



University of
Salford
MANCHESTER

Candidate Pack

Salford Business School





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Welcome

I would like to welcome you to Salford Business School (SBS) and thank you for your interest in joining our team.

Our purpose is to innovate to enrich lives. We do this through developing collaborative advantage externally with businesses, organisations and partners and internally across our four schools.

Being part of our school community, means being part of a place where research and education meet civic responsibility and a commitment to knowledge exchange. We are a hub of creativity for cutting-edge research and teaching within a vibrant academic community.

We pride ourselves on fostering a culture of collaboration. Our dedication to partnering with business, knowledge development, and working with like-minded international partners speaks volumes about our approach to providing forward-thinking learning and opportunities for professional growth. The recognition we have received for SME engagement and the Social Enterprise Gold Mark is a testament to our hard work and vision.

Our ongoing investment in people and initiatives such as our new media suite, the Launch@Salford incubator and the SILKS law clinic, show evidence of our commitment to providing colleagues and students with the right tools for a world of rapid change and ongoing digital and technical transformation.

Joining Salford means being part of our shared journey to become a leading institution for innovative practice and transformative change.

Like us, you will be passionate about helping to shape a research agenda around prosperity, inclusivity, innovation and sustainability, and the future leaders of business, law, and accounting. If you're someone who is driven by curiosity, embraces adaptability, and wishes to be a part of a dynamic and inclusive community, then this is the place for you. We also look forward to planning an exciting new build development in the near future, to provide additional facilities and collaborative spaces for our students and partners.

Join us and be part of our mission to redefine education and knowledge exchange in ways that can meet the many multifaceted demands of the 21st century.



Professor Nic Beech
Vice-Chancellor



Welcome to Salford Business School

I recently joined from Lancaster University, as the new PVC Dean for Salford Business School, inspired by the opportunity to work closely with engaged scholars as they deliver real-world change for a greener, more inclusive economy.

We hope you are interested in joining us in delivering our ambitious plan to further enhance students' lives and deliver impactful research.

My vision for Salford Business School is to become the UK's leading Business School for sustainability in business and management by catalysing learning, research and impact across our key stakeholder groups. We are growing our distinct offer, identity and reputation around good business for a greening, everyone economy –putting morality, inclusivity, social justice and sustainability at the centre of everything we do.

To achieve this, we are investing in three interconnected areas of excellence that will link all our activities across education, research and knowledge exchange:

- Sustainability in Business and Management
- Digital transformation for a prosperous 'everyone economy'
- Digital innovation for a green growth economy

My leadership approach aims to nurture collaborative advantage; we are creating a collaborative culture where we can more easily work together to deliver real-world change. We are working with regional, national and international public and private sector partners, such as:

- The British Academy of Management,
- The Chartered Association of Business Schools,
- The Academy of Social Science

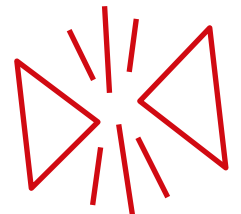
As well as a range of professional bodies to drive change. In joining us, you'll have the opportunity to play a critical role in a civic university at the heart of Greater Manchester, engaging in cross disciplinary research through the Centre for Sustainable Innovation, whose projects are increasingly impacting sustainability by transforming practice.



Professor Katy Mason, PVC Dean of Salford Business School

My academic expertise lies in the making and shaping of moral markets - a particular form of open and collaborative innovation, that aims to co-design markets for the good of people and the planet. This theoretical purview plays an important role within the Centre for Sustainable Innovation. To amplify and grow our collective expertise, we are looking for ambitious researchers to join us in delivering our vision for a better world for people and planet.

If you'd like to know more about how you could work with us to contribute to our new research programmes and support the development and growth of our community, then please do get in touch.



About our University



Our Purpose: Innovating to Enrich Lives

Building towards social justice to create a more just and equitable society.

