

PRiME

*an initiative of the
United Nations Global Compact*

Sharing Information on Progress 2026

Hertfordshire University

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about Hertfordshire University, including key details and basic institutional data.

Graduates & Enrollment

2025 Statistics	Number
Graduates	7000
Faculty & Staff at the University	5000
Faculty & Staff at the Institution	302
Student Enrollment at the University	33576
Student Enrollment at the Institution	9591
Undergraduate Attendance	2010
Masters-Level Postgraduate Attendance	7581

Degrees Offered

Bachelor Programs

-  Bachelor of Science (B.Sc. or B.S.)
-  Bachelor of Arts (B.A.)
-  Bachelor of Business Administration (B.B.A.)

Masters Programs

-  Master of Science (M.Sc. or M.S.)
-  Master of Arts (M.A.)
-  Master of Business Administration (M.B.A.)

Doctoral Programs

-  Doctor of Business Administration (D.B.A.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

**University of
Hertfordshire UH**

University of Hertfordshire
Higher Education Corporation
Hatfield, Hertfordshire, AL10 9AB
+44 (0) 1707 284000
herts.ac.uk

Date: 05 February 2026

To: PRME Secretariat
United Nations Global Compact

Subject: Renewal of Commitment to the Principles for Responsible Management Education

On behalf of Hertfordshire Business School, University of Hertfordshire, I am pleased to formally reaffirm and renew our commitment to the Principles for Responsible Management Education (PRME).

Hertfordshire Business School remains fully aligned with PRME's mission to develop responsible leaders who are capable of creating sustainable value for business and society. Our vision and strategic priorities place sustainability, responsible management, enterprise, inclusion and societal impact at the core of our education, research, and external engagement activities.

We continue to embed responsible management education across our curricula through enterprise- and sustainability-focused programmes, experiential and applied learning, strong employer and community partnerships, and a commitment to inclusive, high-quality education. Our research and knowledge exchange activities are increasingly directed towards addressing societal, economic and environmental challenges, supporting the common good at regional, national and global levels.

As a signatory to PRME, Hertfordshire Business School is committed to continuous improvement, transparent reporting, and meaningful engagement with the PRME community. We view PRME as a critical framework for strengthening our contribution to sustainable development and for preparing graduates to lead responsibly in an increasingly complex global context.

We look forward to continuing our active participation in PRME and to sharing progress through our future Sharing Information on Progress (SIP) reports.

Yours sincerely,



Prof Damian Ward
Dean of Hertfordshire Business School
University of Hertfordshire
United Kingdom



University of Hertfordshire Higher Education Corporation is a higher education corporation and exempt charity, registered with the Office for Students in England as a higher education provider.

Institutional Engagement

51% - 75% of faculty at Hertfordshire University actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Student contributor
- ❖ Senior leadership office
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Disciplinary efforts within business school



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Courses that support RME

Hertfordshire University reports 1 course in 2025 that support responsible management education and sustainable development goals.

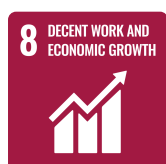
Strategic Product Management | 6BUS1276

This module prepares students for the role of product manager in a variety of business contexts for both physical products and services. It develops the knowledge and skills required of product managers to manage portfolios in the context of corporate strategy, emergent service dominant logic, value co-creation and current product management practices.

Typical responsibilities include defining product features, value propositions, competitor analysis, managing cross-functional teams and supply chains. Students will explore how customers take an active role in the creation of their own value and the ways in which organisations create mutually beneficial relationships from the supply chain through to the end customer.

Students will translate value propositions into product roadmaps and learn how to use data to make ongoing decisions across all aspects of the marketing mix from cradle to grave.

The Strategic Product Management module equips students to think and act strategically by connecting product decisions with customer needs, market dynamics, innovation and long-term organisational value. Through applied and experiential learning and engagement with live client project, students develop the ability to analyse markets, evaluate product opportunities and make evidence-based strategic decisions across the product lifecycle. Engagement with real-world business challenges such as Library of Things, Malaysia Airlines and L'Oreal UKI, strengthens their critical thinking, problem-solving, teamwork and communication skills while helping them understand the wider implications of product decisions. Importantly, the module encourages students to consider sustainability, responsible innovation and value creation for multiple stakeholders, rather than viewing product success solely through financial performance. Overall, students develop greater commercial awareness and strategic judgement, preparing them to contribute confidently and responsibly to product, marketing, innovation and management roles in increasingly complex and sustainability-conscious organisations.





Research

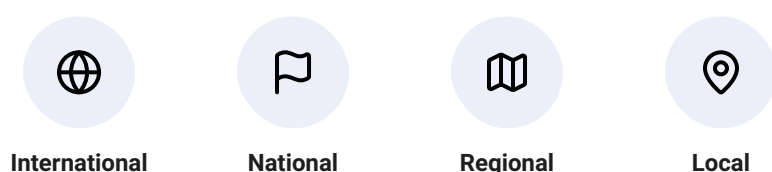
We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development

26 Peer-reviewed articles were published by Hertfordshire University from this past calendar year.	vs	22 Peer-reviewed articles were published by Hertfordshire University from this past calendar year in support of RME.
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Research Funding

In 2025, Hertfordshire University was awarded funding for research that is:



Socializing Research

In 2025, Hertfordshire University contributed research findings to:

- ❖ Industry and business networks
- ❖ Government and policy makers
- ❖ Community organizations

Research Projects

In 2025, Hertfordshire University reported 61 research projects that implemented responsible or sustainable activities.

Financing Net Zero Investments of London Boroughs

Period Covering: May, 2024 - N/A

Department: Hertfordshire Business School

Financing Net Zero Investments of London Boroughs, Dagdeviren and Wolf, Research Brief, No: 1, London Councils, 22 May 2024



Project SEEDLINGS

Period Covering: September, 2025 - October, 2026

Department: Marketing | Computer Information Systems

X



MUXNET - Multisensory XR-based Telesurgery

Period Covering: March, 2025 - N/A

Department: Business Analytics

MUXNET explores how the innovative combination of telesurgery with multisensory XR and telecommunication technologies can be used to complement medical workers' skills and what policy recommendations should be adopted within the European medical sector. To this end, the proposed project will explore a novel training framework that involves enabling technologies centered on multisensory extended reality (XR) and telecommunications in the context of telesurgery. Hence, in this context, MUXNET will not only incorporate a novel 9 degrees of freedom (9-DoF) haptic glove but also additionally explore the effectiveness of the olfactory modality in XR by harnessing the power of aromas such as rosemary and lavender to benefit cognitive processing, and consequently, enhance learning and training. Using tactile and visual senses to experience first hand activities in a distant setting is a relatively new field, but the addition of olfactory stimuli not just to heighten the learning experience of medical professionals, but also to enhance the immersive nature of telesurgery training makes the project a total game changer in the area of multisensory XR. The training outcomes of using such innovative technologies will thus be explored with a view to ensuring their sustainable and wide adoption in the medical sector and defining policies regarding Digital Citizens 2.0.



IAA Flourish

Period Covering: January, 2026 - May, 2027

Department: Hertfordshire Business School

The Flourish Project will revive the University's allotments and share knowledge about soil health, sustainable food systems and the benefits of community gardening. By nourishing the soil and planting a fruit garden the Project will make the plots more productive. The impact will include the improved wellbeing of the volunteer gardeners and, through events, publications and posting short videos online, it will encourage a wider range of people to think about where their food comes from. This was funded by an ESRC IAA award of £12,842.



Belonging, Equity, and Leisure in Organised Networks of Groups (BELONG)

Period Covering: May, 2026 - May, 2027

Department: Hertfordshire Business School

Project BELONG aims to foster more inclusive, welcoming and culturally aware leisure communities across the UK by co-creating practical solutions with members of male voice choirs, salsa dance groups and amateur theatre clubs. Through reflective diaries, interviews and collaborative workshops, we will explore everyday experiences of belonging, exclusion, language, culture and identity. The project will develop an accessible inclusion policy, alongside engaging posters and short videos, to raise awareness and encourage positive behaviour and respectful communication. By working directly with community members, this initiative aims to build understanding, reduce discrimination, and inspire lasting inclusive practices aligned with the UNSDG.



Mapping and Modelling the Sustainability of Dubai's Transport System

Period Covering: April, 2026 - March, 2028

Department: Hertfordshire Business School

Funded by Dubai Future Foundation, the project maps Dubai's transport ecosystem and develops modelling approaches to examine sustainability, net-zero pathways and system interactions. Artificial intelligence and systems analysis are expected to support scenario evaluation across infrastructure, operations and users.



Strengthening International Collaboration on Water-Energy Nexus Governance in Green City Transitions: Learning from Agadir

Period Covering: March, 2026 - July, 2026

Department: Hertfordshire Business School

No description



Unpacking Green Discontent: Precarious Homeowners and Progressive Renters in the German Domestic Energy Transition

Period Covering: October, 2025 - September, 2027

Department: Hertfordshire Business School

An emerging body of research has documented the rise of green discontent in peripheralised regions. While existing studies have often focused on job losses associated with the productive transition, this project shifts attention to the underexplored field of domestic energy transitions. Retrofit and the transition to renewable heating systems directly affect household finances and have the potential to cause significant green discontent. At the example of Germany, this project investigates the drivers of perceived injustices in the domestic energy transition and their relation to overlapping spatial inequality, especially entrenched inequality between East and West German regions.

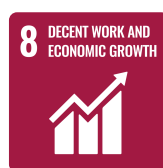


Sustainability Education and Experiential Development through Learning and Innovation for the Next Generation

Period Covering: June, 2025 - September, 2026

Department: Hertfordshire Business School

The SkillSense for Assessment Mastery (SSAM) Programme (established in 2019 by McDowell) is designed to enhance assessment literacy in education, equipping students with the skills needed to engage effectively with academic assessments. Through interactive workshops, self-reflection, and peer feedback, students develop self-efficacy and a deeper understanding of assessment criteria. The programme fosters inclusivity and fairness, helping students navigate academic expectations with confidence. Using an evidence-based Academic Skills Feedback and Marking Rubric (ASR), SSAM aims to improve learning outcomes while promoting a supportive academic community. Its commercialization will extend the Programme's benefits outside UH via consultancy and tailored training, translating academic insights into practical, impactful change.



Estimating the Costs and Benefits of Actions to Improve Mental Health Outcomes Among Flood Victims

Period Covering: March, 2025 - February, 2026

Department: Hertfordshire Business School

The project builds on the National Study of Flooding and Health (Public Health England-PHE) to shift flood risk management towards a people-centred approach. It identifies actions to support mental health before, during, and after floods, and quantifies the economic cost of mental health impacts. A Bayesian Machine Learning-based health economic model will be developed using surveys, interviews, and existing data. UH is the contractual lead; Partners include UKHSA, University of Birmingham, Middlesex University, Flood Forum, Ocean Oculus, Orbital Applied Economics, and Emirates Aviation University.



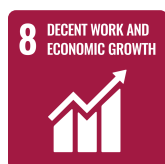
SMEP: Traceable and Circular Leather Production (TCLP) in Bangladesh

Period Covering: August, 2024 - June, 2026

Department: Hertfordshire Business School

Leather is one of the oldest industries in Bangladesh. Exporting 10 per cent of the global demand for leather, Bangladesh's leather industry has become the country's second-largest source of foreign exchange after RMG. However, as the export of leather declines year on year, the leather industry in Bangladesh continues to fail to address environmental concerns. It is one of the most energy-

intensive industries in Bangladesh, creating ecotoxicity through air and water pollution, and solid waste. The project aims to create digitalised traceability and environmental footprint calculation technologies, which are not yet present in Bangladesh. Policy recommendations will be developed based on project learnings and pilot results to facilitate the adoption of e-traceability technologies in the Bangladeshi tannery and leather industries.



