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EFMD & EURAM **Research Leadership Programme** CYCLE 7



EFMD & EURAM Research Leadership Programme

Cycle 7, Brussels Belgium

Business schools are undergoing tremendous change in a highly competitive environment. **Strong research** contributes to brand recognition, enhances schools' capacity to attract high level faculty and students, offers cutting-edge study programmes and engage with discerning client organisations. **Research excellence** is highly influential in national higher education policy with ongoing demands for accountability (for publicly funded institutions); research is assessed, ranked and accredited in national and international contexts.

Where does your business school stand with its research strategy?

What is the role of your School' research director in supporting your strategy? How can this role be made more effective?

Programme Aims

The EFMD-EURAM Research Leadership programme is a management programme, to develop the leadership potential of research directors, that:

- alerts directors to new trends at national and international levels that impact on business schools;
- supports directors in formulating and implementing research strategy, addressing the right questions, engaging with global partners internationally.
- informs participants of the numerous opportunities for the development of research under the EU research policy and research programme (European Research Council, the Horizon 2020 programme, the opportunities under the Marie Curie programme).

Themes

Module 1: The Context of Management Research

- contrasting types of Schools and research policies
- creativity and innovation in different research contexts
- designing effective strategies to match different context
- discovering the EU research agenda; including a visit to the EU Commission to meet funding bodies

Module 2: The Content and Process of Management Research

- designing the complete research package content
- managing strategies with regards to rankings and ratings
- discovering benchmarks
- examining the research strategies of competitors
- operationalising the doctoral research programme
- questioning the editors of academic journals
- managing academic under performance
- identifying responsible research
- investing in professionalism and integrity

Format

The programme takes place during **two three-day modules** over a period of **3 months**.

The modules will take place on: **2-5 October 2017 and 5-7 December 2017**.

They include plenary sessions and interactive workshops during which participants have the opportunity to share experiences and good practices with their peers.

A major feature of the programme is the structured group work for participants to work on the design of a new research strategy for a case institution. Participants also get the opportunity to visit a school and have conversation with their leaders on research policy.

"The Research Leadership Programme was a great opportunity to gain a better understanding of how to develop and implement a research strategy in a business school context. The chance to network and share ideas with colleagues facing similar challenges was rich and very useful and something that has helped us at Grenoble Ecole de Management refine the coherence of our strategy for research and that for the school overall."

Mark Smith, Grenoble Ecole de Management

"The Research Leadership programme offered a great opportunity to share insights and perspectives with colleagues from across Europe. I was struck by the diversity of contexts in which we operate but also the similarity of challenges we face in our roles as research directors. The programme was greatly enriched by stimulating inputs from prominent figures in the European management research community."

Alistair Bruce, Nottingham University Business School

For more information:

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