



**DEVELOPING  
BUSINESS-AWARE  
ACADEMICS**



[WWW.BUSINESS-AWARE-ACADEMICS.ORG](http://WWW.BUSINESS-AWARE-ACADEMICS.ORG)

OCTOBER 2024



**INSPIRING RESEARCHERS TO TRANSFORM IDEAS  
INTO ACTION**



University of Exeter  
Business School



Research  
England

# OVERVIEW



Developing Business-Aware Academics (DBAA) is a four-year £5m Research England funded project, based at the University of Exeter Business School and working in collaboration with the Chartered Association of Business Schools (CABS) and a national network of partners.



## WHAT WE DO



We bring together academics, industry, non-profits and policy makers to encourage mobility of people and ideas, boost the economy, and enable a healthier, more sustainable and socially-just future for all.

By curating an evidence-led programme of training and networking we empower academic researchers in the early stages of their careers, and across all disciplines, with the skills, mindsets and opportunities to engage beyond academia and transform their ideas into actions.

# FOR RESEARCHERS



Our mission-led approach supports researchers to recognise the many ways they can apply their research and skills to drive positive economic and societal change.

Through applying data analysis techniques beyond academia, or providing evidence to inform policy and business decisions, researchers are ideally placed to support, and lead on, initiatives to generate economic growth and a fairer society.

We understand the challenging and ever-changing career landscape for doctoral and early-career researchers.

Developing Business-Aware Academics aims to enable researchers to be more resilient to uncertainty by introducing the skills and networks to boost career choice in or beyond academia.

"My goal is to improve people's health so I ask myself, what is the best way to do that? I've found that applying for industry-focused grants can open doors to funding that wouldn't have been available otherwise.

The DBAA project is so important in helping researchers develop the skills that are most helpful when engaging with businesses."

DR FAY MANNING, LECTURER,  
UNIVERSITY OF EXETER MEDICAL SCHOOL

# FOR RESEARCHERS



CONNECT WITH US



Connect with Developing Business-Aware Academics to:

- Explore applications of your research in new settings
- Build networks beyond academia
- Understand the potential of industry-focused grants
- Develop skills to shape your career opportunities
- Contribute insights on researcher training, networking and our research

“By building mindsets and skillsets we give researchers choice and equip them with the awareness and confidence to take their careers, and their research, to new levels in universities and beyond.”

PAULA WHITEHOUSE, DEPUTY DEAN  
ENTERPRISE AND ENGAGEMENT, ASTON  
UNIVERSITY (COLLEGE OF BUSINESS AND  
SOCIAL SCIENCES)



# FOR EDUCATORS AND ACADEMIC PARTNERS



Our university partners bring a wealth of experience across a diverse range of academic disciplines. Connect with us to:

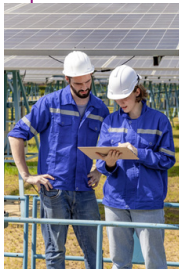
- Co-create opportunities for researchers to build their business-awareness
- Explore the potential for collaboration with industry, non-profits and policy makers
- Connect with like-minded peers to extend the reach of our project initiatives
- Help to shape research impact culture in universities and beyond
- Raise awareness of career pathways open to researchers



“Collaboration with businesses and industry to address shared challenges is crucial. This project will have synergistic benefits facilitating the co-creation of joint working to create inclusive economic growth.”

PROFESSOR BOB DOHERTY  
DEAN OF SCHOOL FOR BUSINESS AND SOCIETY  
UNIVERSITY OF YORK

# FOR BUSINESS, NON-PROFIT AND POLICY ORGANISATIONS



Workforce needs are rapidly evolving, and skills shortages are resulting in global competition for talent.

Universities can help organisations to meet their skills needs by connecting them with a future-ready, diverse talent pool of post-doctoral and early-career researchers.

We help researchers to develop the most sought-after transferable skills and offer targeted networking opportunities in sectors with skill shortages to plug gaps.

We work with partner organisations to demonstrate how engagement with academia can benefit innovation and boost economic growth.

"A lot of the returners we work with have PhDs and research experience prior to their career break. When they look to return, they encounter many barriers due to both their break and in trying to translate their valuable experience and transferable skills to industry."

NATALIE DESTY, STEM RETURNERS

# WORKING IN PARTNERSHIP



## WHAT WE DO



"For me, the motivation to collaborate with universities is the skills gap. I have previously had very positive experiences of working with academics via collaborative innovation projects. Developing Business-Aware Academics is a driver for more like this. It has the potential to enable mobility and to bring new skills into businesses."

LIZ COLLINS, EXECUTIVE DIRECTOR FOR PHARMACEUTICAL SCIENCES, PFIZER

Our project partners provide valuable advice on researcher alignment to industry sector needs, and potential for wider societal impact.

Partners are offered opportunities for involvement in early-career researcher development through participation in training and events.

We aim for mutual value and share our evidence-based research insights to help our partners to achieve their own objectives.



# PARTNER WITH US



dbaa@exeter.ac.uk

Xfi Building, University of Exeter, Rennes Drive, Exeter, EX4 4ST



We work with you to develop tailored partnership opportunities that offer mutual benefit.

- Gain early access to project research insights and reports
- Help to shape future talent pipelines and policy in your sector
- Connect with our community through collaborative events and networking
- Co-develop training content and methods to educate and inspire
- Connect with world-leading research talent
- Increase your visibility to researchers and funders with your logo on our website and materials

## OUR PARTNERS



University of Exeter  
Business School



Research  
England



Aston Business School  
BIRMINGHAM UK



US  
UNIVERSITY  
OF SUSSEX

BUSINESS  
SCHOOL



UNIVERSITY  
of York



HULT  
INTERNATIONAL  
BUSINESS SCHOOL

**babcock™**



Royal Academy  
of Engineering