Financing net-zero ambitions of local authorities in London

Period Covering: June, 2024 - June, 2025

Department: Hertfordshire Business School

A large majority of the local authorities (LAs) in the UK pledged to achieve net-zero at the latest by 2050 using their power and influence over planning, housing, transport etc. It is recognised that this ambition must be accompanied by large-scale investments. However, LAs have been operating in a challenging context of austerity and high indebtedness. This impact project aims to draw on the evidence emerging from our ongoing research in this area and provide critical support to London Boroughs on their net-zero aspirations through a collaboration for shaping policy on net zero.

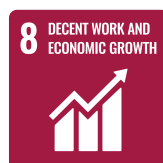


FRESHPPACT: SMEP Plastics Procurement Intervention

Period Covering: April, 2024 - March, 2026

Department: Hertfordshire Business School

SMEP Plastics Procurement Intervention: Procurement to identify, incubate and implement practical plastics mitigation solutions, which may be adopted across SMEP target countries. The aim is to undertake Research and Development activities that generate evidence and practical solutions to address the problem of plastic pollution and support the delivery of the SMEP Programme's logframe objectives.



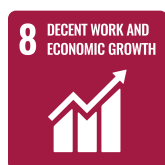


How can we support our Foundation partners to manage the impacts of the changing climate, so ensuring sustainability of livelihoods?

Period Covering: February, 2026 - January, 2027

Department: Hertfordshire Business School

The project aims to strengthen climate resilience and livelihood security among pineapple and coconut farmers in Ghana by reducing soil degradation and environmental harm caused by plastic agricultural mulch. It introduces coconut coir mulch as a biodegradable alternative made from coconut processing waste and aligned with circular economy principles. It also supports the Blue Skies Ghana supply chain through sustainable inputs and expands local production and distribution of coir mulch in partnership with COCO360, aiming to create inclusive employment opportunities for women and men. Economic modelling identifies cost and benefit drivers to guide commercial viability, and supply chain mapping analyses links between coconut and pineapple value chains. Training workshops intend to equip farmers with practical skills in regenerative agriculture and sustainable input use, and field research gathers farmer perspectives to guide supportive policy development. The project supports at least 100 farmers and 100 workers through training and employment, and progress is measured through increased mulch production, improved soil practices, reduced plastic use, and stronger livelihoods. The work aims to deliver a scalable, locally grounded model for climate-resilient agriculture supported by viable markets, practical skills, and policy engagement. The project is a co-funding for SMEP Plastics Procurement Intervention, funded by Waitroe and Partners Foundation. The total amount of funding is £100,000, with £18,750 as the UH share, and for key contributions to work packages 2 and 3.



HARVEST project - 'Difficult' Stormont budget for environment minister, Victorian farm diaries, Turkey farmers

Period Covering: December, 2024 - N/A

Department: Hertfordshire Business School

Sue Davies' HARVEST project was covered on Farming Today. She talks about using the archives and one of our PG students talks about the project



Exploring Barriers to Research Engagement Among Teaching-Focused Staff at Hertfordshire Business School

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

No description

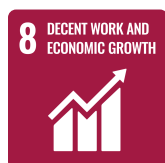


Key New Roles in Higher Education Apprenticeships

Period Covering: March, 2025 - N/A

Department: Hertfordshire Business School

No description



MUXNET - Multisensory XR-based Telesurgery

Period Covering: March, 2025 - N/A

Department: Hertfordshire Business School

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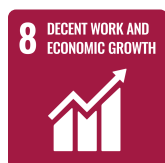


Groundwater Flooding Project

Period Covering: March, 2025 - February, 2026

Department: Hertfordshire Business School

The project builds on the National Study of Flooding and Health (Public Health England-PHE) to shift flood risk management towards a people-centred approach. It identifies actions to support mental health before, during, and after floods, and quantifies the economic cost of mental health impacts. This project has secured a total of £373,677.83 (**UH Share £41,759.83**) for Phase 1 (until end of Feb 2026), with potential further funding up to £1.3m through to 2028, subject to availability of funds.



Waitrose & Partners Foundation - Global Response Fund

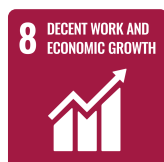
Period Covering: March, 2025 - N/A

Department: Hertfordshire Business School

The project supports climate resilience and sustainable livelihoods for Ghana's pineapple and coconut farming communities, particularly within the country's fresh produce supply chain. It addresses the environmental and economic risks of plastic mulch use by promoting coconut coir mulch as a sustainable alternative. The University of Northampton is the lead, with a total award of £100,000 (**UH share ~£19,000** to work on economic modelling and supply chain mapping and analysis). Partners include COCO360, UH and Aston. Two 2025 evidence synthesis outputs:

- A meta-analysis (<https://doi.org/10.1016/j.puhip.2025.100584>) that examines the impact of social networking addiction on the academic achievement of university students globally, published in Public Health in Practice

- A systematic review (<https://doi.org/10.1016/j.chbr.2025.100652>) that assesses the impacts of generative artificial intelligence on the future of labour market, published in Computers in Human Behavior Reports (Q1 Scopus SJR)

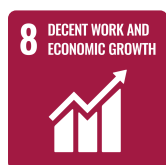


KTP - GSS Piling Ltd

Period Covering: March, 2025 - N/A

Department: Hertfordshire Business School

GSS Piling Ltd that came to via our Small Business Charter Accreditation and our Help to Grow training. Specialising in geotechnical and structural works, supported by Amin Hosseinian Far, Remi and Jyoti Choudrie .



KTP - Wates Group - Net Zero

Period Covering: March, 2025 - N/A

Department: Hertfordshire Business School

Wates Group: Qin Lu's efforts resulted in this project about Net Zero. Wates is one of the largest family-owned construction, development and property services companies in the UK. Qin Lu and Jyoti are working on this project.



Public Banks in the Just Transition

Period Covering: April, 2025 - N/A

Department: Hertfordshire Business School

Victoria Stadheim, John Sturzaker and Bruno Bonizzi have secured funding from the University's Centre for Future Societies Research to fund a PhD scholarship in 'Public Banks in the Just Transition'.



Trauma-Informed Care & Community Integration in Psychedelic Therapy

Period Covering: September, 2025 - N/A

Department: Hertfordshire Business School

Funding from Innovate UK, with an award of **£33,000** for a project titled The project title is "**Trauma-Informed Care & Community Integration in Psychedelic Therapy**".



The factors driving opposition to environmental policies in peripheral regions

Period Covering: September, 2025 - N/A

Department: Hertfordshire Business School

BA/Leverhulme Small Research Grant (**£9,918**) to investigate the factors driving opposition to environmental policies in peripheral regions, using East Germany as a case study.



Social Value Calculator (SVC)

Period Covering: October, 2025 - N/A

Department: Hertfordshire Business School

HBS Colleagues have developed our Social Value Calculator (SVC) funded through the University of Hertfordshire Integrated Care (UHICS) System partnership – a collaboration between the Hertfordshire and West Essex Integrated Care System (ICS), the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector, and the University of Hertfordshire.

Staff involved in this project include Drs. Aarti Rughoo, Christopher Nicholas, Tassos Patokos, Usame Yakutcan, and PhD student James Shepherd, along with colleagues from the Enterprise Hub, Jennifer Beard (Programme Director), and members from both the VCFSE sector and UHICS – a truly joint collaborative effort.

The SVC is a pioneering online tool designed to transform how charities and community organisations measure their social impact – potentially revolutionising how they secure funding. An official launch will take place at the VCFSE Conference on 20 October, where we'll have the opportunity to demonstrate the tool to a wider audience (two sessions have been allocated). The tool has already reached almost 100 organisations, and with the planned national roll-out in 2026, we anticipate much broader adoption.



HARVIST - Hub for Agricultural Resilience through Value-chain, Irrigation, Storage and Technology

Period Covering: January, 2026 - N/A

Department: Hertfordshire Business School

Our colleagues have secured **\$2.1 million** in funding from the United Nations. The project, titled HARVIST – Hub for Agricultural Resilience through Value-chain, Irrigation, Storage, and Technology, is an international initiative and a follow-on from a recently concluded Innovate UK-funded project. The project will deploy sustainability-focused hardware and digital technologies to improve food security, enhance smallholder farmer welfare, and reduce food waste in Nigeria. This follow-on funding is a strong testament to the resounding success of Phase 1 of the project.

HARVIST brings together 10 partners (four from the UK and six from Nigeria) spanning academia, industry, and NGOs, along with a number of co-investigators across UH, including HBS. Co-investigators include Dr Raphael Oseghale, Professor Amin Hosseinian Far, Dr Bukola Faturoti (Law and Education), and Dr Sikiru Ismail (SPECS).



Adopting systemic approaches and machine learning to develop a smart transport system

Period Covering: January, 2026 - N/A

Department: Hertfordshire Business School

The project focuses on adopting systemic approaches and machine learning to develop a smart transport system, aiming to enhance sustainability and decision-making. It aims to deliver an integrated, systems-based, AI-informed, and stakeholder-led decision support framework capturing interdependencies between infrastructure, travel behaviour, environmental outcomes, and policy levers.



SEEDLING: Sustainability Education and Experiential Development through Learning and Innovation for the Next Generation

Period Covering: May, 2026 - N/A

Department: Hertfordshire Business School

Proof of Concept Grant- Derek Ong (PI), Madeline Tan, Amy Osmond, Han Phan, Nardine Rofael, Bobby Govind Pothabathula; SEEDLING: Sustainability Education and Experiential Development through Learning and Innovation for the Next Generation; Amount: **£10,565**



Belonging, Equity and Leisure in Organised Networks of Groups (BELONG)

Period Covering: May, 2026 - N/A

Department: Hertfordshire Business School

ESRC IAA award – Sofia Reino (PI), Derek Ong and Diane Morrad. (Belonging, Equity, and Leisure in Organised Networks of Groups (BELONG), Amount: **£9,958.60**



Enhancing OurSocialValue.org for improved commissioning, delivery and evaluation of VCFSE awards

Period Covering: July, 2026 - N/A

Department: Hertfordshire Business School

Eren Demir, James Shepherd, Jennifer Beard, Aarti Rughoo, Christopher Nicholas, Tassos Patokos, and Usame Yakutcan who have secured **£38k** of funding from ESRC IAA for their project - Enhancing OurSocialValue.org for improved commissioning, delivery, and evaluation of VCFSE awards



Embedding an AI-based Chatbot to Enhance the Information and Advice Services for Older Adults: A Practical Intervention at Age UK Hertfordshire (AUKH)

Period Covering: July, 2026 - N/A

Department: Hertfordshire Business School

Jyoti Choudrie and Dr. Yao Li who have also secured **£15k** of ESRC IAA funding for their project - Embedding an AI-based Chatbot to Enhance the Information and Advice Services for Older Adults: A Practical Intervention at Age UK Hertfordshire (AUKH)

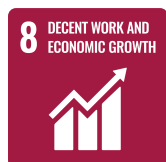


North Hertfordshire and Stevenage Community Voluntary Services to understand their economic and social value to Hertfordshire and provide strategic guidance ahead of local government reorganisation and devolution.

Period Covering: July, 2026 - N/A

Department: Hertfordshire Business School

Konstantinos Athanasiadis and Dennis Badeen who have secured **£4500** of ESRC IAA Award - working with North Hertfordshire and Stevenage Community Voluntary Services to understand their economic and social value to Hertfordshire and provide strategic guidance ahead of local government reorganisation and devolution.



The role of the Creative Arts in inspiring engagement in STEM with secondary education providers across Stevenage and co-create strategies for enhanced STEAM embedment.

