

## Cranfield partnership to create quantum engineering entrepreneurship

Cranfield School of Management has won Engineering and Physical Sciences Research Council (EPSRC) funding for a partnership led by the University of Bristol to create a world-leading centre to train entrepreneurially-minded quantum systems engineers for a career in the emerging quantum technology industry.

The £4.4million EPSRC Training and Skills Hub taps into the UK Government's National Quantum Technology (QT) Programme. It will bring together companies, investors, and the facilities and skills essential for incubation of early-stage businesses in the emerging quantum technology industry.

The University of Bristol's Quantum Technology Enterprise Centre will have three key areas: quantum systems engineering, enterprise, entrepreneurship and innovation, and connectivity. Cranfield's internationally recognised MBA and management programmes will provide the industrially-relevant management, entrepreneurship, innovation, and design components of the centre.

Students at the centre will establish contacts through a network of partners, including the

UK National Network of Quantum Technology Hubs, SETSquared Partnerships and Engine Shed, and other academic and industrial partners, together with working on joint projects and secondments, networking events, venture days, investor showcase events, seminars, coaching and mentoring.

Dr Shai Vyakarnam, director of Cranfield's Bettany Centre for Entrepreneurship, said: "This is very exciting for us and puts Cranfield at the heart of a very big UK Government initiative, which recognises us as a national resource. This joint programme with Bristol will enable researchers to become the leaders and entrepreneurs who will take quantum science discoveries out of the lab and into society.

"There will be wonderful opportunities over the next five years or so for MBAs to engage with emerging quantum technologies and get a look into future new venture opportunities."



## New SoM video

Professor Maury Peiperl introduces Cranfield School of Management in a new video on SoM's homepage. A wide range of stakeholders, from business partners to prospective students, may find this interesting, so please feel free to share the link far and wide. It has already been well received across SoM social media channels.

### Introduction to Cranfield School of Management

by Professor Maury Peiperl,  
Director of School



## MIRC Insights - This month's highlights



[blogs.som.cranfield.ac.uk/mirc](http://blogs.som.cranfield.ac.uk/mirc)

This month's posts include:

### The Academic Writing and Communication Fair 2016

Join us on 27 April 2016 for a lively and fun event that will help staff and student researchers with writing and communicating their research effectively.

### Researching an industry?

Read our latest posts focussing on the automotive and energy industries for hints and tips on getting the best out of our resources.

### ORCID – How to make yourself and your research stand out!

It is now University policy for you to register and use an ORCID (an Open Researcher and Contributor ID), a personal identifier that uniquely distinguishes you and your work as a researcher. Our post explores everything you need to know about ORCID and setting up your ID.

### Getting to grips with Mendeley?

Find out how to set up our new referencing software to format your references in the Harvard-Cranfield style.

## Big names attending Cranfield Leadership Summit

We are pleased to be welcoming senior professionals from a range of industries to the Cranfield Leadership Summit on 5-6 April. Delegates confirmed for the event are from organisations including Pepsico, Adnams, British Medical Association and Environment Agency. They will hear from expert speakers from across the University and leaders from Argos, GSK and John Lewis.

Kim Lafferty, GSK's vice-president of Global Leadership Development and current Cranfield DBA student, will be speaking with Professor Emma Parry on one of the sessions, Growing Agile Leaders: Accelerating Talent. Follow the conversation at the event at [#cslsummit2016](https://twitter.com/cslsummit2016).



Professor Emma Parry



Kim Lafferty

## Venture Capital Investment Competition

A talented Cranfield MBA team put in a fantastic performance at the recent Venture Capital Investment Competition (VCIC) in Copenhagen.

Joey Powis, Sarah Hatcher, Anchal Agarwal, Preetham Gandhari and James Nyamuda, won second place in the European regional final, only narrowly missing the top spot.

The Global VCIC is the world's largest venture capital competition among top MBA students from over 70 prestigious business schools around the world. The team were tasked with assessing investment opportunities and pitching an investment strategy to the VC judges.

Before they could even step onto the plane, they went through a rigorous selection process at Cranfield. After completing a venture capital module in the first term of their MBA, the team had to prove their mettle in a tough internal

competition against three other teams, judged by Colin Hudson, Dr Andrea Moro and Dr Steffi Hussels, to qualify to represent Cranfield in Copenhagen.

The winning team then had a short session with Pradeep Raman, MBA alumnus and venture capitalist at Forward Partners, to give them another industry perspective.

Steffi said: "The team did really well and I am extremely proud of them for flying the Cranfield flag so high and delivering another fantastic performance!"



