

→ MANAGEMENT RESEARCH

*Cranfield*  
UNIVERSITY  
School of Management

# Research

HOW TO GET  
INVOLVED

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Cranfield International Executive Doctorate (DBA)  
Cranfield PhD  
Research Clubs

Transforming  
knowledge  
into action

## SOME OF OUR RESEARCH COLLABORATORS

We are proud to work with a wide variety of organisations across different industries and sectors.



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# 60%

*"The Research Excellence Framework 2014 (REF) has assessed that in the Business and Management unit of assessment (UoA), 60% of Cranfield University's research is world leading or internationally excellent, compared to the 38% UoA average."*

Source: Research Excellence Framework 2014



## WELCOME

At Cranfield we pride ourselves on rigorous, relevant research that delivers real benefits to:

- Business
- Government
- Wider society

Published in world-leading, internationally excellent, peer reviewed journals such as Harvard Business Review, our research is transformational in nature and 6 different pathways lead to this goal of impact: (1) Projects, (2) Research Clubs, (3) Knowledge Transfer Programme, (4) Benchmarking, (5) DBA, (6) Executive education. These pathways are interdependent and mutually reinforcing.

We are known for the significance and reach of our work in both the public (e.g. Flexible working and Female FTSE) and private sectors (e.g. Key Account Management, Waste in Supply Chains and Reverse Logistics).

On the following pages you will find overviews of three of our most asked-after research activities – the International Executive Doctorate (DBA), the Cranfield PhD in Management, and our Research Clubs. We hope this brochure serves as a helpful introduction to Research at Cranfield School of Management. Further information for any of the activities mentioned is available upon request and we look forward to hearing from you.

**David Denyer**

Director of Research



## DOCTORAL PROGRAMMES

Our two doctoral programmes both offer exceptional training in research methodology and personal development, but are delivered through different formats with different deliverables, designed to suit different career trajectories:

- Researching Professional (DBA)
- Professional Researcher (PhD)



**DBA**



**PhD**

## POSTGRADUATE RESEARCH EXPERIENCE SURVEY

**2015** 86.7% said the course met or exceeded their expectations compared with the national average of 81.8%

**86.7%**

**Cranfield**  
UNIVERSITY  
School of Management

**81.8%**

National Average



# International Executive Doctorate (DBA)

## RESEARCHING PROFESSIONAL

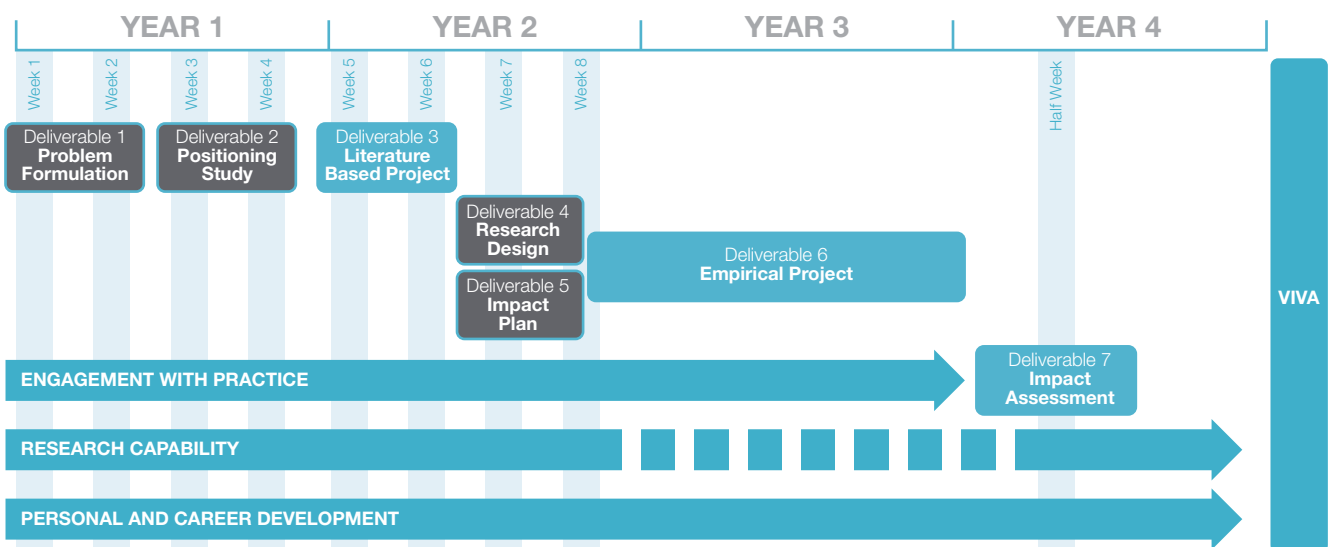
Our AMBA-accredited International Executive Doctorate (DBA) is a high quality, doctoral level, research degree which has real impact in organisations and on wider policy and practice. It is undertaken by those who are focused on practice-based careers and the delivery of the programme has been structured to suit the needs of busy, senior executives.

