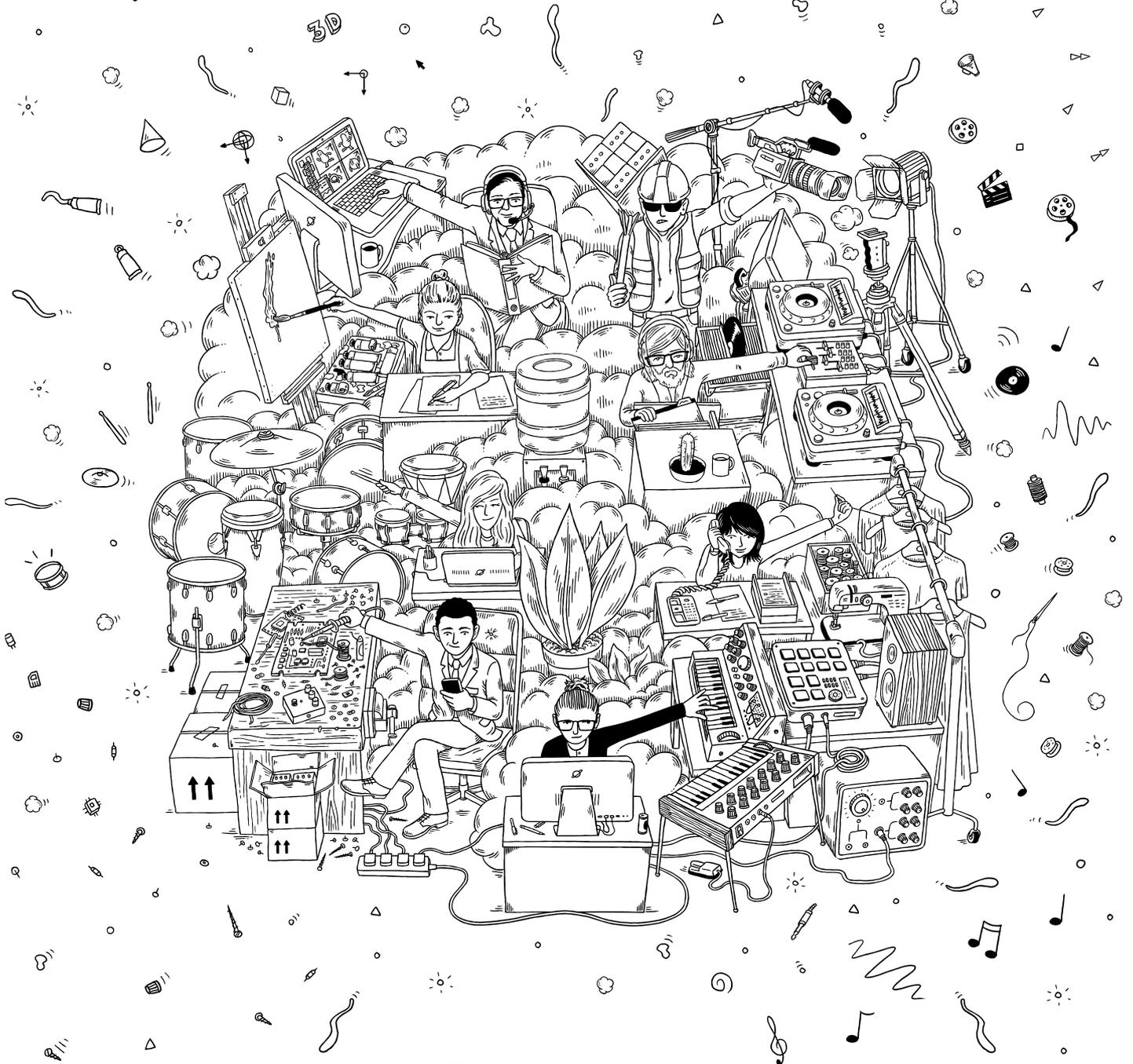


Journalists' Regatta 2018



Henley
Business School

UNIVERSITY OF READING

Where business comes to life

Our Speakers and Side Hustle Panellists



Professor John Board Dean of Henley Business School

Professor John Board is an expert in the development and regulation of financial markets, shares, bonds and derivatives trading, as well as financial scandals, crises, risk management and the responsibilities of board members. John's primary research topics cover traded products, competition

between markets and regulation of markets. As a result of his work he has acted as a Specialist Adviser to the Treasury Select Committee at the House of Commons, published over 75 research papers and sat on the editorial board of eight academic journals.