Period Covering: July, 2026 - N/A

Department: Hertfordshire Business School

Christopher Nicholas, Konstantinos Athanasiadis, Dennis Badeen and Shanti Pise (SPECS) who have secured ESRC IAA Award - **£9,560** - working with Stevenage Borough Council and Junction 7 Creatives to explore the role of the Creative Arts in inspiring engagement in STEM with secondary education providers across Stevenage and co-create strategies for enhanced STEAM embedment.



GLOBAL-NUDGE: Global Online Behavioural Analytics for Learning through Nudging and Digital Engagement.

Period Covering: July, 2026 - N/A

Department: Hertfordshire Business School

Following a successful presentation at the AdvanceHE Learning & Teaching Conference in Sheffield an HBS Online Team has been awarded University of Hertfordshire Impact Funding to lead GLOBAL-NUDGE: Global Online Behavioural Analytics for Learning through Nudging and Digital Engagement. The project will develop and pilot the Student Engagement Nudge Campaign System (SENCS) with international partners PSB Academy, Singapore and The Millennium Universal College, Pakistan. SENCS uses behavioural analytics to identify patterns of online student engagement and deliver timely, personalised prompts designed to improve participation, retention and attainment. The funded project will support pilot implementation across selected Level 6 and Level 7 modules, stakeholder notifications, evaluation activity, and development of a scalable cloud-based version integrated with Canvas.

The project team includes Dr Neil Greenley, MBA Director & GEMBA Programme Leader, Dr Karen Leong, Head of HBS Online, and Nertila Dollapaj, BABA SDL Programme Leader. The award will help build evidence, staff resources and an implementation model for wider sector adoption and transnational education partners.



Reflective Pedagogies for Learning and the Scholarship of Teaching and Learning (SoTL) Inquiry

Period Covering: August, 2026 - N/A

Department: Hertfordshire Business School

Ann Lewis who have awarded an internal grant GEF 2026-27 - Reflective Pedagogies for Learning and the Scholarship of Teaching and Learning (SoTL) Inquiry. And received excellent feedback from the panel.



'Superheroes' - Understanding the emotional work of parents with autistic children on family holidays

Period Covering: November, 2024 - N/A

Department: Hertfordshire Business School

Produced hybrid research event as part of the UH national contribution: 'Superheroes' - Understanding the emotional work of parents with autistic children on family holidays.



Events on Prescription as a mental health intervention

Period Covering: September, 2025 - N/A

Department: Hertfordshire Business School

UKRI ESRC responsive mode: new investigator grants round two – Events on Prescription as a mental health intervention (£350 000)



New Disability Theory: Developing a synthesis of disability theory through the lens of tourism for people with disabilities

Period Covering: September, 2023 - N/A

Department: Hertfordshire Business School

UKRI Research England - New Disability Theory: Developing a synthesis of disability theory through the lens of tourism for people with disabilities. (£1.2m) (Unsuccessful)

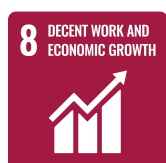


Design of Experiment for Comparing several alternative mulch materials

Period Covering: August, 2023 - March, 2026

Department: Hertfordshire Business School

Funded by SMEP FCDO Contract Number: SMEP004-03, from Aug 2023 to Mar 2026, total:
£129,924.19

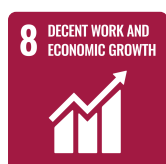


The Food Industry Challenge Hub (FRESHPPACT)

Period Covering: April, 2023 - April, 2025

Department: Hertfordshire Business School

Contract Number: SMEP004-03, from Apr 2023 to Apr 2025, total: £470,000 (UON share:
£139,966.41)



Financing and capability constraints in the green transition at local authority level

Period Covering: January, 2024 - N/A

Department: Hertfordshire Business School

£ 20,000 ESRC Impact Accelerator Funding (Knowledge Exchange Leaders): Financing and capability constraints in the green transition at local authority level



Enhancing Research Culture Funding

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

Enhancing Research Culture Funding – Project Lead, Amount: **£2471.22**; Workshop to Marketing and THEM on enhancing research efficacy and confidence through Scholarly Innovation workshops - Dr. Derek Ong (Lead) and Dr. Amy Osmond



Skill Up! Funding

Period Covering: January, 2024 - N/A

Department: Hertfordshire Business School

Skill Up! Funding, Amount: **£500**; Workshop to equip researchers with knowledge of how creative methods can be used with the aim of being inclusive to LGBTQ+ communities; With Dr. Richard Vytiniorgu (Lead), Dr. Kaja Franck; Dr. Angela Traill and Dr. Derek Ong.



Hertfordshire Agricultural Research into Victorian Enterprise for a Sustainable Tomorrow (HARVEST)

Period Covering: January, 2023 - February, 2024

Department: Hertfordshire Business School

Impact Funding 2023-2024 (Co-Production Heritage Awards): Dr. Sue Davis (Lead Investigator) and Dr. Derek Ong (Co-Investigator): Hertfordshire Agricultural Research into Victorian Enterprise for a Sustainable Tomorrow (HARVEST); Grant Amount: **£3,950**



Optimal Workforce Model for Allied Health Professionals in Inpatient Services

Period Covering: January, 2024 - October, 2024

Department: Hertfordshire Business School

Optimal Workforce Model for Allied Health Professionals in Inpatient Services. The Princess Alexandra Hospital NHS Trust. **~£65,000**. January 2024 – October 2024.



AI Powered Web-based Decision Support Tool for Elective Care

Period Covering: March, 2024 - June, 2025

Department: Hertfordshire Business School

AI powered web-based decision support tool for elective care. West Essex and Herts Integrated Care Board and NIHR. **~£165,000**. March 2024 – June 2025.



The development of a social value and impact within a web-based environment

Period Covering: April, 2024 - March, 2025

Department: Hertfordshire Business School

The development of a social value and impact within a web-based environment. West Essex and Herts Integrated Care Board and NHS England. ~**£125,000**. April 2024 – March 2025.



COVID-19 testing and vaccination mobile health application with supply chain management features

Period Covering: June, 2023 - December, 2023

Department: Hertfordshire Business School

COVID-19 testing and vaccination mobile health application with supply chain management features. Project Hope, US (funded by The United States Agency for International Development). ~**USD75,000**. June 2023 – December 2023.



To deploy a digital solution for the Sustainable Programs for HIV Epidemic Control and Equitable Service Delivery (SPEED) Project.

Period Covering: January, 2023 - December, 2026

Department: Hertfordshire Business School

To deploy a digital solution for the Sustainable Programs for HIV Epidemic Control and Equitable Service Delivery (SPEED) Project. ECEWS, Nigeria (funded by The United States Centre for Disease Control). ~USD **500,000**. January 2023 – December 2026.



E-TRACS: Embedding Traceability in Manufacturing Construction Steel (ETRACS) to aid reuse

Period Covering: June, 2023 - July, 2024

Department: Hertfordshire Business School

No description



Accelerating Net-Zero Carbon Emissions in UK-HEIs - An Assessment of UK-HEIs compliance with the UK 2050 Net-Zero Carbon Target

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

I conducted systematic literature review on UK-HEIs and other European school to understand their journey, role, potential and strategic position in the Net-Zero carbon emission targets. I co-organised focus group meeting for industry professions and UK-HEIs estate leaders to gather requirement in line with the project aim. I co-developed survey questionnaire and interview protocol to gather more data for the project. I presented industry review findings on the state of UK-HEIs on Net-Zero pursuit. I led the preparation of White Paper development for policy recommendations and impact.



ARVAST - Augmented Reality Visual Assistant for On-Site Assemblage

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

I researched and identified the challenges of workers and identified innovative approaches to saving 100,000 manhours and improving efficiency and delivery quality. I organised workshops and brainstorming sessions for team members and co-researchers on analysing the videos (data) used for AR development, providing essential implications of data insights and ease-of-use options for consumers to the development team.



PowerBox - An AI-based predictive maintenance approach for Solar Energy Systems

Period Covering: June, 2025 - N/A

Department: Hertfordshire Business School

A predictive maintenance system that uses historical and real-time data to predict and prevent energy (power) system failures, and involves monitoring various parameters like inverter efficiency, battery performance and fault alerts. I participated in researching the energy challenges in sub-Saharan Africa, writing the innovation proposal, and winning the grant. I managed the data analysts, and we developed a trial model for the target location- Nigeria. I led the development team to meet with industry stakeholders periodically to elucidate requirements and to appraise the trial model developed.

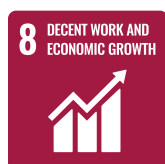


Solar Power Cooling System (SO-Cool) - A clustered blockchain-enabled platform project in which aggregated farm produce was marketed and from which (bulk)buyers make orders/reservations

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

It uses machine learning to provide power-consumption forecast models and commodity guide prices. I reviewed the literature to identify the gaps at the discovery phase. I contributed to the proposal submitted to Innovate UK. I conducted document analysis and met with stakeholders to elicit requirement. I worked with the development team to ensure our deliverables for each quarter assessment were met.



LINK - A re-use development project focusing on material re-use on constructions sites/projects

Period Covering: February, 2025 - N/A

Department: Hertfordshire Business School

I participated in the brainstorming and project idealisation to bid writing and submission. I analysed and classified the images (data) for model development and supported the lead developer by developing codes for development. I assessed the algorithms developed by taking pictures of building components and reported the level of accuracy generated. I designed the use case and prototyped the UI design, including wireframe designs. I attended stakeholder meetings, gave presentations, and provided construction experts with advice on challenging issues, including adopting the NBS code for project development.



ADAGE - Automatic DfMA Design Generator

Period Covering: January, 2025 - N/A

Department: Hertfordshire Business School

I researched the design challenges faced by building designers, analysed user pain points, and proposed option solutions to stakeholders. During the development, I conducted usability testing of the generative design platform and contributed to the user interface design.



ESRC Impact Accelerator Knowledge Exchange Leaders Award

Period Covering: January, 2024 - January, 2025

Department: Hertfordshire Business School

ESRC Impact Accelerator Knowledge Exchange Leaders Award, University of Hertfordshire, £19057



Financing Local Net Zero - Policy Paper, A Joint Paper with London Councils

Period Covering: February, 2025 - N/A

Department: Hertfordshire Business School

Financing local authority net-zero projects interim research results on delivery models for retrofit and heat networks, Dagdeviren and Wolf, Presentation for the Policy Forum organised by London Councils, 18 February 2025



Financing local authority net-zero goals & exploring delivery models: Interim Results

Period Covering: February, 2025 - N/A

Department: Hertfordshire Business School

Financing local authority net-zero goals & exploring delivery models: Interim Results, Dagdeviren and Wolf, Research brief, No: 2, 18 February 2025



Financing Local Authority Climate Emergency Projects: Interim Research Results on London

Period Covering: May, 2024 - N/A

Department: Hertfordshire Business School

Financing Local Authority Climate Emergency Projects: Interim Research Results on London, Dagdeviren and Wolf, Presentation for the Roundtable organised by London Councils, 29 May 2024



Research Presentations Related to RME and/or Sustainability

In 2025, Hertfordshire University gave 39 research presentations related to RME and/or sustainability.

