

International Business School



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Hanze, IBS and research

Knowledge circulation in practice

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Outline Hanze, IBS and research

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- Philosophy and objective
- Research, the Knowledge Centre and IBS
- Research activities
- Concluding remarks



Why research at the Hanze?

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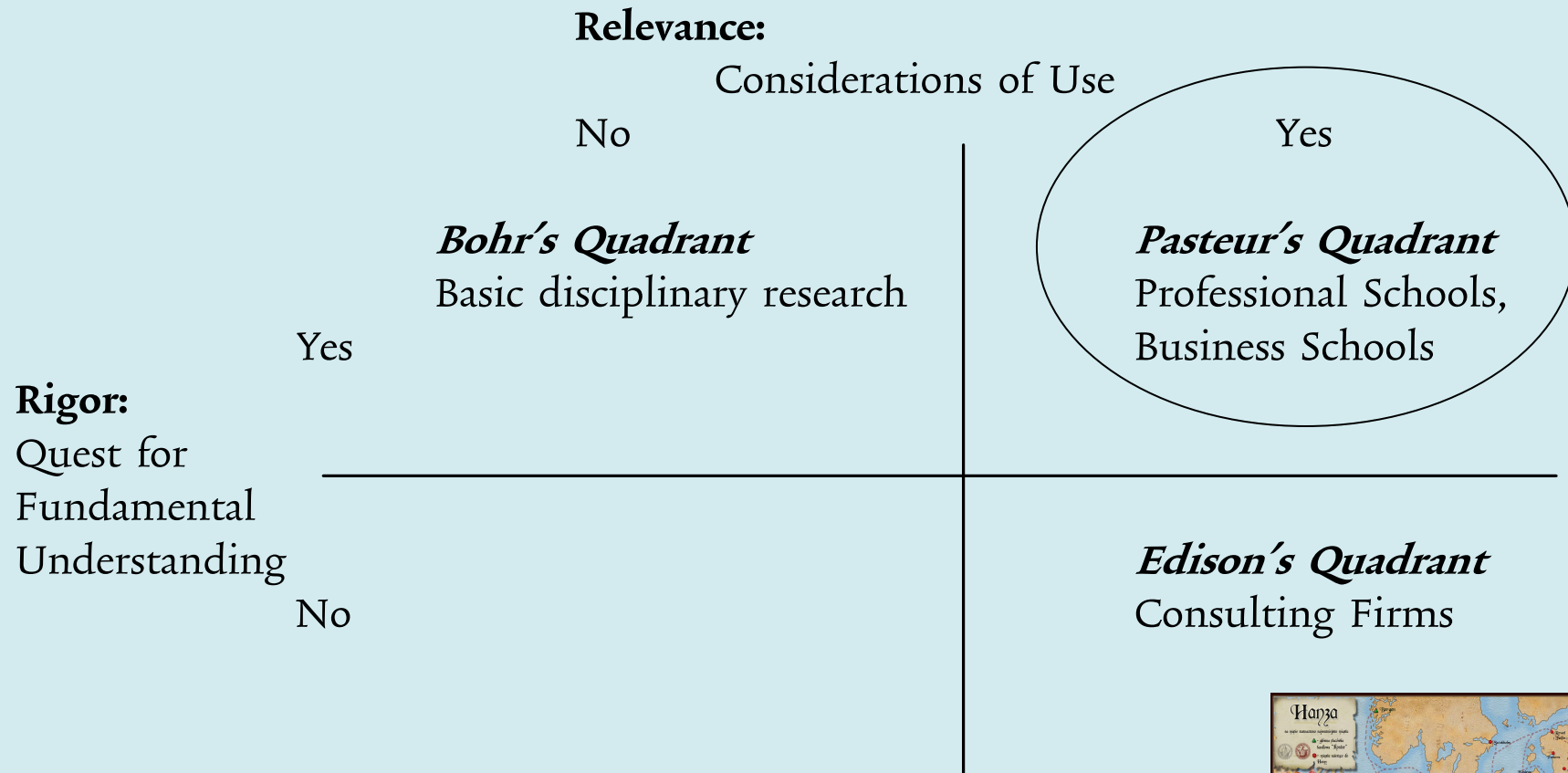
Objective: Research strengthens the curriculum

Up-to-date lecturers in current business practices

- *Learn with and from companies*
- Knowledge society: few have one job all their live, learning how to create knowledge, detect new ways, new opportunities, be innovative => what does the HBO offer?



