



Academic Staff (Curriculum Vitae)

1. Name

BEST Simon Philip David Dr.

2. Qualifications, with awarding body and dates

Academic

BA in Adult and Vocational Education; Griffith University; 1996

MBA (Entrepreneurship and small business); University of the Sunshine Coast; 2000

PhD On a Wing and a Prayer: Stories of the Use of Improvisation by NEIS Businesses during the Start-up Phase; Swinburne University of Technology; 2006

Professional

Justice of the Peace Qual; North Point TAFE; 1998

Workplace Trainer Certificate IV; Caboolture Business College; 1998

Small Business Management Certificate IV; Caboolture Business College; 1998

Migration Law for Migration Agents; Deakin University; 2002

TESOL Certificate IV; ATA TESOL College; 2008

PGCHE; Middlesex University; 2011

Teaching Fellow; Middlesex University, 2014

3. Membership of Professional Bodies and Learned Societies

Higher Education Academy; Fellow; July 2011

Institute for Small Business and Entrepreneurship; Board Member; July 2013 – August 2017

Enterprise Educators UK, Member; August 2013 – August 2018

The Royal Society of Arts; Fellow; 2014

MINCA, Member 2015

Association of Independent Professionals and Self-Employed; Member; June 2016

4. Career details- Present employment

Senior Lecturer; Grade 8, Middlesex University Business School; Management, Leadership and Organisations

Current duties

Project Leader for EDH@MDX, a university wide enterprise development programme for all staff, students and local businesses. EDH@MDX provides mentoring sessions, workshops, events and competitions to any staff, student or local business that asks for support. Responsible for the development and management of EDH@MDX, liaise with Deans of the various schools, liaise and negotiate with external partners, raise funding for competitions, organise and manage the Graduate Entrepreneur Visa programme. Winner of University Partner of the Year 2017 IPSE. Secured a unit in Brent Cross Shopping centre to use as a Pop-up-shop for students.

Programme Leader for MSc Innovation Management and Entrepreneurship from its inception. Responsible for marketing and recruiting students, administrating the programme, support module Leaders to develop the programme and pastoral care to students.

Module leader on three modules (business start-up, Innovation, Networking for Entrepreneurs). Responsible for developing content and materials for students, delivering content, marking assignments, and liaising with programme leader to develop the modules.

Teaching Fellow, in this role I provide support to my colleagues, develop teaching practices and share best practice.

Supervise 6 to 8 Masters Dissertation students each year. I advise students on their topics, provide support and supervision to students undertaking their master's dissertation.

Supervise DProf student in determining a topic, researching, and developing their thesis.

Panel Member and Chair for validating for internal and external new and existing programmes. In this role, I review the application for validation, meet with and discuss the programme with the application team, provide feedback to the validation panel, make recommendations for approval and grant approval.

Link Tutor to Foreign Trade University (FTU), Viet Nam. In this role, I liaise between the Programme Leader and Module Leaders in Middlesex University and the teaching staff and students in FTU, attend assessment boards and boards of study, attend graduation ceremonies as Middlesex University representative.

Project Lead for APInno, an Erasmus Plus funded project that developed a training programme to encourage and learn about creativity and innovation for students without a business background

Project Lead for SBeA, an Erasmus plus funded project that will produce a high-quality, personalized e-learning program for young entrepreneurs/students interested in entrepreneurship in order to provide them with necessary resources to bring their business ideas to life as well as to prepare them for entering the market.

Project Lead for INHERIT, an Erasmus Plus funded project that promote public awareness for the sustainable development potential of cultural heritage and to establish social initiatives building new entrepreneurial partnerships investing on local and regional cultural heritage.

Team Member for PENS, an Erasmus Plus funded project that is designing an undergraduate degree for computer engineering. The programme will take an enterprising and entrepreneurial perspective to the content.

