

Knowledge Transfer: Springboard to Foster African BS Contributions to Sustainability

Prof. Helmi HAMMAMI, -- Rennes School of Business - France.

Full Professor of Accounting

Sr. Advisor - Knowledge Transfer

SIG Lead - Financial Literacy for Inclusion (FLI)

Member, Accreditation Governance -- African Association of Business Schools (AABS).

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).

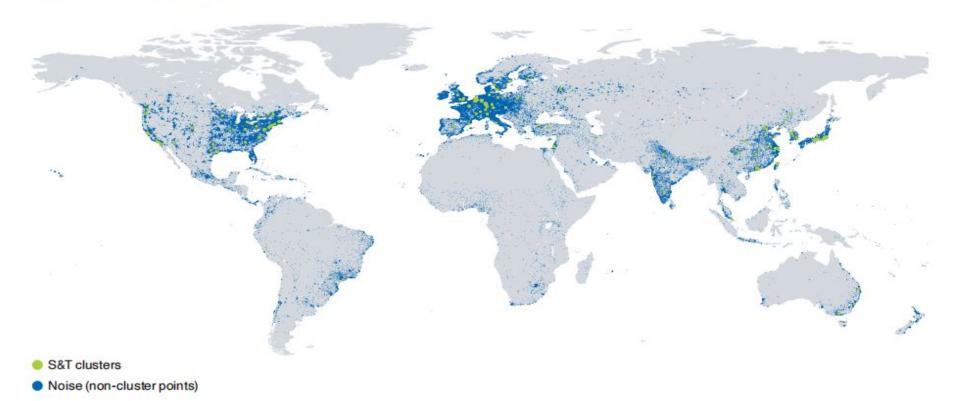
- Environmental,
- Societal and
- Economic



Improve quality of life for all.

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

Top 100 clusters worldwide



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.**"

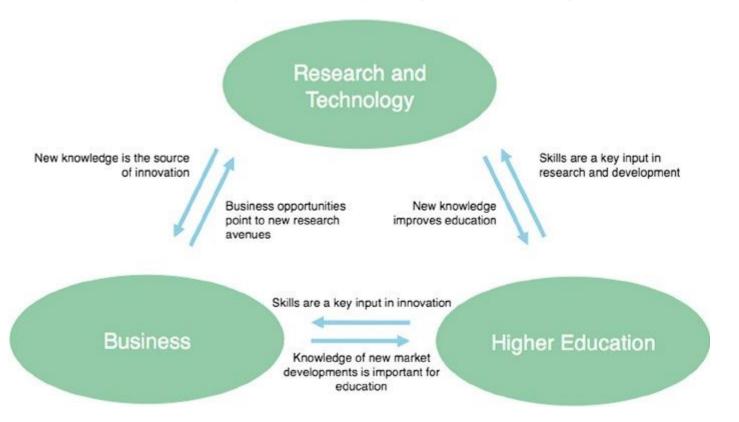
(Cambridge University, 2007)

KT: Myriad of Channels

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

Knowledge Valorisation: Making Results Work for Society

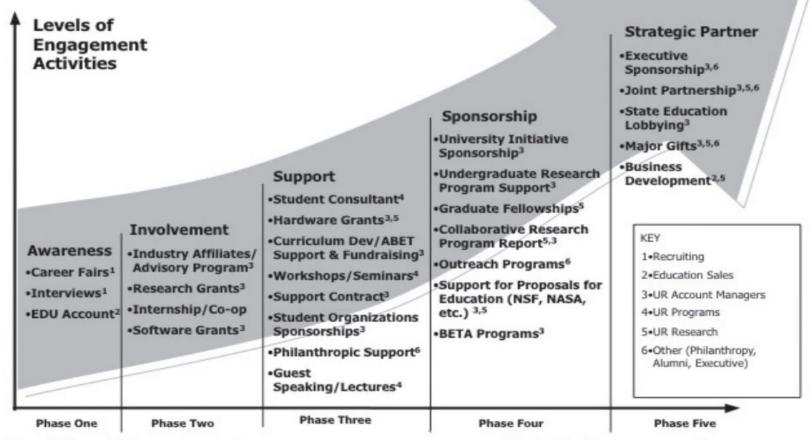
The Knowledge Triangle (EIT, 2012)



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



(UIDP)

Traditional Engagement

Holistic Engagement

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:
 - Tripe 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

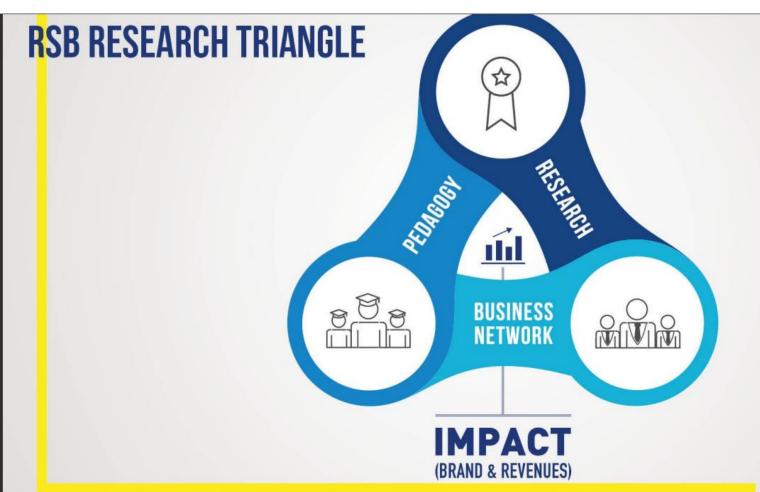
2018-2023: Recenter Strategy on the local socio-economic environment

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 (Al/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 Mission Vision **BRAND: UNFRAMED THINKING** "Transform the RSB learning experience across our degree and executive education programme portfolio in a Strategy way that responds to evolving market needs, inspired 2023 by research and supported by the community. This will be driven by our distinctive Areas of Excellence, our global mindset, and the engagement of our personnel. DRIVERS AoEs **Programmes** Community/ Faculty Corporate Global Engagement (incl. Executive *** Excellence Connections Education) Pedagogical Student Graduate Innovation Experience Employability **ENABLERS** Sustainable funding model and fundraising Hiring, Talent Management and School Culture Quality Assurance and Continuous Improvement





Rennes School of Business sur le Territoire Breton en 2018-20 Groupe Rouller Breith Cafe Signal Writing of Script & GO Partenaires Institutionnels Entreprises **Partenaires EESAB** INRIA UniLasalle/ EME **Partenaires** Pépites de ID 4 car (2021) Θ Académiques Bretagne Rennes 1, 2 Le Poool ESA Incubateurs Valorial Financeurs INSA Station B 0 IRT- B<>Com Supéléc IMT Atlantique CRICDD RSE INRAe/Agrocampus Labo, SMART Lereco PEC BDI Rennes School Chaire of Business Cybersécurité ABEA Rennes ANR **UNFRAMED THINKING** Metropole

