

Impact assessment 2023

The importance of assessing impact

The drive to making an impact on research, education and society is intrinsic to any higher education institution, and it is what we at the UiA School of Business and Law (hereafter, the School) aim for with all our activities. With our slogan "Regionally connected and globally engaged", we clearly define an identity according to which we strive to make a difference beyond the walls of our institution.

To report on impact is important for various reasons. On one hand, there is a need to justify our existence to stakeholders (e.g., financial bodies, accrediting institutions, external organisations, and students), while on the other it is a way of assessing our own progress and to promote continuous improvement.

How we assess impact is rooted in our vision and mission statement. For the strategy period 2021-2024 these read as follows:

- **Vision:** "Co-creation of tomorrow's knowledge"
- **Mission statement:** "We educate innovative and responsible professionals and leaders with a global mindset."

Given this framework, our focus is to contribute with strong academic and societal impact associated with the terms "innovative", "international" and "responsible". In addition to this, we strive to ensure that the knowledge created gets into use in society in general, but also that it is an important part of policy making regionally, nationally and internationally.

In our strategy, we are aiming to build a distinct profile in the Norwegian market for business education, offering a unique learning experience including closely integrated academic, pedagogical, and social offers, cross-disciplinary approaches, as well as international and practical experiences.

We implement our mission by doing relevant research that allows us to collaborate with strong international partners, by interacting closely with businesses, organisations, public entities and civil society in our region and beyond to develop and disseminate knowledge, and by actively applying this research and new knowledge in the development of our study programmes. This work is informed by our vision of co-creation of tomorrow's knowledge.

The concept of co-creation captures the mode of cooperation in many of our relationships with key stakeholders such as students, academic peers in relevant scholarly fields, businesses, and government entities. We see co-creation as the development of knowledge in close partnership with our stakeholders, and we place emphasis on creating knowledge that is useful and relevant for our partners and the wider society.

We bring several high-quality inputs to this effort, and here we can mention:

- We are part of a modern and well-funded public university that offers faculty members designated time to do research and to engage with stakeholders.
- Our strong portfolio of faculty members has over the past years been bolstered by the recruitment of several high calibre national and international researchers.
- The high number of applicants to our courses ensures that the students who enter our school are bright and motivated.
- Our long-standing and collaborative relations with several business and government stakeholders in our region and beyond.



Defining impact

Defining impact

Impact assessments are commonly regarded as important tools to demonstrate and increase awareness of the value of academic activities. As part of numerous research communities, a provider of high-quality business education, and an engaged actor in our region there is no doubt that the scholarly, educational and outreach activities carried out at the UiA School of Business and Law have a certain impact. Through the Impact Assessment Report, we seek to both trace and visualise the impact of our activities.

As the focus on both academic and societal impact has become increasingly stronger during the past years, a common understanding of what it entails has emerged. The Economic and Social Research Council (ESRC), part of UK Research and Innovation, provides a definition of research impact that seems representative of the understanding of the broader research community (ESRC, 2022¹):

- Academic impact is the demonstrable contribution that excellent social and economic research makes in shifting understanding and advancing scientific method, theory, and application across and within disciplines.
- Economic and societal impact is the demonstrable contribution that excellent social and economic research makes to society and the economy, and its benefits to individuals, organisations or nations.

The second part of the above-mentioned definition may be broadened to also include impact from educational and outreach activities. Based on this, the School

looks at how our research and other intellectual output contribute to the academic fields we operate in, as well as the difference our research, teaching and other activities make for businesses, government entities and the wider society.

When measuring the impact of scholarly, educational and outreach activities, one can draw a distinction between outputs, outcomes, and actual impact. Whereas the output (e.g., a public report, a workshop, or a peer-reviewed research article), and even the outcome (e.g., a political resolution based on a report) of activities are easy to identify, the actual impact is sometimes hard to pinpoint and measure. The activities may have direct and immediate impact, or they might prompt more long-term processes, leading impact to unfold at a later stage. We do also note that impact seldom follows a linear path from an output, and that it may be a consequence of a variety of outputs from several people's work. For this reason, we believe that we should be somewhat cautious when claiming the impact of our activities. However, we still believe that the co-creation approach, forming close relationships with external actors makes impact more likely, and we see some long-term effects from some of our long-term partnerships.

In this report, we will focus not only on impact, but also on outputs and outcomes, based on the assumption that the last two may, with time, lead to impact.

Structure of the report

The report follows a set structure where we describe how our scholarly, educational and outreach activities

¹ UK Research and Innovation, Economic and Social Research Council, website, consulted on 26 September 2023
<https://www.ukri.org/councils/esrc/impact-toolkit-for-economic-and-social-sciences/defining-impact/>

have had positive effects or contributed to changes or benefits for our stakeholders in areas associated with *innovative, international*, and responsible dimensions. Activities and visible impact from last year receive priority, but we will also use the opportunity to highlight impact stemming from activities prior to the year of reporting.

We believe that the best way to investigate the impact from our activities is to identify the interplay between these and economic, social, and political processes. In addition to shorter, selected examples, we therefore present some more in-depth impact cases. In this year's report, we present three different cases describing somewhat impact within the dimensions of *Innovative, International* and *Responsible*.

These examples are supplemented by some basic metrics related to our research, education and outreach activities. For educational data we use the university's large-scale quantitative survey of recent graduates, conducted every three years, which offers several indications on how our educational offering has had an impact on our graduates, as well as the impact they generate in their new professional roles. The impact assessment is intended to serve as a supplement to the Quality Report, which is submitted by the School of Business and Law to the university board every spring.



Mission and impact

Innovative

The School places strong emphasis on innovation. Around twenty percent of our faculty members have innovation or entrepreneurship as one of their main areas of specialisation, and we have several centres and research groups in this field: Research centre for studies of Innovation for Sustainable Transition (RIST), the Centre for Entrepreneurship, and the Centre for Crowdfunding Research, as well as strong research groups on Alternative Finance and Behavioural Economics. The School offers a variety of courses in innovation and entrepreneurship, including master's programmes in Innovation and Knowledge Development, and in Entrepreneurship (Shift).

Below are some examples of activities in this field:

European Crowdfunding Market Report 2023

The report presents the findings of the European Crowdfunding Market Survey 2023. It is a unique report that outlines key facts and figures with respect to all European Crowdfunding Market stakeholders including platforms, backers, and fundraisers. It is a result of intensive collaboration with a dozen national associations and over a hundred crowdfunding platforms from across Europe. As such, it has been widely adopted by industry-actors and national authorities for assessing industry status and future strategies. In addition to common facts, it presents novel insights and figures concerning issues related to the new European crowdfunding regulations, public knowledge, and technical aspects of crowdfunding platform management practices. Findings are presented at aggregate European, national, and model levels.

OpenInnoTrain

OpenInnoTrain is an EU Horizon 2020 project – where Professor Tor Helge Aas has led a work package related

to FinTech. The title of this project is: "A new financial industry that applies technology to improve or innovate financial services" (OpenInnoTrain.eu). Aas explains that the project has been an enabler for research mobility amongst PhD candidates and has therefore had innovative research impact. The objectives of the EU project have been to create a network within the fields of open innovation, cooperation between universities and industry and research translation. The UiA's research group led by Prof. Aas, through a solid collaboration with RMIT, focused on regulatory sandboxes and other topical issues in the FinTech sphere. Several scholars from both RMIT and UiA contributed to this work, which has resulted in eight academic publications.

