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## News from the AIM Office

### AIM Publications Available on Amazon

We are pleased to announce that you can now order AIM Executive Briefings from [Amazon.co.uk](http://Amazon.co.uk). Not only does this enable you to quickly and easily obtain a hard copy of our most popular publications (which are also available to download as PDFs [here](#) or order as hard copies directly from directly from AIM [here](#)), but it is an excellent opportunity for our work to be accessible to a new and wider audience.

You can find the AIM Executive Briefings on our Storefront [here](#), or alternatively search the Amazon catalogue in the usual way.

### Updates to the AIM Website

We're pleased that we're now able to offer online interactive versions of our tools for managers and small businesses - do take a look at what's available, which includes tools from Professor Lynda Gratton, Professor John Bessant, Professor Julian Birkinshaw, Professor Andy Neely and Professor Jaideep Prabhu.

To explore the full range of tools [click here](#).

## Announcements

### Lifetime Achievement Award for AIM Senior Fellow

We are delighted to announce that AIM Senior Fellow Professor Chris Voss was presented with a Lifetime Achievement Award at the Production and Operations Management Society meeting in Vancouver in May, for his work in service operations. He also presented a paper at the same event, entitled 'Service Supply Chain -A Field for Research?' We would like to offer Professor Voss our warmest congratulations for this well-deserved award.

### New AIM Visiting International Fellows (VIFs)

AIM Targeted Initiative Fellow Professor Mary Rose and colleague Professor Sarah Jack at the Lancaster University Management School have secured funding for Associate Professor of Innovation and Entrepreneurship Dr Mark Freel, Mark R. Bruneau Fellow for Global Business and Entrepreneurship at Telfer School of Management, University of Ottawa.

AIM Ghoshal Fellow Dr Ammon Salter will be joined by Maryann Feldman, ZS.K. Heninger Distinguished Professor of Public Policy at the University of North Carolina.

AIM Innovation Fellow Professor Gerry George has secured funding for Professor Harry Sapienza, Curtis L. Carson Chair in Entrepreneurship at the University of Minnesota.

AIM Services Fellow Professor Irene Ng will be hosting Professor of Business Administration and Leadership, Javier Reynoso, from The Monterrey Institute of Technology (ITESM) in Monterrey, and Associate Professor at the Department of Marketing at the Guanghua School of Management, Hean Tat Keh.

Hosting Visiting International Fellows is an excellent opportunity to collaborate on new projects, and we look forward to hearing what emerges from these visits. VIFs take part in workshops and seminars as a part of their projects while in the UK so do check the AIM events pages for events featuring our Dr Freel, Professor Feldman or Professor Sapienza in the next few months.

### **AIM Ghoshal Fellow Completes Advisory Work for House of Lords Film and TV Report; and Department of Business on the UK Creative Industries**

Dr Gerben Bakker, AIM Ghoshal Fellow and Lecturer in Economic History and Accounting at the London School of Economics and Political Science was appointed Specialist Adviser to the House of Lords Communication Committee last year to advise for its inquiry into the British film and television industries, and to a lesser extent videogames. The Committee's report has recently been published and can be accessed [here](#) (evidence report [here](#)). A first development after the report's publication has been a tax credit for UK-based videogame developers.

Dr Bakker also completed his advisory work on the British creative industries for the Department of Business, Innovation and Skills (BIS). The work was part of the 'New Jobs, New Industry' initiative of the former Business Secretary Lord Mandelson, and involved an analysis of the costs and benefits of past government policy on the creative industries, taking the film, music and videogames as case studies. A draft was presented at the New Industry, New Jobs conference, organized by the Department of Business and chaired by Lord Mandelson, at Cass Business School in October 2009, and the final report has been published recently. The full report can be accessed [here](#).

Finally, you can still obtain Bakker's recent monograph on the film industry, *Entertainment Industrialised: The Emergence of the International Film Industry, 1890-1940* from Cambridge University Press [here](#).

### **AIM Fellow Joins Work, Employment and Society**

We are pleased to announce that AIM Services Fellow Professor Irena Grugulis will be a part of the incoming editorial team for the journal *Work, Employment and Society* this coming January, where she will be joining among Professor Mark Stuart, Professor Ian Kirkpatrick, Dr Chris Forde, Dr Robert MacKenzie and Dr Jennifer Tomlinson.

