



STUDENT STORIES

Life on a Human Resource Management course

What makes studying a Human Resources course at Leeds Business School different? For Gracie Lee, the combination of a hands-on course team, the opportunity to gain real-life experience and dedicated dissertation support have enhanced her career opportunities and allowed her to undertake exciting projects. Check out her blog.

[Read more](#)

Students take Hackathon prize

Four students have won first prizes at a global hackathon event. Currently studying the MSc Entrepreneurship and Business Development and the BA Business and Management with Enterprise, the students were recognised at the Global Citizenship Programme Hackathon for their work in developing a media partnership strategy and digital marketing strategy for two social enterprises.

Marketing students win national prize

From the 'Brains of Beckett' to the next generation of marketing stars, the future looks bright for a team of Leeds Beckett University students who have scooped a prestigious prize. Jessica Rolph, Hannah Napier and Georgina Tordoff have been crowned 'Marketers of the Future' by the Chartered Institute of Marketing after winning its student marketing competition, The Pitch. Forming 'the Brains of Beckett' team, the students impressed judges with their creative ideas to market Samsung's new foldable mobile phone to Generation Z.

[Read more](#)

Students partner with international agency to tackle diversity issues

Public Relations students at Leeds Business School have teamed up with an international PR agency to conduct new research that tackles diversity and inclusion issues in the industry. The final-year students worked alongside Allison and Partners on the research which advises on the future strategic direction agencies and organisations can take.

[Read more](#)

Accounting students awarded scholarship

Four talented students have each been awarded a £1,250 scholarship fund by Chancellor, Sir Bob Murray CBE, to enhance their learning opportunities. Madiya Afsar, Elena Brown, Ellis King and Dominik Rafael will be given the extra financial support while studying at LBU which it's hoped can help them achieve their dream jobs.

[Read more](#)

A MESSAGE FROM THE DEAN



Welcome to Leeds Business School's Spring e-newsletter. Here you can read about some of our latest activities as well as snippets from students, colleagues and graduates who have achieved great success during these challenging times. If you'd like to find out more about the work we do, please explore our [school blog](#).

Take care and stay safe,
Professor George Lodorfos,
Dean of Leeds Business School

Journalism students meet broadcast legend...

It's not every day that a famous face turns up for your seminar. Find out what happened when Channel 4 News anchor Jon Snow chatted with our BA Journalism students in December, by reading Rachel's student blog.

[Read more](#)

'Brewing up' new ideas to improve equality

Business and Management students have been enlisted by a popular local brewery to help tackle diversity issues within the beer industry. First-year students from the course have been working with the award-winning North Brewing Company to develop new initiatives that will help attract a more diverse workforce, including better representation from black and minoritised ethnic groups.

[Read more](#)

How experience can benefit students

Leeds Beckett's Public Relations course is one of the longest running of its kind in the UK. Find out how students can use the experience and connections built by academics over three decades by reading student Olivia's blog.

[Read more](#)

...and hear from successful graduate

Holly Richardson, Beckett alumnus and digital writer for the Stylist Magazine came to talk to MSc Journalism students to tell of her life after university. After a bit of freelancing working as a government press officer and copywriter, she landed her "dream job". Highlights include a visit to Downing Street and an interview with Sir Keir Starmer, the Labour leader.



SCHOOL NEWS

#WECAN



European Union
European
Social Fund

£1.7m women in business scheme launched

#WECAN, a new scheme that empowers women in business has been launched by Leeds Business School. It aims to grow small and medium-sized businesses by building the skills, capabilities, and opportunities of women in the Leeds City region. Partly funded by the European Union Social Fund, the scheme draws on the business expertise of professionals and academics from across Leeds Business School.

[Read more](#)

New edition of popular PR book released

The latest edition of a prominent textbook on the PR industry has hit shelves. The fifth edition of Exploring Public Relations and Management Communication, co-edited by Leeds Business School's Professor Ralph Tench and Stephen Waddington, went on sale at the end of last year. The book builds on the foundations laid in its fourth edition, which became one of the most popular PR textbooks in Europe.

[Read more](#)

Retail Institute collaborates with major firms

Coca-Cola Company and John Lewis and Partners are the latest firms to start working with the Retail Institute. Coca-Cola have joined the institute's membership scheme, where they will explore topics around sustainable packaging and reusable business models. Meanwhile, John Lewis & Partners are collaborating with Dr Esther Pugh on creating innovative education materials for our Visual Merchandising modules, and have agreed to set a student project.

