

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Tuesday, 6 June 2023 at 13:00 CEST** in room **P-119**
at the **School of Economics and Business, University of Ljubljana** and via **Zoom** platform

Prof. dr. Krsto Pandža
University of Leeds

will give a talk

Impact of Business and Management Studies on Practice and Policy: Institutional Requirements and Strategic Responses

The disciplines of Business and Management have for long experienced intense debate on how to balance academic rigour and practical relevance. More recently some Governments incorporated explicit measures of impact the academic research creates for non-academic beneficiaries into their periodic reviews of research quality. The UK Government introduced Impact Cases as a unit of assessment that requires from Business Schools to showcase demonstrable effects or change which benefit the economy, society, culture, public policy or services, the environment or quality of life, beyond academia. These institutional pressures triggered strategic responses by Business Schools. The investments into developing organizational capabilities for impact are inevitably accompanied with strategic conversations about importance of academic publications, promotion criteria, collaborative research, and overall research culture. This presentation will build on the experience of Leeds University Business School in adapting to changes its institutional context that requires greater emphasis on the relevance of academic research. The adaption requires building dedicated capabilities to identify the research areas with high potential impact and effectively span the boundaries between academic and non-academic partners. Moreover, a careful cultural change is required to support impact work at a Business School.

Krsto Pandza is Professor of Strategy and Innovation at the Leeds University Business School. His research interests lie at the intersection of strategy, technology innovation and organization theory. Navigating these different fields of management studies enables him to investigate organizational responses to discontinuous technological changes and the role of managerial agency in shaping corporate innovation capabilities. He is increasingly interested in the interplay of corporate innovation, digital technologies and regulation. Krsto has won two major EU-funded projects focused on strategic management of technology innovation, which enabled him to collaborate closely with companies such as Ericsson, Intel, GSK, IBM and Bayer. The collaborative research with Ericsson led to the development of a REF impact case. Krsto is Director for Research Impact at LUBS with strategic responsibility to build the school capacity to engage with non-academic partners.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1552>
by Monday, 5 June 2023.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!