

BRUNELHIVE REVIEW

*A Weekly Journal on University-Industry
Partnerships and Global Business Growth*

September 27, 2019

Welcome to Brunel Hive Review, and welcome to Brunel Hive.

Brunel Hive Review aims to explore how university-industry-policy partnerships deliver business growth and internationalisation. The Review is the key Brunel Hive publication, connecting Brunel Business School academic expertise with local and international businesses. Our editorial strategy focuses on becoming a leading channel in university-industry communication, addressing key issues at both policy and practice levels. The Review is being launched initially as a blog, with a print edition planned for September-October 2020. Brunel Hive Review will feature in-depth interviews with leading global entrepreneurs, academic experts and policy-makers, and will take advantage of Brunel's growing international reputation as a think-and-do institution.

The Review will also make strong, practical contributions to ongoing debates and approaches in executive learning, student entrepreneurship, business research, and knowledge exchange. Over the next twelve posts, we will focus on how Brunel Hive programmes facilitate sustainable business growth, with interviews from academic experts, executives-in-residence, high-growth entrepreneurs, and senior business managers. As a journal on knowledge exchange impacts and global business growth, we will deliver our objectives through a variety of communication channels, particularly social media, and special reports.

As the demand for new business growth ideas, strategies and tools continues to accelerate, particularly in view of the UK's imminent departure from the European Union, the role of universities in entrepreneurial growth has never been in sharper focus. Brunel Hive rises to this challenge. As the business growth and engagement platform at Brunel

University London, Brunel Hive's mission is clear: to enable and empower managers to deliver sustainable growth in their organisations. We deliver our mission by combining our extensive academic expertise with leading industry experts.



Brunel Hive is a unique, university-industry-policy engagement platform. Powered by Brunel's entrepreneurial ecosystem, we drive sustainable collaboration between world-class names and ambitious scaleups across the capital. We connect the dots, and bring together seemingly unconnected businesses to build long-term, profitable partnerships. One key aspect of this work involves connecting SMEs with the supply chains of large, global companies. This work, together with many other engagement strategies, also positions Brunel Business School as a leading academic and business support institution in London.



The Story So Far

The journey from January 2019 has been exciting and challenging in equal measure. Exciting, because we have achieved several key development targets. Challenging, because there have been several innovative ideas to reconcile, in order to formulate a coherent strategy to deliver sustainable growth knowhow to businesses in West London, across the UK, and internationally. In April, we launched the Brunel Hive Executives and Entrepreneurs-in-Residence Club (EIRs). We currently work with 26 industry experts, drawn from leading companies and emerging including Ford, Google and The Brooklyn Brothers. In May, we launched Brunel Hive Executive Learning. We have since delivered masterclasses on Personal and Corporate Branding, Purposeful Growth with High-Impact Leadership, and Sustainable Operations through Digital Transformation, in association with Co-Innovate, PwC and RationalFX, both at Brunel and in central London. Brunel Hive Executive Learning also worked closely with the University of Westminster to host two delegations from China. These two events mark the beginning of Brunel Hive's international engagement campaign.



Brunel Hive Conversation Series was also launched in July. Professor Jane Hendy, Head of Brunel Business School and Chair of Brunel Hive, kicked off the Series with a conversation with Andy Bass, an Executive-in-Residence and a former Toshiba CEO. Several Conversations are planned for the academic year, all aimed at directly connecting academic experts at Brunel Business School with experienced executives and

entrepreneurs to facilitate business growth. Brunel Hive also recorded two further highlights. Brunel Hive Research Seminar Series partnered with Birkbeck, University of London, to host a conference on Accelerating SME Internationalisation - Academic, Policy and Practitioner Perspectives. The Research Seminar Series will work closely with the Centre for Entrepreneurship and Sustainability at Brunel Business School, led by Professor Catherine Wang, to enable Brunel academics to connect their research with business and industry. The other highlight is Brunel Hive's engagement with West London Business, to present the Brunel Hive SME Growth Award at the next WLB Gala Dinner & Awards Ceremony in February 2020.

The Wider Context

Engineering the growth of ambitious businesses is now firmly established as one key mission of the 21st-century university. As businesses now need to venture smarter and further afield, Brunel University's mission of Engaged Scholarship provides a strong context for Brunel Hive, as it supports companies in an increasingly fast-paced world. Business venturing, in its broad sense, has come a long way, as companies seek to re-invent themselves to take advantage of opportunities in niche, global markets. Traditional definitions of business venturing focus on companies establishing venture funds to invest in new and innovative early-stage firms which align with their long-term strategies. The thinking has been that as companies grow in size and geography, their scale and complexity hinder their ability to take advantage of fast-moving changes in their core and related markets. Whilst this might be true of some businesses, other companies are restructuring and re-positioning their brands through organic growth, to become more responsive to global market opportunities. Business venturing in this brave new digital world however requires aligning cutting-edge technology with 'blue ocean' opportunity, to achieve the desired short and medium-term advantage. In the brave new world of risk and reward, to stand still is to perish. To re-invent and grow is to completely re-think the business model.



In today's increasingly complex markets, where supermarkets run banks, and technology companies permeate into many aspects of our daily lives, what is the entrepreneurial manager to do? How does the CEO bring together human and complex, technology-driven resources to deliver sustainable value to stakeholders? How do businesses engage with knowledge and research brands to create this sustainable value? Perhaps crucially, where do managers turn to for strategic advice, given the growing range of options available? In a new era of big ideas and bold decisions, agility, sustainability, technology and society will be the key items on the CEO's agenda for some time to come.

The Review also examines how the university works with both emerging and established global brands on their venturing journeys. As a world-renowned research and teaching institution, Brunel University London is recognised a strong knowledge brand. The Review seeks to explore how BBS and Brunel University harness the value and capacity of the Brunel brand, to assist companies in formulating and accelerating their strategic plans. There are however some hurdles ahead, and a number of questions arise. How will the business school respond to competitive threats from the large management consultancies, as they re-position themselves in the executive learning and business venturing space? With the rise of hands-on growth solutions from other leading business schools, what is the future for strategic advisory services and executive mentoring? How does Brunel Hive differentiate and pitch its value proposition, and also re-invent itself over time, to remain a trusted, growth knowhow brand for business leaders? One fact however remains: business innovation and technology research at Brunel is world-class. Brunel Hive plays a critical role in transferring this capability into high-impact strategic advice and practical knowhow for the 21st-century business venturer. Our mission at Brunel Hive Review is to communicate the knowledge exchange process.



We are grateful to many academic experts and industry practitioners for bringing Brunel Hive to this milestone. Professors Tom Betteridge, Ashley Braganza, Jane Hendy and Catherine Wang have helped to shape the vision. Michelle Heywood, Andy Bass, Chris Lowe, Tracey Barber, and several other executives-in-residence have also made contributions in many ways. The next few months once again will be exciting and challenging, as we build on our foundations and chart new West London, UK and international waters. We look forward to engaging with you over the coming months and years, to celebrate more knowledge exchange and impact highlights at Brunel Hive and across Brunel.

The Brunel Hive Team