Our aspiration: Outstanding quality and world-changing outcomes that will enable:

- Our students to flourish and contribute to society,
- Our colleagues to be members of an organisation that strives for social justice in how we operate,
- The development of new knowledge and advanced technology and practice,
- The University community to be fully embedded in contributing to the broader community of which we are part.

Ultimately our goal is innovating towards a more sustainable, equitable, just, healthy, creative and prosperous society.

More information can be found here: [University of Salford Strategy 2025-2030](#)



Our University at a Glance



26,000 students



49% of students identify as minoritised ethnic



2,800 colleagues



78% of our research has been rated as world-leading or internationally excellent



218,000+ alumni from over 200 countries



Over 16,000 learner days delivered to businesses, supporting skills



1 in 5 students is international



50% of students are first in family to attend university



Our Impact



- Teaching Excellence Framework (TEF) Silver rating, delivering high-quality teaching, learning and outcomes for students
- Research Excellence Framework (REF) 51st in the Times Higher Education league table for impact
- Knowledge Exchange Framework (KEF) highest quintile for engagement with business and IP and commercialisation
- 77% of our students enter highly skilled employment or further study and 93% into employment
- Supporting 8,000 jobs across the UK and £617m of economic output across the UK
- Ranked 5th in England for Social Mobility
- Ranked 8th most sustainable university out of 149 UK institutions



PROGRESS

About our School

Salford Business School boasts a vibrant international community, with entrepreneurial, innovative students, a dedicated team of expert colleagues, and a remarkable global network of accomplished alumni.

We're not just a school – we're pioneers in redefining education and its role in shaping the future and world around us. Our community value, commitment to innovation, and deep-rooted ties with industry set us apart, driving our dedication to pushing boundaries.

Embracing edtech, industrial and social entrepreneurship, we are equipping our students with cutting-edge knowledge, tools and methodologies to lead change. Beyond mastering the digital, we emphasise the importance of interpersonal skills, ensuring our graduates are not only skilled but also poised for leadership and collaboration.

Whilst we know the future will be characterised by continued technological disruption, rapid developments, and societal changes, there are some things we cannot predict. Our unwavering commitment to learners, industry, our region, and our global communities will always remain, alongside our dedication to driving the transformation of sustainability in business and the greening of our economy.

[Find out more](#)

Our Vision

To be the leading Business School for sustainability in business and management by catalysing learning, research, and impact across our five keystone communities: students, colleagues, practitioners, policymakers, and public groups.