Prehospital time indicators before and after the implementation of an electronic information management system (EIMS)

| [DOI](#)

Authors: Amin Far Hosseinian

Date of publication: November, 2025

Department: Management | Computer Information Systems

Background: The prehospital emergency system faces significant challenges, including a lack of coordination, primarily due to poor communication of information. An electronic information management system (EIMS) was introduced in Iran to improve coordination. **Objectives:** This study aims to assess the impact of the system on the time indicators in prehospital emergency services in Kermanshah, Iran. **Methods:** In this retrospective cross-sectional study conducted in 2022, time indicators were compared for 900 PCRs: 450 from the paper-based system (2016–2017) and 450 from the electronic PCR system (2017–2018). The time indicators included dispatch, filed, and hospital time indicators. Data were analyzed using SPSS version 17. **Results:** The triage time (94.1 ± 40.3 s) and delay time (111.9 ± 58.8 s) were significantly longer than the standard times (90 and 75 s, respectively). In the paper-based system, response (8.07 ± 3.6 min), scene (16.3 ± 8.2 min), and transportation times (13.07 ± 8.3 min) were shorter, than those in the EIMS: response (11.0 ± 6.3 min), scene (17.9 ± 9.3 min), and transportation (16.7 ± 12.06 min) times in EIMS ($p < .05$). However, other times indicators were significantly shorter in the EIMS compared to the paper-based system ($p < .05$). **Conclusions:** Except for triage and delay indices, all time indicators in both systems were significantly lower than the standard indicators. Implementation of the EIMS may face several technical and organizational challenges. It is important that these challenges be carefully considered.



Safety and efficacy of umbilical cord-derived stem cell therapy for the treatment of cerebral palsy patients: a systematic review

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: October, 2025

Department: Computer Information Systems

Background Allogeneic umbilical cord blood is regarded as a beneficial source of stem cells with varying therapeutic potential. On the other hand, cerebral palsy is one of the neurological conditions that are the primary contributor to early childhood disability. The aim of this systematic review was to harvest data from currently available sources to determine the safety and efficacy of treating cerebral palsy patients with stem cells obtained from allogeneic umbilical cords. **Methods** For this study, systematic searches of the databases PubMed, Scopus, Web of Science, Embase, ScienceDirect, and Google Scholar were conducted with no time Limit until November 2022. Duplicates were found and

eliminated after entering the data from the chosen studies into the Endnote reference management program. The remaining studies were assessed in line with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses phases and the inclusion and exclusion criteria (PRISMA). The search was performed using the keywords of Safety, Effectiveness, Stem Cells, Cerebral Palsy, and Umbilical and the (AND) and (OR) operators and their combinations were used to construct the search strategies. Results After several assessments and based on the inclusion and exclusion criteria, 31 of the remaining 58 studies were eliminated. The systematic review method included 7 final studies in the end. Based on the reviewed studies, it was reported that umbilical cord blood is currently one of the best sources of adult stem cells that contain cells with a wide range of therapeutic potential. These studies report that allogeneic umbilical cord blood has the potential to treat cerebral palsy and that concomitant administration of recombinant human erythropoietin (EPO), which has neurotrophic properties, may enhance the efficacy of umbilical cord blood. These studies state that pneumonia and irritability have been reported as complications of umbilical cord blood transfusion. These studies reported that administration of stem cells significantly improves motor function. The safety and efficacy of treating cerebral palsy patients with stem cells taken from an allogeneic umbilical cord were reported in all included investigations. Conclusion Cerebral palsy has negative consequences on patients' quality of life, many aspects of the treatment based on allogeneic umbilical cord stem cells remain unknown. Therefore, the optimal dose, the most suitable type of cell, cell identification, and the best administration route should be determined appropriately. The quality of life of patients with cerebral palsy may be negatively impacted, and many details of the allogeneic umbilical cord stem cell therapy are yet unknown. Consequently, it is important to discover the most suitable type of cell, the optimal dose, and the best delivery method. Keywords Safety, Effectiveness, Stem cells, Cerebral palsy, Umbilical



Unpacking Gendered Access to Land: Intra-household sharing of land rights in Rural Tamil Nadu

| [DOI](#)

Authors: Lianne Oosterbaan - University of Hertfordshire

Date of publication: October, 2025

Department: International Business

This paper examines intrahousehold access to land in rural Tamil Nadu, India, arguing that household members do not have equal access to their household's land. Drawing on the 'bundle of rights' metaphor, this paper unpacks the various rights that household members can derive from household land. Ethnographic data reveal that women have the most limited bundle of rights compared to men in their household. Social norms and practices prefer sons to inherit land, restricting women's access to

land. This paper argues that simply registering land in women's names does not necessarily give women greater control over household land, as management rights are shaped more by gender norms than legal ownership. This suggests that solely increasing women's landownership is insufficient to challenge the underlying social practices that perpetuate gender inequalities in land access. The paper highlights the importance of understanding intrahousehold dynamics to address the complex barriers women face in accessing land.



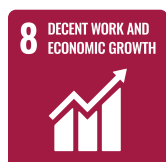
Embedding Work-Life Practices into Internal Marketing: Its Application in the Manufacturing Industry | [DOI](#)

Authors: Xini Hu - University of Hertfordshire

Date of publication: November, 2025

Department: Marketing | Economics

Internal marketing (IM) is a holistic management process that utilises marketing techniques to understand employee-employer exchanges inside firms, achieving organisational objectives. Paralleling market orientation, internal market orientation (IMO) is an operationalisation of IM of interest to management. This paper develops a model that we call 'Work-Life embedded Internal Market Orientation (WL-IMO)', which addresses the management challenges related to work-life balance and reduced well-being. Embedding work-life implications into IMO, this study initially examines how WL-IMO affects employee happiness, retention, and productivity. The interplay of IM and work-life practices opens new avenues for similar research in the work-life area. Collecting data from Chinese manufacturing sectors, this paper employed mixed-method approaches and validated WL-IMO as a second-order construct composed of six subdimensions. WL-IMO enhances employees' intention to stay, their productivity, and happiness. Results confirm the positive effect of IMO on employee behaviour, providing managerial advice to organisations with similar issues.



Advancing Smart Urban Planning: Public Transit Connectivity and the Case of Melbourne's Bus Network | [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: September, 2025

Department: Business Analytics | Economics

This study investigates the significance of public transit connectivity in promoting intelligent urban planning, utilizing Melbourne's bus network as a case study. Concentrating on the city's main growth corridors, North, Southeast, West, and Southwest, the research examines the effects of rapid population growth on the accessibility and efficiency of the bus transport system. By leveraging data from the Victorian Planning Authority and the Australian Bureau of Statistics, the study evaluates service coverage, frequency, and travel time reliability concerning key urban functions, such as access to employment, education, healthcare, and social infrastructure. The findings indicate notable spatial and temporal disparities, with the Southeast and Southwest corridors facing the most severe service deficiencies. These discrepancies obstruct the establishment of an integrated and equitable transport system, which is a vital element of intelligent urban planning. Consequently, the paper suggests specific strategies to enhance service frequency, broaden network coverage, and implement late-night operations. These proposals are designed to facilitate Melbourne's shift towards a smart, inclusive, and sustainable urban future by improving transit equity, decreasing car reliance, and bolstering connectivity in underprivileged suburban regions.



Assessment of relief transport challenges in areas with outdated infrastructure based on the reliability concept of ZE numbers

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: September, 2025

Department: Management | Economics

In the event of a natural disaster or humanitarian crisis, the efficient distribution of relief supplies to affected regions is crucial for ensuring the welfare and survival of those in need. Factors such as restricted road accessibility, traffic congestion, aging infrastructure, poor road conditions, and obsolete transportation systems can impede the effective distribution of relief aid. Challenges particularly arise when dealing with outdated infrastructure in these areas, which significantly hinders the transportation of relief goods. This study explores the distinct obstacles encountered in providing relief transport in regions with outdated infrastructure and the implications of such infrastructure on aid delivery. We demonstrate the importance of using ZE-numbers in assessing and comparing the challenges faced across various regions. This chapter aims to evaluate and prioritize relief transport obstacles in areas with outdated infrastructure based on ZE-numbers. By integrating viewpoints from decision-makers and expert evaluations, the proposed methodology introduces a novel dimension to

decision sciences, enhancing decision reliability in a dual-phase approach. Moreover, the assessment and prioritization of relief transport challenges using ZE-numbers can assist relief organizations in identifying and overcoming logistical barriers that might delay the timely delivery of relief resources. By advocating for sustainable transportation strategies, relief organizations can collaborate in devising innovative technologies and solutions that not only tackle immediate challenges in delivering relief supplies in regions with outdated infrastructure, but also contribute to long-term ecological sustainability and resilience.



Effects of Transcutaneous Electroacupuncture Stimulation (TEAS) on Eyeblick, EEG, and Heart Rate Variability (HRV): A Non-Parametric Statistical Study Investigating the Potential of TEAS to Modulate Physiological Markers

| [DOI](#)

Authors: Neil Spencer - University of Hertfordshire

Date of publication: August, 2025

Department: International Business

Highlights: What are the main findings? Eyeblick indices are potentially useful biomarkers for the effects of electroacupuncture and other neuromodulatory interventions. Significant autonomic correlates for some eyeblick parameters and EEG measures appear likely. What is the implication of the main finding? Traditionally viewed artefacts, such as eyeblick measures, may themselves possess diagnostic and research value. Transcutaneous electroacupuncture stimulation can modulate brain activity and autonomic function in a time- and frequency-dependent manner. Abstract: This study investigates the effects of transcutaneous electroacupuncture stimulation (TEAS) on eyeblick rate, EEG, and heart rate variability (HRV), emphasising whether eyeblick data—often dismissed as artefacts—can serve as useful physiological markers. Sixty-six participants underwent four TEAS sessions with different stimulation frequencies (2.5, 10, 80, and 160 pps, with 160 pps as a low-amplitude sham). EEG, ECG, PPG, and respiration data were recorded before, during, and after stimulation. Using non-parametric statistical analyses, including Friedman's test, Wilcoxon, Conover-Iman, and bootstrapping, the study found significant changes across eyeblick, EEG, and HRV measures. Eyeblick laterality, particularly at 2.5 and 10 pps, showed strong frequency-specific effects. EEG power asymmetry and spectral centroids were associated with HRV indices, and 2.5 pps stimulation produced the strongest parasympathetic HRV response. Blink rate correlated with increased sympathetic and decreased parasympathetic activity. Baseline HRV measures, such as lower heart rate, predicted participant dropout. Eyeblicks were analysed using BLINKER software (v. 1.1.0), and additional complexity and entropy ('CEPS-BLINKER') metrics were derived. These measures

were more predictive of adverse reactions than EEG-derived indices. Overall, TEAS modulates multiple physiological markers in a frequency-specific manner. Eyeblink characteristics, especially laterality, may offer valuable insights into autonomic function and TEAS efficacy in neuromodulation research.



Deconstructability prediction for building using machine learning and ensemble feature selection techniques

| [DOI](#)

Authors: Godoyon Wusu - University of Hertfordshire | Hafiz Alaka - University of Hertfordshire | Eren Demir - University of Hertfordshire

Date of publication: July, 2025

Department: Computer Information Systems | Economics

Construction industries remain one of the most significant users of materials and generators of waste in the UK and globally. Notwithstanding, the principle of circular economy is becoming prominent as an effective means for powering greater resource efficiency. It has the prospect of unlocking significant economic value, particularly at the building end of useful life through reuse. A noteworthy end-of-life practice which aligns with this idea is deconstruction, which is the careful disassembly of the building into components and sub-components for reuse. However, deconstruction is not meant for all buildings, and this is because a typical building is constructed as a permanent product waiting to be disposed of after use. Laying on this foundation, assessing the building for deconstruction is necessary, and it is mainly done via several manual inspections, which may be expensive and time-consuming. A deconstructability predictive model using a machine learning-based model and ensemble feature selection techniques was developed to tackle this problem. This paper elaborates on the model creation and illustrates its application through a real-world deconstruction project.



