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# **Brighton Business School commended by CIM**

The University of Brighton’s Business School has been commended for the “excellent performance” of its students in the assessment session during the lockdown month of April.

The Chartered Institute of Marketing said: “2203 Digital Strategy The Awarding Body at The Chartered Institute of Marketing (CIM) has commended University of Brighton (Graduate Gateway) for the excellent standard of results achieved for assessments submitted in the April 2020 assessments session for the Digital Strategy module of the Diploma in Professional Marketing.”

In addition to the students gaining their degrees, Graduate Gateway means they can study for CIM qualifications without having to do all the modules.

**Dan Bennett**, Undergraduate Programme Leader in the Brighton Business School, said the commendation was the second the school had received in recent months – the first was for analytics was awarded last September.

He said: “This is a fantastic result for our students, the marketing management course and the school. To have this number of students successfully completing their CIM Level 6 Professional Diploma at the same time as their undergraduate degree is testament to their knowledge and skills as developing marketing professionals, and great recognition of the teaching support and mentoring that students receive during the time on the course.”



**Bitcoin price prediction**

**Dr Paul Levy** was recently invited for a second time to join an influential expert panel on predictions for Bitcoin and other cryptocurrencies. The report is quoted by newspapers and web sites all over the world.

The price of Bitcoin is one of the hottest subjects within the Cryptocurrency world. We’ve asked a panel of 13 fintech leaders what they believe is the forecast regarding its price and if it’s a good time to invest.

You can read the full report [here.](https://www.finder.com/uk/bitcoin-price-predictions)

**Online Widening Participation Summer School at BBS in July 2020**

Further to the report in the June Good News Letter, July saw our second summer school for local school kids who wouldn’t normally attend a University. This year, due to Covid-19, the summer school was held online using ‘Thinkific’. **Rachael Carden** wrote an online role-play activity where students own a local company and have to come up with a social media artefact to explain how their business will adapt to a ‘pandemic’ that has just struck Brighton and Hove. It was been hard to organise due to lots of other things going on but this year we had over 100 (yes, ONE HUNDRED) students signed up. We are the top recruiting school at the University!!

Special thanks to colleagues such as **Surbhi Sehgal**, **Stuart Francis**, **Dan Bennett**, **Nadia Lonsdale** and **Francisca Farache** who all stepped up and contributed materials that I could use. **Joanna de Stefano, Dan Hawkins, Marina Trowell and Johanna Harris** supported Rachael with the planning of this event, too!

The Event went very well and the final projects that were submitted were of an incredibly high standard. The participants had really put a lot of effort into their work, coming up with logos, artefacts, marketing strategies and sensitive handling of the impact on stakeholders of the Pandemic. There really were some excellent contributions and if just one of these students progresses to study Business at an HEI, we can consider this a job well done!

If you are interested in the feedback that I gave to the students, please see the Powerpoint slides (with audio) attached below.



Congratulations to everyone involved in achieving another successful widening participation summer school.

**Research paper publication**

**Professor Andros Gregoriou** had 2 of his research papers published in July. The first paper entitled ‘Do more mergers and acquisitions create value for shareholders? was published with fellow authors Shaomeng, Li and Guy S Liu online with Springer Link.

**Abstract**

How does an investor value the announcement of new business integration? The history of acquirer’s acquisition may matter for investors. Existing research are divided to the positive or negative answer to the question. Based on the global evidence of 24,263 acquisitions across 81 countries over 19 years, this paper argues that the current contradictory views have failed to take into account the time interval between acquisitions. This is because the wavelength of merger frequency can change the investors’ expectations of new business integration and so investment returns. With control of the time interval of a new merger we discover that more mergers generate lower abnormal returns. This finding extends our understanding of the value perception of investors on a merger announcement that can be affected not only by merger numbers but also by their time distribution.

The full paper can be found [**here.**](https://link.springer.com/article/10.1007/s11156-020-00908-7)

The second paper entitled ‘How do you capture liquidity? A review of the literature on low‐frequency stock liquidity’ was published with fellow author Huong Le with Wiley online library in the Journal of Economic Surveys.

**Abstract**

Researchers have various ways to measure liquidity but most of them come with both merits and demerits. This study provides a literature review of low‐frequency liquidity measures with a primary focus on liquidity measurement as well as its implication on asset pricing. Based on the dimension it captures, a range of existing low‐frequency measures are divided into four categories of liquidity proxies including transaction cost, volume, price impact, and multidimension‐based measures. We review some well‐established liquidity proxies, a new bid–ask spread estimator and price impact ratios proposed recently. Finally, we discuss how good low‐frequency liquidity measures are at capturing standard liquidity benchmarks, which are constructed from high‐frequency intraday data.