4,500 students
from **98** countries



Over 200 colleagues
from around the world



**CENTRE FOR
SUSTAINABLE
INNOVATION**



D+D
Degree + Digital



Ed-Tech



**Enterprise
Education**

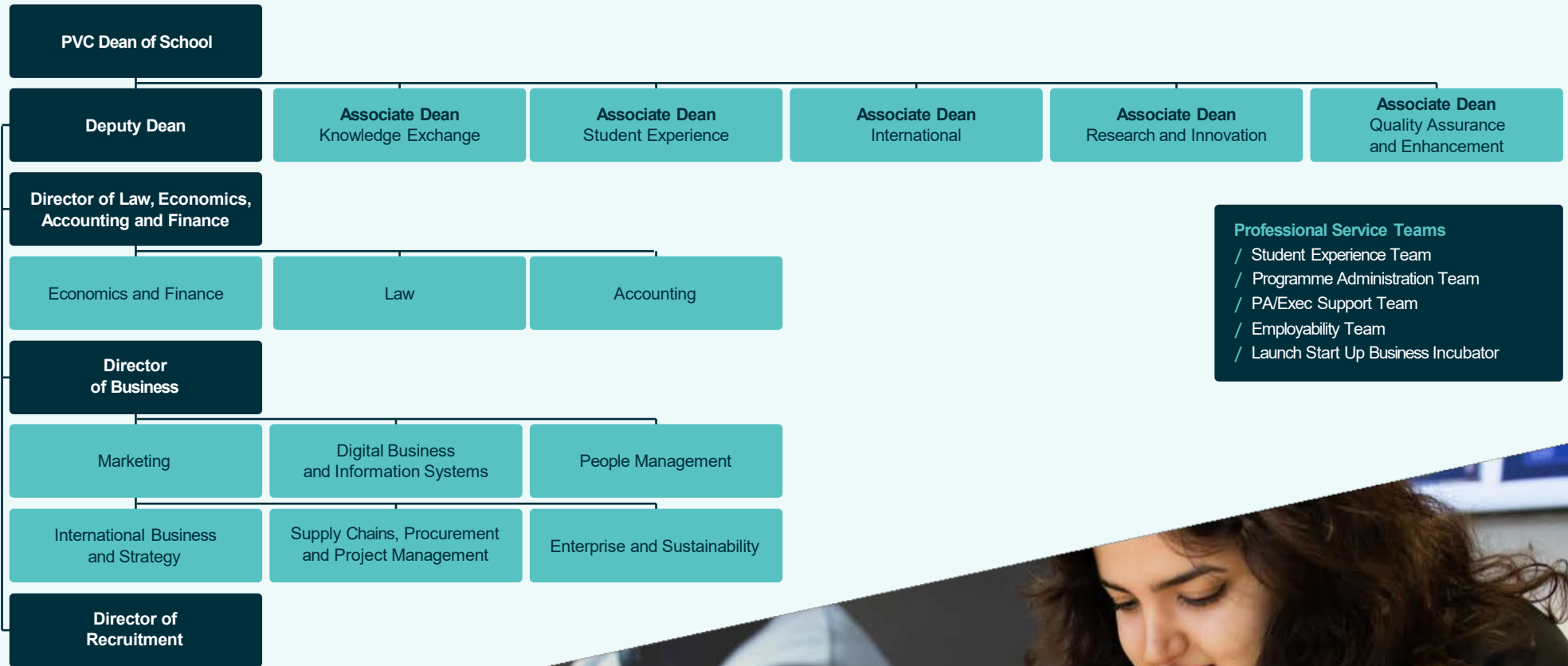
Ranked 39
in the UK for
Marketing &
Public Relations



Top 50
in the UK
for B&M



School Structure



Our People

Our Expertise

At Salford Business School, we have experts across a wide range of fields, all united by a focus on business innovation, sustainability and the creation of a more inclusive economy. Our collaborative, interdisciplinary culture fosters a powerful ecosystem of SMEs, social enterprise and public sector organisations. Our knowledge exchange experts support the substantive impact of our engaged research programmes across the region, nationally and internationally.

Wellbeing

We recognise and value individuals and will support you to achieve your goals. We offer ways of working to suit you, as well as a wide range of extensive services and benefits to support your physical wellbeing, mental health and financial wellbeing. We are working to ensure everyone can thrive as part of our collaborative research and education culture.



Equity, Diversity and Inclusion

Equity, diversity and inclusion (EDI) are at the heart of everything we do. Our research and leadership teams reflect the diverse community we have at our School; we offer equity of opportunity, ensuring everyone's voice is heard.



Striving for equity

SBS is proud to champion and develop all colleagues and is committed to allyship to continuously strengthen our culture. You'll find yourself supported to try new things, and get your voice heard and build your profile with media opportunities.



Championing diverse voices

Our diverse student and staff community harnesses the power and value of diversity. We are supporting colleagues from all backgrounds to raise their profiles - with communications expertise, industrial networks and education and research enhancement programmes creating a vibrant culture of discovery and advancement, supporting your growth as a thought leader.

[Hear from our colleague about what it's like to work at our University](#)

Meet Sogol, Student Progression Administrator



'I love working with students from different backgrounds and supporting them throughout their journey. I would definitely recommend the University of Salford, it's a friendly and supportive place to work.'

Meet Charlene, Lecturer in Accounting



Areas of Research: Widening Participation, Teaching and Learning, Social Mobility

'Every day is dynamic and diverse, making each experience unique and engaging. It's a vibrant community atmosphere, supportive and inclusive. It feels like a second family!'

