



The  
University  
Of  
Sheffield.

Management  
School.

*Sir Peter Middleton*  
Honorary Professor  
The University of Sheffield  
Management School



# Catalyst

Alumni Newsletter, Summer 2010

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# The good old days revisited – The University of Sheffield Alumni Club comes to Mumbai



The University of Sheffield Management School ran its first overseas Alumni Club networking event in Mumbai in April. Ms Jill Longstaff, Deputy Director of the University's International Office made it into Mumbai just before European airspace closed.

About 50 people – alumni and local business people - met in the lovely surroundings of the Taj Lands End hotel in Mumbai. The event was hosted by Mr Peter Beckingham, British Deputy High Commissioner. The guest speaker for the evening was Mr B Sridhar, Director of Bengal Tiger Line and a key figure in CII's Institute of Logistics. Mr Sridhar enthused his audience talking passionately about his business, CII, and his commitment to low carbon, the environment and Bengal tigers!

The University of Sheffield Management School remains committed to building alumni networks. The School's Alumni Club is active and we are keen to encourage all our former students to join. Membership is free and it is exclusive. We want to work with you to make the Club a success. The Club offers exciting professional collaborations as well as a



range of social and business networking events. We are building a strong international portfolio and want to involve business, industry, government and other academic institutions around the world. The Dean of Alumni Affairs, Professor Lenny Koh and colleagues in the School have expertise in low carbon and the green agenda. Our alumni events draw on our connections around the world to provide a lively forum for debate and discussion.



Our was Mumbai reception opportunity a great for our alumni and friends to reconnect and exchange news and views.

One guest, Prashant Kumar Kakumanu Nag summed it up like this 'The alumni reception was helped to rejuvenate my business contacts and make new friends. The ash cloud meant that some old friends and colleagues were unable to make it – I was pleased that Dean of the School, Keith Glaister and Lenny Koh, Dean of Alumni Relations were able to join us by video. The presentation by Mr Sridhar was very interesting. The ambience of the event reminded me of the good old days I spent with my friends in Sheffield'.

Find out more about the Sheffield Management School Alumni Club at:

[www.shef.ac.uk/management/alumni](http://www.shef.ac.uk/management/alumni)

## For UK alumni

### 2010 has seen exciting developments in the Management School's Alumni Service.

**Professor Lenny Koh** became Associate Dean for Alumni Affairs in December 2009 and the School ran a number of successful alumni events in the early part of the year. These offer opportunities for both social and professional networking.

An evening reception hosted by Sir Peter Middleton, Chairman of Camelot was held at the Reform Club on Pall Mall in London. One of our distinguished alumni, Jim O'Neill of Goldman Sachs enabled a group of MBA students to visit the bank for a very enlightening presentation from one of their senior economists. The students then joined university alumni at the Reform Club for a memorable evening. The Management School was also delighted that Sir Peter accepted an invitation to become an Honorary Professor.





# Annual Sheffield Management Lecture

## 8 June 2010, 18.30 to 20.00

The Sheffield Management Lecture was held at the Octagon Centre on Tuesday, 8 June, 2010 with guest speaker Richard Lambert, Director General of the CBI.

Prior to joining the CBI, Richard Lambert had an extremely distinguished career in financial journalism, joining the Financial Times after studying history at Oxford University. He edited the Lex column in the 1970s, becoming financial editor in 1979. In 1982 he moved to New York as the bureau chief, returning to the UK a year later as deputy editor.

He became editor of the Financial Times in 1991 and during his 10 years in this role launched the US version of the newspaper.

In 2003 he was asked by the chancellor to write the Lambert Review of Business-University Collaboration. A member of the Bank of England's Monetary Policy Committee from spring 2003 until spring 2006, Richard took up the post of director-general of the CBI in July 2006.

Among a number of other non-remunerated roles, Richard is also a Trustee of the British Museum and became chancellor of the University of Warwick in August 2008.

The Sheffield Management Lecture is a key annual event in the regional business calendar providing a forum for nationally-recognised business executives to explore issues in contemporary management relevant to both the public and private sectors.