## **Activities**

### **AIM/CMI/IBC Event on Employee Engagement; 27th May; Senate House London**



Over 200 delegates enjoyed an excellent evening event organised by AIM in collaboration with CMI and IBC on the key current topic of employee engagement. They enjoyed the observations of a panel consisting of Robin Field-Smith, David MacLeod and John Bigos and also presentations from Senior AIM Fellow Julian Birkenshaw and Stephen Martin, who is particularly well known for his "staring role" in Undercover Boss! Finally they all left with a copy of Julian's new book "Inventing Management".

We were also proud to see our own Claire Fitzpatrick being presented with a certificate of achievement from CMI for her help and professionalism in organising this very well-run event.

Following introductions from Sandra Dawson on behalf of AIM and Ruth Spellman on behalf of CMI, everybody had a stimulating, challenging and informative evening.

### **Academic Researchers' Engagement With Practice; 11th - 12th February; Alma Graduate School**

Management Practices Fellow Dr Markus Perkmann co-organized a workshop together with Riccardo Fini (University of Bolzano), Maureen McKelvey (RIDE-IMIT, Univ. of Gothenburg), Markus Perkmann (Imperial College London) and Maurizio Sobrero (University of Bologna). The workshop was entitled 'Universities on a third mission: External engagement and entrepreneurship by academic researchers' at Alma Graduate School, University of Bologna, on 11-12 February 2010.

The objective of the workshop was to assess the state of research on industry engagement and knowledge transfer activities by academic researchers. Researchers from various European countries presented their latest research on an important issue that continues to occupy policy-makers and university administrators.

### **Lean in the Total Place; 21st May; Warwick Business School**

AIM Management Practices Fellow Dr Zoe Radnor held this successful workshop which was attended by over 50 people including three Chief Executives from the Warwickshire Region. Senior Representatives from Local Government, Health, DWP and Police met to share

experiences and discuss how to lead and develop Lean across - not just within - the region. A well-received and productive event, the workshop was met with commitment from the participants and determination to organise follow on events and activities, so we look forward to learning what emerges as a result.

## New Publications

### Supporting Innovation in the 21st Century

Innovation studies define Research and Technology Institutes (RTIs) as intermediaries or bridging organisations in an innovation process. Many key factors surfaced during the research of this report competence, management of innovation and contributions. Most importantly knowledge gained helps to adapt existing technologies for new applications across industries and sectors, resulting in innovation service providers influencing and contributing to decisions affecting the contracting firm.

This report, written by Jeff Readman, focuses on the innovation process, which play a vital part in decision making within organisations.

Click [here](#) to download a copy of this AIM Academic Report, or [here](#) to order your free hard copy.



### Emerging Landscape: An Exploratory Study of Management of University Knowledge Transfer Office in the UK

Written by Dr Hossein Sharifi and Weisheng Liu, this report delves into knowledge based system and innovation within in businesses, and the role it has played since the significance of university to industry technology transfer was recognised in the 1990s. At this time, following widespread debate concerning the effectiveness to utilise university research, the government argued that steps needed to be taken to assure more contact between science and engineering and decision-makers. This report is a close examination of the theoretical perspective of university/industry links and the growth and development of university knowledge transfer offices.

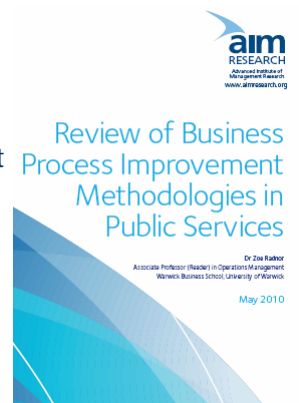
Click [here](#) to download a copy of this AIM Academic Report, or [here](#) to order your free hard copy.



### Review of Business Process Improvement Methodologies in Public Services

Drawn from a set of questions collected from Public Sector organisations, this report from AIM Management Practices Fellow Dr Zoe Radnor looks at the success and failures of innovation in to their business processes, and provides indications for where their future developments should be focused. It determines which business processes are suitable for improvement approaches in the long term and short term and the practicalities associated with using these processes.

Click [here](#) to download a copy of this AIM Academic Report, or [here](#) to order your free hard copy.