Impact example on Innovative: Gadjah Mada collaboration and ASEAN Double Degree Master's Program in Sustainability

Established in 2019, the ASEAN Master in Sustainability Management is a collaborative effort between Universitas Gadjah Mada (UGM), the University of Agder (UiA), and the ASEAN University Network (AUN). Supported by a NOK 12.2 million grant from the Norwegian Ministry of Foreign Affairs, the program aims to develop sustainability leaders in Southeast Asia.

This interdisciplinary program integrates business management, environmental science, and governance to address environmental and socio-economic challenges in the ASEAN region, such as climate change and rapid urbanization. Students benefit from a dual-degree structure, earning both an MBA from UGM

and an MSc from UiA. Internships are a key component, providing real-world experience and boosting employability. Since its launch, 47 students have enrolled, with graduates securing jobs in environmental management, renewable energy, and CSR. Graduates have made significant contributions to sustainability efforts in government agencies, NGOs, corporations, and the influencing of policies and practices in renewable energy, waste management and climate change adaptation across ASEAN countries.

The success of the program, led by UiA professor Stein Oluf Kristensen, relates to the strong ties between UiA and UGM, dating back to 1999, with mutual support for student exchanges, collaborative research and alumni working in various sectors. The international strategy of the University of Agder, emphasizing sustainability and interdisciplinary collaboration, aligns with the goals of this Master's degree. Securing accreditation for the dual-degree structure was a notable achievement, initially included as an experiment but quickly becoming a core feature due to its importance for students. The expedited accreditation process allowed students to graduate with both degrees, enhancing the program's appeal. Industry partners have praised the program's effectiveness, noting that students bring fresh ideas and practical knowledge to sustainability initiatives, highlighting the program's success in preparing students for the labor market.

The firsthand experience with European businesses and institutions enriched students' academic knowledge and provided significant professional development advantages, making them more marketable in both ASEAN and global job markets. The second cohort found that their local internships and thesis work

were highly relevant to their future careers. Interviews with students and alumni indicate the program's effectiveness in preparing graduates for roles in both the public and private sector. Employers have expressed satisfaction with the graduates' skillset, noting their valuable blend of technical knowledge, managerial competencies, and practical experience.

The program has significantly impacted various sectors, contributing to sustainable development, educational innovation, and the professional advancement of its graduates. It has also integrated sustainability principles into academic curricula at UGM and influenced operational practices on campus. Furthermore, graduates have shaped sustainability policies in the region, contributing to regulatory frameworks and community projects in sustainable agriculture and renewable energy. It can also be mentioned that the program has played a role in UGM's reaccreditation by the AACSB, displaying its commitment to integrating sustainability into education. The robust alumni network actively supports sustainability initiatives, offering mentorship, internships, and financial contributions. With graduates from 12 countries, including a strong representation of women, the program emphasizes gender inclusivity and reflects its broad appeal and relevance to sustainability challenges.

Source: Fafo report 2024: Kebede, T.A. *"End-Term Review of the ASEAN Master's Degree Program in Sustainability Management"*

International

The School emphasises international dimensions, where most of our staff conducts research with international relevance. Most researchers collaborate with international partners, and we publish most of our work through international channels.

It can be mentioned that a considerable share of our activities is directed at emerging markets, and that one area of thought leadership at the School is "microfinance and social entrepreneurship in emerging markets". In addition to studying management, finance, and economics in an emerging market context, we educate students from emerging markets, and we collaborate with prominent educational and research institutions in these markets.

Below are some examples of activities in this field:

Forthem Alliance

The FORTHEM Alliance, a cooperation amongst European universities coming together to foster outreach and transnational higher education and mobility, offers a Summer School program for students. In August 2023, the University of Agder welcomed students from seven European universities to a course in entrepreneurship and crowdfunding, delivered by the School of Business and Law. The alliance aspires to take the international collaboration within education, research, innovation, and civic engagement further. Bringing together a diversified student group with different experiences and approaches yields new and interesting outcomes. In 2024, the summer school will be held in University of Jyväskylä in Finland, where two of our scholars will be teaching the FORTHEM Entrepreneurship Summer School: Lean Startups, admitting 50 Master Level students, where "the core goal is to gain increased understanding of how emergent innovations translate into commercial reality and might transform society" (University of Jyväskylä, 2024).

As mentioned, the School organized an international summer school on Practical Entrepreneurship and Crowdfunding (ORG 127) with university partners through the FORTHEM university alliance in August 2023. During the summer school, the School hosted 27 students from seven of the FORTHEM partner universities. The course was organized under EU's Blended Intensive Program as a practical and intensive one-week course, introducing students

from various cultural and disciplinary backgrounds to crowdfunding, UiA, and Southern Norway. The course highlighted crowdfunding models, markets, as well as the development of skills for campaign planning and development. Theoretical themes introduced, were applied to an entrepreneurial and crowdfunding campaign that the students developed throughout the course, under close supervision and guidance. After the one-week intensive phase, the student teams receive digital supervision and present their business plans digitally to a panel of experts evaluating the plans. Through this second, digital part, students are learning how to work in virtual teams and develop their skills for collaboration and problem solving in a virtual environment.

Comparative Law Research Group

We would like to shed light on our Research group in Comparative and Public Law, with its seven members with various, international expertise within the field of comparative law particularly from French, German and British law. The group has a strong foothold internationally through networks, active participation at national and international conferences and is contributing towards international research projects such as POLYGOV – an EU project.

In May 2023, the highly active research group relaunched the Norwegian association for comparative law in cooperation with the University of Bergen, where they also presented papers. Our research group leader, professor Iris Nguyen Duy was elected Vice president, and our associated professor Ingvild Goller elected as board member of the Norwegian association. Here at UiA, they also arranged an international round table on the 7th and 8th of December 2023, where several national universities and schools met to exchange experiences, discuss the needs for future knowledge for law practitioners and collaborations across institutions.

Impact example on International: Bridges 5.0

The Horizon Europa project Bridges 5.0 creates a unique consortium based on active collaboration between researchers, eight EU industrial companies, nine Industry 4.0 ecosystems, and the main EU social

partners. The University of Agder contributes as a research institution, but it also brings relevant partners into the project; both an industrial network (Eyde Cluster) and an industrial case (Morrow Batteries).

The project describes itself in the following way: "European industry has embarked on a path of digital transformation. Whilst the concept of Industry 4.0 has been driven primarily by productivity and technological considerations, the last ten years have clearly demonstrated the need for wider perspectives to make digital transformation work. Industry 5.0 adds employees, the environment and resilience to the equation, an alternative future in which businesses recognize their role in building a prosperous and sustainable society based on new modes of production. We need to build human-centered workplaces, where technologies support better jobs and enable people to learn and develop continuously. We need a greener and more circular economy, making better use of natural resources. We need to invest in the development of new skills, helping industry and its employees to become more resilient in an increasingly fast-changing and volatile world. By addressing these challenges, Bridges is building an accelerated pathway to Industry 5.0."

A research team at the University of Agder School of Business and Law, led by Professor Hans Christian Garmann Johnsen at the Department of Finance and Economics, is engaged in several work packages in the project. The research team is also involved in the EU Horizon GI-NI project. In both projects a core research activity relates to the transformation in work life, not least to what extent this leads to convergence or divergence of living standards between regions in Europe.