Team Member for FESTEM, an Erasmus Plus funded project that aims to develop the enterprising and entrepreneurial behaviour of students studying STEM programmes

5. Previous employment and appointments

Jan 2004 to Sep 2010; Self-employed - Access Business Consultants, Brisbane, Australia, Chandigarh, India and Ho Chi Minh City, Viet Nam

Feb 2000 to Aug 2008; Sessional Lecturer/Tutor – Queensland University of Technology, Brisbane, Australia

Aug 2000 to Jan 2004; Business Consultant – R W & A Business Solutions – Brisbane, Australia

Apr 1998 to Feb 2000; Business Consultant – BAVE Pty Ltd, Brisbane Australia

Dec 1994 to Apr 1998; Self-employed – Healthy Life retail store, Ringwood, Australia

Mar 1989 to Dec 1994; Self-employed – General Store/Supermarket, Marysville, Australia

6. Teaching and Learning

Modules taught

MBA 4712/3 Business Transformation Project

MGT 4700 Innovation

MGT 4520 International Entrepreneurship

MGT 4465 Networks for Entrepreneurs

CMH 4442 Professional Development and Research (Small Business)

MGT 3193 Business Start Up

MGT 3197 Entrepreneurship: Theory and Practice

MGT 2500 Business Environment

Curriculum Development

MGT 3560 Small business going global

MGT 4520 International Entrepreneurship

CMH 4442 Business Planning Units

Entrepreneurship in Practice (being prepared for validation)

MBA Oil and Gas (online programme)

MA International Social Enterprise (being prepared for validation)

Entrepreneurship in the Bio-Business Industry (Birkbeck University)

MA Creative Entrepreneurship (London School of Contemporary Music)

MSc. Innovation Management and Entrepreneurship

Enterprise module for All Middlesex University students

Innovation Module for Student Business eAcademy (SBeA)

Finance for Entrepreneurs Module for Student Business eAcademy (SBeA)

Innovation Module for experiential and interactive learning (APInno)

Innovations and Initiatives in Learning, Teaching and Student Experience

Secured access to a Unit in a large shopping centre to be used as a pop-up shop for students

Collaborating with Teenage Markets giving access to a monthly market to students to launch their businesses.

Introduced “The Flipped Classroom” into two modules

Wrote a Supervision Handbook for dissertations and applied research projects

Integrated an applied research module across a programme
Introduced experiential and action learning into two modules
Developed and introduced assessments that measure learning
Introduced “Disruptive Learning” to an Undergraduate module and two Post Graduate modules
Developed and introduced Badges in recognition of employability skills within a module
Introduced collaborative assessment on a master’s Programme with two other universities (Penn State, USA and Istanbul Technical University, Turkey)
Introduce the use of Splashtop and Educreations in workshops
Collaborating on developing an app that enables students to build a profile of their learning activities on the fly
Introduced a PhD pathway for MSc Innovation Management and Entrepreneurship students

External Teaching

2016 -2017 MA in Bio-Business – Entrepreneurship for the Bio Tech Industry; Lecturer, Birkbeck University, London UK
2019 Management and Leadership module for

External Examiner

University of Ulster 2017

7. Research and Knowledge Transfer

N/A

8. Knowledge Transfer and Professional Practice

Winner IPSE University Partner of the Year 2107

Moore Stevens UK - The future of work and the need for creativity and innovation workshop for Senior Managers January 2017

Erasmus Plus funded project APInno – Innovation programme for students from non-business backgrounds – 44,373 euros (Total 300,136.00 euros)

Universitet Po Bibliotekoznanie I Informacionni Tehnologii

Klub Po Upravljenje Na Znaniya, Inovacii I Strategii

Anfi Sas

Fundacion Tecnalnia Research & Innovation

JODA Training

Middlesex University

Outputs: <http://sofia-da.eu/en/news/739-students-developed-innovation-portfolio-for-sofia-development-association.html>

January 2015 – December 2016

Erasmus Plus funded project SBeA – Online entrepreneurship training programme – 82,920 euros (Total: 246,190.00 euros)