## Message from a Director...



Next year, Cranfield School of Management turns 50, marking the anniversary of the first MBA programme. While our anniversary year is still some months away, we're already in an exciting phase, in which we're planning some celebratory events and activities. I'm coordinating a project team of colleagues across the School to run the 50th celebrations, under the sponsorship of the SoM Executive and a steering group chaired by Emeritus Professor David Myddelton.

There are three strands to the celebrations.

Firstly, we want to celebrate with our student and corporate alumni, faculty staff and current students across the globe, in as many locations as possible.

Secondly, we want to use the anniversary as an opportunity to generate interest and momentum in Cranfield to attract new students, corporate partners, faculty, researchers and staff.

And, finally, to grow support for the School through alumni and sponsor engagement in our activities and our future.

We're anticipating a 50th anniversary 'treatment' of our brand, encompassing a logo and special email signature, which I'd encourage you to use on your external messages to spread the word, so look out for all of this in due course.

Most of all, we really want your help and to hear your ideas. This is a celebration for all of the School of Management community and we need for everyone to get involved. If you've got an idea for an event, please do get in touch with me. We need offers of how you can contribute to what will be an exciting year of celebrations ahead.

Our achievements across these 50 years have been phenomenal and I hope that many of you will have the opportunity to be part of these lasting celebrations in 2017. I came here as a student in the 25th year of the School and I know that many of you have a long association with, and are very proud of, Cranfield School of Management.

**Colin Hudson**

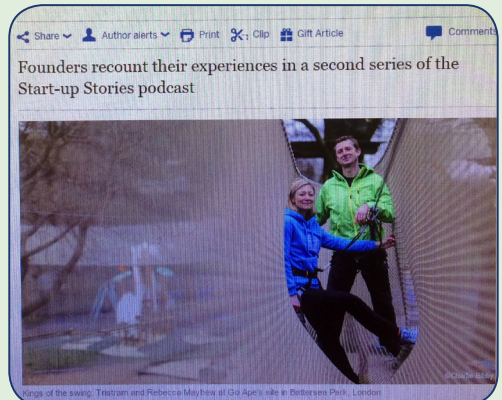
**Director of Career Development**

## 50 Entrepreneurs

In the last edition of Forum, we reported news of Cranfield 50 Entrepreneurs, a new network bringing together the most successful entrepreneurs from our community of alumni and friends. Dr Shai Vyakarnam, director of the Bettany Centre, spearheaded the initiative to help inspire the next generation of start-ups by encouraging the network to donate their time to support and promote entrepreneurial activities across the University.

The celebratory evening was held at the House of Lords and hosted by Lord Karan Billimoria, co-founder and chairman of Cobra Beer, and himself an alumnus of our Business Growth Programme (BGP). Cranfield vice-chancellor Professor Sir Peter Gregson and School of Management director Professor Maury Peiperl spoke at the event, which included alumni from a host of start-ups spanning continents.

Three of the Cranfield 50 Entrepreneurs who were at the event have since appeared in a Financial Times article. Tristram and Rebecca Mayhew of Go Ape! and Jamie Waller of JBW Group Ltd all attended the Business Growth Programme and appear in a piece on mixing study and networking.



## Maury joins his five predecessors

Professor Maury Peiperl welcomed some familiar faces back to the School of Management at a CMDC lunch last month.

Spanning over 30 years of School directors were Emeritus Professor David Myddelton (1985-1986), Emeritus Professor Leo Murray (1986-2003), Emeritus Professor Michael Osbaldeston OBE (2003-2009), Professor Frank Horwitz (2009-2013) and Professor Joe Nellis (2014-2015).



## MoD boost to Executive MSc

Dr Neil Turner was pleased to welcome another double cohort of 60 students onto the Executive MSc in Programme and Project Management in Shrivenham this year. These are all military staff, and bring the total number of 'in-flight' students on the course to over 200.



Dr Turner said: "This is great news for Cranfield, and the growth of the course with such investment and commitment from the MoD is an excellent sign that they see the benefits for their students and the wider organisation."

## CCED launches Cranfield Associate Network

The CRM was buzzing with discussion as 45 associates from across the School recently joined CCED for the first Cranfield Associate Network day.

Sarah Amies, Business Development and Commercial Manager, said: "The invitation to all was to come and gain a broader understanding of our business and strategic plans so they could consider how they might want to work with us going forward. Lively debate followed inputs from Maury, John Glen, David Butcher, Mary Mills and Michael Bourlakis, with useful feedback and suggestions on how we might build a mutually beneficial associate community across the School."