## New AIM Working Papers

We have four new Working Papers available on the AIM Website:

[What are Business Models? Developing a Theory of Performative Representations](#)

- Markus Perkmann and Andre Spicer

[Why do Academics Engage with Industry? The Entrepreneurial University and Individual Motivations](#)

- Pablo D'Este and Markus Perkmann

[Value Co-Creation in the Delivery of Outcome-Based Contracts for Business-to-Business Service](#)

- Irene C. L. Ng, Sai S. Nudurupati and Paul Tasker

[We Don't Need No Education: Or Do We? Management Education and Alumni Adoption of Strategy Tools](#)

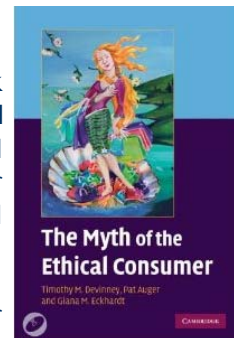
- Paula Jarzbnkowski, Monica Giulletti, Bruno Oliveira and Nii Amoo

You can view all of our working papers on the AIM Website [here](#).

### The Myth of the Ethical Consumer

AIM Visiting International Fellow Professor Tim Devinney has a new book coming out this August exploring the concept of the 'ethical consumer' and what really influences consumer decision-making - ethical concerns or social influences. Considering the various aspects that contribute to consumer decisions, this book ultimately examines the relationship between social causes and consumption.

You can find much more information about this upcoming book [here](#), or alternatively pre-order your copy [here](#).



### Platforms, Markets and Innovation - new book edited by Annabelle Gawer, Imperial College Business School

The emergence of platforms is a novel phenomenon impacting most industries, from products to services. Industry platforms such as Microsoft Windows or Google, embedded within industrial ecosystems, have redesigned our industrial landscapes, upset the balance of power between firms, fostered innovation and raised new questions on competition and innovation. Annabelle Gawer presents cutting-edge contributions from 24 top international scholars from 19 universities across Europe, the USA and Asia, from the disciplines of strategy, economics, innovation, organization studies and knowledge management. The novel insights assembled in this volume constitute a fundamental step towards an empirically based, nuanced understanding of the nature of platforms and the implications they hold for the evolution of industrial innovation. The book provides an overview of platforms and discusses governance, management, design and knowledge issues.

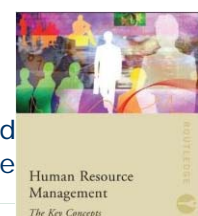
To purchase your copy, [click here](#).



### New Releases from AIM Overseas Fellow Dr Chris Rowley

#### Human Resource Management - co-authored with Keith Jackson

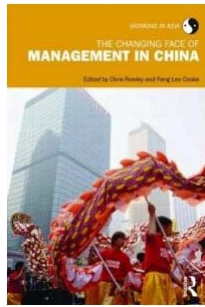
Human Resource Management: The Key Concepts is a concise, current and jargon-free guide that covers the main practices and theories that constitute



human resource management (HRM). Fully cross-referenced and with suggestions for further reading, this book is a valuable reference for students and professionals seeking to understanding more about the what, why and how of HRM across a range of national, industrial and organisational contexts.

Human Resource  
Management  
*The Key Concepts*

Chris Rowley and Keith Jackson



### **The Changing Face of Management in China - co-edited with Professor Fang Lee Cooke**

The Changing Face of Management in China explores the key challenges facing businesses and managers in China, across management functions, as well as across a range of sectors and organization types. Written by prominent scholars with direct experience in this market, this book adds to the existing body of knowledge by examining a range of areas of Chinese management in the context of local political, economic and social traditions, and the global economy.

### **Whither South East Asian Management?**

This book examines the directions in which various structures and processes of management and business are moving in South East Asia, covering Indonesia, Malaysia, Thailand and Vietnam. It aims to update previous works in the field covering management and business in these countries. It goes on to deal with a wide variety of themes and issues, functional and practice areas, sectors and organisational types. Many key sectors are also covered, such as finance, retailing, telecoms, etc. The types or organisations covered range from multinational companies to state-owned enterprises. The contributors cover current and ongoing developments of these themes, particularly in the context of globalization.

All three upcoming releases are available to pre-order on Amazon.