Richard Lambert's presentation explored some of the key challenges facing British business and higher education – and how to meet them. He also discussed the importance of collaboration between business and higher education within the current economic context, looking back at lessons learned and forward to the challenges ahead.

The Sheffield Management Lecture is organised and co-hosted by the University of Sheffield and Sheffield Hallam University. The Management Lecture provides an opportunity for our regional business managers to learn from the success of leading national organisations and business leaders and invites active debate on the issues being discussed. It also provides an invaluable opportunity for delegates to network with up to 400 fellow senior managers and executives from regional organisations.

The Management School will be running alumni event prior to the University's Alumni Reunion Dinner on Saturday 11 September 2010.

If you'd like more information, please go to [www.sheffield.ac.uk/management/events/](http://www.sheffield.ac.uk/management/events/)



# Broadening Management School Horizons – 2010 and beyond

**Chris Cox (General Manager) and Dr Dermot Breslin (Lecturer in Enterprise)**

This year sees the Management School's taught courses at undergraduate and postgraduate level breaking new ground. Our developing links with the Universities of Ohio, Linköping, Grenoble, Pécs, Wirtschaftsuniversität (Vienna) and Helsinki have allowed for the School to put on no fewer than five student study trips overseas this year, from four-day study weekends at Executive and MBA level, to live business consulting for undergraduates in the Eastern European business world, and a full three-week Summer 'International University'.

Not only does this provide hugely beneficial extra-curricular experience for University of Sheffield Management School students, but it also ensures, through our ERASMUS exchange links with these and other Universities, that the student body mix in the School remains a heady intellectual brew of worldwide perspectives and experiences.

Larger scale trips overseas, subsidised by the Management School, began last year with an MBA group travelling to Hungary. This year, with a 500% increase in activity in this area, it is the intention to send as many as 69 students overseas for some study, at partner institutions of the highest calibre, bonded as they are in that quality by the stamps of EMBA, AACSB and EQUIS. In time the School will be looking to offer opportunities such as these as mainstream

routes through taught degrees at both undergraduate and postgraduate level. The launch of the International Business Management Degree, featuring a whole year of study with partners as far away as Griffith University in Australia, grows ever closer. New collaborations are mooted on an almost weekly basis... The School isn't just going somewhere, it's going almost everywhere!

In an ever more competitive world, it is true to say that all of us are charged with the responsibility to find a competitive advantage if we want to succeed. It is our belief that providing an international perspective on the range of academic specialities on offer to our students means we are sending them off into the world of employment with that spark of something that others may not have.

If you want to know more about where we'll be sending our students in the future, why not e-mail the School? You can contact the General Manager, Chris Cox, on [c.j.cox@sheffield.ac.uk](mailto:c.j.cox@sheffield.ac.uk) (Chris puts the study trips together for the School).

For more on the ERASMUS programme and the study Year Broad, get in touch with Dermot Breslin, on [d.breslin@sheffield.ac.uk](mailto:d.breslin@sheffield.ac.uk) (Dermot is the School's planner for both of these schemes).

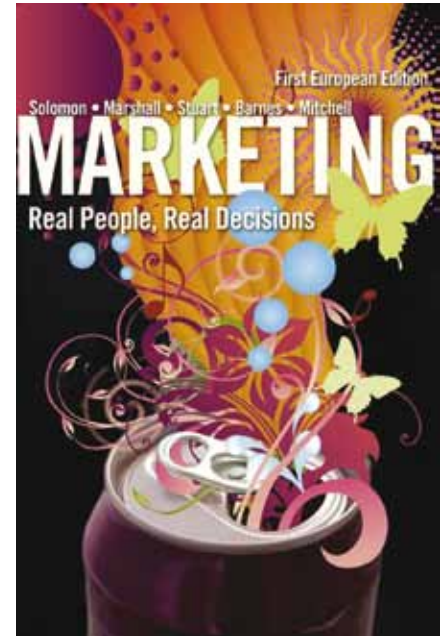


## Sheffield Management School Professor co-authors FT Pearson Book of the Year

The new European edition of the 'Marketing, Real People, Real Decisions' was recently launched with a guest lecture by lead author Professor Michael R Solomon at the University of Sheffield. The book is co-authored by Sheffield University Management School Professor Bradley Barnes and includes a number of South Yorkshire organization.

