



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING

Knowledge Transfer: Springboard to Foster African BS Contributions to Sustainability

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What is Sustainability?

- Coined by World Commission on Environment and Development (WCED) in 1987 (Brundtland Commission Report)

Sustainable Development is a

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, p. 34).

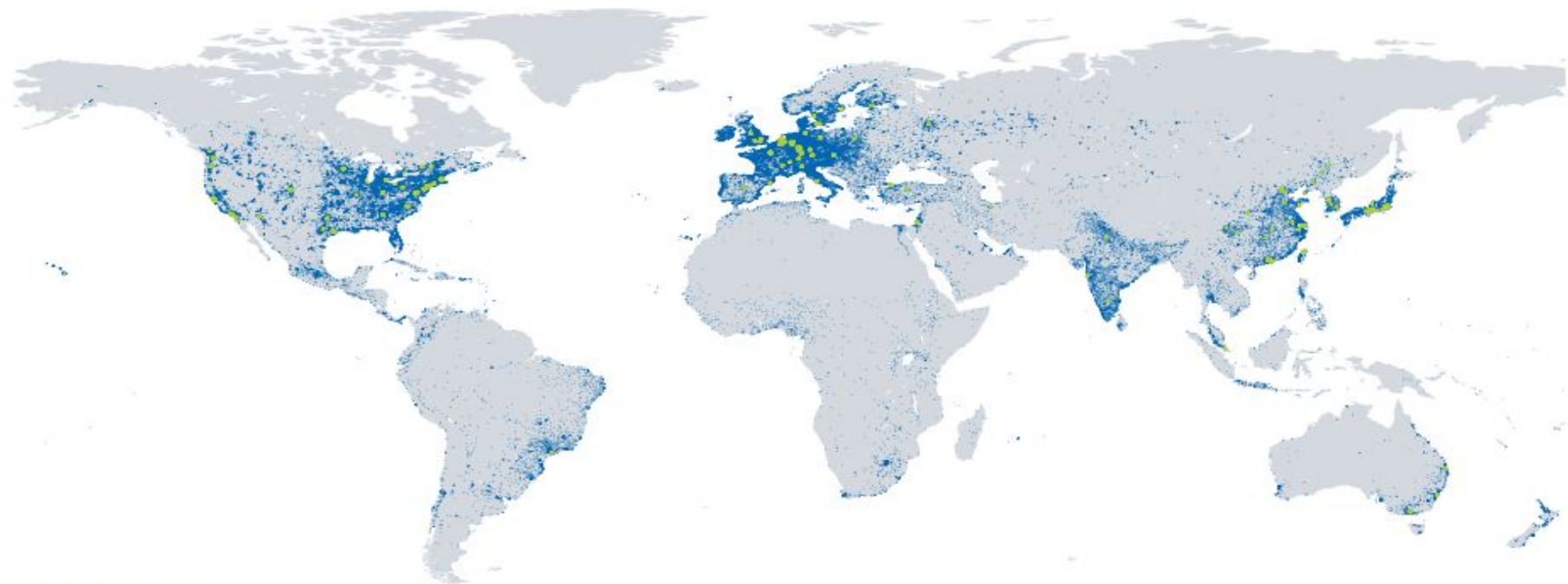
- Environmental,
- Societal and
- Economic



Improve quality of life for all.

Top Science & technology Clusters (2021): Africa ? (GII, 2021)

Top 100 clusters worldwide



- S&T clusters
- Noise (non-cluster points)

Top 3 innovation Economies by Region (GII, 2021)



Innovation Comes from Openness and Knowledge
Sharing

Knowledge Transfer/Knowledge Valorization

“Knowledge transfer (TC) is the set of activities aimed at the **dissemination** of knowledge, experience and skills **in order to facilitate the use, application and exploitation of knowledge** and R&D capabilities of the university **outside** the scope academic by other institutions.”