Use of body-mapping (an art therapy methodology) to enhance medical student history taking skills and the students' response

| [DOI](#)

Authors: Hayley Berman - University of Hertfordshire | Neil Spencer - University of Hertfordshire

Date of publication: May, 2025

Department: Business Analytics

Medical school educators are tasked with the responsibility of teaching medical students how to take relevant medical histories from patients and develop communication and interpersonal skills. In this ethically approved undergraduate medical teaching programme, the authors used body-maps to extend and expand the traditional history taking skills taught to medical students. This paper details the body-map methodology and the enthusiastic feedback from the medical students. In addition to the enhancement of their history taking skills, the students reported how improved self-awareness and self-reflection from the body-map programme gave them the confidence to develop empathic relationships with one another and their patients.



Consumers' motivation to purchase electric vehicles: a mixed-methods belief elicitation study using theory of planned behaviour

| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: June, 2025

Department: Marketing | Economics

Transportation ranks among the top sources for global carbon dioxide (CO₂) emissions. Though electric vehicles (EVs) offer a promising solution, consumer uptake remains low. The theory of planned behavior (TPB) identifies factors that drive pro-environmental behavior, yet seldom investigates the specific beliefs that inform and shape those factors. This article addresses that oversight by identifying key beliefs and investigating their relationships within an extended TPB to explain consumers' decision to purchase EVs. Semi-structured interviews with 33 consumers elicited underlying beliefs to the point of data saturation before a survey of 472 consumers was conducted and analyzed via partial least squares structural equation modeling (PLS-SEM). Specifically, this article extends the TPB by (i) identifying the behavioral and normative beliefs shaping attitudes and subjective norms toward EV purchases, (ii) investigating perceived behavioral control (PBC) as a unidimensional variable influenced by covert and overt control beliefs toward EV purchases, (iii) integrating moral norms alongside extrinsic and intrinsic religiosity as values shaping EV purchases, and (iv) inspecting the role of generations in EVs purchases. The results reveal attitude as the most influential determinant of consumers' intention to purchase EV, followed by PBC, moral norms, and subjective norms, while generational variations showed that extrinsic and intrinsic religiosity is only significant to Gen Y, but not Gen X and Gen Z, in EV purchases. These insights contribute by revealing how beliefs, values, and generational differences shape EV adoption, with practical suggestions to promote EV purchases in order to accelerate the transition to cleaner transportation.



Food Security in South India | [DOI](#)

Authors: Lianne Oosterbaan - University of Hertfordshire | Hulya Dagdeviren - University of Hertfordshire

Date of publication: June, 2025

Department: Economics

India persistently faces issues of hunger and malnutrition. Government measures primarily focus on improving food availability within households. However, dietary patterns are not constant. Not only do they fluctuate by cultivation seasons but also by workdays and non-workdays. The influence of the day of the week on nutrition has received limited scholarly attention. This article addresses this gap by providing an in-depth analysis of individuals' nutrient intake in rural settings in Tamil Nadu. The study is based on a unique household survey data, covering 981 households across 33 villages and taking account of socio-economic and demographic characteristics of the population, including gender, caste and household economic activities. In contrast to studies conducted in the Western countries, the findings show that nutrient deficiencies are lower, and dietary quality is higher in the study area during non-workdays compared to workdays. This effect is more pronounced for women, especially in MBC and SC households, while differences based on livelihood and age are less notable.



Global prevalence of imposter syndrome in health service providers: a systematic review and meta-analysis | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: May, 2025

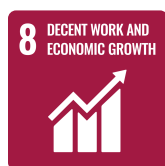
Department: Business Analytics | Economics

BACKGROUND: Imposterism, also known as imposter syndrome or imposter phenomenon, is an emerging phenomenon that has attracted much attention in recent years. Given that this phenomenon is common among high-achieving individuals and its identification often overlaps with symptoms of anxiety, depression, stress, and burnout, the aim of this study is to determine the global prevalence of imposter syndrome and its associated factors.

METHODS: For this study, PubMed, Embase, ScienceDirect Web of Science, Scopus, and Google Scholar databases were systematically searched, and all relevant studies were transferred to EndNote (v.8) and reviewed. Data analysis was performed using Comprehensive Meta-Analysis (v.2) software; a random effects model was adopted for analysis, and the I² index was used to examine the heterogeneity of studies.

RESULTS: In a review of 30 studies with a sample size of 11,483 people, the prevalence of imposter syndrome was 62% (95% CI: 52.6-70.6) based on meta-analysis and the random effects method. In examining the factors affecting the heterogeneity of studies and the effect of sample size on this heterogeneity, it was found that with increasing sample size, the prevalence of imposter syndrome decreases ($p < 0.05$), and with increasing years of studies, the prevalence of imposter syndrome increases ($p < 0.05$). Additionally, in this study, self-esteem, anxiety, depression, stress, and burnout were identified as the most important factors associated with imposter syndrome.

CONCLUSION: Given the relatively high prevalence of imposter syndrome, which is a serious psychological challenge and can negatively affect the mental health and performance of individuals, the results of this study provide useful information for designing appropriate policies and interventions to develop effective pertinent solutions.



Research-informed decision-making for empowering integrated care system development: Co-creating innovative solutions to facilitate enhanced service provision

[DOI](#)

Authors: Usame Yakutcan - University of Hertfordshire | Eren Demir - University of Hertfordshire | Stephen Page - University of Hertfordshire

Date of publication: April, 2025

Department: Business Analytics | Computer Information Systems

Integrated care has emerged as a vital approach to addressing complex health and social care challenges through attempting to foster collaborative provision in healthcare settings. Yet as demand for services often outstrips supply, hospitals, as anchor institutions in communities, are constantly seeking to innovate to align their resources with needs and policy priorities. As hospitals are often viewed as a conduit for creating and embracing innovation to enhance organisational performance, this paper outlines one such innovation, which was co-created as a partnership between a university and hospital to help it with its transition to an integrated care system (ICS). By developing a full hospital system model in partnership not only with hospital stakeholders but also out-of-hospital services - such as community and primary care - for an integrated care model, this study helps to

translate an innovative model into practice at an ICS level. To achieve this, decision support tools (DSTs) were used to foster evidence-based assessment of the hospital system, and key opinion leaders (KOLs) were provided with a versatile toolset with which to optimise workforce productivity and deployment, innovate service provision, and enhance community health.



Global prevalence of female sexual dysfunction based on physical activity: a systematic review and meta-analysis

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: April, 2025

Department: Business Analytics | Economics

Background

There is a strong connection between physical activity and major non-communicable diseases. Women's sexual health is a vital aspect of life at any age; however, it is influenced by many factors. The aim of this study is to investigate the global prevalence of female sexual dysfunction based on physical activity through a systematic review and meta-analysis.

Methods

In this study, electronic repositories including PubMed, Google scholar, Scopus, Web of Science, Embase, and ScienceDirect were systematically searched using specified keywords, without a lower time limit, up until March 2025. A random effects model was employed to perform the meta-analysis. The heterogeneity of the studies was assessed using the I^2 index. Data analysis was conducted within the Comprehensive Meta-Analysis (CMA) software (version 2).

Results

In the review of 7 studies with a sample size of 1,776 participants, the pooled prevalence of female sexual dysfunction with high physical activity was estimated to be 47% (95% CI: 28.8–65.9). Also, in the review of 6 studies with a sample size of 2,094 participants, the pooled prevalence of female sexual dysfunction among those with low physical activity or a sedentary lifestyle was found to be 64.6% (95% CI: 44.5–80.6).

Conclusion

In this meta-analysis, the pooled prevalence of sexual dysfunction among inactive women was reported to be higher and more significant than that of physically active women. Thus, it is necessary for health policymakers to further promote the importance of physical activity to prevent and reduce female sexual dysfunction.



Visiting and Exploring Digital Transformation Management: A Bibliometric Analysis and Review Study

| [DOI](#)

Authors: Jyoti Choudrie - University of Hertfordshire

Date of publication: March, 2025

Department: Business Analytics | Computer Information Systems

The study combines bibliometric analysis and qualitative thematic review to map research on digital transformation management. It identifies leading publication outlets and themes and develops a conceptual framework to address limited management-focused conceptualisation of digital transformation.



Impacts of generative artificial intelligence on the future of labor market: a systematic review

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: May, 2025

Department: Business Analytics | Computer Information Systems | Economics

Background

Generative AI (GenAI) has the ability to autonomously collect and process data to generate contents, inform decisions, solve problems, and perform tasks that typically require human reasoning. This [Systematic Review](#)

Methods

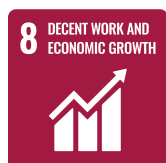
To identify relevant studies, the PubMed, Scopus, Web of Science, Embase, ScienceDirect and Google Scholar databases and repositories were systematically searched using the keywords: 'Future of work', 'Job market', 'Generative AI', 'Generative AI', and 'ChatGPT'. Additionally, the reference lists of the identified related articles were reviewed for grey literature.

Results

Following the PRISMA guidelines, a total of 14 articles were selected for analysis. Selected studies have examined the positive and negative viewpoints on GenAI, together with pertinent challenges and opportunities. Accordingly, GenAI, when compliant with security and ethical issues, has the potential to increase efficiency whilst reducing costs and time.

Conclusion

Considering the rapid growth and adoption of AI technologies, examining the impacts of GenAI on the future of labor market is crucial. GenAI is likely to create new roles in some sectors yet reduce opportunities in others.



Understanding the effects of socially responsible human resource management on cyberloafing: a moderation and mediation model

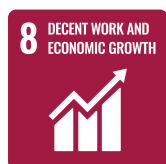
| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: March, 2025

Department: Human Resource Management | Economics

Using survey data from 262 full-time employees, the study examines how socially responsible HRM affects cyberloafing through felt obligation and under different levels of job complexity and organisational commitment. Results show both direct and indirect pathways, illustrating how responsible HR practices interact with employee attitudes and discretionary behaviour.



The impact of social networking addiction on the academic achievement of university students globally: A meta-analysis

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: June, 2025

Department: Business Analytics

This systematic review and meta-analysis finds a negative association between social-network addiction and university students' academic achievement. The authors argue for greater student awareness and management of excessive social-media use, with implications for educators and policymakers.



State of Social Marketing in Malaysia: Challenges and Reflections of a Multicultural Nation

| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: January, 2025

Department: Economics

The paper reviews social marketing in Malaysia within its multicultural, multilingual and evolving governance context. The publisher record identifies themes including education, work-life balance and environment; the SDG mapping therefore reflects the range of social-change domains discussed rather than a single intervention.



The Challenge of Measuring Performance in Museums: an exploratory study in creating a holistic set of key performance indicators

| [DOI](#)

Authors: Susan Davies - University of Hertfordshire

Date of publication: May, 2025

Department: Marketing

The paper reviews social marketing in Malaysia within its multicultural, multilingual and evolving governance context. The publisher record identifies themes including education, work-life balance and environment; the SDG mapping therefore reflects the range of social-change domains discussed rather than a single intervention.



A Political Economy Perspective on Mauritian Water Services | [DOI](#)

Authors: Maria Aleksandra Peeroo - University of Hertfordshire

Date of publication: March, 2025

Department: Economics

Using a systems-of-provision political-economy approach and parliamentary debates, the chapter examines power relations shaping Mauritius' drinking-water services. It highlights historical water rights, landowning elites, low tariffs and under-investment, showing how colonial and political-economic structures affect water-service outcomes.



Redefining Partnership in Social Marketing

Authors: Derek Ong - University of Hertfordshire

Date of publication: July, 2026

Department: Marketing

This conceptual paper integrates systems thinking, stakeholder theory and social-marketing literature to clarify the concepts of partner and partnership. It proposes a theoretically grounded framework for partnership in social marketing and stresses the need for shared conceptual understanding as the field evolves.



