

Centre for Research in Ethnic Minority Entrepreneurship arrives at Birmingham Business School

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Birmingham Business School is the new home for the [Centre for Research in Ethnic Minority Entrepreneurship \(/research/activity/business/creme/index.aspx\)](/research/activity/business/creme/index.aspx) (CREME) and its flagship knowledge exchange initiative, the Enterprise and Diversity Alliance (EDA).

CREME has transformed the 'perceptions' of ethnic minority entrepreneurs by working with business policy-makers and influential organisations to engage collaboratively with overlooked or disregarded business communities. The centre's work is governed by three principles: engaged scholarship; transforming practice and outstanding engagement and dissemination.

The EDA is a unique collaboration to pioneer new ways of promoting development and growth of diverse SMEs through imaginative and productive relationships with large firms and private and public business service and finance providers. Current members include: the Association of Chartered Certified Accountants the British Bankers' Association, Barclays Bank, Business in the Community, the Chartered Institute of Purchasing and Supply, the Equality and Human Rights Commission and Lloyds Bank.

Upon the arrival of the research centre, Director of CREME, [Professor Monder Ram OBE \(/staff/profiles/business/monder-ram.aspx\)](/staff/profiles/business/monder-ram.aspx) said:

“The University of Birmingham's commitment to research excellence and civic engagement make it an ideal setting for my colleagues and me to pursue our work on diversity and enterprise. I'm delighted that both CREME and the EDA will sit within the Business School's newly-formed 'Enterprise and Diversity Cluster', led by Professor Francis Greene.

The Cluster brings together a raft of important research, practitioner and teaching initiatives; it also emphasises the importance of entrepreneurship and diversity to the University as a whole. Like CREME, the Cluster is firmly committed to 'engaged scholarship', where impact beyond the academic community is highly valued.

CREME have a number of key initiatives that will unfold in the coming months, the first of which is delivering an ambitious research agenda that will provide a definitive assessment of the barriers that ethnic minorities and women business owners face in raising finance. Running parallel to this research exercise is an ambitious programme of knowledge exchange co-ordinated by the EDA. The EDA will ensure that emerging research findings have an impact of policy makers, practitioners and minority entrepreneurs.

The centre is also busy with arrangements for the 17th Annual Ethnic Minority Business Conference, which provides a platform for cutting-edge research and policy initiatives on ethnic minority entrepreneurship. It is the most important event of its kind, and is regularly addressed by government ministers and senior professionals from a range of sectors.

Find out more about the Centre for Research in Ethnic Minority Entrepreneurship at [birmingham.ac.uk/creme \(/research/activity/business/creme/index.aspx\)](http://birmingham.ac.uk/creme (/research/activity/business/creme/index.aspx)).

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