Professor Adrian Bell Professor of the History of Finance, Associate Dean (International) and Head of the ICMA Centre at Henley Business School

Professor Adrian Bell is an expert in the history of finance, including the credit crunch of 1294, Edward III as the first sovereign default, medieval financial markets and medieval foreign exchange. Adrian's research into medieval financial history also covers medieval real estate.

Alongside this, he specialises in football finance; researching and publishing papers on the prime time to fire managers, the effects of results on a club's share price and whether managerial turnovers impact club share prices.

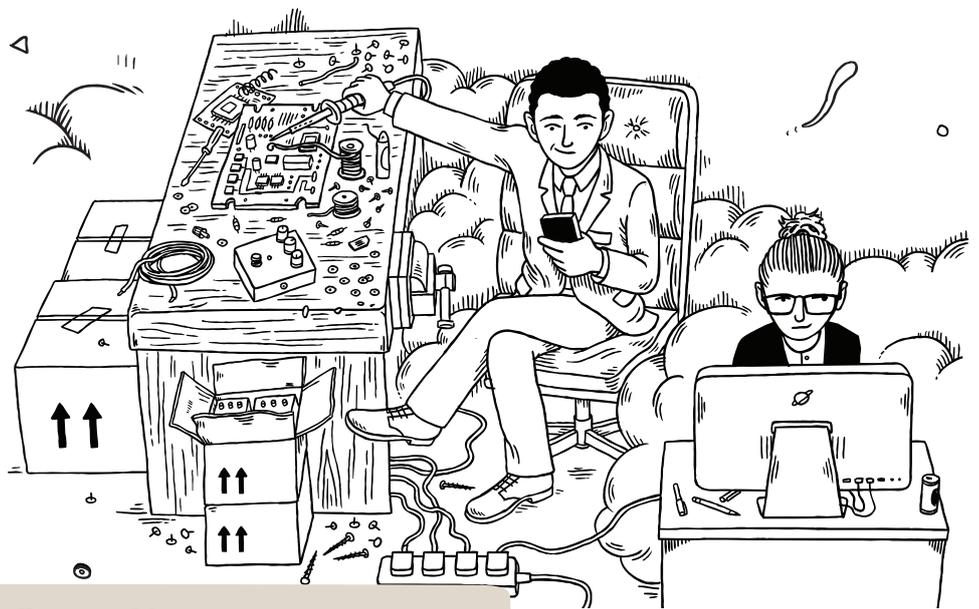


Emma Jones MBE Founder of Enterprise Nation, business expert and bestselling author

Emma Jones is the bestselling author of business books including: *Spare Room StartUp*, *The StartUp Kit* and *Turn Your Talent Into a Business*. She was made an MBE for Services to Enterprise in 2012 before being appointed a Business Ambassador by the UK prime minister in 2015 and as SME Representative for Crown

Commercial Services in 2016. Passionate about supporting small businesses and entrepreneurs, Emma founded Enterprise Nation in 2006, which has now grown to a 75,000-strong business community offering support, resources and funding to small business owners.





Danny Harmer Chief People Officer for Metro Bank

Formerly at Halifax, HBOS, Lloyds Banking Group and Barclays – with jobs ranging from New Business Manager and Regional Director to Director of HR Operations – Danny Harmer is currently responsible for the culture that makes Metro Bank one of Glassdoor’s Best Places to Work 2018. She has helped build an outstanding executive team and

created a unique approach to culture and training that attracts and develops the best workforce. Passionate about diversity, Danny is the executive ally for Mpride (the bank’s LGBT+ group), was recognised as a Financial Times OUTstanding Top Ally Executive in 2016 and is also a frequent media commentator on HR.



Professor Bernd Vogel Founding Director of the Henley Centre for Leadership

Professor Bernd Vogel’s research focuses on new forms, practices and sources of engaging leadership, mobilising and maintaining energy in organisations and senior management teams, as well as CEO decision-making and identity. A pioneer in his field, Bernd helps businesses create and sustain structures that develop inspiring

and purposeful leadership, fellowship and change.

He is the co-author of the book *Fully Charged: How Great Leaders Boost Their Organisations’ Energy and Ignite High Performance*, and teaches, consults and speaks internationally on the subject of leadership.