The full paper can be found [**here.**](https://doi.org/10.1111/joes.12385)

**Export Champion for the Department of International Trade**



**Peter Jenkins,** Founder of Gamification+ Ltd and part time lecturer on gamification and entrepreneurship has been re-appointed as an Export Champion for the Department of International Trade South East region for another year.

Export Champions are named individuals at companies that have successfully developed international sales and are prepared to encourage others to consider growing their business through exporting. Typically, this could include speaking at export events, telling the story of your export journey, joining roundtable discussions, providing quotes for press releases, hosting ministerial or other VIP visits, contributing to developing DIT strategies and providing informal guidance and encouragement to companies new to exporting.

Pete was invited to be an Export Champion following winning our Board of Trade Award for Export in January 2019.

Congratulations Pete.

**A successful first year for the BBS Integrated Foundation year programmes**

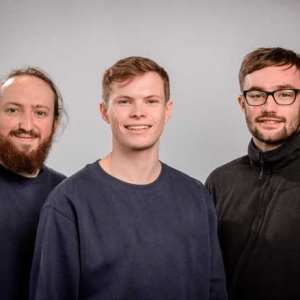
Our new Integrated Foundation Year programmes have seen a successful first year of operation. Thirty students - double the original target for the starting cohort - completed the programme in either Business, Law, or Accounting, Finance & Economics. A reflective comment from one student demonstrates the overall attitude of the group:

*We were asked questions about the purpose of higher education and why we are here. This really made me think and question my decision to come to university as it’s not choice to be taken lightly...It really struck a chord with me because it helped me realise university isn’t just about walking in to get a degree and then walking out. There will be experiences and skills that I will gain that will shape who I am…and friends that I will make along the journey. I will do my best to make the most out of it all.*

The majority of the students performed well across their assessments. We are very pleased to report that (subject to necessary referrals/deferrals) 90% of them will progress onto a BBS degree at Level 4 in September. Additionally, all of the students progressing have volunteered to act as mentors for a new Foundation Year buddy scheme which will be implemented in the new year to support the new cohort.

Congratulations to all colleagues that worked on the Integrated Foundation Year programmes for first very successful year.

**Graduates boosting ethical business**



Three Brighton Business School graduates have launched an online service that rewards people who buy from ethical shops.

**Charlie Jordan**, who graduated this year in [Business Management with Finance BSc(Hons)](https://www.brighton.ac.uk/courses/study/business-management-with-finance-bsc-hons.aspx), and **Matt Denford** and **Ryan Hudson** [(Business Management BSc(Hons)](https://www.brighton.ac.uk/courses/study/business-management-bsc-hons.aspx), have set up [Ethicul](https://www.ethicul.co.uk/), an app which provides tokens to customers who buy from those ethical stores which are signed up to the scheme.

Ryan, Matt and Charlie

Collect 250 tokens and the customer can then claim as much as £5 off their next purchase if they spend £25.

More than 100 shoppers and 20 businesses in the Brighton area have already signed up to Ethicul.

Charlie said: “We all moved to the city to study at the University and we were amazed to find so many ethically-minded retailers and shoppers there were – it is one of the greenest places in the country.”

He explained more about how the scheme works: “We research shops and companies in the city and look across the industry and sector and see if the particular business goes beyond normal industry standards.”

The three check for businesses on a variety of issues including: cutting plastic waste, what impact on society in the city their business is having and ensuring the social wellbeing of workers in the business.

The trio studied at [Brighton Business School](https://www.brighton.ac.uk/bbs/index.aspx) and they all undertook a placement year which, Charlie said: “Was extremely valuable to us all. And we all thoroughly enjoyed our courses, in particular the hands-on nature of the modules.

“We found these to be most helpful in bringing Ethicul to life!”

**Ryan, Matt and Charlie** were featured in My Green Pod Magazine which is the UK’s leading ethical magazine published by The Guardian. You can read the article [here.](https://www.mygreenpod.com/magazine/my-green-pod-magazine-july-2020/)

They were featured in an article in The Argus which can be found [here.](https://www.theargus.co.uk/news/18564955.university-brighton-graduates-launch-ethical-business-app/?ref=li)

For more information, visit [www.ethicul.co.uk](http://www.ethicul.co.uk/)

Many congratulations to Ryan, Matt and Charlie on the success of ETHICUL.

**George beats the Lockdown blues – with Pride**



Lockdown proved so dull for a Brighton economics student that he turned his hand to designing T-shirts to support his local Pride events and a mental health charity.

**George Gibbens**, [studying BSc(Hons) Economics](https://www.brighton.ac.uk/courses/study/economics-bsc-hons.aspx) at the Brighton Business School, said: “Being at home for so long was getting boring. I usually design a Pride logo for my freelance business anyway so I thought I’d spend some time working on T-shirt designs.”