During the year 2023, the project has reached the phase of fully defining the specifications of Industry 5.0, before entering the next stage of designing and preparing the pilots that will be running as the project moves along. The year 2023 also went under the label the 'year of skills' by the European Commission, with the objective of addressing skill shortages and skill matching in terms of current and future jobs. This increased attention given to more practical skills in the workforce may lead way to interesting questions about new skills demand and new work patterns in Europe.



Responsible

The School places considerable emphasis on themes associated with responsibility. We work with and understand responsibility in broad terms and define it as a much wider concept than sustainability. It includes, among other things, how businesses relate to and uphold their obligations vis-à-vis society; sustainability and the way climate change and resource scarcity matter for business; prudent and accurate management accounting, and sound financial investment strategies. Furthermore, our understanding includes the way businesses and citizens act responsibly by understanding and upholding national and international law. Using this broad conceptualisation, we find that over one third of our faculty members work on responsibility related issues. We have a master's program in Accounting and Auditing, both a bachelor's and master's programme in Law, a joint master's program in Sustainability Management in partnership with Gadjah Mada University and the ASEAN University Network, several executive education courses related to sustainability and considerable emphasis on ethics and sustainability across all our study programmes.

Below are some examples of activities in this field:

ESG reporting in the auditing world

New regulations on sustainability will be adopted in Norway in June 2024. The law will come into effect during the autumn of 2024 and will implement the EU Directive on Sustainability (CSRD) and introduce the Sustainability Standards (ESRS) into Norwegian law. The new rules mean that sustainability reporting will have a central function in corporate reporting, ensuring more precise, comparable, relevant, and verifiable information. To ensure that users can trust the information, it is required that an auditor should certify the sustainability reporting.

The School of Business and Law at the University of Agder (UiA), as one of the nine institutions in Norway offering a Master's degree in Accounting and Auditing,

must adapt to the expanded educational requirements for certified public accountants, who must meet the requirements set for Sustainability Auditors. This includes:

- Legal requirements and standards for sustainability reporting, including consolidated sustainability reporting
- Sustainability analysis
- Processes for corporate review of sustainability issues (due diligence processes), and
- Legal requirements and standards for certification of sustainability reporting.

Therefore, targeted work has been conducted since the proposal for new legislation was investigated (NOU 2023:15) and presented (Prop. 57 L 2023–2024) on May 22, 2023, and March 15, 2024, respectively. The Master's program in Accounting and Auditing has, over two years, included and developed an elective course in Sustainability and was therefore able to offer a study path that met the new educational requirements already at the admission of students in the autumn of 2024. With this, the School of Business and Law has helped facilitate the implementation of certification of sustainability reporting in line with the EU Audit Directive and the UN Sustainable Development Goals in Europe and Norway.

TFL400 - our course in Sustainable Capitalism

During the last years, the School has been able to increase students' awareness of responsible business and sustainability. In the 2022 Candidate Survey, for instance, students report having gained considerable knowledge on sustainability through their studies at the School of Business and Law. A particularly good example of aligning the School's curriculum with sustainability goals is the master's course on Sustainable Capitalism (15 ECTS), which addresses

big and current societal challenges at a global scale. The course traces the historical roots of capitalism and provides the students with the knowledge to better understand current sustainability challenges in economics and business. It then moves on to investigate how businesses and governments can solve these global challenges, addressing topics such as corporate social responsibility, circular economy, sustainable business models, responsible investments, environmental and ecological economics, green growth, and regulations. Hence, the course stresses several aspects of sustainability, including responsible business practices and business ethics. The program evaluation report and the results from the Assurance of Learning (AOL) assessment (discussed in more detail in section iv.), as well as an increased emphasis on sustainability issues in general, resulted in several changes to the study plan for the MASTØKAD program. For this reason, for instance, the Sustainable Capitalism (TFL400) course was implemented to strengthen the emphasis on sustainability, how organizations can act responsibly, and how ethical reasoning can be applied in work life. In this course, both the syllabus and the teaching, as well as learning and assessment methods, facilitate critical and ethical reflection.

Impact example on Responsible: **New patterns – safe childhood**

This research project is a collaboration between partner municipalities, NORCE Research center, University of Agder, University of Bergen, Høgskulen på Vestlandet and the University of Aberdeen.

The aim of this project has been to develop better coordinated public services for families with persistent low income and complex needs. Through the "New patterns" project, a new model for coordinated interdisciplinary and intersectoral efforts for both parents and children has been tested in selected low-income families. The model involves close follow-up

of these participating families, who are assigned their own family coordinator who coordinates the initiatives for both parents and children over a period of 5 years, considering the needs of the entire family.

Comprehensive surveys have been mapping the overall situation of the families, including their financial state, living situation, health and quality of life. This research has identified the number of families which obtain their income from various support schemes, which furthermore makes it challenging for families to keep track of own financial status and execute proper planning in their daily lives, leading them to experience additional stress (Mølland et al, 2023). Additionally, the project has identified significant differences in how children in the participating families perceive their quality of life and health depending on their background (Bøe et al., 2023; Haraldstad et al., 2023).

In November 2023, the final conference for the research project was held in Kristiansand with the conference title Levekårskonferansen – "the Conference of Living Conditions", with more than 200 participants. Here, Eirin Mølland presented some of the findings from the research project. The long-term goal of "New patterns" is to break the pattern where challenges related to low income are transferred from one generation to the next. Eirin Mølland, an Associate Professor at Agder School of Business and Law, explains how the origin of the initiative comes from the field of practice, which is key for successfully implementing new knowledge in the future. She highlights this project as a very good example of how universities and the public sector can collaborate on innovative research. Eirin also published an article in the Nordic Journal of Social Research in May 2023, where she and her coauthors address income volatility in low income-families. They conclude that these volatilities and specific mechanisms in the Norwegian welfare system are contributing to creating a poverty trap for families depending on social benefits.

Alumni portrait

Anders Hole



Master's Program in Accounting and Auditing
Current Position: **KPMG Kristiansand**

Choosing the Master in Accounting and Auditing at the School of Business and Law at UiA

I already had a Bachelor's degree in Business Administration from UiA before I started the Master in Accounting and Auditing. From prior experience, I knew that UiA was a place which provides low barrier to getting to know new people, studying what you are interested in, and engaging in extracurricular activities. The choice of the Master's in Accounting and Auditing program was a combination of my personal interests, the titles one can get, and job security in the field. Hereunder, there is a clear demand for people with an accounting and auditing degree, where most of the class received job offers 1-2 years before completing the study. The Master's in Accounting and Auditing at UiA is special in that you get both the title of Civil Economist (Siviløkonom) and the opportunity for authorization as a public auditor.

The student experience at UiA Kristiansand

Studying at UiA was inclusive for all people and provided a good academic and social foundation for life during and after the study. The Master's program in Accounting and Auditing constantly challenges you academically, and clear demands are made for what is expected of you as a student. The subjects are clearly aimed at the typical jobs you get after the study, which is very motivating when studying the more difficult subjects. In addition, the friendships I acquired the first week of studying, are people I still am in contact with and meet regularly. All these points made my time at the university a rewarding and fulfilling experience I will cherish for the rest of my life.

