

# Aberystwyth Business School

Research-led insight.  
Practical impact.  
Regional growth.



**At Aberystwyth Business School, we bring together real-world business insight combined with internationally recognised research and policy expertise to support organisations across Mid Wales and beyond.**

Our work is grounded in rigorous academic research that not only informs policy at regional, national and global levels, but is designed to be applied, accessible and impactful for businesses and industry partners.

Whether you are an SME, a start-up, scaling up, a large established business, or even an industry body, we can work collaboratively with you to address challenges, unlock opportunities, and support sustainable growth.



Ysgol Fusnes  
Aberystwyth  
Business School

# Our Areas of Collaboration

## Advisory & Applied Consultancy

**We provide evidence-based, research-informed advice tailored to your organisation's needs. Our expertise includes:**

- Strategic planning and business growth
- Marketing and market development
- Financial management and taxation
- Leadership, governance and organisational development
- Sustainability, ESG and responsible business practices
- Succession planning and long-term resilience

Our approach combines academic rigour with practical insight, delivering solutions that are both innovative and practitioner focused.

## Knowledge Exchange & Smart Partnerships

**We work in partnership with businesses, industry associations and public bodies to co-create knowledge and solutions through:**

- Collaborative research projects
- Knowledge Transfer Partnerships (KTPs)
- Innovation collaborations
- Policy engagement and evidence-based advisory
- Sector-focused insights through smart partnerships

These partnerships enable organisations to access cutting-edge research while shaping it through real-world application.



## Executive Education & Professional Development

**We offer flexible, research-led learning opportunities designed around the needs of organisations and their workforce:**

- Executive short courses and tailored company programmes
- Leadership and management development
- MBA, DProf and other specialist upskilling programmes
- Sustainability and ESG-focused training
- Degree and progression pathways for workforce development

Our programmes combine academic excellence with practical relevance, equipping individuals and teams with skills that translate directly into business performance.

## Student Consultancy & Live Projects

**Our students can work with organisations on real-world challenges as part of their studies, supervised by academic experts, through:**

- Business strategy and market research projects
- Innovation and product development assignments
- Financial and operational analysis
- Sustainability and impact assessments (including ESG assessments)

This provides businesses with fresh perspectives and evidence-based insights, while developing the next generation of skilled graduates.

# Our Expertise

**Our academic team comprises of internationally recognised researchers and practitioners with international and regional industry experience whose work influences policy, informs industry practice, and shapes societal and market outcomes.**

## **We bring:**

- Deep disciplinary expertise across accounting, economics, finance, marketing, management and entrepreneurship
- Strong engagement with industry, government and community stakeholders
- Experience spanning global corporations, SMEs and regional enterprises

This unique combination enables us to translate research and industry experience into real-world impact for businesses and organisations.

# Engage with Us

**We regularly host masterclasses, industry briefings and public engagement events, sharing insights on key developments – from economic policy to sector-specific challenges and opportunities.**

Visit our website to discover recordings, papers and other relevant materials.

To explore how we can work together:

**Visit:** [www.aber.ac.uk/abs/business](http://www.aber.ac.uk/abs/business)

**Contact:** Dr Julie Jones – [jum1@aber.ac.uk](mailto:jum1@aber.ac.uk)