(Vargas-hernandez and Mahboob Ali, 2022)

Knowledge Transfer/Knowledge Valorization

“Knowledge transfer (KT) is a term used to encompass a very **broad range of activities** to support mutually **beneficial collaborations** between **universities, businesses and the public sector.**”

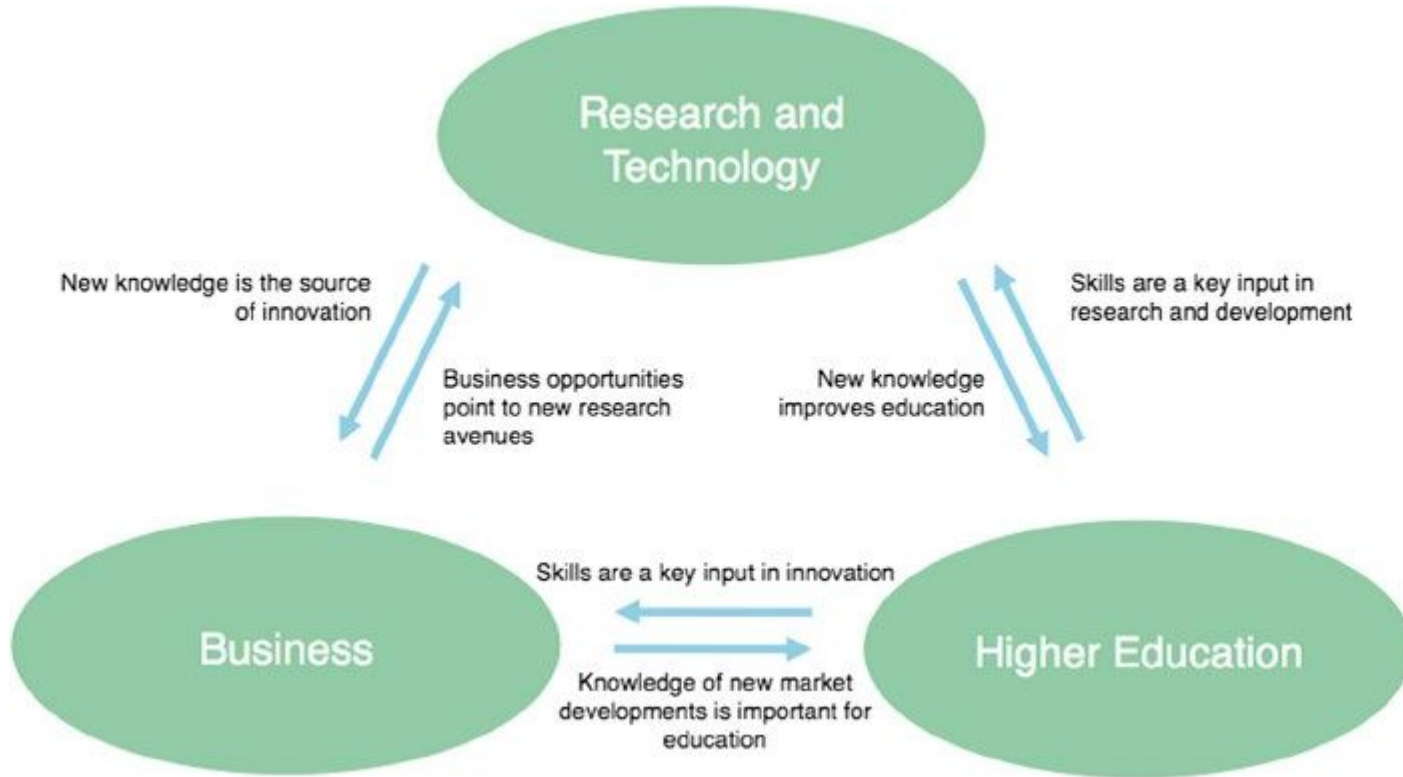
(Cambridge University, 2007)

KT: Myriad of Channels

- Students
- Trainings, workshops
- Research projects and publications
- Consultancy
- New businesses creation
- Community engagement