During my studies, I was involved in some student associations, including Mercurius for three years. In 2020, I was the leader for acquiring sponsors for the business conference 'Norge på Nytt' and called around to local businesses regarding this. For two years, I was also a member of the "economy-committee" of Mercurius. These experiences provided me with opportunities to get to know other students and the business community, which has given me good experiences both personally and professionally.

The career path so far

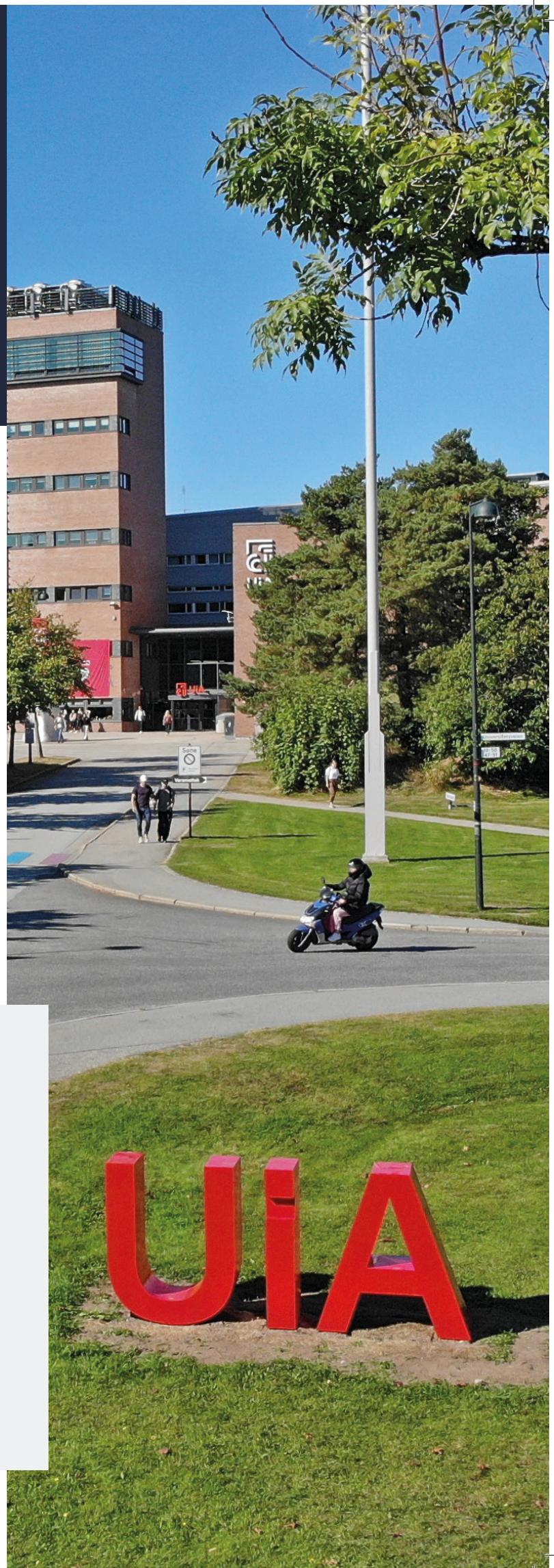
Two years before completing my studies, I applied for positions as an auditor in several companies and received offers from all the ones I applied to. Among these, I chose to accept KPMG, where I have now worked for one year. The tasks mainly involve planning, assessment, and execution of audit projects. At work, I have gained considerably greater interest in digital

tools such as Excel and PowerBI, which I have had the opportunity to develop. In addition, I have now become part of the local "subject group", where I can get opportunities to challenge myself on methodologies, guidelines, and the like.

The education in accounting and auditing has been a particularly relevant education, which I have undoubtedly used in my work. Among these, I have been able to make an impact through 'challenging' the more experienced staff with things I learned in the classroom, which is very fun to do already in the first year of work.

Alumni Activities

The School of Business and Law has continuous emphasis on increasing the focus on Alumni activities, where yearly gatherings in both Oslo (January/February) and Kristiansand (May/June). Both current and former students are showing their interest and turning up at the alumni events, which is of immense importance to the School. However, we see the need to further work to engage even more of the former graduated alumni to join the network. As of today, the School has more than 1600 members of the Alumni network, but there is ongoing work to both increase and strengthen this network.



Key parameters

In this section, we present some basic metrics and tables that illustrate impact stemming from our core activities: research, education, and outreach. Some of these metrics are direct evidence of impact, while others are more indirect. Some metrics demonstrate links and contact with key stakeholders, strengthening the possibility of generating positive effects on society.

We start by providing an overview of impact on scholarly communities before we present metrics related to educational impact and outreach.

Impact from scholarly activities

In academia, there still is high emphasis on publications in high ranked journals and citations. One could therefore argue that the School's publications in high impact journals on level 3 and 4 in the Academic Journal Guide (AJG), as well as at level 2 in the Norwegian Cristin system, represent a scientific impact. In turn, such publications might also lead to societal impact, either by utilization of knowledge directly into various activities or by being important input to policy making, or by other means.

Research output and quality

One way to illustrate the quantity of the School's research is to look at the average number of yearly publications per employee (converted to the equivalent of full-time faculty FTE). This is a basic indication that our research gets published and, therefore, contributes to academic communities. We also present numbers on peer-reviewed journal articles in more detail, including an overview of the top-tier journal articles at the AJG list and in the Cristin system, indicating high quality. We start with a brief description of the AJG and Cristin.

The AJG list

Most high calibre business schools use the Chartered Association of Business Schools' Academic Journal Guide (AJG) as their reference. The AJG is a guide to the range and quality of journals in which business and management academics publish their research, with a range from 1 to 4*, with level 3, 4 and 4* defined as high quality publications.

The Cristin system

Cristin is the research classification system used in the Nordic countries. Typically journals such as Journal of International Business Studies, International Business Review, and Journal of Business Research are listed at the highest level, i.e., level 2, along-side high-ranking journals from other fields, including for example Science and Nature. It is important to display the results in the Cristin system for two reasons: While the AJG list by and large

captures well which journals are particularly relevant for our institution, there are still some themes that are not well covered in the AJG list, especially law related subjects. Moreover, the Ministry of Education measures the School's performance in the Cristin system, where our score in Cristin has had an impact on future government funding. We therefore need to keep track of, and reward, a strong performance on the Cristin ranking.

The table below presents the development in publications from 2019 to 2023, where the overall result is an increase in both quantity and quality over these years. Over the last years, the School of Business and Law has been among the top three schools with the highest number of publication points per FTE, and the last three last years the highest. Also, the quality measured by AJG and Christin has increased over the years, and in 2023 30,5% of the School's publications were at Level 2 in Christin and 39% of the journal articles were on level 3, 4 or 4* at the AJG list. These results are part of a long-term strategy to increase the amount and quality of research, including facilitation of research environment and infrastructure to enhance research activities among existing staff, but also recruitment of new scholars.