Concurrent workshops in the afternoon on Writing for Cranfield, Networked Learning and a client case study, gave the group further insights into the business and the potential opportunities. The day marked the launch of a new era in the School of Management's associate approach. Work now continues on building the community and professionalising the practice, with the next Cranfield Associate Network day taking place on Friday 17 June.



## Print

**Farm Business – 2 March**

**Arable Farming – 1 March**

**Farm Weekly – 11 February**

**Dr Muhammad Roomi's** article about farmers thinking more entrepreneurially, in which he says that entrepreneurialism needs to be harnessed to allow farms to succeed in a tougher farming environment, featured in farming trade press titles.

**Financial Times – 28 February**

The Business Growth Programme was mentioned in an article entitled 'Entrepreneurs mix study and networking' featuring Go Ape! co-founders and Cranfield alumni, **Tristram and Rebecca Mayhew**.

**Financial Times – 19 February**

**Sarah Willingham**, MBA alumna and Dragon's Den panellist, was interviewed about how she got to where she is today, her success and how she made her first million.

**The Guardian – 16 February**

**Professor David Grayson** was announced as one of the judges of this year's Guardian Sustainable Business Awards.

**Financial Times – 11 February**

**Professor Richard Kwiatkowski** and **David Deegan** were featured in an article examining the relevance of the Myers-Briggs personality tests.

**Works Management - 1 February**

**Professor Marek Szejczewski** will give the welcome and introduction at the Best Factory Awards 2016.



## Radio

**LBC 97.3FM – 8 February**

**Professor Susan Vinnicombe** was interviewed on Nick Ferrari's radio breakfast show, in which she defended the government's choice of Sir Philip Hampton to be Lord Davies' successor on the female executive pipeline.



## Television

**Channel 4's Dispatches – 1 February**

**Professor Richard Wilding** discussed the challenges facing the supply chain and logistics industry in an episode of *Dispatches*, entitled: Where's My Missing Mail. The crew were filming on campus at Cranfield School of Management.

## Papers, publications, conferences, awards

**Professor Sue Vinnecombe's** co-authored "Accidental activists: Headhunters as marginal diversity actors in institutional change towards more women on boards", was accepted for publication in *Human Resource Management Journal*.

**Professor Elisabeth Kelan** presented at the Diversity and Inclusion conference in Zurich in February and at Kent Business School's ESRC seminar on Gendered Inclusions In Contemporary Organisations on 9 March. Elisabeth was also recently awarded a Certificate of Appreciation from the MBA Career Services & Employer Alliance in recognition of her webinar, 'Looking Beyond the Myths – Millennial Employability and Leadership'.



**Dr Noeleen Doherty** was International External Doctoral Examiner for AUT Auckland in February.

**Dr Muhammad Azam Roomi** had his co-authored paper, "Social innovation with open source software: User engagement and development challenges in India", accepted by *Technovation*.



**Dr Tamira King** was keynote speaker and panel member at the UK Gift Card & Voucher Association Conference on 2 March.



**Samer Abdulhadi** has successfully defended his doctoral thesis and was awarded his DBA with no corrections. His DBA is entitled "Strategic Decisions Creation-Implementation (SDCI) Process: An Empirical Study". Samer was supervised by **Dr Andrew Pavlov**, with additional support from **Professors Mike Bourne** and **Cliff Bowman**.



**Mark Hagar**, current DBA student, recently testified before the Indiana Commission on Higher Education to discuss the education needs of Indiana's workforce as it pertains to small business and methods of encouraging small businesses to participate in the state's new initiative to encourage residents to return to college.

Details of all media mentions can be found at:  
<http://www.som.cranfield.ac.uk/som/presscuttings>



Pictured: Dr Palie Smart with Kathy Riley, awards director, EEF

## Future of Manufacturing Awards

Dr Palie Smart chaired the judging panel of the Future of Manufacturing Awards, an industry celebration that is now in its eighth year.

The EEF has become a phenomenon in policy circles and the organisation has a long-standing relationship with Cranfield. In addition, is Palie national chair of judges for the Smart Product (Innovation) Award category.

The competition has expanded over the years and now includes 12 categories: Business Efficiency, Business Growth, Developing People, Environmental Efficiency, Health and Safety, Outstanding Export, Partnerships with Education, Smart Product, Winner of Winners, Manufacturing Champion and Apprentices.

The EEF champion manufacturing and engineering in the UK and work with industry leaders and policy-makers and the media to showcase the best of British manufacturing talent. Dr Smart was joined on the judging panels by Cranfield colleagues Professor Mark Jolly, Dr Howard Lightfoot, Dr Patrick McLaughlin and Dr Peter Ball.