**Knowledge Valorisation:
Making Results Work for Society**

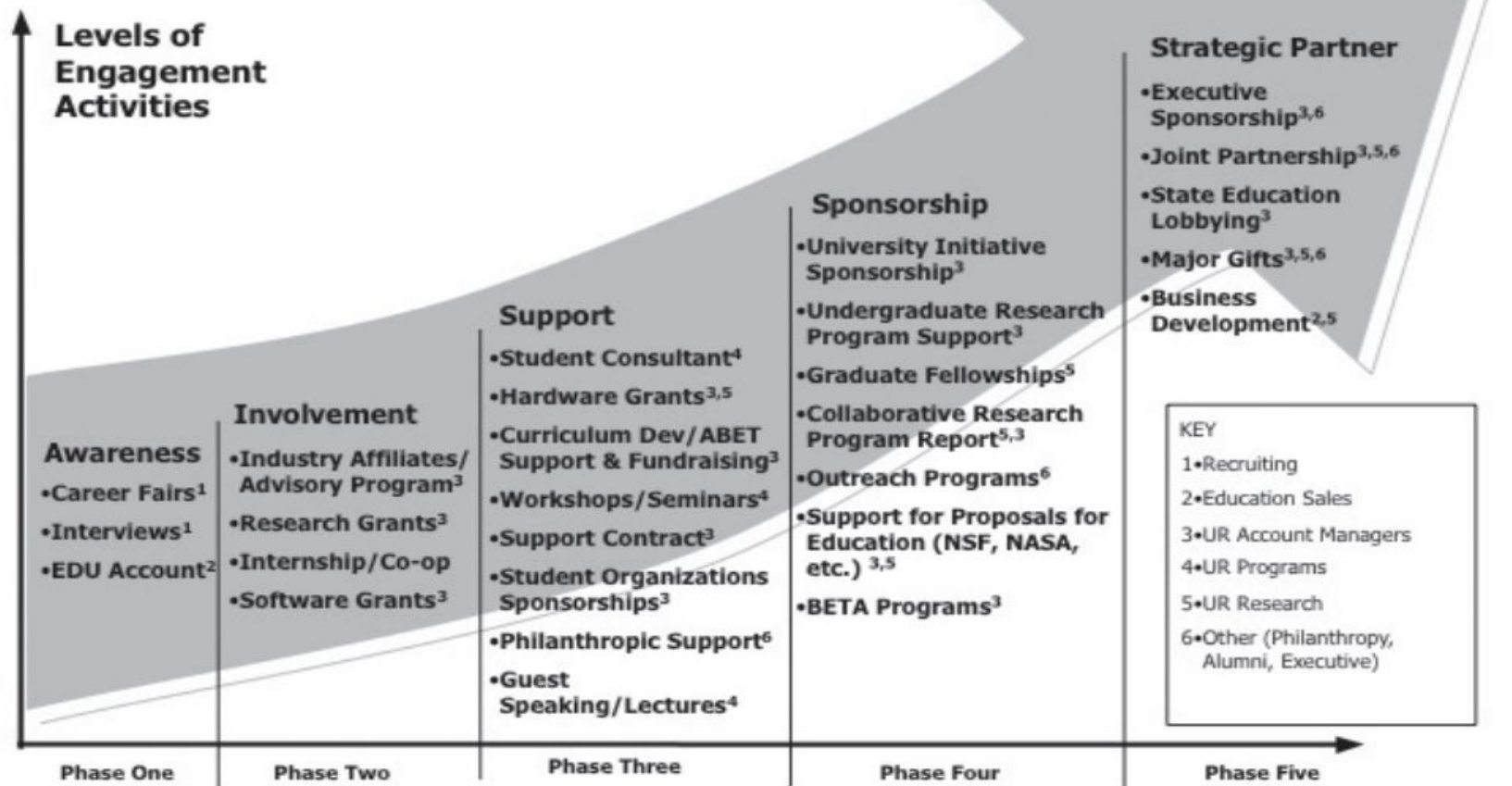
The Knowledge Triangle (EIT, 2012)



Examples of Challenges

- BS are not seen as hubs for knowledge creation
- Incompatibility of narratives between Business world and Business schools
- BS curriculum misfit with business needs (social realities)
- Lack of awareness of the importance of KT
- Lack of funding
- Lack of clear development policies
- Brain Drain

The Partnership Continuum



Traditional Engagement

Holistic Engagement

(UIDP)

Rennes SB from an International School to...



