



IB Northwest (IBNW)

**A network connecting International Business research in
Manchester Metropolitan University, The University of Liverpool, and Alliance
Manchester Business School**

Sponsors



1 Purpose

Manchester Metropolitan University, The University of Liverpool Management School and The University of Manchester, Alliance Manchester Business School share a close geographical proximity in the North-West of England and significant academic expertise and leadership in the area of International Business and related areas.

IBNW is a network group initiative that seeks to bundle the existing IB resources around common research and publication interests in the partner institutions. IBNW works as a sub-group within the AIB-UKI chapter with a view of optimizing constructive collaboration and maximizing academic productivity.

2 Academic leads in IBNW partner institutions

Prof Frank McDonald Professor of International Business	Liverpool University Management School Frank.McDonald@liverpool.ac.uk www.liv.ac.uk/management/staff/frank-mcdonald/
Prof Heinz Tüselmann Professor of International Business	Manchester Metropolitan University h.tuselman@mmu.ac.uk www.mmu.ac.uk/cibi
Prof Rudolf R Sinkovics Professor of International Business	The University of Manchester Alliance Manchester Business School Rudolf.Sinkovics@manchester.ac.uk www.manchester.ac.uk/research/rudolf.sinkovics

3 Areas of collaboration

Research development and network development

IBNW, via its members, provides networking and research collaboration opportunities, at various levels of the academic career cycle. This involves doctoral students, early-, mid- and senior career

researchers. Facilitating activities include methods seminars, software trainings and master-series-type sessions.

Scaling up of and connecting expertise around specific themes

In addition to mainstream IB research, IBNW has research strength in a variety of IB themes, including business history, economic geography, value chains, political economy, entrepreneurship, innovation, economic development, and comparative perspectives. Connecting these themes allows colleagues to improve their proximity to disciplinary sub-themes and optimise the potential of communicating their research to multiple target audiences.

Pooling of funding opportunities

Funding applications, both with respect to in-house and external sources stand better chances if credible collaborative efforts are in place. The pooling of IBNW resources, collaborative research funding bids and other income generation opportunities will be able to offer more comprehensive "package" offerings than individual ones. Where appropriate and mutually beneficial, funding will be sought for research projects and events, both in responsive mode (e.g. ESRC Social Science Festival) or open mode. Opportunities may arise at international and national level but also locally, e.g. via the "Northern Powerhouse" initiatives (e.g. MIDAS) where coordinated efforts will put IBNW members in a stronger position vis-a-vis other initiatives.

Response to regional and local initiatives

Related to funding, IBNW will further pool resources and expertise regarding regional and local initiatives, such as the "Northern Powerhouse" or the Greater Manchester Devolution agenda. Research-led engagement in this area will bring the IBNW network in a good position for funding and impact related work, specifically when connected to IB areas such as trade, inward investment, capacity building for higher value-added inward investment, SME internationalisation in the NW area, etc. The focal idea for IBNW is to develop expertise as a one-stop shop for expertise for local and/or regional organisations, such as MIDAS and trade and investment promotion agencies (e.g. UK Trade and Invest Northwest), the Greater Manchester and Liverpool Chambers of Commerce and the Greater Manchester Local Enterprise Partnership and Liverpool City Region Local Enterprise Partnership.

IBNW master seminar series

Above and beyond seminars that are currently taking place at local levels, IBNW aims to offer occasional (approx. twice per academic year) collaborative seminars where high profile IB colleagues are invited and seminars are hosted under the IBNW banner in alternating IBNW locations.

IBNW events and impact activities aimed at national level and beyond

IBNW will run a number of high profile events nationally that will be conducive for impact and research. These events will be coordinated and communicated via multiple communication channels such as BAM (via IB-SIG and Methods-SIG as appropriate), AIB-UKI (via AIB-UKI twitter, LinkedIn and newsletter) and involve organisations such as UK Trade and Invest, German-British Chamber of Commerce, as well as senior executives of multinationals companies and REF2010 panel members. IBNW will run REF impact workshops for the IB and IB related researchers with high profile impact assessors of the REF panel.

4 Actions

- Kick-start and initial networking event especially involving PhD students and early career researchers. Organised around paper development with constructive formative feedback (Lead: HT)
- Further thematic development workshop with a view of identifying aggregate themes and lead academics that commit to taking agendas forward (Lead: HT in collaboration with RS and FMcD)
- IB impact and knowledge transfer and development events, modelled after previously hosted impact events hosted at Bradford and including workshops with practitioner groups to develop joint knowledge development and transfer activities and encouraging of work that develops Impact for research (Lead: FMcD)
- AMBS summer school International Business and Management (June 2017), which combines theory sessions and selected methods workshops, for early career researchers, at national level, hosted at AMBS, (will run under IBNW banner) (Lead: RS)