



# 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

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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 will bring a step-change to our already extensive research into equality, inclusion and diversity at work. The ongoing fragmentation of working lives, stark rise in zero hours contracts, in-work poverty and the 'gig' economy, make it clear this is an area we cannot ignore.
- **Embedded Innovation:** We are examining the drivers and outcomes of innovative processes, whether this impacts demand for skills in poor communities following automation in Wales, or the ability to sustain agricultural livelihoods in sub-Saharan Africa. We are focussing particularly on innovations that are social, financial or behavioural in nature, which complement or enable technical innovations.
- **Sustainable Economy:** We are looking at the nexus between economy and environment and providing the 'business science' to key inquiries around ecosystems health, climate change and energy transformation while modelling the environmental impact of economic activity.
- **Business Remodelled:** The delivery of better social outcomes and higher environmental quality requires a reconfiguration of the economy that delivers our goods and services. We are committed to helping deliver better corporate governance, and assisting alternatively structured organisations to develop the capabilities to contribute in full to solving the wicked problems around decent, inclusive work; local and regional prosperity; and sustainable production.
- **Future.org:** None of society's major social issues can be solved quickly. This requires us to 'vision' the future within which services and goods will be delivered and to help organisations of many types develop the capacity to themselves envision and prepare for their own future contexts – even when those organisations are resource-strapped and hampered by short term demands.

## 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



# The public value 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.

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## 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.

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## 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 solid dark gray.

# I stand for\_ responsibility

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“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](https://cardiff.ac.uk/publicvalue)

A black and white portrait of a young woman with long dark hair, looking slightly upwards and 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

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“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](https://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	Teaching	Governance
<ul style="list-style-type: none"><li>• Aligning our research and directing resources to address the grand challenges of organisation and management.</li></ul>	<ul style="list-style-type: none"><li>• Designing curricula that combine discipline expertise with grand challenges and themes, to provide tangible insights for students.</li></ul>	<ul style="list-style-type: none"><li>• 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.</li></ul>
<ul style="list-style-type: none"><li>• Encouraging stakeholder involvement in research design and conduct to ensure that our work has real value.</li></ul>	<ul style="list-style-type: none"><li>• Increasing stakeholder involvement in the design and delivery of teaching, including customised short courses and briefing events, to ensure relevance and topicality.</li></ul>	<ul style="list-style-type: none"><li>• Celebrating diversity and recognising that different backgrounds, experiences, views, beliefs, and cultures that individuals bring enhance our working and studying environment and our reputation.</li></ul>
<ul style="list-style-type: none"><li>• 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.</li></ul>	<ul style="list-style-type: none"><li>• Focusing on valuable student outcomes, including enhanced critical thinking, improved employability, and practical wisdom.</li></ul>	<ul style="list-style-type: none"><li>• Demonstrating our commitment to progressive governance through initiatives including UNPRME, BITC, and the Real Living Wage.</li></ul>
<ul style="list-style-type: none"><li>• Building stronger links with other disciplines in the social sciences and beyond to create multi-talented teams.</li></ul>	<ul style="list-style-type: none"><li>• Creating opportunities for student engagement with external partners through school networks and support services.</li></ul>	



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



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150 PhD students, from  
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outstanding teaching and learning.



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of achievement in postgraduate business  
education, confirming us as one of the  
world's elite business schools.



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