An International School Serving Local Challenges

Rennes SB: A Change in Strategic Trajectory

- Created in 1990's by the Chamber of Commerce and Industry
- Rennes SB was a small local school that serves regional needs
- Early 2000's the board took the bold challenge to transform it to an international school
- Today:
 - Triple crown accredited (AACSB, EQUIS, AMBA)
 - 10th position in France
 - +5000 students (54% international)
 - 111 professors (90% international)
 - 100% EN curriculum
 - + 150 publications a year.
- All this is Good, BUT?

Rennes SB turned to be a FOREIGN School in its Own Environment

Strategy: Keep an international DNA that serves Proximity

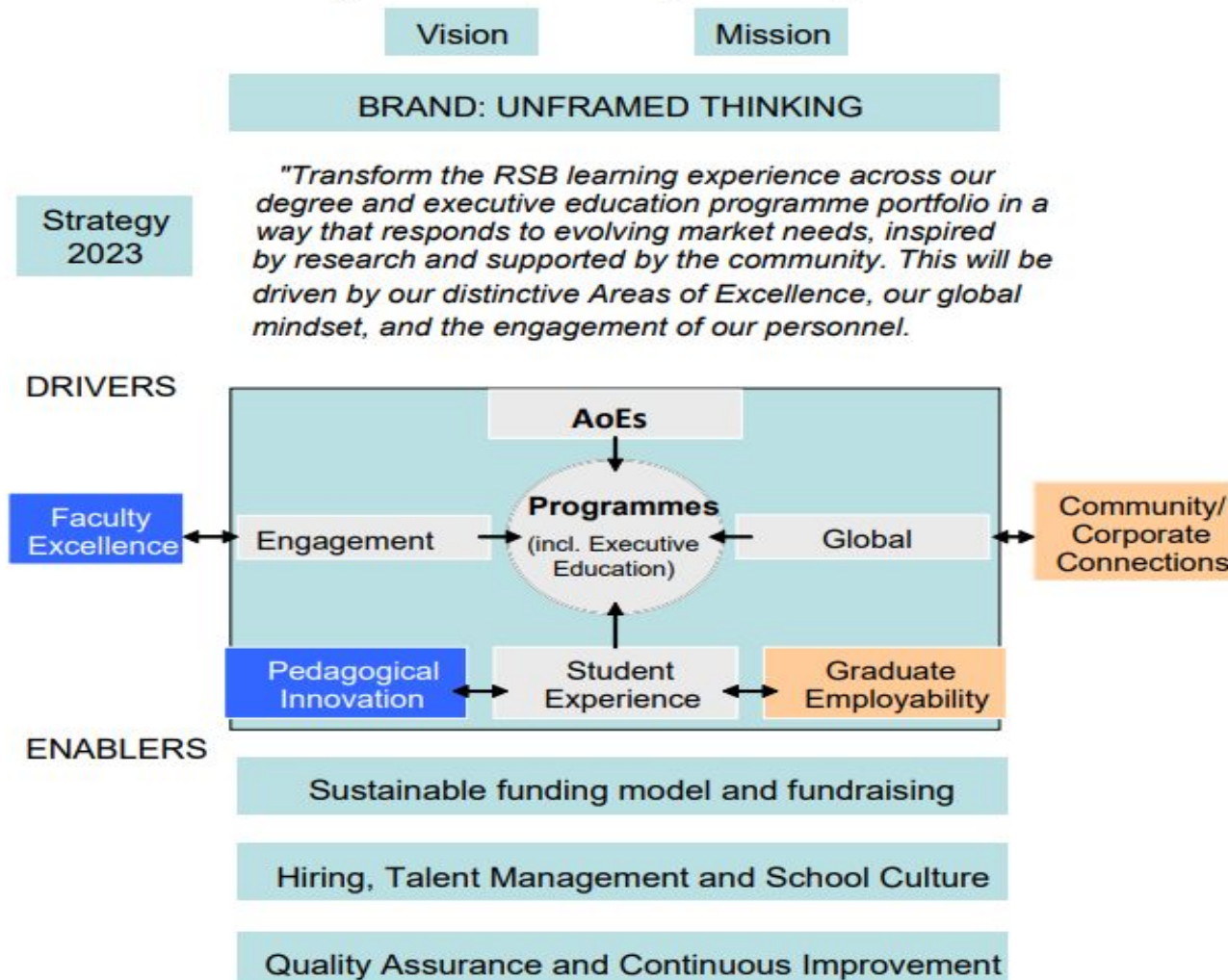
2018-2023: Recenter Strategy on the local socio-economic environment

