



The public value business school

The purpose of Cardiff Business School is to deliver economic and social value through interdisciplinary teaching, research, engagement and impact that confronts the grand challenges of our time.

In this era of profound change, we have developed an innovative approach to everything that we do, to ensure relevance by being challenge-led and interdisciplinary. This starts with an emphasis on our own good governance and on being thought-leaders and role models for our stakeholders and communities, both domestic and international. For our faculty, we have a uniquely stimulating and supportive research environment. By encouraging our students to develop their own sense of responsibility and social and ethical awareness, we prepare them to create solutions to the grand challenges. To the wider society, we fulfil our mission to drive economic growth and social improvement with ecological boundaries.

Transforming business and management for collective social and economic benefit

We believe that business schools can, and should, direct their research and teaching towards the improvement of both economic and social conditions for the benefit of current and future generations. This perspective drives our determination to improve our understanding in five thematic areas.

- **Decent work:** We focus on the rapid technological transformation of work and the impact of different ways of working, in combination with long-standing challenges of job quality, employee wellbeing, voice and participation, and workplace inequalities.
- **Fair and sustainable economies:** We co-create knowledge to support the development of economies that deliver shared prosperity and environmental sustainability, and work with governments and partners to address inequalities and promote full economic participation and inclusion.
- **Future organisations:** We challenge theory and practice to inform the reshaping of business and co-produce solutions that enable organisations to navigate complex problems linked to technological change, demographic shifts, the climate emergency, and transient populations.
- **Good governance:** We focus on issues related to public management and policy, including the use of evidence by governments, while researching corporate governance across the economy, examining transparency, accountability, inclusion, ethics, and values.
- **Responsible innovation:** We take an interdisciplinary, stakeholder-based approach to identify the drivers, processes and outcomes of innovation, and evaluate the social, financial and behavioural consequences of technical and technological change.

I stand for_ the next generation

“We need to imagine how the world can be different. We look at issues from multiple perspectives and challenge the status quo. Business schools aren’t normally explicit about making a big impact on society, but we are. This is the generation that’s going to put it right.”

Professor Rachel Ashworth
Dean of Cardiff Business School



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Our vision

To build on our global recognition as the business school that improves social, economic and environmental conditions through interdisciplinary teaching, research, engagement and impact that addresses grand challenges, while operating a progressive approach to our own governance.

Our mission

To bring meaningful and enduring benefits to society that improve social and economic conditions through interdisciplinary teaching and research that addresses grand challenges.

Strategy

Public value guides our activities and underpins the governance of our school, our management decisions, our partnerships, and our commitments. It shapes our academic work and defines how we operate on a day-to-day basis. We are enabling:

- a more synergistic relationship between research, teaching, and wider society
- debate and engagement with the private, public and third sectors
- an engaged and open attitude open to different perspectives
- a fixed commitment to equality, diversity and inclusion recognising the different backgrounds, experiences, views, beliefs, and cultures that individuals bring to enhance our work and study environment



Our values

We strive to be:

- curious, passionate and creative in our research and teaching
- challenging and provocative in developing our thinking
- collegial and interdisciplinary in attending to grand challenges
- responsible, honest and transparent in the conduct of our work
- enterprising, ethical and reflexive in addressing societal problems
- courageous and confident in leading our field
- respectful and empathetic in our relations with others

A black and white portrait of Professor Peter Wells, a middle-aged man with short, slightly graying hair, looking directly at the camera with a serious expression. He is wearing a dark, textured sweater. The background is a plain, dark gray.

I stand for_ responsibility

“Today, we’re faced with a pressing need for change at a global level. However, it is at the local, individual level where we are able to contribute in our own positive way. This is something I believe we all have a responsibility to do. Connecting global with local helps us realise how.”

Professor Peter Wells
Pro-Dean for Public Value

➤ **Find out more at** cardiff.ac.uk/publicvalue

A black and white portrait of a woman with dark hair pulled back, looking slightly to the left. She is wearing a dark top and a small earring. The background is a solid dark grey.

I stand for_ safety at work

“A workplace should be a safe space. We need people to come to work and be able to use their skills, whether that’s their creativity, innovation, analysis or data. We need many different kinds of people and for them to feel safe in order to succeed.”

Bethany Brown
Business Management (MSc 2021)

➤ **Find out more at** cardiff.ac.uk/publicvalue

Public value in practice...

Within the school we draw upon internationally-recognised expertise and knowledge which includes:

- accounting and finance
- economics
- logistics and operations management
- management, employment and organisation
- marketing and strategy

We are continuously reviewing our research and teaching to embed an interdisciplinary, pro-active, solutions-orientated approach. We aim to inspire our students to be informed and passionate about global crises, and have the courage, the ethical compass and the ability to make change happen for the better.

Research, Innovation and Engagement

- Aligning our research and directing resources to address the grand challenges of organisation and management.
- Encouraging stakeholder involvement in research design and conduct to ensure that our work has real value.
- Providing an open forum for ideas and knowledge sharing from a range of external stakeholders, including non-academics and community members, so we can continuously recalibrate the issues of importance.
- Building stronger links with other disciplines in the social sciences and beyond to create multi-talented teams.

Teaching

- Designing curricula that combine discipline expertise with grand challenges and themes, to provide tangible insights for students.
- Increasing stakeholder involvement in the design and delivery of teaching, including customised short courses and briefing events, to ensure relevance and topicality.
- Focusing on valuable student outcomes, including enhanced critical thinking, improved employability, and practical wisdom.
- Creating opportunities for student engagement with external partners through school networks and support services.

Governance

- Applying our public value commitment across all aspects of our own internal structures, processes and decision-making including recruitment, promotions, and the distribution of discretionary funding.
- Celebrating diversity and recognising that different backgrounds, experiences, views, beliefs, and cultures that individuals bring enhance our working and studying environment and our reputation.
- Demonstrating our commitment to progressive governance through initiatives including UNPRME, BITC, and the Real Living Wage.

Building on our success...

As a successful, interdisciplinary business school we are well placed to enhance the quality work we currently undertake by underpinning it with our commitment to delivering public value.

REF 2021 Research Excellence Framework

1 of only 2 UK business schools to have maintained the highest possible score for research environment, and 2nd among 108 business schools in the UK for research power.



Over 350 staff
from 40 countries.

PRME



The Prince's
Responsible
Business Network
Cymru



Signatory of UNPRME, member of BITC Cymru, and accredited Real Living Wage employer.



Over 3,500 students, and
150 PhD students, from
more than 100 countries.



AACSB accreditation – placing us in the top 5% of business schools worldwide.

**RUSSELL
GROUP**

24 leading UK universities committed to maintaining the very best research and outstanding teaching and learning.



AMBA accreditation – highest standard of achievement in postgraduate business education, confirming us as one of the world's elite business schools.



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PRME Principles for Responsible
Management Education