**“The DBA programme is clearly aligned with the mission of the School and identifies with the key strengths and distinctiveness of the institution, particularly with regards to engagement with business.”**

AMBA Accreditation report, Dec 2010.

The programme design ensures that the research undertaken is impactful and influential. DBA Researchers can expect to acquire new mind sets and approaches to producing evidence as well as gain a greater understanding of that which counts as management knowledge.

We equip the programme with exceptional levels of support to facilitate your timely progress towards each key milestone over the 4 years.



*“The Executive Doctorate was tremendously helpful for my career – I started off the programme as a functional manager and went through five different promotions, from Country Principal Consulting in Spain; VP Consulting Mid Size Region in EMEA; through to General Manager Spain and President, South Europe & Middle East. I link my career progression directly to this programme as it provided rigour, discipline, content and a new way of thinking and reasoning that allowed me to have the confidence to challenge the loud voice in the room.”*

**Dr Gabriel Morelli**

Head of Commercial Strategy, Anti-Infectives, Sandoz (a Novartis company)  
Cranfield International Executive Doctorate (DBA) Alumnus.

# The Cranfield PhD



## PROFESSIONAL RESEARCHER

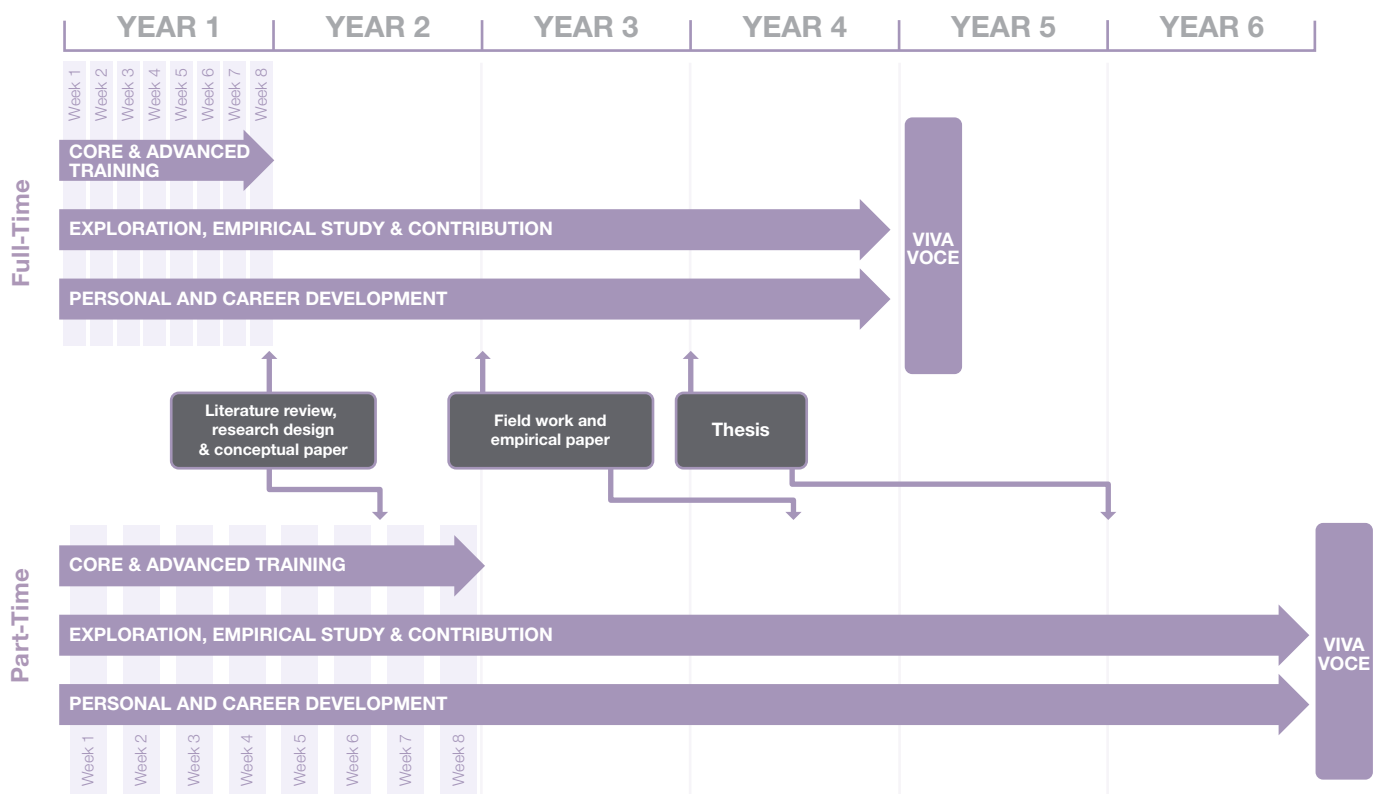
The Cranfield PhD in Management has an international reputation for quality and academic excellence. With a unique approach and unparalleled links with business and commerce, we have earned ourselves a reputation for applying theory to real business issues. Our PhD will help you to shape the management knowledge of the future as well as make significant strides in your career.