Research output 2017-2021

	2019	2020	2021	2022	2023
Output					
Publication points (total) ²	111,13	105,21	166,59	146,93	162,36
Publication points per full time faculty (FTE)	1,30	1,23	1,78	1,61	1,76
Total number of scholarly publications	89	118	199	166	153
Total number of journal articles	72	86	179	151	141
Journal articles (% of total no. of publications)	81%	69,2%	90%	91%	92,2%
% of journal articles at level 1 in Cristin system	78%	92%	83%	76%	69,5%
% of journal articles at level 2 in Cristin system	22%	8%	17%	24%	30,5%
% of journal articles in AJG (ABS)	65%	62%	75%	74%	64,5%
% of journal articles at AJG level 3/4/4*	28%	16%	35%	38%	39%

² The following categories of publications are included: Journal articles, anthology articles, monographs. All the School's departments are included, also the Department of Law

Journal articles published in AJG listed journals, level 3 and 4, and/or Cristin level 2, 2023

Author(s) ³	Article title	Journal	CRISTIN level	AJG level
Otterbring, Tobias	Autonomy, Power and the Special Case of Scarcity: Consumer Adoption of Highly Autonomous Artificial Intelligence	British Journal of Management	2	4
Otterbring, Tobias & Dhir, Amandeep	Going the Extra Mile, Now or After a While: The Impact of Employee Proactivity in Retail Service Encounters on Customers' Shopping Responses	British Journal of Management	2	4
Dhir, Amandeep	Too sleepy to be innovative? Ethical leadership and employee service innovation behavior: A dual-path model moderated by sleep quality	Human Relations	2	4
Randøy, Trond	Multiple-Principal Demands and CEO Compliance in Emerging Market State-Owned Enterprises	Journal of Management Studies	2	4
Dhir, Amandeep	Travelers Coping Strategies in the Backdrop of Revenge Tourism	Journal of Travel Research	2	4
Otterbring, Tobias	On the trajectory of discrimination: A meta-analysis and forecasting survey capturing 44 years of field experiments on gender and hiring decisions	Organizational Behavior and Human Decision Processes	2	4
Dhir, Amandeep	Green and non-green outcomes of green human resource management (GHRM) in the tourism context	Tourism Management	2	4
Randøy, Trond	All in the family? The impact of founder directors and family governance on microfinance institutions' social performance	Corporate governance. An International Review	2	3
Randøy, Trond	The impact of indigenous culture and business group affiliation on corporate governance of African firms	Corporate governance. An International Review	2	3
Lapanan, Nicha	Investor Base Size and Underreaction-Consistent Stock Return Anomalies	European Accounting Review	2	3
Bahus, Marianne	Data governance spaces: The case of a national digital service for personal health data	Information and organization	2	3

3 For co-authored articles, only authors employed at or affiliated with the UiA School of Business and Law are listed

Author(s) ³	Article title	Journal	CRISTIN level	AJG level
Alon, Ilan	IP protection and ownership in cross-border acquisitions	International Business Review	2	3
Alon, Ilan	Reviewing half a century of measuring cross-cultural competence: Aligning theoretical constructs and empirical measures	International Business Review	2	3
Mersland, Roy	Achieving Double Bottom-Line Performance in Hybrid Organisations: A Machine-Learning Approach	Journal of Business Ethics	2	3
Jaganjac, Berina; Olsen, Torunn Skåltveit & Hunnes, John Arngrim	Is It Time to Reclaim the Ethics in Business Ethics Education?	Journal of Business Ethics	2	3
Alon, Ilan	A systematic review of family business and consumer behaviour	Journal of Business Research	2	3
Dhir, Amandeep	Emotions and food waste behavior: Do habit and facilitating conditions matter?	Journal of Business Research	2	3
Dhir, Amandeep	Opportunities and challenges in food entrepreneurship: In-depth qualitative investigation of millet entrepreneurs	Journal of Business Research	2	3
Dhir, Amandeep	Resistance of multiple stakeholders to e-health innovations: Integration of fundamental insights and guiding research paths	Journal of Business Research	2	3
Dhir, Amandeep	Social media-induced fear of missing out (FoMO) and social media fatigue: The role of narcissism, comparison and disclosure	Journal of Business Research	2	3
Dhir, Amandeep	Unconventional green transport innovations in the post-COVID-19 era. A trade-off between green actions and personal health protection	Journal of Business Research	2	3
Dhir, Amandeep	Owner-manager emotions and strategic responses of small family businesses to the COVID-19 pandemic	Journal of Small Business Management	2	3

Author(s) ³	Article title	Journal	CRISTIN level	AJG level
Otterbring, Tobias	Being seen; by human or machine? Acknowledgment effects on customer responses differ between human and robotic service workers	Technological Forecasting and Social Change	2	3
Dhir, Amandeep	Drivers of sustainable business model innovations. An upper echelon theory perspective	Technological Forecasting and Social Change	2	3
Perotti, Francesco Antonio	The influence of motivations to share knowledge in preventing knowledge sabotage occurrences: An empirically tested motivational model	Technological Forecasting and Social Change	2	3
Dhir, Amandeep	Theorizing the relationship between the digital economy and firm productivity: The idiosyncrasies of firm-specific contexts	Technological Forecasting and Social Change	2	3
Dhir, Amandeep	Different strokes for different folks: Comparative analysis of 3D printing in large, medium and small firms	Technovation	2	3
Dhir, Amandeep	Disruptive digital innovations in healthcare: Knowing the past and anticipating the future	Technovation	2	3
Dhir, Amandeep	Investigating visibility affordance, knowledge transfer and employee agility performance. A study of enterprise social media	Technovation	2	3
Heinzelmann, Rafael	Between consultation and control: how incubators perform a governance function for entrepreneurial firms	Accounting, Auditing & Accountability Journal	1	3
Dhir, Amandeep	Correction to: Born global: antecedents and consequences of innovation capabilities	Asia Pacific Journal of Management	1	3
Dhir, Amandeep	Circular economy business models as pillars of sustainability: Where are we now, and where are we heading?	Business Strategy and the Environment (BSE)	1	3
Dhir, Amandeep	Drivers of green apparel consumption: Digging a little deeper into green apparel buying intentions	Business Strategy and the Environment (BSE)	1	3

Author(s) ³	Article title	Journal	CRISTIN level	AJG level
Dhir, Amandeep	Greening of supply chain to drive performance through logical integration of supply chain resources	Business Strategy and the Environment (BSE)	1	3
Dhir, Amandeep	Interpreting stakeholder ecosystems through relational stakeholder theory: The case of a highly contested megaproject	Business Strategy and the Environment (BSE)	1	3
Dhir, Amandeep	What motivates the purchasing of green apparel products? A systematic review and future research agenda	Business Strategy and the Environment (BSE)	1	3
Dhir, Amandeep	How small firms build resilience to ward off crises: a paradox perspective	Entrepreneurship and Regional Development	1	3
Dhir, Amandeep	Field experiments in marketing research: a systematic methodological review	European Journal of Marketing	1	3
Otterbring, Tobias	Guest editorial: Favoring fieldwork makes marketing more meaningful	European Journal of Marketing	1	3
Dhir, Amandeep	The dark side of advertising: promoting unhealthy food consumption	European Journal of Marketing	1	3
Efrat, Kalanit	The differential effect of environmental jolts and information sources on dynamic capabilities	European Management Review	1	3
Aas, Tor Helge	Being Human in the Digitally Enabled Workplace: Insights from the Robo-Advice Literature	IEEE transactions on engineering management	1	3
Dhir, Amandeep	Caged, helpless but not bored: consumption values derived from over-the-top platforms during pandemic	Information Technology and People	1	3
Otterbring, Tobias	In companies we trust: consumer adoption of artificial intelligence services and the role of trust in companies and AI autonomy	Information Technology and People	1	3
Dhir, Amandeep	Antecedents and consequences of open innovation: a conceptual framework	International Journal of Entrepreneurial Behaviour & Research	1	3