The publication takes a refreshing and innovative approach using a broad range of real-life European case studies to illustrate and underpin the way in which the marketing process works. Examples are chosen from a wide variety of companies and organisations both big and small and drawn from both public and private sectors.

Each themed chapter uses a carefully-chosen case study to illustrate a particular market challenge or issue. The implications and context of these issues and challenges are examined in detail and the opinions of a variety of marketers are explored so that students can follow the decision-making process at work. Each chapter closes with details of the actions that were taken and how these were evaluated and measured. The content of the textbook positions marketing firmly within an ethical framework to ensure that students and readers are thinking through the implications of actions and decisions taken.



Marketing: Real People, Real Decisions is available from

[www.pearsoned.co.uk/Bookshop/](http://www.pearsoned.co.uk/Bookshop/)

## Staff in the News

### Keynote speech at launch of innovative Futures Research Centre

Professor Colin Williams, Associate Dean (Research) in the Management School shared the platform with Professor Linda McDowell (St John's College, Oxford University) at the launch of an innovative new university-wide Research Centre at the University of Southampton. Both gave keynote addresses on visions of the future of work in the 21st century.

Find out more about the Work Futures Research Centre ([www.soton.ac.uk/wfrc/](http://www.soton.ac.uk/wfrc/))

The Centre will bring together diverse disciplines from social science, education, health sciences, geography, engineering and computer science to explore trans-disciplinary topics addressing the future of work.



Professor Colin Williams commented "It has been a pleasure to help launch this truly multi-disciplinary research centre and to make a contribution to setting a research agenda to facilitate its future success".

# Awards

## Naoko Komori

### Dr Naoko Komori receives high commendation in Mary Parker Follett Award shortlist

Dr Naoko Komori's publication "Towards the feminization of accounting practice: lessons from the experiences of Japanese women in the accounting profession" was highly commended in the above award shortlist run by Accounting, Auditing and Accountability Journal (AAAJ).

The AAAJ provides a forum for the publication of high-quality manuscripts which explore, debate and critique accounting and auditing policy and practice and how these interact within their socio-economic and political environments.

The shortlist for the Mary Parker Follett Award is selected each year by editors and members of the advisory board in recognition of the paper making the most significant contribution towards research literature published in the AAAJ. The award reflects AAAJ's leadership and commitment to the IPAAA (Interdisciplinary perspectives on accounting, auditing and accountability) movement honouring a woman who was a pioneer in interdisciplinary approaches to the philosophy and practice of accountability and management.

Dr Komori's work was chosen for the significant contribution it makes to the opening up of Anglo-centred argument in the research area, as well as its excellence in approach and presentation.



The paper explores the relationship of women and accounting in different social and cultural contexts, drawing on in-depth ethnographical studies to examine the real-life experiences of 66 Japanese women accounting professionals. By considering the influence that their entry into the accounting profession had had on its role and position, it locates their lived experiences within the context of ongoing corporate governance changes and globalization in the field of accountancy.

The paper can be found in the Special Issue of AAAJ on "Gender and Accounting Revisited" (edited by Jane Broadbent and Linda Kirkham) in 2008 (Vol.21, No.4)

## Keith Glaister

### Dean wins best paper award for International Business at BAM, 2009



Professor Keith Glaister and colleagues, A Boateng, M M Uddin and G Lordofus, secured the award for best paper in the International Business category at the recent annual British Academy of Management conference in Brighton.

The paper was entitled "Motives for Cross-border Mergers and Acquisitions: Evidence from multiple sources, British Academy of Management Annual

Said Professor Colin Williams, Associate Dean (Research) "It is great to see staff from the School receive such accolades for the quality of their work, and even better when our Dean leads from the front and provides us with a clear signal of what we should be striving to achieve".