Meet Dr Yun Cheng, Associate Professor in Business IT



'We have research clusters where we work together to discuss our ideas for teaching and learning, it's a very supportive environment. It's raised lots of opportunities for me and my career development.'

Meet Jake, Associate Lecturer in Esports



'I've been given lots of opportunities for development and freedom to shape my role. The support and investment in me has really helped me to get to where I am today.'

EVOLVE

Meet Dr Yiannis Polychronakis

I work with a fantastic group of people. We work so well together – there is a lot of collective action and support. We're a great team.

Salford is a place where I feel we make a lot of difference to people's lives - from our local community to our international communities - through our research and knowledge exchange, to working with our students.

Salford Business School is not just a place I can thrive, it's a way of life for me.

Our Teaching



61 undergraduate
BSc/LLB programmes



3 DipHE/HND courses



61 postgraduate
MSc/LLM programmes



2 BSc top-up courses

Our suite of programmes ranges from business management and digital technologies to accounting, finance, economics, and law. We also have pathways in entrepreneurship, human resource management, marketing, supply chain management and more.

Whether a student's passion lies in negotiating the evolving world of business, crunching numbers, or advocating for the environment, sustainability or those in need, our undergraduate programmes provide real-world experience and sought-after skills, ensuring our students graduate with the knowledge and qualities employers seek.

Through expert-led programmes and dedicated support, we empower our students to embrace curiosity, build confidence, and stand resilient — ready to tackle the digital, ethical, and sustainable challenges of the 21st century.

You can see a full list of programmes here:

[Undergraduate Programmes](#)

[Postgraduate Programmes](#)

News highlights



Celebrating one year of a unique partnership: Salford and Kyiv landmark twinning project.

[Find out more](#)



Professor Richard Susskind joined Salford Business School for annual law lecture entitled 'Computers, Law and AI: Reflections and Predictions.'



Students compete in this year's **Young Enterprise start-up programme**.

[Find out more](#)



Edumundo International Collaboration: Students battle it out in the North Sea Student Challenge Competition.

[Find out more](#)

Employability into our curriculum

Our school's vision for employability is to enrich every student's experience, fostering enhanced employability, heightened confidence, elevated aspirations, and the acquisition of skills essential for the graduate market.

How we do this...



Integrating critical thinking and sustainability in business into the curriculum



Additional support provided through diverse activities from our Employability hub



Individual Career Planning - guiding students towards personalized pathways



We actively promote opportunities like internships, placements, and work experiences to provide practical experience and connections



A key focus on awareness and understanding of the professional skills and qualifications demanded by the contemporary job market.



Our Research and Knowledge Exchange



Salford Business School has a growing reputation for pioneering research projects that not only meet the highest academic standards but also translate into practical solutions that benefit business and society on a local and global scale.

Our current projects with industry range from management training to digital skills development, cyber security initiatives to innovation labs.

Launched for 2024, our **Centre for Sustainable Innovation (CSI)** is one of the largest research and knowledge exchange centres at the University. The CSI is a catalyst for collaboration between academic, industry, and policymakers, driving collaborative research to accelerate innovation and positive change for our greening economy.



Find out more: [Current Projects Archives - Centre for Sustainable Innovation](#)

The centre focuses around three core pillars of research:



Sustainability

Including financial sustainability and inclusion, Corporate Social Responsibility, the circular economy and cultural transformations, among many other topics.



Change Management

From start-ups to multinationals, we have the experience and knowledge to implement the cultural change that is necessary to embrace digital adoption and implementation as well as sustainable green solutions.



Digital Transformation

In this dynamic era of digital innovation, the centre stands as a trailblazer, spearheading numerous digital-first projects and initiatives throughout the region. Our expertise spans artificial intelligence, open-access AI, neuro-marketing and legal tech.



Project highlights



We're **working with SMEs** in the Rochdale area to understand barriers to productivity, and help them maximise efficiencies to get the very best out of their workforce.