A strong emphasis on both Research Capability and Personal Development ensures our PhD Researchers are ahead of the game when it comes to contribution and attendance at

academic conferences. Academic publishing is also integral to the programme design, ensuring that PhD Researchers develop and fulfil their publishing potential.

As vital members of our academic community and research culture, PhD Researchers are actively encouraged to participate in relevant community, school and university led activities.

The Cranfield PhD programme is offered both as a full-time option over 4 years and a part-time over 6 years.



*"I chose Cranfield because of its twin foci on research rigour and relevance to practice. Also, for the excellent opportunities that exist for collaboration with faculty. Not least, it gave me the ability to balance my studies with the rest of my life – at that time I was running in the ultra-distance team for England. For me, the value of the Cranfield experience lay in its holistic approach to management education, the opportunities for international collaborations, and the lifelong friendships I made with faculty and students."*

**Dr Siri Terjesen**

PhD Alumna


Assistant Professor, Kelley School of Business, Indiana University, USA; also Visiting Research Fellow Lund University, Sweden.

# Doctoral Researchers & Alumni Worldwide


**Dr Yngve Mikkelsen**  
 Head of Medical Affairs at Biotech Industry (Oslo, Norway)




**Dr Paul Davis**  
 Vice President, Specialised Services (EMEA) Hitachi Consulting (Northampton, UK)



**Dr Christine Bailey**  
 Director, Marketing EMEA & Russia at Cisco Systems (Shepperton, Surrey, UK)




**Dr Alice Maynard**  
 Non Executive Director and Business Adviser (Milton Keynes, UK)




**Dr Gabriela Alvarez**  
 Director, Founding Partner at Latitude (Geneva, Switzerland)



**Dr Gabriel Morelli**  
 Head of Commercial Strategy, Anti-Infectives, Sandoz (a Novartis company) (Munich, Germany)





**Dr Siri Terjesen**  
 Assistant Professor, Kelley School of Business (Bloomington, Indiana, US)



**Prof Jan Rosier**  
 Full Professor and Elan Chair of the Business of Biotechnology at University College Dublin (Dublin, Ireland)




**Dr Andreas Birnik**  
 Founder, CreoPop, CarbonStory (Singapore)




**Dr Maria Andrea De Villa**  
 Associate Professor of Strategy in EAFIT University (Colombia)



**Dr Thoranna Jonsdottir**  
 Dean of the School of Business at Reykjavik University (Iceland)



**Prof Alesia Slocum**  
 Professor of Management and Marketing at St Louis University, Madrid (Madrid, Spain)







# Research Clubs

Research Clubs are central to our ability to create relevant research as they enable you and your organisation to help shape our research agenda and thereby ensure that we are developing relevant research that delivers real benefits.

The results of our work are then fed back directly to club members via a series of presentations, innovative business tools, techniques and best practice advice. Members can be invited to participate in additional case studies, workshops and focus groups as part of this research process.

Real business issues rarely confine themselves to the boundaries of academic discipline. For this reason, we offer a variety of clubs, each focussing on a different function or theme within business:

<b>Agile Supply Chain Research Club</b>	Supply chain and logistics directors and senior supply chain professionals
<b>Business Performance Roundtable</b>	Managers of performance measurement and management initiatives and heads of finance, planning & control departments
<b>Public sector Performance Roundtable</b>	Executives, directors and managers from public sector organisations
<b>Cranfield Customer Management Forum</b>	Marketing directors and senior managers in marketing, sales and customer services
<b>Food@Cranfield Research Network</b>	This research focus spans the entire value chain: Farm inputs; Farming; Manufacturing; Distribution; Retail; Consumer; Waste Management
<b>Government Affairs Research Club</b>	Practising government relations/affairs, corporate affairs, regulatory affairs, corporate communications, strategy directors who are directing and implementing their organisation's government affairs strategies. CEOs and Chairmen who are leading their organisation's government affairs strategies. General Counsel and other corporate legal officers with an interest in government affairs.
<b>Global Manufacturing Roundtable</b>	General managers, managing directors and senior management in manufacturing organisations
<b>Key Account Management Best Practice Club</b>	Practising key account managers, new business managers, and commercial managers. Sales directors, commercial directors, managing directors with an interest in sales

As well as contribution to research outputs and regular access to network events, new thinking and best practice, corporate membership provides access to our dynamic and global Alumni network and preferential programme rates for managers within your organisation.

**Currently 59 organisations are engaged with our research via membership to our clubs. (January 2015)**



*"For my organisation, membership acts as a pass to education and networking. Within my own work, it has helped guide and benchmark my key account management plans."*

**Richard Vincent**  
Business Operations Manager  
Storage Platforms OEM, HP

## Membership eligibility for research clubs

Our clubs operate on a non-competitive basis – applications will not knowingly be accepted from competitors of any existing members without their express permission. Our clubs do not accept applications from consultants or individuals.

**Doctoral Research Programmes Office**

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