## **Calls and Upcoming Events**

### **Research Collaboration Offer**

A consortium led by Cardiff Business School has recently been awarded a 3 year contract by the Welsh Assembly Government (WAG) to set up The Centre for Excellence for Leadership and Management Skills in Wales ([www.lmw.org.uk](http://www.lmw.org.uk)). One of the roles of LMW is to evaluate courses, programmes and workshops that attract some level of funding from WAG. LMW anticipate a large amount of data being generated through the data collection process. We will conduct workshop feedback surveys and timed / longitudinal effect on practice / impact of workshop surveys. We would welcome contact from researchers that would be interested in using the data to generate research outputs.

For further info please contact Gary Walpole, Director, Leadership & Management Wales: 02920 875062, [walpoleg@cf.ac.uk](mailto:walpoleg@cf.ac.uk)

### **Assisted Living - Economic and Business Models and Social and Behavioural Studies; Call for Proposals**

The aim of this call is to address needs identified in the areas of Economic and Business Models and Social and Behavioural Studies. The Economic and Business Modelling theme will aim to provide improved evidence to underpin industry and social enterprise, to encourage investment in and implementation of assisted living services and technology. The Social and Behavioural Studies theme will aim to better understand the interactions between Assisted Living technologies and services and individuals, families and communities.

Economic and Business Modelling and Social and Behavioural Studies

In May 2010 a new joint call for proposals was launched on the themes of Economic and Business Models, and Social and Behavioural Studies in Assisted Living. The priorities in each of these areas were identified through two workshops, held in July and September 2009 respectively.

The full details of the call can be found [here](#).

Deadline for Outline Proposals: 30 July 2010. ESRC Contact: Dawn Woodgate - 01793 411922 - [Dawn.Woodgate@esrc.ac.uk](mailto:Dawn.Woodgate@esrc.ac.uk). TSB Contact: 0300 321 4357 - [support@innovateuk.org](mailto:support@innovateuk.org)

### **Series of workshops featuring AIM Visiting International Fellow Professor Richard Langlois, who will be working with AIM Services Fellow Dr Martin Spring this June**

The Advanced Institute for Management Research is pleased to invite you to a series of workshops featuring AIM Visiting International Fellow Professor Richard Langlois, Professor of Economics at the University of Connecticut

Please note that these workshops are open to everyone, although the London writing workshop may be of more interest to 'academic post-holders'.

Registration:

There is no charge but places are limited and participants must register in advance with AIM Research via the online links provided.

Events Programme:

For full details of a series of workshops please refer to the [attached document](#).

When and Where? The workshops are being held as follows:

Date: Monday, 14th June 2010

Title: The Secret Life of Mundane Transaction Costs

Time and Location: 1.00-2:30pm LT2, Lancaster University Management School

Registration: [Please register your interest here](#)

Date: Tuesday, 15th June 2010

Title: AIM Capacity-Building Event: 'Workshop on Writing Style'

Time and Location: 12.00 (registration)-2.00pm/ (2.00-2.30: networking), Birkbeck College, Clore Management Centre, Clore Building 25-27 Torrington Square, Bloomsbury, London, WC1E 7JL

Registration: [Please register your interest here](#)

\*We regret to inform you that due to Prof. Langlois' tight schedule lunch will not be provided. Please plan accordingly.

Date: Tuesday, 15th June 2010

Title: Economic Institutions and the Boundaries of the Firm: The Case of Business Groups

Time and Location: 4.00 (registration)-7.30pm, Senior Common Room, Royal College of Art, Common Room Block, Jay Mews Entrance, Kensington, SW7 2EU

Registration: [Please register your interest here](#)

Date: Thursday, 17th June 2010

Title: Organizing the Electronic Century

Time and Location: 3.00-5.00pm, Lecture Theatre 1, Business School, Bristo Square, University of Edinburgh

Registration: [Please register your interest here](#)

**Stabilizing an unstable world: The role of practices and routines; 21st June 2010, AIM Offices, Russell Square, London**

This AIM workshop aims to focus and reflect on how change is studied in order to understand stability/stabilizing rather than thinking of change as something independent of stability.

It will give the participants opportunity not only to hear about the concepts from some leading academics currently developing the thinking and theories around the topic also related to the concepts of routines and dynamics capabilities but also opportunity for them to develop and apply the ideas to their own research.