Stephen Manderson British rapper and songwriter Professor Green

Stephen Manderson is an award-winning British rapper and songwriter, who performs under the moniker Professor Green. Known for his honest lyrics, Stephen has been making chart-topping music for over 10 years and has performed at some of the UK’s most iconic

venues. As well as his music career, Stephen is a television presenter, author and celebrated documentary maker having worked with the BBC and Channel 4. Stephen is also the owner of a number of successful side businesses.



Our Side Hustle Experts

Interested in comments on the side hustle economy?

Our side hustle experts are passionate about the topic.



Dr Rita Fontinha

Lecturer in Strategic Human Resource Management

Dr Fontinha is interested in **alternative styles of working** and is currently researching new and exciting non-traditional forms of employment – identifying a marked increase in the popularity of side hustles in the IT sector.

She argues that some of the reasons people are drawn to side hustles, particularly highly skilled workers, is due to **flexibility, additional income and the chance to upskill**. She also suggests that portfolio CVs provide

an opportunity to show off skills and adaptability in the workplace.

With regards to how businesses view side hustles, she believes that **companies tend to desire more flexibility to compete in their industries**, so are likely to want to embrace side hustles and that an employee with a side hustle may be developing valuable skills that traditional companies could benefit from.

Dr Stephan Gerschewski

Lecturer in International Business and Strategy

Dr Gerschewski is interested in the **entrepreneurship, international and start-up side** of the side hustle economy. His research and teaching interests centre around **small and medium-sized enterprises (SMEs)**, international entrepreneurship and strategy.

Dr Gerschewski has first-hand experience with side hustles as he owns a business with his wife, selling a range of handmade, artisan candles. He is also about to start studying for a postgraduate qualification in coaching – another potential side hustle!



Dr Norbert Morawetz

Associate Professor in Entrepreneurship

Dr Morawetz's research focuses on **entrepreneurship, entrepreneurial mindsets and the 3L workplace mantra: life-long learning**. He is interested in the effects of side hustles on intellectual property (IP) and competition clauses in employment. However, he does believe **businesses should embrace side hustles**, as they create opportunities for the employer to take advantage of, such as new business contacts.

He suggests looking at the **French style of working**, which has fewer traditional working hours, yet has the

highest productivity of the G7 nations, suggesting that **spending time on your side hustle does not necessarily affect your productivity and efficiency in your main job**.

He comments that the UK was once described as 'a nation of shopkeepers' but it is now a nation of entrepreneurs, which should be celebrated.

Dr Morawetz has had a number of his own side hustles – he is the Founder of Wayra-backed education technology start-up Potential.ly, which fuses psychology and technology to help transform professional development.

Professor Nada Kakabadse

Professor of Policy, Governance and Ethics

Professor Kakabadse works with a variety of organisations across the world and her research areas revolve around the corporate boardroom, director dilemmas, sustainable policies and corporate reputation.

She is interested in the motivation and impact of side hustling on individuals, organisations and communities, as well as looking at inequality for people with non-traditional working hours and structures and how government policy can address this.



Naeema Pasha

Director of Henley Careers and Business Psychologist

Naeema's research specialism is in **resilience and chaos careers**. Her findings include **insight into well-being fluctuation and how our ambition rises with positive career uncertainty** (such as a side hustle) and asks the question – can we expect to be happy when going through stretching and challenging times?

She also has interests in **the future of work** and the success factors and mindset needed for an **uncertain world of work**.

Naeema is a self-confessed 'careers nerd' with a qualification as a Principle Practitioner of the Association of Business Psychologists. She also has a degree, MA, MSc and is now finalising a DBA, all on the topic of careers.



Dr Charmi Patel

Associate Professor in International Human Resource Management

Dr Patel is currently researching the trend of **workers across the world nearing retirement who are taking up a side hustle**, focusing on the hidden benefits of taking up a side hustle, versus the identity crisis of being torn between this and a main job.

She has an organisational psychologist background and has first-hand experience supporting family members with their side hustles, which include textiles and real estate businesses.



Professor Bernd Vogel

Founding Director of the Henley Centre for Leadership

Professor Vogel is currently **finishing a report about work and leadership in 2028**, which will dissect topics such as: new workplace trends; dilemmas and choices for organisations and society; 'gig leadership'; evolving working styles; episodic workers; the need to belong in a disruptive world; and how businesses can adapt to deal with the changing workforce.