Author(s) ³	Article title	Journal	CRISTIN level	AJG level
Shneor, Rotem	The reward crowdfunding campaign management process: an engagement perspective	International Journal of Entrepreneurial Behaviour & Research	1	3
Zakamulin, Valeriy Ivanovich	Optimal trend-following with transaction costs	International Review of Financial Analysis	1	3
Efrat, Kalanit; Wald, Andreas Erich & Shneor, Rotem	Loyalty and well-being explain serial crowdfunding backing behavior: an empirical test of complementary theories	Internet Research	1	3
Alon, Anna	Self-regulation versus Government Oversight: Audit Fees Research	Journal of Accounting Literature	1	3
Alon, Anna	Accounting research in former Soviet bloc countries: Past trends and current and future developments	Journal of International Accounting, Auditing and Taxation	1	3
Zakamulin, Valeriy Ivanovich	A New Predictability Pattern in the US Stock Market Returns	Journal of Portfolio Management	1	3
Nyhus, Ellen Katrine; Krol Michael & Otterbring, Tobias	Crypto cravings: Gender differences in crypto investment intentions and the mediating roles of financial overconfidence and personality	Psychology & Marketing	1	3
Alon, Anna	IFRS Adoption Approaches and Accounting Quality	The International Journal of Accounting	1	3



Impact from educational activities

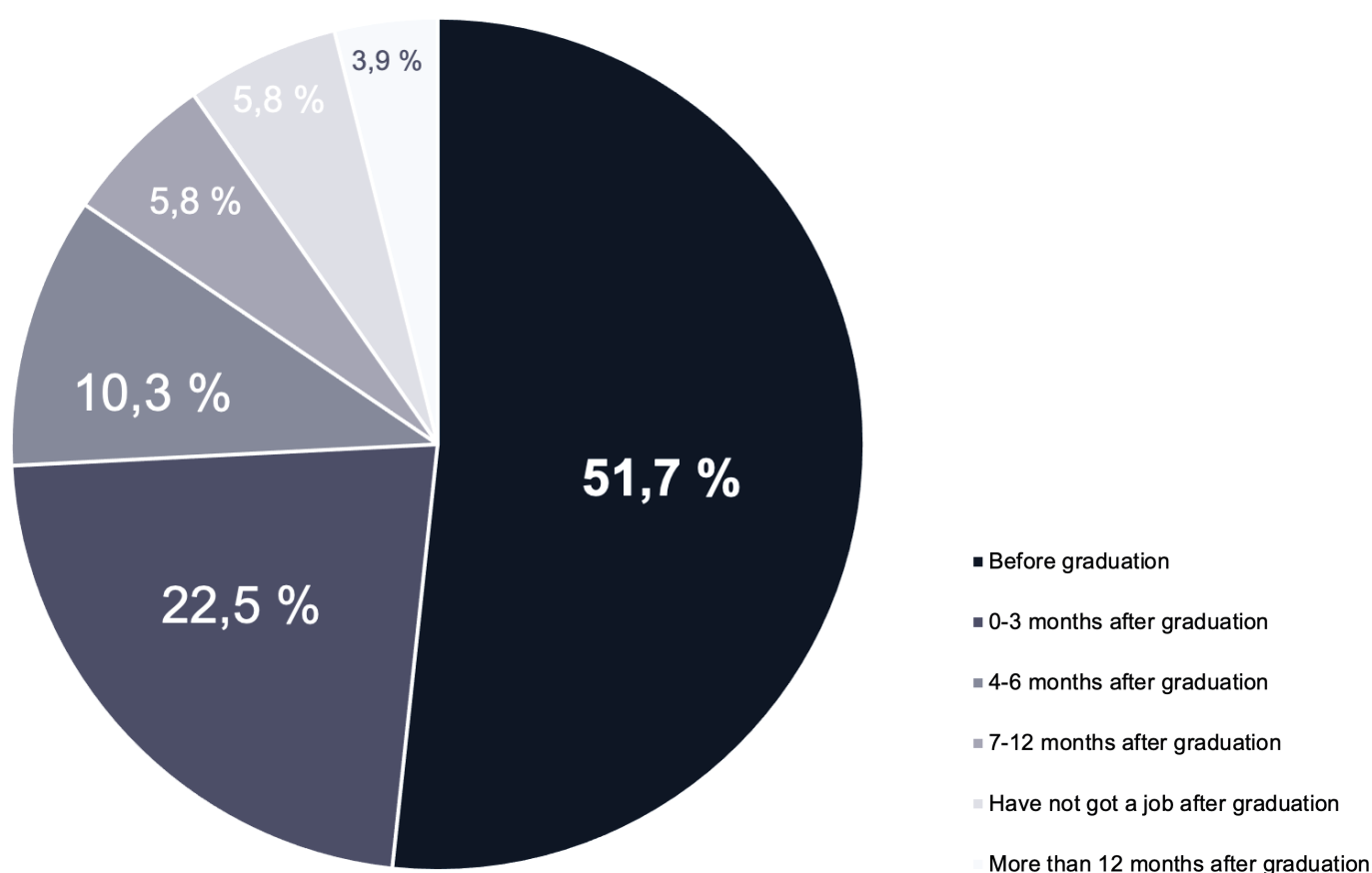
A large share of the School's impact on business and society comes through our graduates. We want our graduates to draw on and apply the advanced skills they have acquired as part of their education at our school in jobs that are relevant to their education. Moreover, our mission compels us to stimulate the growth of responsible professionals with a global mindset and an innovative attitude.

UiA commissions a large survey every third year where graduates respond to a broad range of questions about their education and their subsequent career. In autumn 2022, 533 candidates graduated from the School of Business and Law since 2019 responded to the survey, which gave us a 41% response rate. Below we present the most relevant results, which are the same as presented in the Impact Assessment Report for 2022. The next survey will be in 2025.

We note that our graduates are attractive on the job market. Nearly 52% of the respondents got a job before graduation, and within six months nearly 85% were employed.⁴ We are also pleased to note that our graduates to a high degree are satisfied with their study programme, and that they find it relevant to their current job.

