivery platforms.

That gap in the market sparked an idea that would become HungryPanda, the food delivery platform dedicated to serving overseas Chinese communities. Now, almost ten years on, HungryPanda has over six million users worldwide, employs over 1,000 people, and has raised \$275m in capital investment.

Kelu's first step was bolstered by the university's entrepreneurial ecosystem, particularly the Ingenuity Lab, which provided crucial early support. The venture received early validation when it won the Vice Chancellor's Entrepreneurial Potential Prize at Ingenuity17, giving Kelu and his team a much-needed early boost.

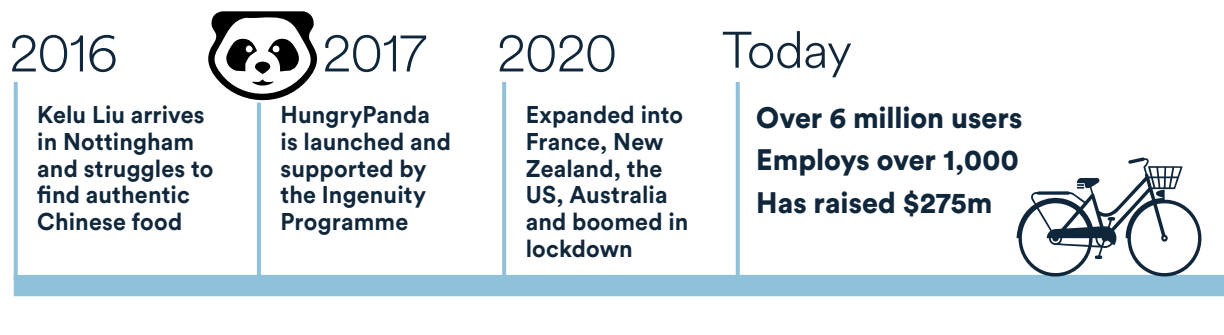
"I am very grateful for Nottingham's supportive environment, which gave me the confidence to

take this first step. The Vice-Chancellor's prize was a huge encouragement for me at the early stage of my business, and I will always appreciate the support from the university," Kelu said.

Within three years, the company had expanded into France, New Zealand, the US and Australia. In February 2020, HungryPanda raised \$20m from investors. But the events of March that year led to the biggest growth for the app – the Covid-19 pandemic saw demand for food delivery services surge, and HungryPanda was well placed to provide home comforts to millions during lockdown, which helped the company grow rapidly.

The platform now serves as a vital link between Asian restaurants and overseas communities, helping traditional establishments navigate the digital economy while offering customers a taste of home. Kelu's aim is to be the go-to platform for overseas Chinese communities worldwide.

He said: "I love what I do, and I find great fulfilment in seeing our platform help customers, delivery riders and restaurant partners. Seeing HungryPanda grow, expanding our team and launching new services gives me motivation every day."



Accreditations and rankings

Triple crown accredited

The Business School is among an elite group of global business schools to hold 'triple crown' accreditation from the three most influential accrediting organisations: AACSB, AMBA and EQUIS.

The school was one of the first to become a UN PRME (Principles for Responsible Management Education) Champion.

We are accredited by the Small Business Charter for our role in supporting UK enterprise.

Course rankings

We offer a world-class education with many of our courses recognised by global rankings:

- **Full-time MBA** – 18th globally in the Corporate Knights 'Better World' MBA ranking 2024
- **MSc International Business** – 16th globally in the QS International Trade ranking 2025
- **MSc Supply Chain Management** – 48th globally in the QS Business Master's rankings 2025
- **MSc Finance and Investment** – 63rd globally in the FT Master's in Finance 2025 (pre-experience) ranking
- **MSc Business Analytics, MSc Finance and Investment, MSc Management, MSc Marketing** all rank in the top 100 in the QS Business Master's rankings 2025

Professionally recognised courses

Our strong links with industry and professional bodies allow you to develop industry relevant skills and fast track career options:

- **BSc Accountancy Flying Start programme** is one of only five in the UK to fast-track a career in chartered accountancy, offering paid work placements and sponsored by PwC and overseen by ICAEW.
- **MSc Banking and Finance** holds Chartered Banker Institute Centre of Excellence accreditation – the gold standard for banking professionals.
- **BSc Management and MSc Marketing** hold dual award status from the Chartered Institute of Marketing, offering students a route to the CIM Professional Diploma in Marketing scheme.
- Chartered Institute of Management Accountants (**CIMA**) helps students gain workplace experience and certain exemptions from CIMA exams.
- Chartered Institute of Public Finance and Accountancy (**CIPFA**) accredits our BSc Finance, Accounting and Management.
- Chartered Insurance Institute (**CII**) accredits MSc Risk Management, BSc Finance, Accounting and Management, BSc Industrial Economics, BSc Industrial Economics with Insurance.
- Our MSc Human Resource Management and Organisation (**CIPD**) is fully accredited by the Chartered Institute of Personnel and Development, giving exemption from their level 7 Advanced Diploma.
- **CMI – MSc Management** is accredited by the Chartered Management Institute.



Working with partners

At Nottingham University Business School, we embed collaboration and external engagement into the way we approach our work, incorporating this into all our activities, including teaching, research and knowledge exchange.

Our external engagement provides a bridge between the Business School's teaching and research community and the people living and working locally, nationally and globally.

Through our collaborations our students, researchers, staff and partners, can take part in activities that:

- enrich our students' learning experiences
- improve the quality of research and its impact
- fulfil our university's responsibilities to society as a civic university

We collaborate with our partners in a number of ways:



For economic benefit

We work closely with public and private sector organisations, collaborating on research and development and business innovation. We address current skill shortages in the workforce and the need for appropriately trained graduates.



For the benefit of society

We work in partnership with local government, the NHS, voluntary and community organisations, the social enterprise sector and our local community.



Local to global

We use our global reach to improve the international connectivity of our region.



Engaging to benefit culture

Our expertise in creative arts practice, culture and heritage contributes to the vibrancy and cultural richness of our region.



Engaging with policy and practice

Our academic and professional staff have the skills to address policy challenges facing governments at a local, national and international level.



Engagement for accessibility, inclusion and participation

We work to improve the social mobility of people from underrepresented and disadvantaged backgrounds.



Engage with us

Our external engagement activities are wide ranging – we work closely with organisations, voluntary groups and the creative sector. We influence policy, both locally and nationally, and our student placements are across sectors, and across regions, countries and nations.

In line with our institutional aspirational values, our engagement activities are:

- embedded in and representative of our research and education excellence
- creative and innovative in working for the public good
- provide ideas and solutions that will have economic and social impact

Ways to get involved

We're always interested in opportunities to work with new partners. Here are just some of the ways in which you or your organisation could get involved with us:

- **host a placement student**
- **pose a company based challenge**
- **offer a topic for a management project or dissertation**
- **give a guest lecture**
- **become a business mentor**
- **join our Entrepreneurs in Residence network**

If you would like to have a strategic conversation about how you and your organisation can get involved with Nottingham University Business School contact:

Professor Andrew Bacon OBE, Associate Dean for External Engagement
Email: andrew.bacon@nottingham.ac.uk



nottingham.ac.uk/business



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Business School

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