Creating a new learning environment

Academics who teach Human Resources courses have ensured that students still receive a high-quality learning experience while at home. A new challenge-based system for skills modules has helped students to develop their ability to work in a team across a variety of scenarios. The work has been led by Dr Julia Claxton and Jo Goodchild.

EVENTS

Setting the agenda for what comes next in the North



We were delighted to be a partner of the Invest North conference, which took place on 24 March 2021. The conference focussed on sharing world-class insight and knowledge from over 60 of the most influential policy makers, creative thinkers and showcasing transformational ideas in our region, as the North recovers from the pandemic and builds towards a better future. Professor George Lodorfos was joined by Head of Procurement, Sarah Coll, and Chief Executive of Leeds City Council, Tom Riordan, and discussed the impact of the university's 'buy local' policy.

[Read more](#)

Leeds Business School Guest Lecture Series

Our online lecture series with industry experts continues with events this semester which include:

'Evolving and engaging during a global pandemic' with Sam Thomas-Berry, Vice President of Human Resources at Kellogg Company
Wednesday 24 March 2021

'Why post Covid-19 Communications must be different' with Sarah Pinch, Managing Director of Pinch Point Communications
Wednesday 21 April 2021

'Let's really feed the world' with Adam Smith, Founder and Co-Director of The Real Junk Food Project
Tuesday 11 May 2021

[View and register for the latest events](#)



RESEARCH FOCUS

Comms conference hears about pandemic impact

The lessons that the communications industry can learn from the fallout of the Covid-19 pandemic have been discussed at a recent conference hosted by Leeds Business School. The Crisis2021 conference invited experts from across the globe to speak about the issues that have arisen over the course of the last year and how communication methods can be adapted to tackle them. The conference was chaired by Leeds Business School Senior Lecturer, Dr Audra Diers-Lawson.

[Read more](#)

Analysing the role of bioplastics in the future of sustainable packaging

Dr Suneel Kunamaneni completed a journal paper on Future of Bioplastics: a critical exploration of Sustainable Innovation and Commercialization challenges, submitted to Sustainable Production and Consumption Journal. This article expands on the research on bioplastics landscape commissioned by ASDA in 2019 led by Dr Kunamaneni and debates whether bioplastics can offer a viable alternative to traditional carbon-based materials, in the global pursuit of sustainable packaging solutions.

The research focuses on commercialization challenges of bioplastics, taking into account technology trends and innovation dilemmas of bioplastics ventures. It debates the validity of environmental claims around bioplastics and the need for more durable, reusable products, some of which may well come from biobased sources. It calls for large market players to commit more to scaling up innovative activities and production of bioplastics to change the status quo and increase the share of bioplastics from the currently paltry 1% share of the global plastics market.

Making learning immersive

A cross disciplinary team consisting of Sujana Shafique, Dr Karen Trem and Bob Croft are working on the development of immersive learning activities for students. The development team have created a fictitious organisation, for which participating students work as graduate trainee consultants. The scheme is being rolled out for students across a number of courses and has already been used successfully on a module taken by Accounting and Management students.

A North-South divide in advertising?

Dr Martina Topic has published a new paper on the impact of 'blokeishness', masculine habits and the North-South divide in advertising. Dr Topic has also worked with Professor Ralph Tench and Gemma Bridge on a new paper that analyses corporate social responsibility policies in the UK's food, soft drink and packaging industries.

[Read the advertising report](#)

[Read the CSR report](#)

The impact of remote learning on children with special educational needs

Dr Alan Shaw is working on a research project with the Education team at the University of Hull looking at how parents of children with special educational needs have coped with learning remotely, while schools have been closed during the Covid-19 lockdown. Alan will be designing a new website which will house a range of resources for parents to use (developed by the team from the University of Hull). Alan and his colleagues from Hull are still interested in building their knowledge and understanding of this area. If you have any experience in this situation and would like to share your view, then Alan would be happy to [arrange a chat](#).

Dr Shaw will also give a keynote talk at the international virtual conference: Emerging Trends in Marketing and Management, on 1-2 July. Dr Shaw, who is the founder of business consultancy firm Strategic Planet, focuses much of his research on social media and the health arena.

Academic scoops sustainability award for work in Colombia

More than ever, countries across the world are looking to sustainable solutions to help solve unique problems that they face. Which is how Dr Pedro Pablo Cardoso-Castro, Senior Lecturer at Leeds Business School, became an award winner for helping the fight against the production of illicit crops in Colombia.

Dr Cardoso-Castro was part of the team that scooped the Smart and Sustainable Innovation Award at this year's SEEDS Conference, after developing a system that monitors the replacement of illicit crops with sustainable ones.

[Read more](#)

[Discover more](#) about the latest news and events at Leeds Business School