University of Split

Middlesex University
University of Malaga
Outputs: <http://sbea.efst.unist.hr/>
October 2015 – December 2017

Erasmus Plus funded project InHerit – Promoting Cultural Heritage as a Generator of Sustainable Development – 75,000 euros (Total: 280,000 euros)

University of Crete
Ethniko Kai Kapodistrakio Panepistimio Athinon
Maniatakeion Foundation
Neapolis University
Keppedih-Kam
Fondazione Flaminia
September 2015 – September 2018

Erasmus Plus Funded Project PENS - Pathway in Enterprise Systems Engineering - 233,458 euros (Total: 972,899 euros)

Birzeit University -
Middlesex University
University of Alcalá
The University of Cagliari
Al-Quds University
Al-Andalus Software Development
University of Sousse
University of Monastir
Proxym IT
October 2017 – October 2020

Erasmus Plus Funded Project FESTEM - Fostering Entrepreneurship in Science, Technology, Engineering and Math – 198,000 euros (Total: 989,000 euros)

University of Siegen
University of Copenhagen
Middlesex University
Palestine Polytechnic University
Birzeit University
Leaders International
The Islamic University of Gaza
Palestine Technical University – Kadoorie
Higher Council for Innovation and Excellence
December 2017 – December 2020

The All-Party Parliamentary Small Shops Group (APPSSG) inquiry titled "*Everyday Entrepreneurs: Promoting Jobs and Investment in Local Communities*". Prepared a submission on the roles of entrepreneurs in keeping local communities viable. 16th July 2015

Regional Partner for Association of Independent Professionals and Self-employed

9. External and Internal Academic Leadership, or Evidence of Academic Standing

Programme Leader 2010 – 2013 MBA Oil and Gas

Project Leader 2012 to date EDH@MDX, university wide support programme for students and staff starting or running a small business.

Programme Leader 2013 to date MSc Innovation Management and Entrepreneurship

Programme Leader for the Graduate Entrepreneur Visa programme

Project Lead for APInno, 2015 to date, Erasmus plus funded project

Project Lead for INHERIT 2015 to date, Erasmus plus funded project

Project Lead for SBeA 2015 to date, Erasmus plus funded project

Link tutor to the Foreign Trade University Viet Nam

External Examiner at Ulster University, 2018 to date

Member of the Academic Standards Board and Academic Advisory board for LCBMIT 2014 to 2018

Chair of Academic Standards Board for Compass Education, Viet Nam

Member of the Board of ISBE as a Trustee 2014 to November 2017

Member of Education and Training Board, IPSE, 2017

Member of the Advisory Board of MINCA 2015 to date

Guest lecturer at:

- St Cyril's and Methodius University, Macedonia Feb 2015 to date
- Penn State University, USA Dec 2013
- Pecs University, Hungary Nov 2011

Visiting Lecturer at:

- Department for Management of Technology, Innovation and Development, Faculty of Organizational Sciences, University of Belgrade, Serbia 2019
- The Faculty of Integrated Studies with Practice Aleksander Moisiu University, Durres, Albania 2019
- Birkbeck University 2015-2017

Other activities:

- Invitation to speak at MHRO18 - Jubilee conference of the 5th anniversary of the Strategic Human Resource Management Master Studies, "Ss Cyril and Methodius" University in Skopje Faculty of Economics – Skopje 4th/5th October 2018
- Invitation to speak at Islamic Finance and its Importance in the 21st Century on 9th July 2018 at the House of Lords
- Presented a workshop on Pitching for Funding, Social innovation for maintaining and restoring natural capital in Latin America, June 2018
- Member of London Higher Entrepreneurship Group 2017 to present
- University Validation Panel Representative and or Chair (over 25 validation panels)
- Member of the review panel for the Journal of Small Business Management and Journal of Small Business and Entrepreneurship
- Organised and ran six consecutive Global Entrepreneurship Week events, gaining recognition as running "High Impact Events". In 2015, we had over 400 participants,

including 160 participants in a joint seminar broadcast live to up to 10 universities across Europe and West Africa