Streamlining Hospital Planning: A User-Friendly Decision Support Tool for Enhanced Healthcare Delivery

| [DOI](#)

Authors: Eren Demir - University of Hertfordshire

Date of publication: July, 2026

Department: Human Resource Management | Economics

The research addresses the challenge of matching rising healthcare demand with limited resources by developing a user-friendly decision-support tool for hospital planning. The paper is positioned around improving evidence-based planning and healthcare delivery.



A Policy Blueprint For Scaling Plastic Alternatives in Global South Contexts | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: June, 2026

Department: Economics

Developed through a Ghana case study and stakeholder co-creation, the paper proposes a six-pillar policy blueprint for accelerating plastic alternatives in Global South contexts. The pillars cover stakeholder networks, economic incentives, regulatory standards, public awareness, R&D, and monitoring/compliance.



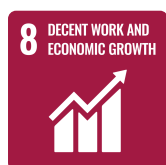
From Scale to Stagnation: The Impact of Industrial Conglomerates on Nigeria's Industrial Ecosystem | [DOI](#)

Authors: Christina Wolf - University of Hertfordshire

Date of publication: May, 2026

Department: International Business | Economics

The paper investigates why Nigeria's largest domestic industrial conglomerates have not generated the broad industrial transformation seen in some East Asian economies. Using Myrdal's backwash and spread effects, it argues that large firms can create limited spillovers and substantial negative effects on the wider industrial ecosystem.



Family holidays with autistic children: An exploratory study of parents' emotion work due to service delivery failure | [DOI](#)

Authors: Stephen Page - University of Hertfordshire

Date of publication: May, 2026

Department: Business Administration | International Business

Interviews with parents of autistic children in the UK and Ireland identify four service-delivery gaps during family holidays and examine the resulting emotional burden. The authors distinguish parents' 'emotion work' from staff 'emotional labour' and argue for tourism staff training and more inclusive service recovery.



Malmquist productivity index in DEA for special cases | [DOI](#)

Authors: Aliasghar Arabmaldar - University of Hertfordshire

Date of publication: April, 2026

Department: Business Analytics | Computer Information Systems

The paper extends the Malmquist Productivity Index in Data Envelopment Analysis for special single-input or single-output cases. It reduces computational complexity and illustrates productivity analysis using 18 OECD countries; the SDG relationship is methodological and indirect.



Exploring the state-of-the-art in traceability within the leather industry with recommendations for future research | [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: April, 2026

Department: Business Analytics | Economics

This systematic review examines traceability in the leather industry across technological, governance, transparency and circular-economy dimensions. It finds fragmented implementation and a gap between technical innovation and governance integration, and reframes traceability as a socio-technical governance capability for sustainability.



Impact of Robotics on Unemployment: Moderating Effect of the National Culture

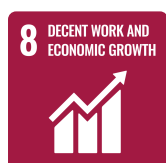
| [DOI](#)

Authors: Jyoti Choudrie - University of Hertfordshire

Date of publication: June, 2026

Department: Computer Information Systems | Economics

Using panel data from 33 countries, the paper examines how industrial-robot adoption affects unemployment and how national culture moderates that relationship. It finds heterogeneous effects and argues that R&D capacity, innovation strength, institutions and cultural context shape whether robotics translates into employment gains.



Robust Multiplier Data Envelopment Analysis Under Data Uncertainty: Correlated Budgeted and Order Statistics Models

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: March, 2026

Department: Business Analytics | Computer Information Systems

The study develops two robust multiplier DEA models to address uncertain data: one using correlated budgeted uncertainty and another using order statistics. Computational experiments show different trade-offs between efficiency, robustness and protection under extreme uncertainty; the sustainability relevance is methodological rather than direct.



Using an artificial intelligence-based device to investigate pain outcomes in robotic prostatectomy at low pressure pneumoperitoneum: The RALP clinical trial | [DOI](#)

Authors: Nikhil Vasdev - University of Hertfordshire

Date of publication: May, 2026

Department: Computer Information Systems

This clinical study investigates pain outcomes in robotic prostatectomy using an artificial-intelligence-based device under low-pressure pneumoperitoneum. The direct SDG contribution is to healthcare quality and medical innovation.



Flooding and the Risk of PTSD, Depression, and Anxiety: A Systematic Review and Meta-Analysis | [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: April, 2026

Department: Computer Information Systems

This PRISMA-based systematic review and meta-analysis synthesises evidence on PTSD, depression and anxiety following flooding and associated risk factors. It explicitly frames flooding as a climate-intensified hazard with substantial mental-health consequences.



Decolonising water resource allocations: towards a typology of experiences in small island developing states | [DOI](#)

Authors: Maria Aleksandra Peeroo - University of Hertfordshire

Date of publication: March, 2026

Department: Economics

The paper investigates how colonial legacies continue to shape water-resource allocation in Small Island Developing States. Comparing Mauritius, Papua New Guinea and Cabo Verde, it argues for context-specific approaches to decolonising water governance rather than universal models.



Circular Economy in Polyisocyanurate-based Insulation: Lifecycle Cost and Glycolysis Recycling Modelling

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: February, 2026

Department: Economics

The study evaluates the economics of recycling polyisocyanurate building insulation through glycolysis using agent-based modelling and lifecycle cost analysis. It identifies major cost drivers in recovered-polyol production and assesses the feasibility of circular-economy approaches for a difficult-to-recycle construction material.



Robust data envelopment analysis models for efficiency evaluation with new uncertainty sets

| [DOI](#)

Authors: Aliasghar Arabmaldar - University of Hertfordshire

Date of publication: January, 2026

Department: Economics

The paper develops robust DEA models using variable-budgeted and order-statistic uncertainty sets to improve efficiency measurement under uncertain data. An empirical application to European banking demonstrates the models' usefulness for robust decision-making; sustainability relevance is indirect and methodological.



Landlords with Class | [DOI](#)

Authors: Jiayi Balasuriya - University of Hertfordshire

Date of publication: May, 2026

Department: Economics

Using the British Wealth and Assets Survey, the article examines rental-property ownership, rental income and class. It finds the sharpest divide between the traditional working class and other groups and concludes that property ownership reinforces social stratification more than it enables widespread movement into rentier class positions.



Sustainable development for urban sprawl and its containment: A Hybrid Framework Formulation | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: January, 2026

Department: Economics

The chapter develops an Urban Development Hybrid Framework for managing urban sprawl using sustainability principles and approaches such as new urbanism, smart growth and proximity cities. It draws on examples of cities pursuing sustainable urban development and frames the solution around environmental, social and economic pillars.



Deep Probabilistic Surrogate Modelling for Uncertainty Quantification in Mangrove Hydro-morphodynamics | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: January, 2026

Department: Business Administration

The paper develops a Deep Gaussian Process surrogate framework for uncertainty quantification in computationally intensive mangrove hydro-morphodynamic models. It positions mangroves as nature-based solutions for coastal resilience to sea-level rise and climate-driven extreme events.



Applying Agency Theory in a Complicated Context: A Cynefin-Guided Framework for Cloud Contracting

Authors: Qin Liu - University of Hertfordshire

Date of publication: May, 2026

Department: Business Administration

The paper develops a framework for cloud-contract selection under uncertainty by combining agency theory with the Cynefin framework. Its contribution is mainly to digital governance and contracting rather than to a direct environmental or social SDG outcome.



Publications Related to RME and/or Sustainability

Prehospital time indicators before and after the implementation of an electronic information management system (EIMS)

| [DOI](#)

Authors: Amin Far Hosseini

Date of publication: November, 2025

Department: Management | Computer Information Systems

Background: The prehospital emergency system faces significant challenges, including a lack of coordination, primarily due to poor communication of information. An electronic information management system (EIMS) was introduced in Iran to improve coordination. **Objectives:** This study aims to assess the impact of the system on the time indicators in prehospital emergency services in Kermanshah, Iran. **Methods:** In this retrospective cross-sectional study conducted in 2022, time indicators were compared for 900 PCRs: 450 from the paper-based system (2016–2017) and 450 from the electronic PCR system (2017–2018). The time indicators included dispatch, filed, and hospital

time indicators. Data were analyzed using SPSS version 17. Results: The triage time (94.1 ± 40.3 s) and delay time (111.9 ± 58.8 s) were significantly longer than the standard times (90 and 75 s, respectively). In the paper-based system, response (8.07 ± 3.6 min), scene (16.3 ± 8.2 min), and transportation times (13.07 ± 8.3 min) were shorter, than those in the EIMS: response (11.0 ± 6.3 min), scene (17.9 ± 9.3 min), and transportation (16.7 ± 12.06 min) times in EIMS ($p < .05$). However, other times indicators were significantly shorter in the EIMS compared to the paper-based system ($p < .05$). Conclusions: Except for triage and delay indices, all time indicators in both systems were significantly lower than the standard indicators. Implementation of the EIMS may face several technical and organizational challenges. It is important that these challenges be carefully considered.



Safety and efficacy of umbilical cord-derived stem cell therapy for the treatment of cerebral palsy patients: a systematic review

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: October, 2025

Department: Computer Information Systems

Background Allogeneic umbilical cord blood is regarded as a beneficial source of stem cells with varying therapeutic potential. On the other hand, cerebral palsy is one of the neurological conditions that are the primary contributor to early childhood disability. The aim of this systematic review was to harvest data from currently available sources to determine the safety and efficacy of treating cerebral palsy patients with stem cells obtained from allogeneic umbilical cords. Methods For this study, systematic searches of the databases PubMed, Scopus, Web of Science, Embase, ScienceDirect, and Google Scholar were conducted with no time Limit until November 2022. Duplicates were found and eliminated after entering the data from the chosen studies into the Endnote reference management program. The remaining studies were assessed in line with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses phases and the inclusion and exclusion criteria (PRISMA). The search was performed using the keywords of Safety, Effectiveness, Stem Cells, Cerebral Palsy, and Umbilical and the (AND) and (OR) operators and their combinations were used to construct the search strategies. Results After several assessments and based on the inclusion and exclusion criteria, 31 of the remaining 58 studies were eliminated. The systematic review method included 7 final studies in the end. Based on the reviewed studies, it was reported that umbilical cord blood is currently one of the best sources of adult stem cells that contain cells with a wide range of therapeutic potential. These studies report that allogeneic umbilical cord blood has the potential to treat cerebral palsy and that concomitant administration of recombinant human erythropoietin (EPO), which has neurotrophic properties, may enhance the efficacy of umbilical cord blood. These studies state that

pneumonia and irritability have been reported as complications of umbilical cord blood transfusion. These studies reported that administration of stem cells significantly improves motor function. The safety and efficacy of treating cerebral palsy patients with stem cells taken from an allogeneic umbilical cord were reported in all included investigations. Conclusion Cerebral palsy has negative consequences on patients' quality of life, many aspects of the treatment based on allogeneic umbilical cord stem cells remain unknown. Therefore, the optimal dose, the most suitable type of cell, cell identification, and the best administration route should be determined appropriately. The quality of life of patients with cerebral palsy may be negatively impacted, and many details of the allogeneic umbilical cord stem cell therapy are yet unknown. Consequently, it is important to discover the most suitable type of cell, the optimal dose, and the best delivery method. Keywords Safety, Effectiveness, Stem cells, Cerebral palsy, Umbilical



Unpacking Gendered Access to Land: Intra-household sharing of land rights in Rural Tamil Nadu

| [DOI](#)

Authors: Lianne Oosterbaan - University of Hertfordshire

Date of publication: October, 2025

Department: International Business

This paper examines intrahousehold access to land in rural Tamil Nadu, India, arguing that household members do not have equal access to their household's land. Drawing on the 'bundle of rights' metaphor, this paper unpacks the various rights that household members can derive from household land. Ethnographic data reveal that women have the most limited bundle of rights compared to men in their household. Social norms and practices prefer sons to inherit land, restricting women's access to land. This paper argues that simply registering land in women's names does not necessarily give women greater control over household land, as management rights are shaped more by gender norms than legal ownership. This suggests that solely increasing women's landownership is insufficient to challenge the underlying social practices that perpetuate gender inequalities in land access. The paper highlights the importance of understanding intrahousehold dynamics to address the complex barriers women face in accessing land.



