Festival of Ideas
Monday 8 April 2019
# Opening plenary – Research collaboration

## Welcome

**Professor Lisa Roberts** (Deputy Vice-Chancellor: Research and Innovation)  
**Professor Mark Stuart** (Pro-Dean for Research and Innovation, Leeds University Business School)

## Partnering with policy-makers: our collaborative journey

- **Dr Jo Ingold** (Associate Professor of Human Resource Management and Public Policy)  
- **Ben Hepworth** (Central Analysis and Science Strategy Unit, Department for Work and Pensions)  
- **Richard Bridge** (Strategic Analysis and Policy Exploration, Department for Work and Pensions)

## University initiatives to support research collaboration

- **Professor Stuart Taberner** (Dean for Interdisciplinary Research, University of Leeds)  
- **Professor Adam Crawford** (Director of the Leeds Social Sciences Institute)

## Discussion

Facilitated by **Dr Jo Ingold**

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08:00 – 09:00 Registration and breakfast in Maurice Keyworth Foyer
<table>
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<tr>
<th>Morning parallel sessions</th>
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<tr>
<td><strong>Technology and digital disruption</strong></td>
<td><strong>Communication and behaviour</strong></td>
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<td>Session Chair: Jon Bumstead - Director, Nisomar Ventures</td>
<td>Session Chair: Dr Kathryn Watson, Research Impact Manager</td>
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<td><strong>Supply chain digitisation and data analytics</strong></td>
<td><strong>Climate and weather risk communication and adaptation</strong></td>
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<td><em>Professor Chee Yew Wong</em></td>
<td><em>Dr Andrea Taylor</em></td>
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<td>Potential collaborators: Data Scientists; Predictive Analytic experts; Information System Developers and Researchers</td>
<td>Potential collaborators: risk managers in climate sensitive sectors; emergency response managers; climate and weather information providers; Disaster Risk Management bodies and/or NGOs; local or national government representatives</td>
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<td><strong>Organising for innovation and responding to digital disruption</strong></td>
<td><strong>Marketing strategies to stimulate virtuous behaviours</strong></td>
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<tr>
<td><em>Professor Krsto Pandza</em></td>
<td><em>Dr Yi-Chun Ou</em></td>
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<td>Potential collaborators: Companies from innovation intensive sectors e.g. medical technologies, advanced manufacturing; Local Enterprise Partnerships</td>
<td>Potential collaborators: sustainability and well-being experts; industries interested in ‘virtuous behaviours’ e.g. gyms, restaurants, supermarkets, charity organisations, banks</td>
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<td><strong>Using machine learning, AI and decision science to identify new musical talent</strong></td>
<td><strong>Road safety and driver behaviour</strong></td>
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<tr>
<td><em>Artad Choicharoon</em></td>
<td><em>Dr Gabriella Eriksson</em></td>
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<td>Potential collaborators: industry decision makers working with conflicting stakeholders and/or a variety of information</td>
<td>Potential collaborators: engineers; Institute for Transport Studies; design researchers; car manufacturers; road safety agencies and charities; tech design companies; transport governing bodies</td>
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<td>Discussion</td>
<td><strong>Employee motivation, productivity, and resilience</strong></td>
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<td><em>Dr Rebecca Pieniazek</em></td>
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<td>Potential collaborators: managers and/or HR interested in understanding and/or changing employees’ behaviour; academics in Psychology or employee behaviour related disciplines; consultancies selling employee engagement/health check surveys</td>
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Leeds University Business School
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<th>Session</th>
<th>Potential Collaborators</th>
<th>Discussion</th>
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| 13:30 – 15:00 | **Finance at a global and local scale**                                 | **The UK corporate sector performance and regional variations**  
*Professor Nick Wilson*  
Potential collaborators: Venture Capitals; private equity and angel investors; corporate lending and alternative financiers; crowd funding organisations; Department for Business, Energy & Industrial Strategy; HM Treasury; regional investors  
**Internationalisation and changing financial practices: A case-study from Brazil**  
*Dr Annina Kaltenbrunner*  
Potential collaborators: economic geographers; international banks; financial experts (particularly those in non-financial corporations); asset managers and investors  
**The future of finance**  
*Dr Iain Clacher*  
Potential collaborators: computer scientists; lawyers; banking, credit, accountancy, and fund management sectors; financial regulators and governing bodies | **Digital futures of work**  
*Professor Mark Stuart*  
Potential collaborators: HR directors; regional developers; social protection agencies; platform workers; BEIS representatives; Trades Union Congress  
**Inequality in a world of AI**  
*Dr Arpita Bhattacharjee*  
Potential collaborators: socioeconomic inequalities and how structural (including technological) changes impact and reshape these inequalities  
**Who’s responsible for self-driving cars?**  
*Dr Gary Graham*  
Potential collaborators: car manufacturers; transport governing bodies; engineers; infrastructure economists | **Human-centric analytics**  
*Dr Christina Phillips*  
Potential collaborators: manufacturers with complex production lines e.g. food, pharmaceuticals; transport sharing organisations |

**Afternoon parallel sessions**

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**NEXUS**

**UNIVERSITY OF LEEDS**

**World Ranked – Triple Accredited – Award Winning**
## Closing plenary - Connecting businesses with the latest academic research

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| 15:15 – 16:45 | Nexus Lecture Theatre  
Welcome  
Professor Peter Moizer (Executive Dean, Leeds University Business School)  
Dr Martin Stow (Director, Nexus)  
The tale of two cities: international collaboration between academia and industry in action  
Barry Singleton - IMC BA, World Leaders in Artificial Intelligence (Incubators of Behavioural AI StartUp Scaled Insights EMEA)  
Dr David McKee – University of Leeds & CTO Slingshot Simulations  
Dr Alicja Piotrkowicz – Wellcome Trust ISSF Fellow, Leeds Institute of Medical Education  
Discussion  
Facilitated by Dr Martin Stow |
| 16:45 – 18:00 | Wine reception in the Nexus Atrium |

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