[Find out more](#)



Artificial Intelligence: What's next? Salford Business School is leading research into how businesses and education organisations will co-create knowledge and advancement with generative AI. We publish thought **pieces** that advance the conversation of the impact of AI in the business and legal sector.



Tackling the big topics in the world of HR News stories about strike action and toxic workplace cultures have dominated the headlines in recent months. Salford Business School's Human Resources academics continue to be consulted on major policy and organisational change, regularly commenting in the media. Read [this piece for The Conversation](#) as an example of the topics the school is focused on.

Meet the Team – Professor Mandy Parkinson



Professor Parkinson's primary focus is the development of innovation clusters, specifically those that encompass the digital and sustainable ecosystems. She has a strong dedication to building collaborations that support the regional economic regeneration and a strong track record of securing large scale research and innovation grants ranging up to £9million.

Her interests revolve around the impact of digital technology on productivity within SMEs, with a focus on the intersection of innovation and technology. She is a Director of the Growth Company, Chair of the industry/academia group within GAMBICA (the Trade Association for Instrumentation, Control, Automation and Laboratory Technology in the UK) and member of both the GM Cyber Advisory Group and NW Tech Talent Group. She was also recognised as the 2023 Female Entrepreneurial Leader for Europe at the TripleE Awards.

A spotlight on... Partnership with Greater Manchester Chamber of Commerce GMCC to develop an innovative new membership service



We are collaborating with the GMCC to develop a digitally orientated membership service as part of a knowledge transfer partnership.

The new proposition, Membership 4.0, will establish the benchmark for engaging with business and growing membership; disrupting the existing business model for Chambers of Commerce, by introducing digitally orientated membership services that deliver new and additional value far exceeding the cost of the annual fee.

Membership 4.0 will be a flexible and customisable membership model, which allows member businesses to choose specific services most beneficial to their needs through a 'blocks of value' model, supporting an incremental and finer grained subscription model for service provision.

As a result of the knowledge transfer partnership, GMCC will reinvent the traditional membership model, facilitating a migration from the 'one size fits all' model to a radically different customised model that provides a suite of appropriately responsive services. As the firmly established voice of business in our region, the knowledge transfer partnership will amplify the Chamber's brand, policy and campaigning work, making it the go to organisation for Government departments who want to engage with the Greater Manchester business community.



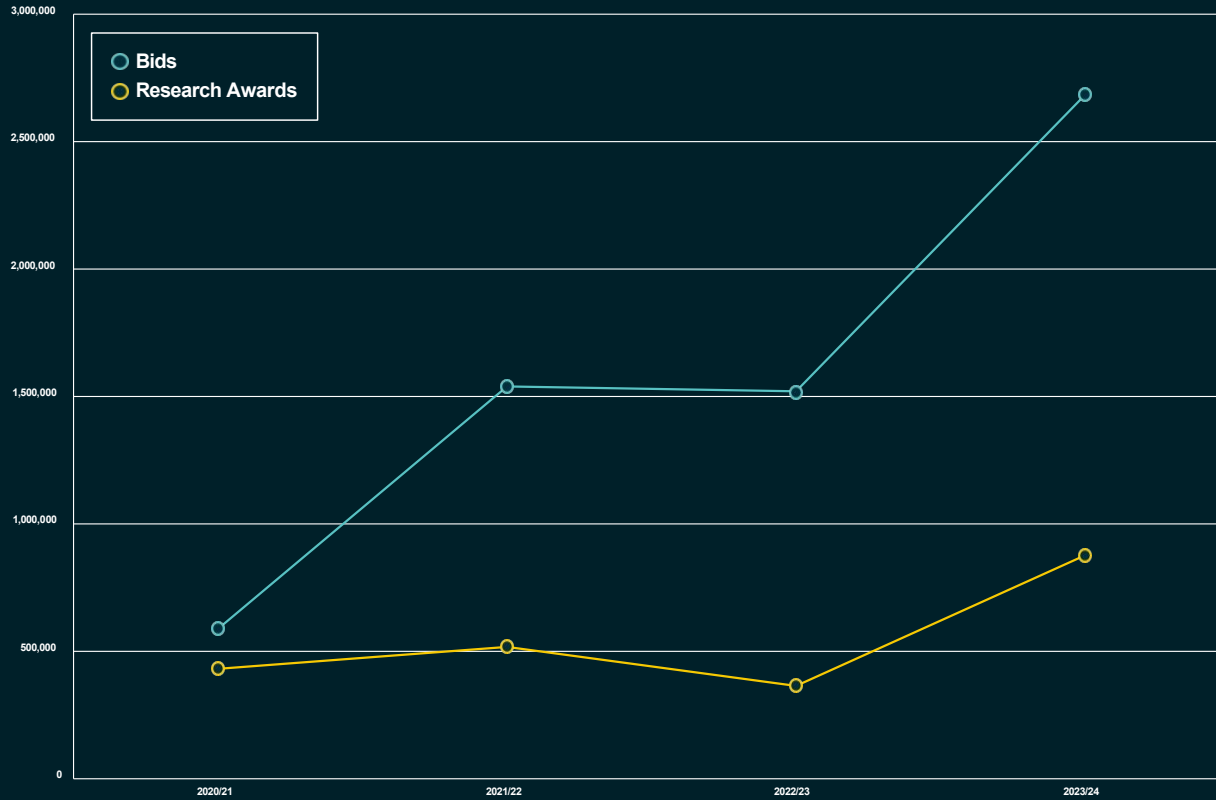
A spotlight on... Postgraduate Research Suite


