



UN PRME and Research

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Why is research important?

- Management research influences the behaviour of managers
 - Directly through education (MBA, executive education)
 - Shaping broader public debate
 - Directly assisting managers grappling with current challenges
- Valuable service, but risk of harm if flawed

What is required?

- More research
 - Research into new areas, but embedded within existing disciplines, not in a new silo
 - New kind of research methods
- Reappraisal of existing models and frameworks and the values embedded within them

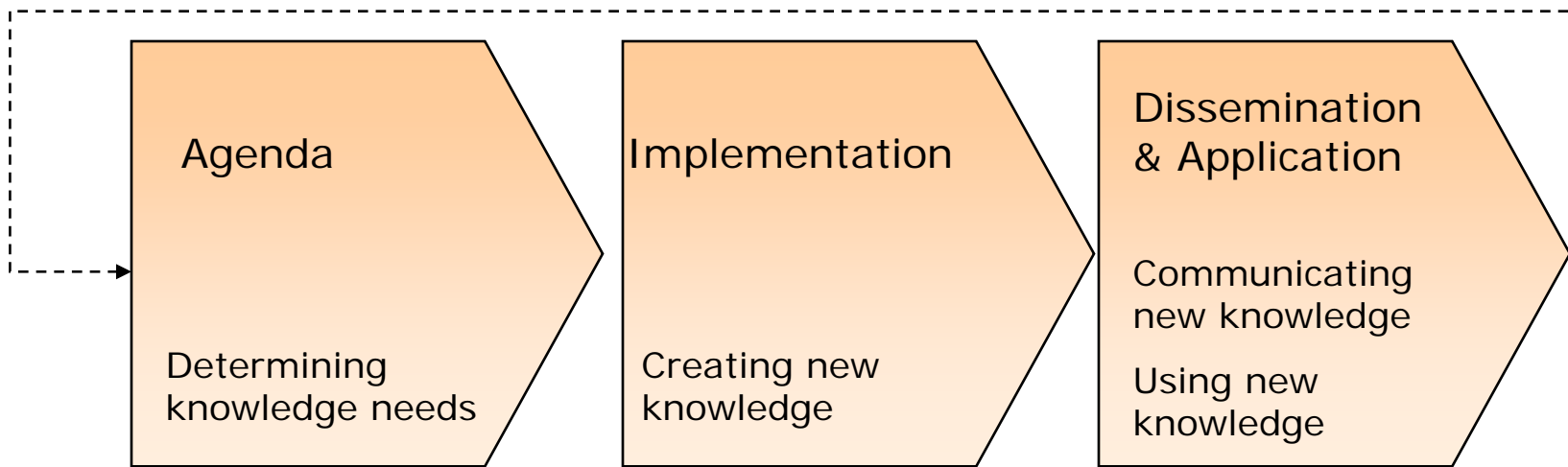
Some examples from Ashridge: CSR Platform



CSR Platform – research agenda

- Governance
- Collaboration, partnerships, clusters and alliances
- Developing and emerging economies and societies
- Diversity and excellence in CSR
- Competitiveness and CSR
- Practices for change inside companies
- Strategy and corporate governance for embedding responsibility in business
- Managerial skills and organisational competences
- Sector-specific and implementation studies
- CSR and integration in SMEs
- CSR and sustainability

Some examples from Ashridge: CSR Platform – research approach



- Research not relevant
- Engage with practitioners and stakeholders to shape research agenda
- Quant method not always most appropriate
- Timeframe
- Disciplinary silos
- Wider variety of research methods, eg ethnographic
- Collaborative and cross-disciplinary research
- Target audience?
- Language
- Actionable conclusions
- Not getting translated into teaching
- Support dissemination in popular publications and translation into teaching
- Support networks that bring together researchers and stakeholders (eg EABIS, GRLI)
- 6 • Reform career paths of researchers to recognise relevance and accessibility

Some examples from Ashridge

Ashridge Centre for Business and Society – the first decade

- Research agenda responding to the needs of managers,
- Collaborative approach to research
 - AccountAbility, Forum for the Future
 - EABIS, CSR Europe, Corporate Responsibility Group
 - World Business Council for Sustainable Development
 - UK Government, International Finance Corporation
 - Amnesty International
- Disseminating through events and publications for practising managers and informing teaching

Some examples from Ashridge

Ashridge Centre for Business and Society – current agenda

Partnering across faculty in areas of:

- Learning
- Strategy
- Leadership
- Change
- Organisational behaviour and SHRM