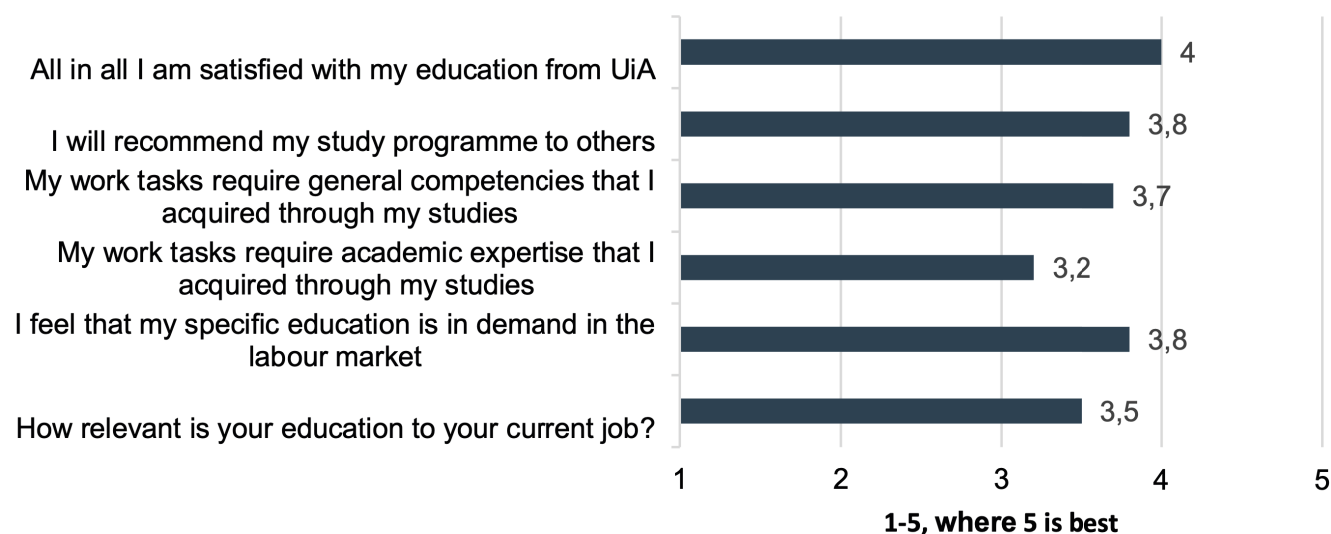
When did you get your first job?

(Graduates who continue to study are excluded)



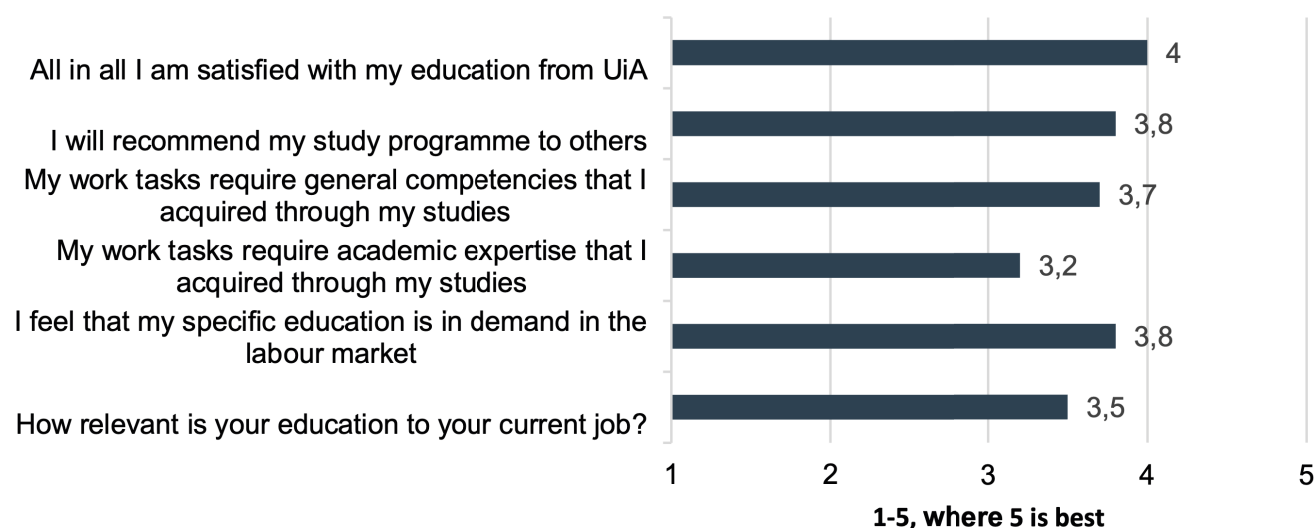
⁴ Please note that the most recent cohort that was included in the survey graduated in June 2022, only four months before the survey was carried out.

Assessment of study programme



The candidate survey maps the candidates' own assessment of the skills/knowledge they have acquired throughout their studies. We are proud to see that "international perspectives" and "ethical reflection" are the skills/knowledge with the highest score. The School places high emphasis on these aspects, corresponding to two of the School's mission pillars, "*international*" and "*responsible*". We do also note with satisfaction that our students claim to have obtained good knowledge of sustainability through their studies, something that has also been a focus during the past years. The reason that "entrepreneurial skills" scores the lowest is probably that this is not a core skill for most of our study programmes, whereas "Innovation" is a more apparent concept in the programmes.

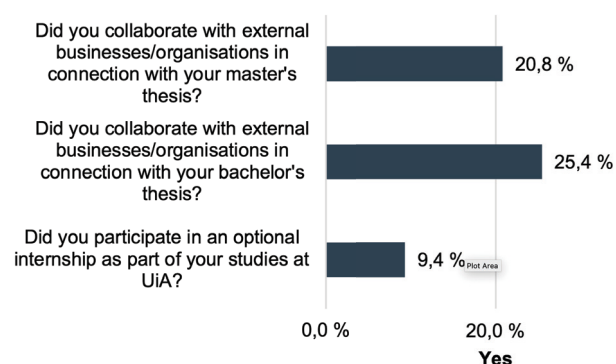
To what degree do you consider that your studies have provided you with the following skills/knowledge



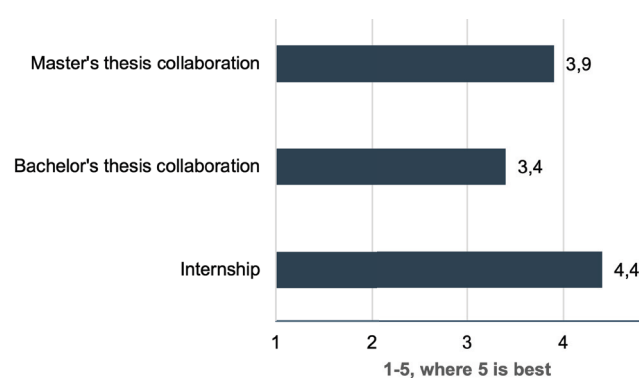
During the last years, students, stakeholders, and the Government have increased their focus on including working life experience in the studies. The Candidate Survey shows that around 25% and 20% of the bachelor's and master's students, respectively, have collaborated with external businesses or organisations in connection with their theses, giving many of them valuable perspectives for their future careers. The School's internship programme, mentioned in earlier Impact Assessment reports, continues to offer a select group of students' high-quality internships in Norway and abroad, including close follow-up, resulting in a high degree of perceived relevance for the candidates' careers and everyday working life.

During the past few years, the School has, together with the Faculty of Engineering and Science, signed over 60 collaboration agreements with industry and organisations in the region. The collaboration includes thesis cooperation, internships, guest lectures and research, to mention some. In the coming years, the School will further develop this collaboration, where the main goal is to increase the students' practical experience during their studies.

Practical experience during studies



How useful has your practical experience been for your career and your everyday working life?