- Prepared a submission to The All-Party Parliamentary Small Shops Group (APPSSG) inquiry titled "*Everyday Entrepreneurs: Promoting Jobs and Investment in Local Communities*".
- Working with Big Innovation and UCL to develop early career academic internships in organisations to develop innovative responses to problems.
- Invitation to Speak: Private Roundtable - Supporting Britain's Smallest Businesses: Making sure, the self-employed are not left behind, Tory Party conference, Manchester, 5th October 2015
- Invited to speak at the 4th International Conference "Emerging Market Queries in Finance and Business" on October 30, 31 2015, Petru Maior University, Tîrgu Mureş, Romania.

10. Public Output

1. Best, Simon, and Eftimov, Ljupco, 2019, "Enterprise, Entrepreneurship and Innovation: What this means for the new HRM professional and the new workplace, *Dynamic Relationships Management Journal* (In Print)
2. Best, Simon, and Eftimov, Ljupco, 2018, "Enterprise, Entrepreneurship and Innovation: What this means for the new HRM professional, MHRO18 – Jubilee Conference of the 5th Anniversary of the Strategic Human Resource Management Master Studies, Skopje, Macedonia
3. Best, Simon, 2017, "The Impact of Social Capital and Cultural Knowledge on Setting-Up and Operating a Transnational Business in Australia" Conference Proceedings, ISBE Annual Conference, Belfast, Northern Ireland, Winner Best Paper: Entrepreneurial Practitioner Learning Track.
4. Best, Simon 2017, "The Road to Ruin(s): How to utilise historical and cultural resources for the benefit of the community" in *Cultural heritage and Sustainable Development: Economic benefits, social opportunities and policy challenges*, Eds George Mergos and Nikolas Patsavos, Technical University of Crete, pp302-304
5. Best, Simon, 2016, "The Future of Work and the Importance of Innovation," APIInno Innovation Creating the Future! Conference, Sofia, Bulgaria
6. Best, Simon and Galeziowska, Ewa, 2016, "Students Preferences for Experiential Learning of Innovation: A presentation of the research results of the APIInno Project," APIInno Innovation Creating the Future! Conference, Sofia, Bulgaria
7. Best, Simon, 2016, *On a Wing and a Prayer: Stories of the Use of Improvisation by NEIS Businesses During the Start-up Phase*, LAP LAMBERT Academic Publishing, Saarbrücken
8. Best, Simon, Ribeiro, Mike and Alahmadi, Abrar, 2016, "Defragmenting the terms Self-employed, Entrepreneur and Business Owner", ISBE Annual Conference, Paris, France
9. Best, Simon, 2016, "The Road to Ruin(s): How to utilise historical and cultural resources for the benefit of the community, an essay." Seminar: *Cultural Heritage as Economic Value: Economic Benefits, Social Opportunities, and Challenges of Cultural Heritage for Sustainable Development*, May 11-13, 2016, Athens, Greece
10. Atter, Andrew and Best, Simon, 2016, "An Elephants Graveyard or A Field of Innovation: Reinventing entrepreneurial mentoring for the age of digital entrepreneurship",

Glenonbrook Institute of Enterprise Development, Entrepreneurship and Innovation Conference, Loughborough University