George Gibbens, Economics student and freelance designer

The 19-year-old’s ‘Stand with Pride’ tops are being readied for the August Pride month and although his local Swindon & Wiltshire Pride and Oxford Pride have been postponed their events to 2021 due to the coronavirus, George said “We can still wear the shirts now and make young people aware that they are not alone and there is support there for them.

“Without Pride many will be isolated and in potentially negative spaces. It is unfair to go through something as complicated as finding your sexuality alone. It is a confusing journey. Pride, and standing with pride, is a message to allies and members of the LGBTQ+ Community alike that you can be who you want to be with pride.

“You can ask for help and I think most importantly, know that you are not alone.”

As well as raising money for Pride, 5% of the production cost is being donated by the makers, [Print Social](https://www.weareprintsocial.com/), to George’s chosen charity, [Mental Health UK](https://mentalhealth-uk.org/).



George’s ‘Stand with Pride’ t-shirt design

For more information on the T-shirts click [here](https://www.weareprintsocial.com/campaigns/stand-with-pride-77111711-60b1-45d5-9311-bca27c242d79)

**Supplier quality management and performance: the effect of supply chain oriented culture**



**Hamid Salimian** has recently had a paper published with co authors Mona Rashidirad and Ebrahim Soltani withTaylor and Francis online in their Production Planning and Control, *The Management of Operations* journal.

**Abstract**

**Abstract**

Drawing from contingency theory, we investigate the impact of Supplier Quality Management (SQM) activities on internal quality performance and examine the role of Supply Chain Oriented (SCO) culture in the relationship between SQM and internal quality performance. A survey-based research was designed to collect data from 518 UK manufacturing firms. The results indicate that organisations with strong SCO culture are more conducive to increased levels of trust, commitment, cooperative norms, organisational compatibility and managerial support. As such, effective supplier development and integration activities appear to bring about a higher level of internal quality performance. The results also support the moderating effect of SCO culture on the relationship between supplier quality management and internal quality performance. The study highlights the importance of SCO culture – if organisations want to optimise internal quality and organisational performance in a sustainable manner through effective buyer-supplier relationships. This study contributes to the literature by analysing SQM and internal quality performance relationships through the lens of contingency theory and presents empirical evidence in support of the context dependency nature of SQM and its impact on performance. In this respect, a contextual variable theorised as ‘SCO culture’ is conceptualised to understand the SQM – performance relationship.

The full article can be found [here.](https://www.tandfonline.com/doi/full/10.1080/09537287.2020.1777478)

Congratulations Hamid.

**BBS Education and Student Experience Conference Contributions!**

Our Responsible Enterprise and Innovation Subject Group made a fantastic contribution to the ESE Conference this June. Overall there were 40 online presentations of which **six** were created and delivered by our Subject Group. If you haven't done so already, have a look at the programme (see email from Rebecca Wells) for all of the keynote and speaker presentations otherwise to engage with our home-grown talent, please click on the links below. The themes were very relevant, practical and current.

**David Foster**

Title: Where to Focus Effort in Complex Problem Solving

Link to the presentation below:

<https://web.microsoftstream.com/video/aed32f68-41f4-4644-8f2f-4cb13fcde5ec>

**Rachael Carden**

Title: The BAME Game (where nobody wins)

Link to the presentation below:

<https://web.microsoftstream.com/video/8f397cd3-cbe9-446e-9315-843e83aed60f>

**Paul Levy**

Title: Moving Beyond Teaching Online

Link to the presentation below:

<https://web.microsoftstream.com/video/2f5fa8aa-c48c-4ad3-bd6f-9d7082da3a61>

**Liz Marks**

Title: The Brighton Business School Tea Party: keeping a place at the table

Link to presentation below:

<https://web.microsoftstream.com/video/de145264-f25c-4dc9-bb46-832cf9e7a51>

**Midgie Thompson**

Title: Online Creative Collaboration

Link to presentation below:

<https://web.microsoftstream.com/video/0d4208d1-17c2-408c-87f2-d33bd9602a2b>

**Clare Forder (with Julie Fowlie)**

Title: Fulfilling employer demand for well-prepared graduates and student demand for practical modules

Link to presentation below:

<https://web.microsoftstream.com/video/c4afb640-da76-4782-a052-f3e8bf5030b9>

Congratulations to everyone that presented at the conference.

**And to finish here are some pictures from staff featuring life at home during lockdown**



A picture of the tomatoes in my garden

* Mike Shea



My Gaillardia Arizona Sun that the bees love and my oleander in full flower.

* Lucy East



After a slow start (kept too long indoors I fear) we now have fruiting tomato plants.  Now we just need them to ripen red!"

* Carolyn Lewis

**#Don’t forget to read all the latest stories on the Business School blog -** [**http://blogs.brighton.ac.uk/bbsblog**](http://blogs.brighton.ac.uk/bbsblog)