

News

Keep up to date with the latest news and [events \(/schools/business/events/index.aspx\)](#), from around the school and the wide-ranging projects our staff and students get involved with.



Latest news

Atom Feed (<http://www.birmingham.ac.uk/news>)

[GVC Research Cluster member Dr. Ferran Vendrell plays key role in organising the third International Conference on Business Servitization \(ICBS\) \(/schools/business/research/research-clusters/gvc/news/2014/november/icbs.aspx\)](#)



Taking place on 13 - 14 November in Bilbao, Spain, Dr. Vendrell helped to organise a conference that provides a forum for debate on servitization - the process of seeking additional value in propositions to market through services.

13/11/2014

[Glittering penguins: the power of the Christmas ad to win over \(and lose\) customers \(/schools/business/departments/marketing/news/2014/november/power-of-christmas-ad.aspx\)](#)



As well as the tell-tale signs of decorations going up, the rolling out of Christmas advertisements has become a key moment for getting us all in the seasonal mood. And the competition to capture the festive spirit – and the customers that come with it – is fierce.

11/11/2014

[Research \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print&TaxonomyKey=0/1/187/195\)](#), [Social Sciences \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print&TaxonomyKey=0/1/187/196\)](#)

[University of Birmingham celebrates more than 20 years of graduate success in Singapore \(/schools/business/news/2014/november/singapore-graduation.aspx\)](#)



Over 200 graduands in Singapore have received their master and bachelor degree scrolls at the University of Birmingham-SIM degree congregation which took place on Friday 7 November. The ceremony marked 21 years since the University of Birmingham first began delivering business education in Singapore.

11/11/2014

[Birmingham Means Business Research Showcase \(/schools/business/news/2014/november/birmingham-means-business-research-showcase.aspx\)](#)

The Birmingham Means Business showcase was held to demonstrate how our academic research can help businesses and voluntary organisations in the region take advantage of a booming local economy.

07/11/2014

[Social Sciences \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print&TaxonomyKey=0/1/187/196\)](#)

[Reshoring Manufacturing: Energy, Skills & Competitiveness \(/schools/business/departments/management/news/2014/october/reshoring-manufacturing-energy-skills-competitiveness.aspx\)](#)

What does reshoring mean for the West Midlands? Are local challenges hindering the recovery of manufacturing? Representatives of manufacturing companies and academics from MidEx and the Birmingham Business School will participate in a facilitated panel discussion about reshoring manufacturing for the region. The debate is part of the ESRC Festival of Social Science, which showcases research that benefits local communities.

04/11/2014

[Social Sciences \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print&TaxonomyKey=0/1/187/196\)](#)

[Event to showcase how academic research can benefit Birmingham businesses \(/schools/business/news/2014/october/birmingham-means-business.aspx\)](#)

Cutting-edge research from Birmingham Business School will be on show next month at a unique interactive event aimed at the local business community. The Birmingham Means Business showcase will demonstrate how academic research can help businesses and voluntary organisations in the region take advantage of a booming local economy.

27/10/2014

[GVC launch lunchtime seminars \(/schools/business/research/research-clusters/gvc/news/2014/october/seminars.aspx\)](#)



During the Autumn term of the 2014/15 academic year, the Global Value Chains Research Cluster offered a monthly series of lunchtime seminars to further learning and debate around the topic.

23/10/2014

[The Economist's WhichMBA? 2014 Global Rankings \(/schools/business/news/2014/october/whichmba-2014-global-rankings.aspx\)](#)



The Economist's WhichMBA? 2014 Global Rankings have confirmed Birmingham Business School's position in their top 100 with a placement of 93rd globally and as one of the top UK and European MBA programmes.

20/10/2014

[Social Sciences \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print&TaxonomyKey=0/1/187/196\)](#)

Displaying 17 to 24 of 367

[Previous \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=3&stylemediatype=print\) 1 \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=1&stylemediatype=print\) 2 \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=2&stylemediatype=print\) 3 4 \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print\) 5 \(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=5&stylemediatype=print\) ... \[Next \\(/schools/business/news/index.aspx?NewsListingOrig_List_GoToPage=4&stylemediatype=print\\)\]\(#\)](#)