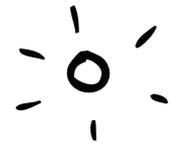
He is also interested in **identifying the difference between side hustling by choice and by economic necessity**.

Professor Vogel has been running his own side hustle for 20 years, consulting on organisational energy, leadership and change.



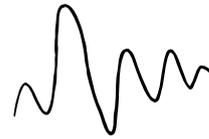
Hot Topics!

Looking for comment on any of the following hot topics for 2018 and beyond? Our academics can help.



AI and robots in the workplace

Naeema Pasha – Director of Henley Careers



Apprenticeship Levy

Dr Martin Bicknell – Director of Teaching & Learning Strategic Projects

Dr Tim Sellick – Executive Director - Degree Apprenticeship Programmes

Brexit

International business and trade:

Dr Elena Beleska-Spasova – Associate Professor in International Business

Professor Davide Castellani – Professor of International Business

Professor Rajneesh Narula – John H Dunning Chair of International Business



Careers

Naeema Pasha – Director of Henley Careers

Dan Kiernan – Careers Consultant, Finance

Graham Philpott – Careers Development Consultant

Matthew Searle – Head of Employer Relationship Management

Connected homes

Professor Anupam Nanda – Academic Director of the Centre for *intelligent* Places

Data protection

Ardi Kolah – Executive Director, GDPR Programme



Financial markets

Dr George Alexandridis – Associate Professor of Corporate Finance

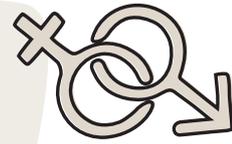
Professor Adrian Bell – Head of the ICMA Centre

Professor Chris Brooks – Director of Research



Gender pay gap, diversity and equality

Associate Professor Claire Collins – School Director of Diversity and Inclusion
Dr Shaheena Janjuha-Jivraj – Associate Professor



Gen Z behaviours

Professor Peter Hawkins – Professor of Leadership
Professor Bernd Vogel – Founding Director of the Henley Centre for Leadership



Governance and boards, including in the Civil Service

Professor Andrew Kakabadse – Professor of Governance and Leadership
Professor Nada Kakabadse – Professor of Policy, Governance and Ethics
Dr Filipe Morais – Post-Doctoral Fellow, Governance, Leadership & Directorship

Leadership

Associate Professor Claire Collins – School Director of Diversity and Inclusion
Professor Bernd Vogel – Founding Director of the Henley Centre for Leadership



Mergers and acquisitions

Dr George Alexandridis – Associate Professor of Corporate Finance
Alison Hennell – Associate Professor in Accounting and Financial Management

Oil and gas

Professor Yelena Kalyuzhnova – Director of the Centre for Euro-Asian Studies



Social Media

Dr Rodrigo Perez-Vega – Lecturer in Marketing



Well-being, resilience and stress

Dr Caroline Rook – Lecturer in Leadership
Mark Swain – Director of Partnerships, Executive Education



...And of course we also have experts in accounting, banking, business informatics, business and management, coaching, executive education, fintech, housing markets, HR, marketing and reputation, real estate and planning, retail and more!



And Finally...

Did you know that our academics also have a range of unusual and quirky interests beyond the typical business world?

Alternative car fuel and technology

Professor Brian Scott-Quinn – Emeritus Professor and ICMA Centre Non-Executive Chairman



Bank branding, the evolving face of banking

Dr Lucy Newton – Associate Professor in Business History

Consumer behaviour (including shopping addiction)

Professor Moira Clark – Director of the Henley Centre for Customer Management

Dr Susan Rose – Director of Teaching & Learning



Fashion industry (history of fashion and textiles)

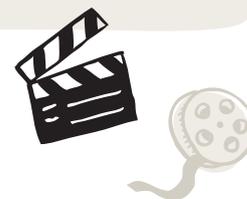
Dr Lucy Newton – Associate Professor in Business History



Film industry (the business and history of film)

Professor Peter Miskell – Professor of International Business and Media History

Dr Norbert Morawetz – Associate Professor in Entrepreneurship



Football (including football finance, transfers and research on when to sack managers)

Professor Adrian Bell – Head of the ICMA Centre



Technology addiction and stress

Professor Nada Kakabadse – Professor of Policy, Governance and Ethics

Professor Jane McKenzie – Professor of Management Knowledge and Learning



Henley Business School

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