2023 - 2026: Strategy centered on **IMPACT** at all levels.

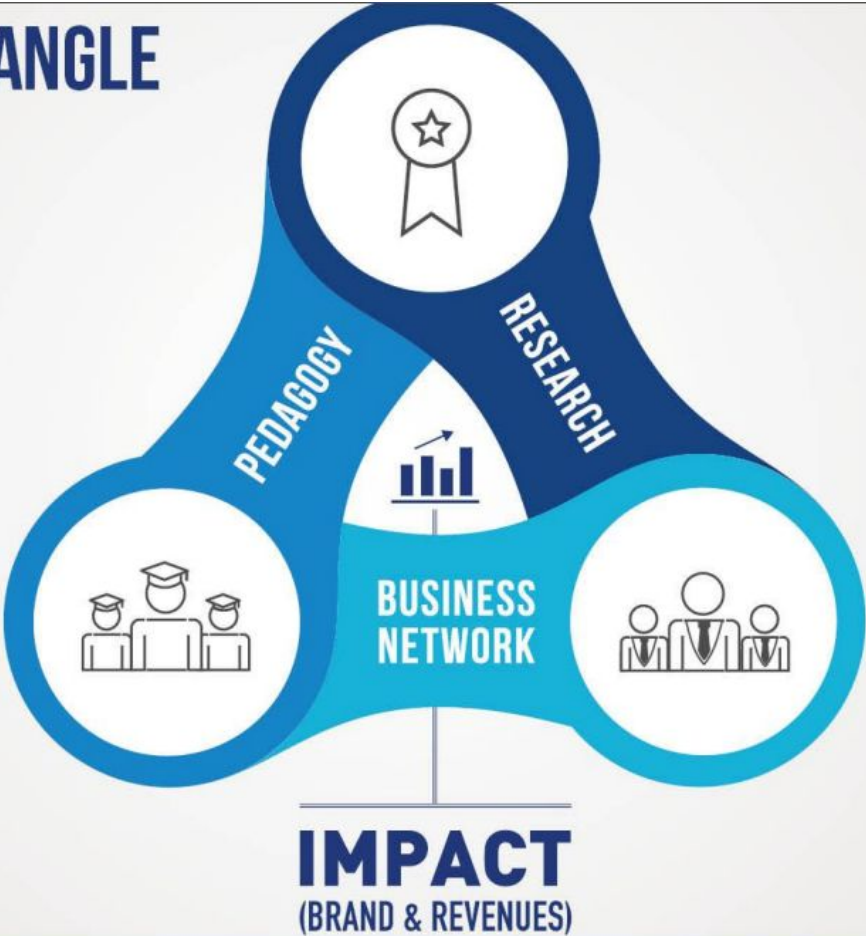
Examples of Actions

- 2 boards:
 - Entrenched local board (advge: several members have an international experience)
 - International board (International Scientific Committee)
- Create areas of expertise in line with the region (AI/Cyber, Agribusiness, Rethinking Tomorrow's Org, Supply Chain (green))
- More rewards for research focused on solving local problems
- “OVER-contact” economic partners of the region/Public entities
- Build several access points to the corporate world (research, executive education, seminars, etc.)
- Engage PhD students and faculty to solve corporate problems
- Listen to corporate needs