11. Best, Simon and Khuong Duy, 2016, "Perpetuating the Myths of Entrepreneurship? A comparison of start-up failure rates and positive stories in academic text books", Chartered ABS' Learning, Teaching & Student Experience Conference, Aston University
12. Best, Simon, and Parkinson, John, 2015, "Recognising Employability Skills within a Taught Curriculum", Teaching and Learning Conference, Middlesex University, London UK
13. Best, Simon, Boff, A., Muller-Camen, M. and Soyode, A., 2015, "The complex concept of sustainable of diversity management", Human Resource Management International Digest Journal, Vol 23 Iss 5 (<http://www.emeraldinsight.com/toc/hrmid/23/5>)
14. Best, Simon, Gooderham, P., 2015, "Improvisation: A Legitimate Strategy In The Face Of Adversity", Small Enterprise Research, Vol 22 Iss 1 (<http://www.tandfonline.com/eprint/XgG3DVx6dqXPGN7r6zbt/full>)
15. Best, Simon, 2015, "Do dysfunctional groups contribute to learning?" Teaching Fellows Academic Practice Forum – Creative Pedagogies, Middlesex University, London UK
16. Best, Simon, 2015, "Enterprising or Entrepreneurial: The devil is in the detail", Academic Excellence Exchange, Middlesex University, UK
17. Best, Simon, 2014, "Challenging the notion of Entrepreneurship: Is it really self-employment?" Via Futuri 2014 International Conference on Sustainability, competitiveness urban and regional development – On the crossroads of theory and empirical research, University of Pécs, Faculty of Business and Economics, Pécs, Hungary
18. Best, Simon, 2014, "Provocation: The Myths of Entrepreneurship Get in The Way of Enterprise Education" IEEC Conference "Education + Engagement = Impact", Newcastle, UK
19. Best, Simon, 2014, "Group Mentoring for Young Entrepreneurs" in David Clutterbuck, *Everyone needs a mentor*, 5th Ed, CIPD, London
20. Best, Simon, Gooderham, P., 2013, "Improvisation: A Legitimate Strategy in The Face of Adversity", Conference Proceedings, ISBE Annual Conference, Cardiff, Wales
21. Best, Simon 2013 "Integrating a research project or dissertation: A review of the Business Transformation Project (BTP)" Teaching and Learning Conference, Middlesex University, London UK
22. Best, Simon, 2008, "How Do Transnational Entrepreneurs Use Social Capital and Knowledge for the Purpose of Setting Up and Operating a Business?" Conference Proceedings, The NeXt Conference on the Implications for Globalisation: Transnational Entrepreneurs, Wilfred Laurier University, Toronto, Canada
23. Thompson, R., Finn, F. and Best, S. 2007. "Finding meaning in management: First-year, work-inexperienced students' constructions of management", 10th Pacific Rim First Year in Higher Education Conference, 4-6 July 2007, QUT Gardens Point, Brisbane.
24. Liberman, L., Burrows, T., and Best, S. 2007. "On the Human Capital Road: Management Practices in India and China", paper presented at the Third Annual Conference on Global Asian Perspectives, UNESCO, June 2007, Paris, France.
25. Tywoniak, Stephane and Best, Simon, 2007, "Conjoint Start-ups", Conference Proceedings, 4th ASGE International Entrepreneurship Research Exchange, February 2007, QUT, Brisbane QLD,
26. Best, Simon, and Kakkar, Rajni 2007, "Religion, Caste, Language and Region, Contributions to Knowledge Management in India," in *Knowledge Management in Developing Economies: A*

Cross-Cultural and Institutional Approach. Eds Kate Hutchings and Kavoos Mohannak, Edward Elgar.

27. Tywoniak, Stephane and Best, Simon, 2006, "Coastal Street Sweeping Pty" in *Entrepreneurship: Theory, Process, Practice*, 7th Ed, Frederick, Howard; Kuratko, Donald and Hodgetts, Richard, Cengage Learning, Mason
28. Best, Simon, 2005, "Towards a Model of Improvisation, a Review of the Literature", Conference Proceedings, SEAANZ Conference on Small Business, UNE, Armidale NSW 2005
29. Best, Simon, and Mackrott, Andrea; 2005, "The Need for Professional Standards for Business Mentors: How Well Qualified, Skilled and Experienced are NEIS Mentors?" Conference Proceedings, SEAANZ Conference on Small Business, UNE, Armidale NSW