# Experts explore benefits of coal industry for Yorkshire



Experts from the worlds of politics, academia and business came together at the University of Sheffield on 28 October 2009 to discuss social and economic regeneration opportunities for the coal industry in Yorkshire and the implications this will have for climate change.

The conference, which was held at the Edge Conference Centre at the University, was hosted by the Rt Hon John Prescott MP. He was joined by a delegation of Chinese politicians who gathered in Sheffield to look at the positive contributions that could be had from the coal industry.

Discussion included increasing co-operation and investment opportunities between the North of England and industrial areas of China, the positive contribution of coal, latest and future techniques in the mining and burning of coal, government policy for the coal industry and coal communities, climate change issues, and regeneration implications and considerations for the region.

The Coalfield Regeneration Trust have been actively supporting the conference and will be showing the delegation from China, several facilities that they have helped establish to deal with the after-effects of the coal industry in the UK. The conference will also include visits on 27 and 29 October 2009 to an industrialised housing scheme on a regenerated coalfield site, and to the internationally acclaimed University of Sheffield Advanced Manufacturing Research Centre (AMRC), which is dedicated to developing the new, technology-driven solutions that help ensure UK manufacturing remains competitive in the world.

The Conference is an initiative supported by the new Centre for Low Carbon Futures (CLCF). This new research hub brings together world-leading expertise based within Yorkshire and Humberside with the aim of building a competitive, sustainable and carbon efficient regional economy while providing climate solution of national and international significance. The Centre for Low Carbon Futures strongly advocates collaboration between government, university and industry, to address these low carbon issues.

Mr Prescott said: "The Coal Conference represents one of the most exciting developments for the future of the economy in Yorkshire. It is very pleasing to be able to hold the event at the University of Sheffield, which is at the centre of these developments in the region."

Professor Lenny Koh, from the University's Management School is a principal investigator for the new centre, and also spoke at the conference. She is currently leading a project which will map the supply chain, reveal how material flows through it and identifying carbon 'hotspots' so that supply chains can be remodelled to reduce carbon emissions.

Professor Koh said: "We were delighted to welcome such distinguished guests to the University to discuss these pressing issues. I am happy to be working with colleagues to create a visionary research Centre which will begin to address the energy and environmental issues we face today. The Centre for Low Carbon Futures aims to position our region to address low carbon challenges and access the leading edge solutions which we believe will help build a competitive, sustainable and carbon efficient regional economy."



# My Mydeco Experience: Sumit Janmeja

**An alumnus of the School shares his experience of a work placement that gave his career a real boost**

After completing my studies, I moved to London to gain some Enterprise experience. I had already had some experience in the internet industry where I worked after completing my first degree in Computer Engineering in India. I applied to Mydeco.com as it has a high profile as one of the UK's largest homeware and interior design websites, bringing together over 750 leading high street stores, designers and niche boutiques. After being interviewed by the CEO (previously VP / COO Operations eBay Europe) and Senior Business Development Manager, I joined the company in July 2009 as a Business Development Intern. I was primarily involved in running a feasibility study for a new supply chain management model - drop shipping, which the company was exploring as an option.

During my MBA Programme at Sheffield, I had worked with Quba New Media, a Sheffield-based social media and internet marketing agency. This consultancy work comprised part of the Experiencing Enterprise module and proved invaluable as Mydeco then extended my brief to explore social media marketing. The field is exciting and challenging and I can already see great opportunities for strengthening customer relationships, increasing traffic and generating sales for the company.

Starting with the project, first I analyzed overall marketing efforts and existing customer interactions of the company on social media arena. I examined the way Mydeco was using social media for marketing purposes and realized there was scope for improvement. I then produced a detailed report with suggested improvements. Social media marketing can be looked upon as way of increasing sales by empowering users and encouraging them to influence other customers' buying behaviour, thus increasing sales through word of mouth recommendation. I looked at how the company could improve customer interaction and engagement by optimizing the Mydeco blog and integrating all social media channels through one platform.



