



SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

RESEARCH WITH IMPACT

Driving Social Impact through Business Research: A How-To Guide

DATE: Friday 30 May 2025

TIME: 11:00am – 12:30pm

MEETING DETAILS: Conference Room 2, Level 9,
1PSQ and Zoom Online (Meeting ID: 857 2621 2547,
Password: 737341)

RSVP: COB, Friday 23 May 2025

CONTACT: business.research@westernsydney.edu.au

PRESENTER:

Dr Nadia Zainuddin

President of the
Australian Association of
Social Marketing (AASM)



ABSTRACT:

Demonstrating social impact through research has become a key metric for business schools, with a priority on aligning research initiatives with key stakeholders' priorities, many of which are investing heavily into SDGs. Additionally, AACSB accreditation now requires demonstrating societal impact through research activities (AACSB, 2024). However, funding for research initiatives is competitive and researchers must demonstrate exceptional value not only for the research itself, but also how the research activity creates long term value for stakeholders and society. Furthermore, there is limited guidance on how to design, deliver and evaluate social impact research effectively and efficiently, and how to collect evidence methodically. Without clear guidelines, researchers may miss an opportunity to maximise their impact.

This session presents a framework developed to aid researchers in their social impact business research process, from conception of their ideas and gaining funding, through to measuring long-term social impact. The aim of this social impact research framework is to provide a practical organising framework for how to design and implement business research for social impact. Some of the key ideas covered in this session include, but are not limited to the following:

- Developing a strong idea
- Assembling a team
- Identifying funding opportunities
- Managing project partners
- Maximising and gathering evidence of impact
- Embedding critical reflexivity, value creation, and a person-centred approach into projects

Following the session, Nadia will also be available for individual consultations with staff and students.

If you are interested in attending this event, please register at:

<https://www.eventbrite.com.au/e/driving-social-impact-through-business-research-tickets-1323213149149?aff=oddtcreator>

BIOGRAPHY:

Dr Nadia Zainuddin is a behaviour and social change researcher based at the University of Wollongong where she is the Marketing Discipline Research Leader. She is also and President of the Australian Association of Social Marketing (AASM), a Founding Associate Editor of the Journal of Social Impact in Business Research (JSiBR), and an Affiliate Member of Change for Good Research Centre at UTS.

Her research aims to understand the lived experiences of people, particularly those more likely to experience marginalisation and vulnerability, to inform programmes, interventions, and policy to improve well-being. These have included people with disabilities, and culturally and racially marginalised (CARM) groups. Conceptually, she is a specialist in value theory, and is a mixed methodologist, trained in both qualitative and quantitative research techniques.

Her work has received funding from a range of sources both nationally and internationally, including the Australian Research Council, Australian Marketing Institute, Transport for NSW, Australian Red Cross Blood Service, and the Scottish Universities Insight Institute. Nadia also sits on the Editorial Advisory Board of the Journal of Services Marketing and on the review panel of the Princess Alexandra Hospital Research Support Scheme, and is an ARC Detailed Assessor for Marketing. She is a CI on three active research projects: an ARC Linkage with the Department of Communities and Justice aimed at improving disability inclusion in the workforce; an AMI-ANZMAC Applied Research Grant on consumer resilience in the face of disruptive events; and an AEGiS grant with NSW Health SWS LHD on screen time consumption amongst culturally and linguistically diverse families of young children.

Organised by the School of Business Marketing, International Business and Sports Management Discipline in conjunction with the Australian Association of Social Marketing (AASM) Association of Social Marketing - <https://aasm.org.au/>). We would also like to acknowledge the help of the Western Business Research Collaborative (WBRC) in assisting with organising this event.