Business School Research



From: Tushman & O'Reilly, AMR 2007



Levels in research

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- **BA:** Use 'theory' -> to solve a problem (*in practice*)
(*professional master: choose and use theory*)
- **MA:** Choose theory -> Find the right theory for a problem (*in theory or in practice*)
- **PhD:** Create theory -> Develop new theory for a problem (*in theory*)

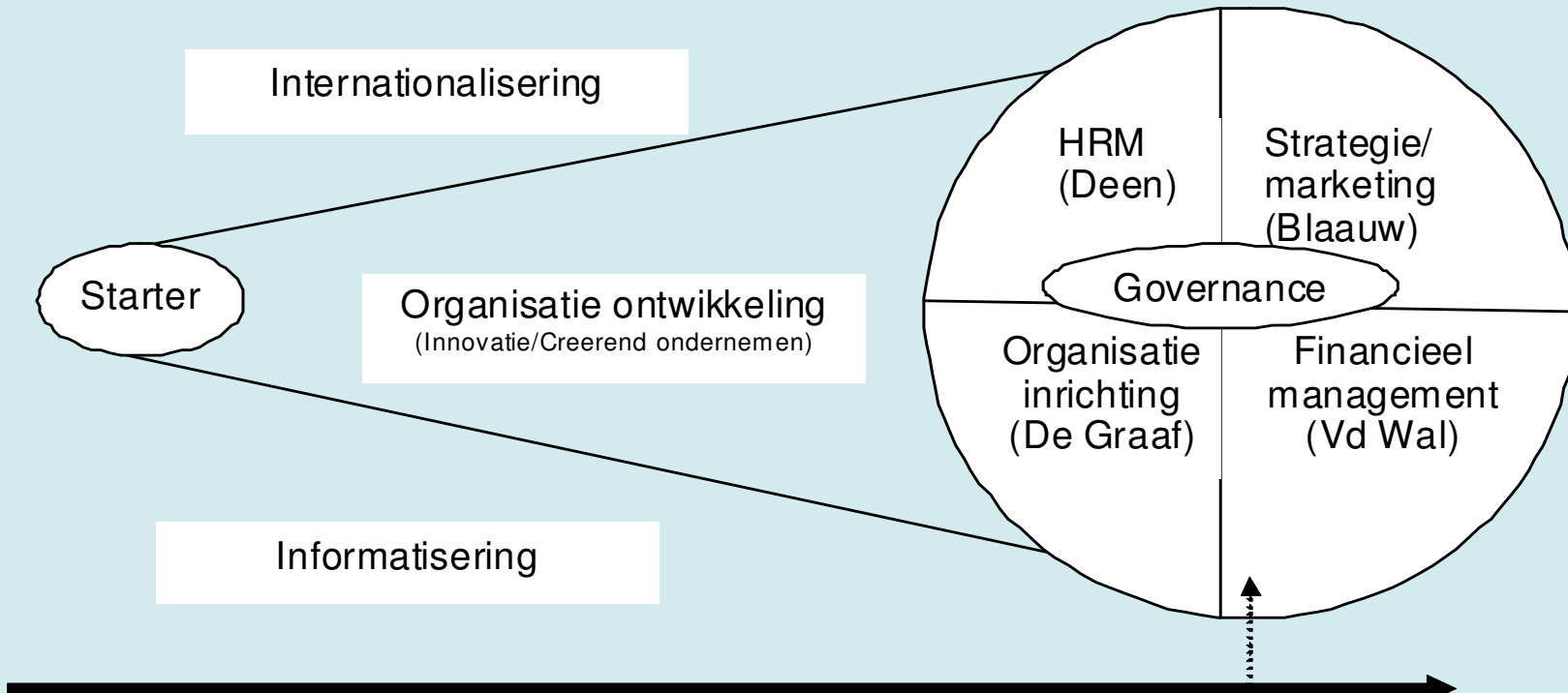
NB: The higher the level, the more important theory and therefore validity and reliability are



Positioning KCO in management science

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Hidden Champions



Vier functionele gebieden in de bedrijfskunde (Quinn)



Research within IBS

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- Organized in five expertise clusters: IBS and stakeholders are the knowledge circle
- Strong focus on market entry research: 3 PhD's projects
- Research in Management focusing on corporate governance issues (both internal and external) and Hidden Champions: 3 PhD's projects
- Planned to develop a research program on hard and soft controls



Main Research projects

IBS in KCO

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- Innovation in Tourism: An international perspective (SIA Raak)
- The Flat World: The impact of globalisation on SME's (SIA Raak)
- Hidden Champions (excellent symposium at 12th of June), should lead to SIA Raak Pro request
- Innovation in export-clubs (new SIA Raak request)



Some other projects

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- Discovering NordConnect: New market opportunities
- Exportstart Germany: 10 companies making first steps
- Evaluating BA and MBA research
- International networks in finance: NSFM
- Hidden champions and ethics



PhD research

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- Why do firms export: The Oli-paradigm and modern economics
- CSR and Dutch middle seized companies active in emerging economies
- The impact of International advertising
- Age, teams and leadership
- Intercultural communication and business ethics
- International advertising



Concluding remarks

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- Key objective of research is to contribute to excellent education:
- Good relevant research leads to good company relations and good lecturers = happy students
- Successful attempts to relate BA-research to MA and PhD-research