This workshop will be opened to the AIM community first of all (AIM Fellows and Scholars).

Places are limited and will be allocated on a first come, first served basis, so early application is advised. To secure a place, please register via an online booking form [here](#)

Applications from the wider community will be placed on a waiting list and accepted should free places become available.

For more information on this event please see the [AIM Website](#). If you have any queries regarding this event please contact Agi Witaszczyk on 020 7862 8519 or [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk)

**ESRC seminar on Corporate Responsibility, Sustainability, Government and Civil Society; 1st July 2010; Aston Business School**

The sixth and final seminar in the series will be chaired by Dr Kathryn Haynes, AIM Services Fellow, Aston Business School. The event will draw together some of the earlier themes of the series to consider the fundamental question about the relationship between social responsibility and business. It examines whether social enterprise models provide a way forward. It discusses the limits and expectations of corporate responsibility and the actions that can be taken by, and with, the state, civil society and the individual. It addresses the question of where do the responsibilities of corporations, governments and civil society begin and end? Finally, it considers how responsible governments and corporations can respond to the challenge of social responsibility and where they normatively and pragmatically draws the lines of responsibility, raising pressing concerns about the role of the corporation in a 21st century free market democracy.

Speakers include:

- Professor Rob Gray, University of St Andrews
- Professor Jesse Dillard, Portland State University
- Dr Martin Brigham, Lancaster University Management School
- James Robey, Head of Sustainability, Capgemini Plc
- Dr Stuart Cooper, Aston Business School

The seminar is followed the next day, 2 July 2010, by a day of related presentations relating to responsible management education. Both events can be attended separately or together and accommodation is available. There is no fee for attendance and travel bursaries of up to £100 each are available to 8 PhD students.

Please notify interest in this event to [alan.murray@shef.ac.uk](mailto:alan.murray@shef.ac.uk)

**Artefacts at the Centre of Routines - AOM Symposium; 10th August; Montreal**

AIM Innovation Fellow Luciana D'Adderio will lead a Presenter Symposium at the Academy of Management Meeting 2010 in Montreal. The Symposium, titled "Artefacts at the Centre of

Routines: The Contribution of STS and Performativity in Advancing Routines Theory", has been scheduled for Tuesday, August 10, 2010 from 1:15PM - 2:45PM at the Palais des Congres. It will include presentations by Paul Leonardi (Northwestern), Marc Ventresca (Oxford), Mark Zbaracki (Ivey) and Luciana D'Adderio (Edinburgh).

For more information about the Symposium please see Luciana D'Adderio's AIM Fellowship Webpage at <http://www.dependableinnovation.org/>.

### **The Grand Challenge in Service; 21st - 26th September, University of Cambridge**

A week of events bringing together leading academics, industrialists, policy makers to address the evolving challenges facing service education, research, practice and policy.

We are pleased to invite you and your colleagues to the Grand Challenge week to be held in Cambridge on 21 - 26 September 2010. The Grand Challenge is a week of events around the latest in service research focussing on cross-function and sector service practices. It consists of a series of meetings and industry engagements and is aimed principally at an audience of industrialists, policy makers and researchers.

The full details of the week's events can be seen [here](#).

We hope to have the pleasure of welcoming you to Cambridge in September 2010. If you would like any further information, please contact Nick Mann, Institute for Manufacturing, T: +44 (0)1223 748263, E: [nm402@cam.ac.uk](mailto:nm402@cam.ac.uk)

### **Building Engaged Scholarship Capacity for Research Impact; 28th September 2010; Cardiff University**

Professor Andrew Van de Ven, author of the book Engaged Scholarship, from the Carlson School of Management, leads this AIM workshop for senior academics with management responsibility for research and research training.

This strategically focused workshop is timely: policymakers, funders and practitioners are exerting increasing pressure for UK business and management research to make a stronger impact beyond academe. Therefore, business and management schools need to build their capacity for conducting forms of academic and doctoral research which maximise the potential for impact on practice and policy, via deep engagement with stakeholders at different stages in the research process.

The deadline for applications is **Friday 2nd July 2010**. For more information about this event and to book your place, [click here](#).

If you have any queries regarding this event please contact Agi Witaszczyk on 020 7862 8519 or [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk).

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