## Welcome to...

**Dr Edward Ochieng, Senior Lecturer** -  
Programme and Project Management

**Dr Eugene Butans, Research Fellow** -  
Complex infrastructure systems

**Dr Akunna Oledinma, Research Fellow** -  
Minimising waste in food supply chains



Dr Edward Ochieng



Dr Eugene Butans

## Caption competition

Thanks to those of you who entered last month's caption competition, featuring Professor Maury Peiperl and a flying object with teeth. The winner is Sandra Messenger from the Research and Innovation Office, with "The pantomime audience 'Peiped' up: It's behind you". Well done, Sandra!



The location proved more difficult to identify. It was taken at the Puppetry Museum in Ljubljana Castle, Slovenia.

## Charity fundraising

Thanks for supporting our recent dress down days for excellent causes. February supported Keech Cottage Children's Hospice and raised £85, while March's day in support of Alzheimer's Society raised £68.

Congratulations to Professor Leo Murray who took home the enormous jereboam bottle of Rioja after winning the raffle in aid of Revitalise, the charity supported by our intrepid team of London marathon runners. It raised £275. Thanks to all who contributed.



**Keech Cottage  
Children's Hospice**

Leading the fight  
against dementia  
**Alzheimer's  
Society**

# forum

Forum covers news and events from across the School. Contributions from staff and students are welcome. Please email stories, event news, ideas and photographs (with captions or full details) to [forum@cranfield.ac.uk](mailto:forum@cranfield.ac.uk)

Printed on paper from a sustainable source by  
Cranfield Design and Print

## Doing Good, Doing Well

A seven-strong group represented Cranfield at a sustainability conference, bringing together MBA and MSc participants from business schools across Europe. Supported by the Doughty Centre and alumni funding, full-time MBA student and team member Sarah Hatcher reflects on an "inspiring" couple of days.

"The DGDW [Doing Good Doing Well] 2016 conference at IESE in Barcelona was a truly inspiring two days away from our Cranfield 'bubble'. Held in the beautiful city of Barcelona, the campus is majestic in presence and is set elevated above the north-east of the city with panoramic views that encapsulate all of Barcelona's famous sites. The presenters and participants who came together for one cause sparked insightful debate, and the content was perfect in motivating commercially-driven MBA students into "Doing Good and Doing Well".

"As an ex-City worker, the key message for me from the conference was "Impact Investing". For those who haven't come across this, it combines the skill and analysis of investment management with the core value of investing in causes that have a positive impact on society. These causes are not charitable by nature, but deliver high returns and respectable investment choices. Michele Giddens from Bridges Investments kicked off by showcasing a handful of portfolio assets. Bridges invests in Warby Parker a fascinating start up that sells optical glasses online for \$95 per pair, for every pair sold the company gives a pair of glasses to individuals in need. A lively panel with Michele, Jaime Calonje from European Investment Funds and Tom Kagerer from LGT Venture Philanthropy discussed how impact investing can work from a diversified fund of funds approach along with the operational structures of such a portfolio.

"The post-conference networking in the beautiful conservatory overlooking the whole city proved that the MBAs and MSc participants from all over Europe who attended are driven to contribute further than just to a commercial bottom line, and they feel a passion to give back. Leaving IESE and Barcelona, I feel motivated and inspired that commercial employment doesn't have to be 8-6 desk-based, corporate values can be flexible, can inspire you and can contribute to making a different."

Sarah was joined by Alok Kumar, Stalo Kakouilli, Holly O'Connell, Claire Dyason and Diane Chan (not pictured).



## MSc students put supply chain skills to humanitarian use

In late February, 24 MSc students from Logistics and Supply Chain Management volunteered for the humanitarian charity CalAid, which supports the current refugee crisis.

Siobhan Wall, a Cranfield alumna (FT MSc LSCM 2005-2006) is one of the founders of CalAid, a network of professional logisticians that dedicate their spare time in managing the donations from the UK public which need to be stored, sorted, and distributed to Calais, Greece, Lebanon, and Syria.

Dr Silvia Rossi Tafuri, leader of the Humanitarian Logistics and Supply Chain Resilience module, and Dr Hendrik Reefke, deputy director of the degree programme, accompanied the student group in the CalAid warehouse, where they sorted donated clothes, toiletries, tents, sleeping bags and shoes and got them ready for shipment.

Silvia and Hendrik said: "It is crucial that our students understand the challenges humanitarian crises have as they will need to know how to contribute as professionals and citizens. We nurture the supply chain managers of the future here at Cranfield. They will be able to make a difference in a world that is increasingly characterised by multiple political, environmental, and societal issues."

