



DEVELOPING BUSINESS-AWARE ACADEMICS

DBAA Funding for Focus Groups
Webinar, 16 May 2025

*Please note this session is being
recorded, and will be uploaded to our
website and public YouTube channel.*



University of Exeter
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SCHEDULE

- Introduction to DBAA, Prof Alison Truelove, Project Director (10 mins)
- Aims, logistics and ethics of running a focus group, Dr Kate Ellis, Research Fellow (15 mins)
- Application process, Ruby Walsh, Project Coordinator (5 mins)
- Q&A (20 mins)

Please keep mics muted during the presentation; there will be an opportunity to ask questions during the Q&A at the end.



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DEVELOPING BUSINESS-AWARE ACADEMICS

- National 4-year **Research England**-funded project
- Focus on **readiness** of academics to engage beyond academia
- Diverse range of **partners and collaborators**
- Research to establish **evidence base**, identifying gaps and examples of good practice
- Exploring **barriers, enablers and motivators** to engagement
- Campaign on **benefits** of academia-industry engagement
- Programme of initiatives for **PGRs & ECRs**



babcockTM



PROJECT AIMS

- To **inspire** and **empower** doctoral & early-career researchers to **engage beyond academia**
- To increase the **impact of research** and open doors to **diverse career pathways**
- To design, trial and evaluate an **evidence-led programme of training and networking** to develop researcher mindsets and skills
- To bring **academics, industry, non-profits and policy makers** together to address societal, economic and environmental challenges
- To make **policy recommendations** that remove barriers to collaboration and engagement

INSPIRE – demonstrating the benefits for individuals, organisations and society through case studies & success stories

DEVELOP – building confidence, identifying areas for collaboration, understanding business needs & types of impact

ENGAGE – facilitating purposeful interactions through networking, curated events, mentoring/coaching, placements and industry visits



**JACK JARVIS' RESEARCH-INDUSTRY
COLLABORATION FOR SUSTAINABLE FARMING
AND HEALTHY FISH**



**“WORKING WITH NHS
COMMISSIONERS REALLY HELPED
ME UNDERSTAND DECISION
MAKING IN HEALTHCARE. GREAT
IDEAS WILL ONLY REACH THE
PATIENT IF THEY ARE
COMMISSIONED BY HEALTHCARE
SYSTEMS.”**



“ My hope for the future is to be a voice for fish farms, supporting the middle ground between environmental policy and industry. **”**

A CASE STUDY OF JACK JARVIS, PHD RESEARCHER



**WEEKLY READINGS
ROUND-UP**

ALT

WORKING IN PARTNERSHIP WITH BUSINESS

- Seeking alignment with industry priorities
- Drawing on external expertise and networks
- Aiming for maximum economic and societal impact
- Exploring new pathways to impact and talent pipelines
- Prioritising the creation of mutual value
- CBI survey identified attitudes to academia-industry collaboration, barriers to engagement, & opportunities for mutual benefit

WORKING IN PARTNERSHIP WITH UNIVERSITIES

- Identifying existing good practice and expertise
- Designing provision that draws on a strong evidence base
- Navigating challenges around reward & recognition for non-traditional activity
- Developing sustainable provision and policy recommendations
- Exploring both generic & discipline/sector-specific approaches



DEVELOPING BUSINESS-AWARE ACADEMICS

[Researcher survey](#) now open
to explore barriers, enablers
and motivators to engaging
beyond academia.

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OUR NEXT STEPS

- Continue to build our evidence base to understand our context, researcher and industry/society needs, and barriers to success
- Produce case studies of existing good practice for inspiration
- Identify areas for innovation and experimentation
- Trial training and networking approaches
- Extend collaboration via funding distribution

THE FOCUS GROUPS



AIMS OF THE FOCUS GROUPS

- Understanding motivations
- Identifying barriers and enablers
- Exploring perceptions
- Gathering suggestions
- Informing policy and practice

RUNNING A FOCUS GROUP



- Duration
- Group composition
- Recruitment and participants
- Facilitators
- Resources required

ETHICAL CONSIDERATIONS



- University of Exeter Business School ethics ref: 8770117
- Facilitator briefing for selected applicants
- Informed consent is paramount
- Participation must be voluntary
- Data collection, management, and storage

APPLICATION & SELECTION PROCESS

- Open to academics, researcher developers and staff supporting doctoral and early-career researchers, **based at HE institutions in England.**
- Funding can be used to cover **room hire, refreshments, equipment hire, staff time** (if employed specifically for the focus groups), **reasonable travel expenses** and **incentives for participants** (in line with institutional policy).
- The deadline to apply is **30th May at 12 noon.**
- Application form covers **motivation, running the groups** (including recruitment, facilitation and hosting), as well as **budget** and **legal/ finance details.**



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APPLICATION & SELECTION PROCESS

- The selection panel will consider your plan to recruit to and run the focus group, and the **geographical location, type, and/or size of your institution.**
- Outcomes will be communicated via email in **early June.**
- Once we receive confirmation of acceptance, we'll send out legal contracts for signature and organise the transfer of funds.
- Recruiting to focus groups can start once contracts have been signed.
- Focus groups should take place as soon as possible after contracts are signed, ideally in **late June or July 2025.**

Q&A

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