A new dedicated facility was recently launched to support Post Graduate Research students on their learning journey.

The new spaces allow for flexible quiet study and also serves as a place for students and colleagues to connect and collaborate. The space hosts monthly engagement forums as well as research and impact seminars, facilitating stakeholder networking as well as other workshops and cultural activities. It's a dynamic and inclusive space where ideas come to life and new connections are made.



Our Research Awards



 **14,653** Current research per SRR per annum (UoA17 REF21 mean 11k)

Our Research Culture

We are committed to supporting a vibrant and inclusive research culture that allows our people to develop into creative leaders.

This culture is defined by the values, behaviours, expectations and attitudes that run throughout our research endeavours. It shapes the ways in which we engage with our collaborators, funders, and partners and is reflected in the ways in which our research efforts are recognised and rewarded.



[Find out more about our research culture](#)



Meet the Team – Dr Ashraful Alam



Dr. Ashraful Alam's primary research revolves around sustainability, innovation, governance, and fintech.

His research contributes to developing innovative solutions to real-world problems, strategy formulation, and policy development at both local and international organisational and government levels. He emphasises the importance of high-quality publications and boasts an extensive publication record, with over 20 publications in top-ranked journals. In addition, he has experience securing both internal and external bids as a Principal and co-investigator. Dr. Alam has supervised 7 PhD students to completion. He works across disciplines and aims to build a sustainable society through impactful research.

Meet the Team – Dr Kate Han



Dr Kate Han's research is mainly focused on real-world problems simulation and optimization, such as job scheduling, path routing, and transportation systems.

Additionally, she has a keen interest in machine learning research, particularly in the application of ensemble learning and reinforcement learning algorithms for solving classification and prediction problems. Presently, she is collaborating with colleagues on a project exploring the effects of Generative AI on teaching and learning within the context of UK higher education. This project aims to understand and enhance the integration of Generative AI technologies in educational sectors.

Meet the Team – Professor Richard Whittle



Dr Richard Whittle is Economist at our School. His research combines Behavioural Science and Artificial Intelligence to better understand peoples' choices and to help them make more informed decisions.

He is currently working with AI personas and exploring their use as a regulatory tool for giving insight into how different people navigate online environments. His work investigates dark patterns – tricks and manipulations built into websites and apps designed to influence decision making. His work has led to significant policy insight and application. Richard develops behavioural interventions to support local and regional policy in areas as diverse as skills policy, local economic strategy, and smoking cessation.

