

**CENTRE FOR BUSINESS & MANAGEMENT WEBINAR**

# Creating Impact - Making Your Research Relevant for the Industry/Society

As researchers, we seek answers to questions that address the industry/society and scholarly needs. While there has always been a demand for making research more applicable to practice, the outputs from academic research especially in the field of business and social sciences do not often materialise as industry actions. This talk will shed some tips and pointers on how we can make our research findings and outputs more relevant for industry practice and subsequently create an impact on industry and society.

10 : 00 am - 11: 30 am

**04 July 2023**

Microsoft Teams

Free 1.5 CPD and USSDC points

**DR. JESSICA SZE YIN HO**

Heriot-Watt University Malaysia

**Register Now**

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