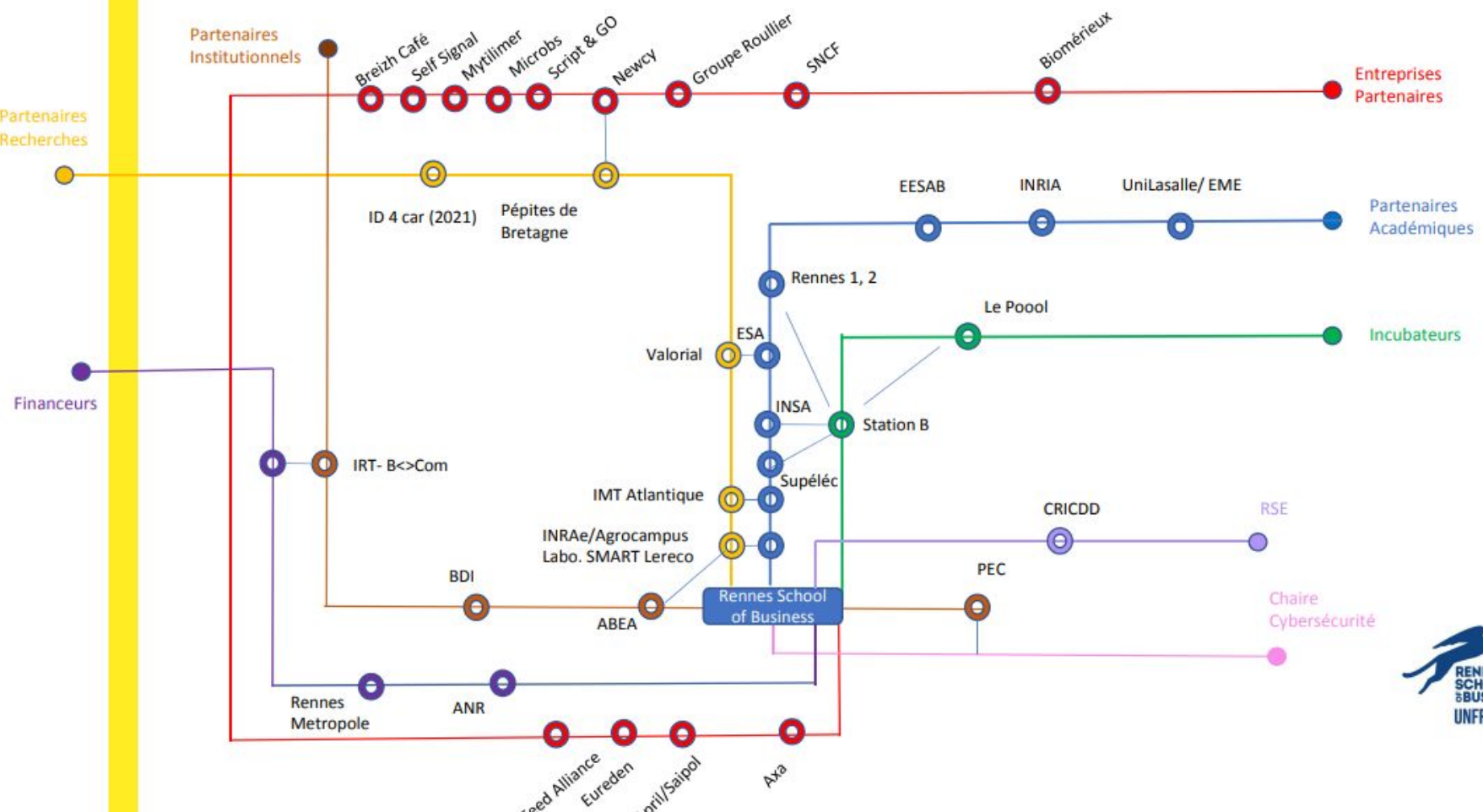
Figure B1-6.2: RSB Strategic Plan – Key Elements



RSB RESEARCH TRIANGLE



Rennes School of Business sur le Territoire Breton en 2018-20



Thank You !



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