



Cranfield
School of
Management

Research Clubs

Join one of our best practice research clubs and become part of a network of companies interested in exploring, networking and innovating with other industry professionals and business leaders.

Member organisations participate in regular meetings with talks from experts in their chosen field, and group discussions about how to resolve issues, solve problems and overcome challenges faced within their organisations. The clubs enable plenty of open discussion and sharing of ideas. Members can also access and influence research undertaken by our faculty.

Research Clubs

For almost fifty years, Cranfield School of Management has worked closely with industry to improve the practice of management. Our long-standing research clubs provide opportunities for debate and problem-solving as well as the chance to network with other industry professionals and business leaders. By meeting regularly and discussing issues of importance to club members, our research agenda is directly influenced by the preoccupations of managers.

The results of our research are fed back directly to our members through presentations, innovative business tools and techniques, and best practice advice. Members can be invited to participate in additional case studies, workshops and focus groups as part of this research process.

Real business issues rarely confine themselves to the boundaries of academic discipline. For this reason, we offer a variety of clubs focusing on different functions or themes within business:

- **Agile Supply Chain Research Club**
- **Business Performance Roundtable**
- **Customer Management Forum**
- **Food@Cranfield Research Network**
- **Global Manufacturing Roundtable**
- **Key Account Management Best Practice Club**
- **Public Sector Performance Roundtable**

Research topics

Research topics are agreed each year in consultation with members, and aim to respond to the main issues and also topics raised by visiting speakers.

Member benefits

- Access to experts in the discipline
- Sharing of knowledge and best practices
- Exchange of thought leadership
- Opportunities for networking and peer-learning
- Gain insights from other industries
- Influence and involvement in research projects
- Exclusive early access to research reports
- Access to our global Cranfield Alumni Network
- Corporate discounts* across Cranfield School of Management for our Executive Doctorate in Business Administration (DBA), Executive Masters programmes and Executive Development Programmes

*The corporate discounts are available to all employees within a research club member organisation. They are valid for the duration of the membership contract and are subject to availability.

“We have been members of the Key Account Management (KAM) Club since 2006. The KAM Club has helped us immeasurably on our quest to KAM. The workshops have helped us focus on tools and techniques in account management, with special focus on value propositions, which has helped us keep value in the chain through innovative ideas and solutions. We highly recommend the club membership as it is not only for Account Managers but has also varied interests for General and Procurement Managers.”

Nick Donovan, Commercial Director, Allied Mills

We are proud to work with a wide variety of organisations across different industries and sectors. Discover how you too could participate and gain competitive advantage.

Contact us

For more information about the Research Clubs, including the dates of future events and how to join, please contact:

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www.cranfield.ac.uk/som/research-clubs