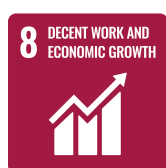
Embedding Work-Life Practices into Internal Marketing: Its Application in the Manufacturing Industry | [DOI](#)

Authors: Xini Hu - University of Hertfordshire

Date of publication: November, 2025

Department: Marketing | Economics

Internal marketing (IM) is a holistic management process that utilises marketing techniques to understand employee-employer exchanges inside firms, achieving organisational objectives. Paralleling market orientation, internal market orientation (IMO) is an operationalisation of IM of interest to management. This paper develops a model that we call 'Work-Life embedded Internal Market Orientation (WL-IMO)', which addresses the management challenges related to work-life balance and reduced well-being. Embedding work-life implications into IMO, this study initially examines how WL-IMO affects employee happiness, retention, and productivity. The interplay of IM and work-life practices opens new avenues for similar research in the work-life area. Collecting data from Chinese manufacturing sectors, this paper employed mixed-method approaches and validated WL-IMO as a second-order construct composed of six subdimensions. WL-IMO enhances employees' intention to stay, their productivity, and happiness. Results confirm the positive effect of IMO on employee behaviour, providing managerial advice to organisations with similar issues.



Advancing Smart Urban Planning: Public Transit Connectivity and the Case of Melbourne's Bus Network | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: September, 2025

Department: Business Analytics | Economics

This study investigates the significance of public transit connectivity in promoting intelligent urban planning, utilizing Melbourne's bus network as a case study. Concentrating on the city's main growth corridors, North, Southeast, West, and Southwest, the research examines the effects of rapid population growth on the accessibility and efficiency of the bus transport system. By leveraging data from the Victorian Planning Authority and the Australian Bureau of Statistics, the study evaluates service coverage, frequency, and travel time reliability concerning key urban functions, such as access to employment, education, healthcare, and social infrastructure. The findings indicate notable spatial and temporal disparities, with the Southeast and Southwest corridors facing the most severe service deficiencies. These discrepancies obstruct the establishment of an integrated and equitable transport

system, which is a vital element of intelligent urban planning. Consequently, the paper suggests specific strategies to enhance service frequency, broaden network coverage, and implement late-night operations. These proposals are designed to facilitate Melbourne's shift towards a smart, inclusive, and sustainable urban future by improving transit equity, decreasing car reliance, and bolstering connectivity in underprivileged suburban regions.



Assessment of relief transport challenges in areas with outdated infrastructure based on the reliability concept of ZE numbers

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: September, 2025

Department: Management | Economics

In the event of a natural disaster or humanitarian crisis, the efficient distribution of relief supplies to affected regions is crucial for ensuring the welfare and survival of those in need. Factors such as restricted road accessibility, traffic congestion, aging infrastructure, poor road conditions, and obsolete transportation systems can impede the effective distribution of relief aid. Challenges particularly arise when dealing with outdated infrastructure in these areas, which significantly hinders the transportation of relief goods. This study explores the distinct obstacles encountered in providing relief transport in regions with outdated infrastructure and the implications of such infrastructure on aid delivery. We demonstrate the importance of using ZE-numbers in assessing and comparing the challenges faced across various regions. This chapter aims to evaluate and prioritize relief transport obstacles in areas with outdated infrastructure based on ZE-numbers. By integrating viewpoints from decision-makers and expert evaluations, the proposed methodology introduces a novel dimension to decision sciences, enhancing decision reliability in a dual-phase approach. Moreover, the assessment and prioritization of relief transport challenges using ZE-numbers can assist relief organizations in identifying and overcoming logistical barriers that might delay the timely delivery of relief resources. By advocating for sustainable transportation strategies, relief organizations can collaborate in devising innovative technologies and solutions that not only tackle immediate challenges in delivering relief supplies in regions with outdated infrastructure, but also contribute to long-term ecological sustainability and resilience.



Effects of Transcutaneous Electroacupuncture Stimulation (TEAS) on Eyeblink, EEG, and Heart Rate Variability (HRV): A Non-Parametric Statistical Study Investigating the Potential of TEAS to Modulate Physiological Markers

[DOI](#)

Authors: Neil Spencer - University of Hertfordshire

Date of publication: August, 2025

Department: International Business

Highlights: What are the main findings? Eyeblink indices are potentially useful biomarkers for the effects of electroacupuncture and other neuromodulatory interventions. Significant autonomic correlates for some eyeblink parameters and EEG measures appear likely. What is the implication of the main finding? Traditionally viewed artefacts, such as eyeblink measures, may themselves possess diagnostic and research value. Transcutaneous electroacupuncture stimulation can modulate brain activity and autonomic function in a time- and frequency-dependent manner. Abstract: This study investigates the effects of transcutaneous electroacupuncture stimulation (TEAS) on eyeblink rate, EEG, and heart rate variability (HRV), emphasising whether eyeblink data—often dismissed as artefacts—can serve as useful physiological markers. Sixty-six participants underwent four TEAS sessions with different stimulation frequencies (2.5, 10, 80, and 160 pps, with 160 pps as a low-amplitude sham). EEG, ECG, PPG, and respiration data were recorded before, during, and after stimulation. Using non-parametric statistical analyses, including Friedman’s test, Wilcoxon, Conover–Iman, and bootstrapping, the study found significant changes across eyeblink, EEG, and HRV measures. Eyeblink laterality, particularly at 2.5 and 10 pps, showed strong frequency-specific effects. EEG power asymmetry and spectral centroids were associated with HRV indices, and 2.5 pps stimulation produced the strongest parasympathetic HRV response. Blink rate correlated with increased sympathetic and decreased parasympathetic activity. Baseline HRV measures, such as lower heart rate, predicted participant dropout. Eyeblinks were analysed using BLINKER software (v. 1.1.0), and additional complexity and entropy (‘CEPS-BLINKER’) metrics were derived. These measures were more predictive of adverse reactions than EEG-derived indices. Overall, TEAS modulates multiple physiological markers in a frequency-specific manner. Eyeblink characteristics, especially laterality, may offer valuable insights into autonomic function and TEAS efficacy in neuromodulation research.



Deconstructability prediction for building using machine learning and ensemble feature selection techniques

[DOI](#)

Authors: Godoyon Wusu - University of Hertfordshire | Hafiz Alaka - University of Hertfordshire | Eren Demir - University of Hertfordshire

Date of publication: July, 2025

Department: Computer Information Systems | Economics

Construction industries remain one of the most significant users of materials and generators of waste in the UK and globally. Notwithstanding, the principle of circular economy is becoming prominent as an effective means for powering greater resource efficiency. It has the prospect of unlocking significant economic value, particularly at the building end of useful life through reuse. A noteworthy end-of-life practice which aligns with this idea is deconstruction, which is the careful disassembly of the building into components and sub-components for reuse. However, deconstruction is not meant for all buildings, and this is because a typical building is constructed as a permanent product waiting to be disposed of after use. Laying on this foundation, assessing the building for deconstruction is necessary, and it is mainly done via several manual inspections, which may be expensive and time-consuming. A deconstructability predictive model using a machine learning-based model and ensemble feature selection techniques was developed to tackle this problem. This paper elaborates on the model creation and illustrates its application through a real-world deconstruction project.



Use of body-mapping (an art therapy methodology) to enhance medical student history taking skills and the students' response

| [DOI](#)

Authors: Hayley Berman - University of Hertfordshire | Neil Spencer - University of Hertfordshire

Date of publication: May, 2025

Department: Business Analytics

Medical school educators are tasked with the responsibility of teaching medical students how to take relevant medical histories from patients and develop communication and interpersonal skills. In this ethically approved undergraduate medical teaching programme, the authors used body-maps to extend and expand the traditional history taking skills taught to medical students. This paper details the body-map methodology and the enthusiastic feedback from the medical students. In addition to the enhancement of their history taking skills, the students reported how improved self-awareness and self-reflection from the body-map programme gave them the confidence to develop empathic relationships with one another and their patients.



Consumers' motivation to purchase electric vehicles: a mixed-methods belief elicitation study using theory of planned behaviour

| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: June, 2025

Department: Marketing | Economics

Transportation ranks among the top sources for global carbon dioxide (CO₂) emissions. Though electric vehicles (EVs) offer a promising solution, consumer uptake remains low. The theory of planned behavior (TPB) identifies factors that drive pro-environmental behavior, yet seldom investigates the specific beliefs that inform and shape those factors. This article addresses that oversight by identifying key beliefs and investigating their relationships within an extended TPB to explain consumers' decision to purchase EVs. Semi-structured interviews with 33 consumers elicited underlying beliefs to the point of data saturation before a survey of 472 consumers was conducted and analyzed via partial least squares structural equation modeling (PLS-SEM). Specifically, this article extends the TPB by (i) identifying the behavioral and normative beliefs shaping attitudes and subjective norms toward EV purchases, (ii) investigating perceived behavioral control (PBC) as a unidimensional variable influenced by covert and overt control beliefs toward EV purchases, (iii) integrating moral norms alongside extrinsic and intrinsic religiosity as values shaping EV purchases, and (iv) inspecting the role of generations in EVs purchases. The results reveal attitude as the most influential determinant of consumers' intention to purchase EV, followed by PBC, moral norms, and subjective norms, while generational variations showed that extrinsic and intrinsic religiosity is only significant to Gen Y, but not Gen X and Gen Z, in EV purchases. These insights contribute by revealing how beliefs, values, and generational differences shape EV adoption, with practical suggestions to promote EV purchases in order to accelerate the transition to cleaner transportation.



Food Security in South India | [DOI](#)

Authors: Lianne Oosterbaan - University of Hertfordshire | Hulya Dagdeviren - University of Hertfordshire

Date of publication: June, 2025

Department: Economics

India persistently faces issues of hunger and malnutrition. Government measures primarily focus on improving food availability within households. However, dietary patterns are not constant. Not only do they fluctuate by cultivation seasons but also by workdays and non-workdays. The influence of the day of the week on nutrition has received limited scholarly attention. This article addresses this gap by providing an in-depth analysis of individuals' nutrient intake in rural settings in Tamil Nadu. The study is based on a unique household survey data, covering 981 households across 33 villages and taking account of socio-economic and demographic characteristics of the population, including gender, caste and household economic activities. In contrast to studies conducted in the Western countries, the findings show that nutrient deficiencies are lower, and dietary quality is higher in the study area during non-workdays compared to workdays. This effect is more pronounced for women, especially in MBC and SC households, while differences based on livelihood and age are less notable.



Global prevalence of imposter syndrome in health service providers: a systematic review and meta-analysis

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: May, 2025

Department: Business Analytics | Economics

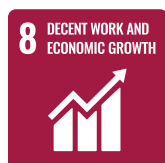
BACKGROUND: Imposterism, also known as imposter syndrome or imposter phenomenon, is an emerging phenomenon that has attracted much attention in recent years. Given that this phenomenon is common among high-achieving individuals and its identification often overlaps with symptoms of anxiety, depression, stress, and burnout, the aim of this study is to determine the global prevalence of imposter syndrome and its associated factors.