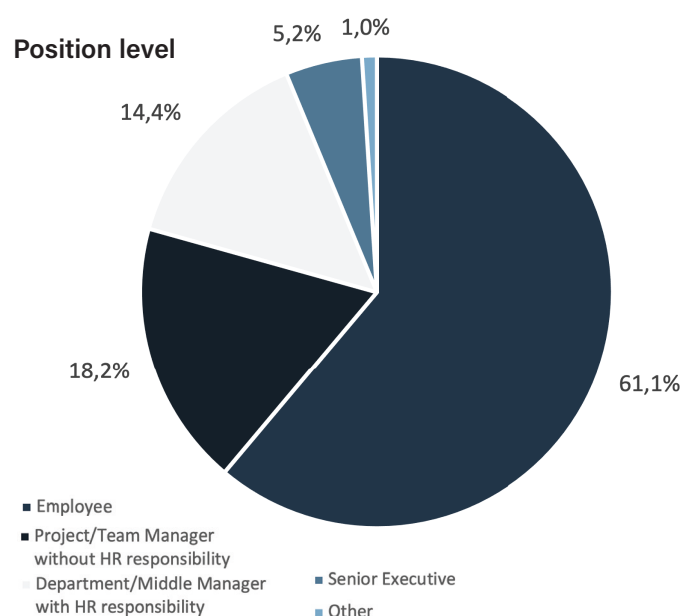


In 2022, an additional survey among candidates who graduated between 2009 and 2019 was carried out. Of the 718 business school candidates who participated, almost 40% hold some kind of managerial position, showing that our candidates do have significant impact in working life.

There are no new surveys in 2023 and 2024, but the School continues to enhance the strong areas and improve areas where the survey from 2022 reveals room for improvement. As mentioned, the next Candidate Survey will be conducted in 2025.

Like last years' report, we are referring to the 2022 Graduate Survey as the next addition will be conducted in 2025. In addition to the Kandidatundersøkelsen 2022, we can look to the Report of Education and Research 2023 which adds that the students for the first time have been asked about their usage of Artificial Intelligence in their study work, where 49% of the students at the School of Business and Law report that they have used AI.

The 2023 Quality Report for the School of Business and Law states that students report an increase in student learning environment from the previous year, which may be explained by less digital lectures and other social post-covid activities on campus.



PhD public defences in 2023

Candidate's name	Dissertation title
Arizona Mustikarini	Essays on Auditors' Judgments and Decisions in Negotiation and Communication
Prince Baah-Peprah	Essays on Crowdfunding Adoption and Behavior
Tatenda Mugwira	Implications to the Audit Process of Auditing that uses Data Analytics Tools and New Business Models
Amy Ann Vik	Religious Prosocial Crowdlending – dual-market success mechanisms
Mahsa Samsami	The entrepreneurial tradition: Institutionalized in a culture and in a family, navigation from gold to green
Benedikte Wrålsen	Environmental and economic assessments of electric vehicle battery end-of-life business models
Anne Lise Due	Revisiting Theory Y: Exploring the impact of positive leader assumptions on leadership for intrinsic motivation in followers
Øystein Tønnessen	Creativity in Remote and Hybrid Work Environments



Outreach

The School puts great emphasis on external activities, both to disseminate research and spread knowledge, but also to connect well with the outside world to ensure relevance in what we do. A part of this outreach is to arrange international conferences, but also taking part in public debates and being active in media are important elements in the outreach activities.

Below are some examples of activities in this field:

Gini Conference

The research group RIST and our professor Hans Christian G. Johnsen arranged the International GI-NI Scientific Conference in Kristiansand in May 2023, including the workshop "the Future of work in the age of migration", with the purpose of exploring challenges and contributing to a more inclusive social development in the future of work. The conference was arranged in relation to the EU Horizon 2020 – endorsed research project GI-NI: Growing Inequality: a Novel Integration of transformations research, which RIST is a part of, bringing together researchers from the fields of economics, sociology and political science. The conference workshop dived into the foreseeing of which international trends that will affect work life in Norway and the national and regional policy implications that will follow. Three workshops have been arranged covering the main drives affecting the future - digitalization, globalization and migration. Keynote speakers were Alexandra Spitz-Öner, professor of Economics at the Humboldt University of Berlin, who is particularly interested in Labor Economics and how working people are challenged by internationalization, technology, work mobility, and Simon Wiederhold,

professor of Labour Economics at the Martin Luther University Halle-Wittenberg and in Germany.

World Finance Conference

In August, our school hosted the global World Finance Conference with attendees from 50 countries worldwide, and it was a notable success. The conference, with its 100-some parallel sessions and presentations on current finance topics, provided insights into the current tendencies and challenges faced by the finance industry and our society in general going forward. We had the honor of hearing the Chief Executive Officer at Norges Bank Investment Management and the Norwegian Government Pension Fund Global, give us his thoughts on sustainability investments. Due to the success of the conference, the School of Business and Law is now considering taking on the arrangement of an even larger conference in 2024, so it is safe to say that the conference has had an impact on the university and our city.

Young Researchers Night 2023

In September, Young Researchers Night took place with the theme Energy – Unveiling the Present and Shaping the Future. This event, hosted by one of our PHD candidates, Simona Grande, dived into the topics of the current energy landscape and potential solutions for our climate and nature crisis.

Sørlandets Kompetansecentrum's Research Award 2023

This award was given to RIST-member and professor Hans Christian G. Johnsen for his research in organizational theory and its application to regional development and innovation. The award is dedicated



to researchers in line with the funds' strategic mission: to increase and develop the regional competence in securing jobs and welfare. Professor Garmann Johnsen was chosen both due to his strong regional networking and his many highly ranked publications. The professor stated that having it confirmed that his and his research associates' work has been found interesting and have had an impact on society, is motivating and rewarding. The foundation, founded in 2000 by 15 municipalities in the Southern region of Norway, has as their signature project been deeply engaged in establishing the University of Agder.

A selection of media appearances as examples:

Prof. Ellen Katrine Nyhus

- Podcast appearances in Skills for life episode 5: How to get maximize your student loan (Spotify, Google Podcasts, Apple Podcasts [Internett] 2023-08-11) and in FinAut: Couples' finance (Spotify.com [Internett] 2023-02-16)
- News broadcast: Ekspertene anbefaler åpenhet: – Vi snakker om alle kjøp over 1000 kroner. NRK [Internet/news] 2023-09-26
- Newspaper Article: Girl math" trender: Slik får du faktisk gratis penger. Verdens gang [Newspaper] 2023-09-19

Prof. Rotem Shneor

- News article in Equity Crowdfunding News: Investitori più consapevoli e maggiore concorrenza:

le sfide della maturità per l'equity crowdfunding europeo. [Internet] 2023-02-27

Associate Professor Hossein Baharmand

- Newspaper article: Jordskjelvrammede Tyrkia og Syria trenger akutt hjelp. Hva kan vi lære av feilene fra Nepal?. Aftenposten (2023)
- Newspaper article: Hans» er bare begynnelsen: Slik ruster vi Norge. Fædrelandsvennen (2023)

Associate Professor Eirin Mølland

- Newspaper Article: Familier holdes i vedvarende fattigdom. Fædrelandsvennen (2023-07-08)
- News telebroadcast: Nyhetsinnslag om forskningsresultater Nye mønstre. NRK Sørlandet [TV] 2023-11-29

Associate Professor Terje Heskestad

- Newspaper Article: <https://www.tv2.no/nyheter/innenriks/tror-ikke-pa-at-hun-ikke-har-visst-om-det/16048250/>

A large part of our faculty members actively disseminates their research to the wider society, through channels such as newspaper articles, radio interviews and invited speeches at private businesses. For the year 2023, we count over 150 such activities carried out by one or more of our faculty members. We know that in addition to this, many of our staff carry out activities and receive awards and appointments that are not registered in our systems.