'Salford provides a unique opportunity to work with business and policy in an engaged innovative business school. My research helps business and policy makers support consumers in the online world'.

Our Facilities



Media Suite - Featuring the latest broadcasting tech, the suite offers students and staff a space to undertake assessments, contribute and host podcasts, showcasing the diverse range of innovative ideas within the business environment.



Esports Lab - Fitted with the latest high-spec gaming PCs, software, game platforms and content creation tools, our brand-new Esports Suite provides a cutting-edge, bespoke environment for our students.



Business Simulation Suites - Our simulated learning suites offer a range of technologically enhanced spaces to enrich learning. These digitally powered spaces facilitate live projects and discussions, and provide access to tools such as digital whiteboards, gameplay applications and VR headsets.



Centre for Sustainable Innovation (CSI)
- Bringing together leading academics, policy makers and industry partners, the CSI focuses on pioneering developments in digital transformation and sustainability, connected by a 'golden thread' of change management and innovation.



SILKS - Our SILKS law clinic gives students the opportunity to provide the local community with free legal advice and information. Students work under the supervision of qualified lawyers, to help enhance their real-world experience and gain invaluable confidence in their skills.



Launch - The Launch business incubator allows budding entrepreneurs to explore their idea for a business or social enterprise; with access to grants and the opportunity to pitch for vital start-up funding. Our expert team guide are on-hand to guide them through the basics of researching, modelling, testing and planning their venture in a structured and supportive environment.

Our Location

Our location in Salford sets us apart. Just 2km from central Manchester, we are proud to be part of one of the most diverse city regions in the UK with over 200 languages spoken.

Our colleagues are fortunate to live and work in one of the most vibrant areas in the UK, a thriving centre of digital innovation, excellent schools and colleges, and with affordable city, suburban and rural living options to suit a wide range of lifestyle choices.

The city region has a proud history in science, politics, music, arts and sport and is a city of culture, diversity and opportunity. We are proud to partner with a wide range of organisations across the region and beyond.

There are great transport links both in and around Greater Manchester. Furthermore, we offer a packed calendar of world-class events and festivals to discover.



Our Peel Park Campus



We are a campus university, and our Peel Park campus is unique, offering lots of green spaces to explore. There are an array of amenities on site, from eateries to our sports centre, museum and library.

Alongside our Salford Business School, our Peel Park campus is home to our £55million New Adelphi building, a North West hub for talent, academia, and creativity. These facilities sit alongside the recently opened £65million new Science, Engineering and Environment building, which serves as a centre for discovery and innovation.

The campus also boasts some of the country's leading test facilities such as Energy House 2.0, a world leading energy test house, and the North of England Robotics Innovation Centre (NERIC), a beacon for robotics and automation specialisms serving small to medium-sized industries (SMEs) looking to design, test and validate innovation.

Our MediaCity Campus

Our MediaCity campus is at the heart of one of the country's leading digital and media cores - sitting right next to neighbours such as ITV and the BBC.

The campus is home to our renowned undergraduate and postgraduate Film, TV and Media, Creative Digital Media and Gaming, and Journalism degrees.

This high-tech, sustainable and accessible MediaCity building is a North West hot spot for talent, academia, and technology which is supported by a thriving media industry in Greater Manchester.



Future Investment



To further enhance our Peel Park and MediaCity campuses, we are investing in our people and our infrastructure to ensure that we have the means to deliver on our ambitions.

We will transform our campus and the surrounding city district through our Campus Masterplan, creating a new city district that will bring together industry, education and innovation.

Together with Salford City Council and The English Cities Fund we have committed to a £2.5bn 20-year Crescent regeneration programme which will provide spaces for teaching, innovation, commercial, residential, green space and sustainable travel that will drive economic and social prosperity in the region and reduce carbon emissions.



Find out more
salford.ac.uk/jobs



A career that
works for you

