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The corporate impact of academic research – Perspectives from NHH

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Research at NHH

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Traditional departments:

- Department of Accounting, Auditing and Law (RRR)
- Department of Business and Management Science (FOR)
- Department of Finance (FIN)
- Department of Economics (SAM)
- Department of Professional and Intercultural Communication (FSK)
- Department of Strategy and Management (SOL)



Dynamic research centers



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NHH strategic priority areas, 2018-21

1. Curriculum development and relevance
Course content and portfolio, practical experiences and internships
2. Outstanding learning environment and educational methods
Diverse student body, safe and inclusive environment, best practices in pedagogy and assessment forms
3. Top-level research
Increase the number of areas in which we produce top publications
4. A clear NHH imprint on society and revitalised alumni network
More NHH people visible in the public debate, and an active, vital and relevant alumni network
5. Digitalization and technology understanding throughout the School
Digital transformation of the whole school, digital learning and assessment for students



Examples of collaboration and corporate impact: Auditing



Understanding and facilitating the audit profession's evolution to the future audit paradigm of advanced audit data analytics and big Data



Examples of collaboration and corporate impact: innovation



Research on the innovation challenges facing the service sector with aim to enhance the service innovation capabilities of its business and research partners

CSI PARTNERS





Examples of collaboration and corporate impact: Strategy

FOCUS
FUTURE-
ORIENTED
CORPORATE
SOLUTIONS

High impact research program to explore how new types of organizational solutions can contribute to competitive advantage



Examples of collaboration and corporate impact: Finance



- Collaboration with the financial and tech industries to make Norway a leading exporter of FinTech
- Shaping our educational programs

MBA IN FINTECH

NHH's Executive MBA in Fintech is a two-year part-time master programme that will enable you to better understand the challenges and opportunities created by the ongoing Fintech revolution, and how to translate this knowledge into better decisions

ABOUT THE PROGRAMME
ECTS Credits: 90 credits
Degree: Master of Business Administration (MBA)

PRACTICAL INFORMATION

- The next programme starts in the autumn 2018
- Programme details are not yet finalized
- Two year, part-time programme
- 22 participants per class
- Program tuition: NOK 390,000 (NOK 97,500 per term)



In 2014, Bill Gates famously said that teaching services are essential, while banks are not. Now, over two

Research affecting policy: The impact of early childhood investments on long-term outcomes



- NHH researchers have analyzed policies such as access to paid maternity leave, access to childcare, and poverty-relieve measures
- This research was important for policies promoted and introduced by the Obama administration (2008-16) in the United States
- Examples:
 1. The increase in funding for pre-kindergarten education and the so-called Head Start program – a childcare program focusing on poor families
 2. Some federal states introduced paid maternity leave during the term of the Obama administration partly based on NHH findings based on the Norwegian experience

Research affecting company logistical procedures: Ship-speed optimization in the shipping industry



- Dissemination and implementation of research through a series of meetings with Norwegian tanker owner SKS Tankers
- The company changed their internal procedures in line with the results of the research (economic optimization of voyage speeds)
- According to the management of the company, this has been highly successful and has improved the profitability

Research affecting global integration of multinationals: Organizational change in the telecom industry

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- Five-year study of multinational telecom company Telenor's attempts to globally integrate parts of its decentralized international organization
- Two research teams followed the integration process in real-time
- The research has directly impacted decision-making in Telenor
- Also an indirect impact on other firms pursuing similar organizational changes that were inspired by this research on Telenor

Research affecting sports: Operations research improving the scheduling of football tournaments

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- OR research at NHH have transformed the scheduling of Chilean football leagues and the South American World Cup qualifiers
- For the past 12 years, providing the models and methods for scheduling of more than 50 sports tournaments in South America
- Economic impact estimated to USD 59 million
 - Reductions in TV broadcaster operating costs, growth in pay TV subscriptions, increased ticket revenue, lower travel costs for teams
- Improved process transparency and schedule fairness
 - Through incorporation of team requirements and various sporting criteria
- Models and methods widely disseminated, promoting OR as an effective tool for addressing practical problems



Final remarks

The three pillars of a business school:

- Education
- Research
- Outreach to society

Strong ***interaction with the business community*** is at the core:

- a defining feature of leading business schools
- a requirement to deliver education and research of the highest quality
- an important part of our outreach to society

Our research should impact the corporate world – and the corporate world should impact our research