

# Researcher

**Are you a PhD student or thinking about doing a PhD?  
Are you interested in collaborating with business?**

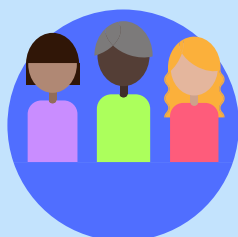
If so, follow this checklist to get off to the right start...



## WHY DO YOU WANT TO COLLABORATE?

- To test a methodology?
- To get access to data?
- To test a theory?
- To improve the social impact of a business?
- To improve business efficiency or profitability?

✓ **Be clear on how a collaboration will add value to your core PhD thesis**



## IS THERE A SOCIAL VALUE ATTACHED TO YOUR COLLABORATION? IF SO, WHAT IS IT?

- Improving corporate social responsibility?
- Improving representation of minority groups?
- Improving enterprise opportunities?
- Improving the efficiency or effectiveness of a business?

✓ **If your collaboration idea has a social value, be clear on what it is**



## WHY SHOULD A BUSINESS COLLABORATE WITH YOU?

- What is in it for the business?
- How will they benefit?
- Will they be more efficient?
- More productive?
- Have more social impact?

✓ **Work on your elevator pitch!**

# Researcher cont.



## WHAT ARE YOU ASKING THE BUSINESS TO DO?

Do they need to supervise you?

Do they need to provide data?

What resources do you need from the business?

- ✓ **Be clear on what you are asking the business to do as part of the collaboration**



## IS YOUR COLLABORATION CRITICAL TO THE SUCCESS OF YOUR PHD?

Does your PhD need this business collaboration to be a success?

What are the risks involved?

- ✓ **Conduct a risk assessment**



## WHO IS BEST PLACED TO SUPERVISE YOU?

Do you need your supervisor to manage the relationship with business collaborators?

Do you need or want a business supervisor? If so, why?

Do you need or want a supervisor who has good business contacts?

- ✓ **Consider what you need from your supervision team**



## WHAT SORT OF BUSINESS OR BUSINESSES MAKE SENSE FOR YOU TO COLLABORATE WITH?

Are you interested in a particular sector or sub sector? If so, why?

Does the size of business collaborator matter? Micro, small, medium or large?

Do you need one business collaborator or several?

Which business types are most likely to benefit from and be able to engage in the collaboration?

Do you, or your supervisor, have business contacts that can be approached?

- ✓ **Identify a list of criteria for suitable business collaborators. Consider sector, size and any existing relationships you can mobilise**