Currently I am working to develop a strategy to support a social media marketing drive for the company with a series of recommendations on how it can be best implemented and measured.

Jo Casley, Marketing Manager at the company said "Sumit delivered a competitor analysis, social media audit and social media optimisation strategies plan to Mydeco as well as providing guidance on how to use platforms such as twitter more effectively".

## Our Expert Lecture Series

On April 12th the School, hosted an expert lecture as part of our ongoing Expert Lecture series which is organised in association with AMBA (Association of MBAs) and CMI (Chartered Management Institute). Our visiting speaker, Jennifer Gershon, is an alumna of the Management School who is currently European Brand Director for Snickers and Bounty (Mars Ltd). After graduating from the University of Sheffield, Jen joined the Mars graduate scheme and quickly opted to specialise in marketing. She spent three years as senior brand manager for Galaxy over-seeing the re-launch of the block chocolate range and a range of successful film partnerships including the hit movies 'Bridget Jones' and 'The Devil Wears Prada'. She then led the seasonal and boxed chocolate business in the UK market before moving into her current role, where she works on developing the Snickers and Bounty brands across European markets and representing region in global forums, which she relishes. Jennifer's shared her insights in a presentation entitled 'Success in an FMCG Business'.

Jennifer looked at issues around leadership and emotional intelligence within the context of the 'Mars approach' which is very much predicated on family business principles and makes for an interesting comparison with other FMCG companies.

Our next AMBA expert lecture will take place this autumn. You can find more details at

[www.sheffield.ac.uk/management/events](http://www.sheffield.ac.uk/management/events)

## Social networking

Join our network! The University of Sheffield Management School values relationships with our students (past, present and future). Feel free to join us on whichever platform suits you:

**Become a Fan of our Facebook page, interact with students and alumni -**

[www.shef.ac.uk/management/facebook](http://www.shef.ac.uk/management/facebook)

**Join our LinkedIn Group and extend your contacts -**

[www.shef.ac.uk/management/linkedin](http://www.shef.ac.uk/management/linkedin)

**If you are one of our Alumni, you can apply to join our exclusive Network -**

[www.shef.ac.uk/management/alumni/get\\_invite.htm](http://www.shef.ac.uk/management/alumni/get_invite.htm) - sorry verified Alumni only!

## Working with companies through student projects and internments

In September 2009, the CBI Higher Education Task Force produced a report entitled "Stronger Together: Business and Universities in Turbulent Times" and this identified the need for businesses and universities to work together in order to provide employability skills for students and opportunities for student projects to enhance organisational performance. The following three stories provide examples of such activity in the Management School. Dermot Breslin (External Liaison Contact for CREED) said "It is very important for our students to engage with practice as part of their development on our programmes. In doing so, they also make a significant contribution to the organisations that they work with".

# Dates for your diary

**6 September** – AMBA Expert Lecture.

[www.shef.ac.uk/management/events/](http://www.shef.ac.uk/management/events/)

for further details

**10 September** – Management School, Alumni Event  
Mappin Hall

**11 September** – Annual Alumni Reunion 2010  
Find out more at

[www.sheffield.ac.uk/alumni](http://www.sheffield.ac.uk/alumni)

**29 September** – Ever thought of studying for a part-time MBA?  
Come to our Open Evening and find out more.

[emba.group.shef.ac.uk/contact/open-evenings](http://emba.group.shef.ac.uk/contact/open-evenings)

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## Contact details:

Please stay in touch. We'd love to hear about what you're doing now as well as stories about your time here at Sheffield.

For more information please contact:  
Professor Lenny Koh, Dean of Alumni Affairs at  
[s.c.l.koh@sheffield.ac.uk](mailto:s.c.l.koh@sheffield.ac.uk)

or

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Find out more about the Management  
School Alumni Programme at

[www.sheffield.ac.uk/management/alumni](http://www.sheffield.ac.uk/management/alumni)





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