METHODS: For this study, PubMed, Embase, ScienceDirect Web of Science, Scopus, and Google Scholar databases were systematically searched, and all relevant studies were transferred to EndNote (v.8) and reviewed. Data analysis was performed using Comprehensive Meta-Analysis (v.2) software; a random effects model was adopted for analysis, and the I² index was used to examine the heterogeneity of studies.

RESULTS: In a review of 30 studies with a sample size of 11,483 people, the prevalence of imposter syndrome was 62% (95% CI: 52.6-70.6) based on meta-analysis and the random effects method. In examining the factors affecting the heterogeneity of studies and the effect of sample size on this heterogeneity, it was found that with increasing sample size, the prevalence of imposter syndrome

decreases ($p < 0.05$), and with increasing years of studies, the prevalence of imposter syndrome increases ($p < 0.05$). Additionally, in this study, self-esteem, anxiety, depression, stress, and burnout were identified as the most important factors associated with imposter syndrome.

CONCLUSION: Given the relatively high prevalence of imposter syndrome, which is a serious psychological challenge and can negatively affect the mental health and performance of individuals, the results of this study provide useful information for designing appropriate policies and interventions to develop effective pertinent solutions.



Research-informed decision-making for empowering integrated care system development: Co-creating innovative solutions to facilitate enhanced service provision

[DOI](#)

Authors: Usume Yakutcan - University of Hertfordshire | Eren Demir - University of Hertfordshire | Stephen Page - University of Hertfordshire

Date of publication: April, 2025

Department: Business Analytics | Computer Information Systems

Integrated care has emerged as a vital approach to addressing complex health and social care challenges through attempting to foster collaborative provision in healthcare settings. Yet as demand for services often outstrips supply, hospitals, as anchor institutions in communities, are constantly seeking to innovate to align their resources with needs and policy priorities. As hospitals are often viewed as a conduit for creating and embracing innovation to enhance organisational performance, this paper outlines one such innovation, which was co-created as a partnership between a university and hospital to help it with its transition to an integrated care system (ICS). By developing a full hospital system model in partnership not only with hospital stakeholders but also out-of-hospital services - such as community and primary care - for an integrated care model, this study helps to translate an innovative model into practice at an ICS level. To achieve this, decision support tools (DSTs) were used to foster evidence-based assessment of the hospital system, and key opinion leaders (KOLs) were provided with a versatile toolset with which to optimise workforce productivity and deployment, innovate service provision, and enhance community health.



Global prevalence of female sexual dysfunction based on physical activity: a systematic review and meta-analysis

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: April, 2025

Department: Business Analytics | Economics

Background

There is a strong connection between physical activity and major non-communicable diseases. Women's sexual health is a vital aspect of life at any age; however, it is influenced by many factors. The aim of this study is to investigate the global prevalence of female sexual dysfunction based on physical activity through a systematic review and meta-analysis.

Methods

In this study, electronic repositories including PubMed, Google scholar, Scopus, Web of Science, Embase, and ScienceDirect were systematically searched using specified keywords, without a lower time limit, up until March 2025. A random effects model was employed to perform the meta-analysis. The heterogeneity of the studies was assessed using the I^2 index. Data analysis was conducted within the Comprehensive Meta-Analysis (CMA) software (version 2).

Results

In the review of 7 studies with a sample size of 1,776 participants, the pooled prevalence of female sexual dysfunction with high physical activity was estimated to be 47% (95% CI: 28.8–65.9). Also, in the review of 6 studies with a sample size of 2,094 participants, the pooled prevalence of female sexual dysfunction among those with low physical activity or a sedentary lifestyle was found to be 64.6% (95% CI: 44.5–80.6).

Conclusion

In this meta-analysis, the pooled prevalence of sexual dysfunction among inactive women was reported to be higher and more significant than that of physically active women. Thus, it is necessary for health policymakers to further promote the importance of physical activity to prevent and reduce female sexual dysfunction.



Visiting and Exploring Digital Transformation Management: A Bibliometric Analysis and Review Study

| [DOI](#)

Authors: Jyoti Choudrie - University of Hertfordshire

Date of publication: March, 2025

Department: Business Analytics | Computer Information Systems

The study combines bibliometric analysis and qualitative thematic review to map research on digital transformation management. It identifies leading publication outlets and themes and develops a conceptual framework to address limited management-focused conceptualisation of digital transformation.



Impacts of generative artificial intelligence on the future of labor market: a systematic review | [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: May, 2025

Department: Business Analytics | Computer Information Systems | Economics

Background

Generative AI (GenAI) has the ability to autonomously collect and process data to generate contents, inform decisions, solve problems, and perform tasks that typically require human reasoning. This [Systematic Review](#)

Methods

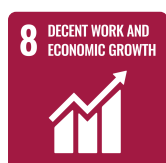
To identify relevant studies, the PubMed, Scopus, Web of Science, Embase, ScienceDirect and Google Scholar databases and repositories were systematically searched using the keywords: 'Future of work', 'Job market', 'Generative AI', 'Generative AI', and 'ChatGPT'. Additionally, the reference lists of the identified related articles were reviewed for grey literature.

Results

Following the PRISMA guidelines, a total of 14 articles were selected for analysis. Selected studies have examined the positive and negative viewpoints on GenAI, together with pertinent challenges and opportunities. Accordingly, GenAI, when compliant with security and ethical issues, has the potential to increase efficiency whilst reducing costs and time.

Conclusion

Considering the rapid growth and adoption of AI technologies, examining the impacts of GenAI on the future of [labor market](#) is crucial. GenAI is likely to create new roles in some sectors yet reduce opportunities in other



Understanding the effects of socially responsible human resource management on cyberloafing: a moderation and mediation model

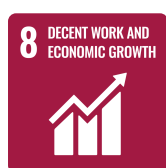
| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: March, 2025

Department: Human Resource Management | Economics

Using survey data from 262 full-time employees, the study examines how socially responsible HRM affects cyberloafing through felt obligation and under different levels of job complexity and organisational commitment. Results show both direct and indirect pathways, illustrating how responsible HR practices interact with employee attitudes and discretionary behaviour.



The impact of social networking addiction on the academic achievement of university students globally: A meta-analysis

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: June, 2025

Department: Business Analytics

This systematic review and meta-analysis finds a negative association between social-network addiction and university students' academic achievement. The authors argue for greater student awareness and management of excessive social-media use, with implications for educators and policymakers.



State of Social Marketing in Malaysia: Challenges and Reflections of a Multicultural Nation

| [DOI](#)

Authors: Derek Ong - University of Hertfordshire

Date of publication: January, 2025

Department: Economics

The paper reviews social marketing in Malaysia within its multicultural, multilingual and evolving governance context. The publisher record identifies themes including education, work-life balance and environment; the SDG mapping therefore reflects the range of social-change domains discussed rather than a single intervention.



The Challenge of Measuring Performance in Museums: an exploratory study in creating a holistic set of key performance indicators

| [DOI](#)

Authors: Susan Davies - University of Hertfordshire

Date of publication: May, 2025

Department: Marketing

The paper reviews social marketing in Malaysia within its multicultural, multilingual and evolving governance context. The publisher record identifies themes including education, work-life balance and environment; the SDG mapping therefore reflects the range of social-change domains discussed rather than a single intervention.



A Political Economy Perspective on Mauritian Water Services | [DOI](#)

Authors: Maria Aleksandra Peeroo - University of Hertfordshire

Date of publication: March, 2025

Department: Economics

Using a systems-of-provision political-economy approach and parliamentary debates, the chapter examines power relations shaping Mauritius' drinking-water services. It highlights historical water rights, landowning elites, low tariffs and under-investment, showing how colonial and political-economic structures affect water-service outcomes.



Redefining Partnership in Social Marketing

Authors: Derek Ong - University of Hertfordshire

Date of publication: July, 2026

Department: Marketing

This conceptual paper integrates systems thinking, stakeholder theory and social-marketing literature to clarify the concepts of partner and partnership. It proposes a theoretically grounded framework for partnership in social marketing and stresses the need for shared conceptual understanding as the field evolves.



Streamlining Hospital Planning: A User-Friendly Decision Support Tool for Enhanced Healthcare Delivery

| [DOI](#)

Authors: Eren Demir - University of Hertfordshire

Date of publication: July, 2026

Department: Human Resource Management | Economics

The research addresses the challenge of matching rising healthcare demand with limited resources by developing a user-friendly decision-support tool for hospital planning. The paper is positioned around improving evidence-based planning and healthcare delivery.



A Policy Blueprint For Scaling Plastic Alternatives in Global South Contexts | [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: June, 2026

Department: Economics

Developed through a Ghana case study and stakeholder co-creation, the paper proposes a six-pillar policy blueprint for accelerating plastic alternatives in Global South contexts. The pillars cover stakeholder networks, economic incentives, regulatory standards, public awareness, R&D, and monitoring/compliance.



From Scale to Stagnation: The Impact of Industrial Conglomerates on Nigeria's Industrial Ecosystem

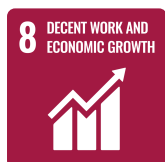
| [DOI](#)

Authors: Christina Wolf - University of Hertfordshire

Date of publication: May, 2026

Department: International Business | Economics

The paper investigates why Nigeria's largest domestic industrial conglomerates have not generated the broad industrial transformation seen in some East Asian economies. Using Myrdal's backwash and spread effects, it argues that large firms can create limited spillovers and substantial negative effects on the wider industrial ecosystem.



Family holidays with autistic children: An exploratory study of parents' emotion work due to service delivery failure

| [DOI](#)

Authors: Stephen Page - University of Hertfordshire

Date of publication: May, 2026

Department: Business Administration | International Business

Interviews with parents of autistic children in the UK and Ireland identify four service-delivery gaps during family holidays and examine the resulting emotional burden. The authors distinguish parents' 'emotion work' from staff 'emotional labour' and argue for tourism staff training and more inclusive service recovery.



Malmquist productivity index in DEA for special cases | [DOI](#)

Authors: Aliasghar Arabmaldar - University of Hertfordshire

Date of publication: April, 2026

Department: Business Analytics | Computer Information Systems

The paper extends the Malmquist Productivity Index in Data Envelopment Analysis for special single-input or single-output cases. It reduces computational complexity and illustrates productivity analysis using 18 OECD countries; the SDG relationship is methodological and indirect.



Exploring the state-of-the-art in traceability within the leather industry with recommendations for future research

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: April, 2026

Department: Business Analytics | Economics

This systematic review examines traceability in the leather industry across technological, governance, transparency and circular-economy dimensions. It finds fragmented implementation and a gap between technical innovation and governance integration, and reframes traceability as a socio-technical governance capability for sustainability.



Impact of Robotics on Unemployment: Moderating Effect of the National Culture

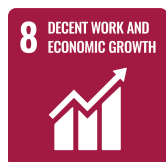
| [DOI](#)

Authors: Jyoti Choudrie - University of Hertfordshire

Date of publication: June, 2026

Department: Computer Information Systems | Economics

Using panel data from 33 countries, the paper examines how industrial-robot adoption affects unemployment and how national culture moderates that relationship. It finds heterogeneous effects and argues that R&D capacity, innovation strength, institutions and cultural context shape whether robotics translates into employment gains.



Robust Multiplier Data Envelopment Analysis Under Data Uncertainty: Correlated Budgeted and Order Statistics Models

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: March, 2026

Department: Business Analytics | Computer Information Systems

The study develops two robust multiplier DEA models to address uncertain data: one using correlated budgeted uncertainty and another using order statistics. Computational experiments show different trade-offs between efficiency, robustness and protection under extreme uncertainty; the sustainability relevance is methodological rather than direct.



Using an artificial intelligence-based device to investigate pain outcomes in robotic prostatectomy at low pressure pneumoperitoneum: The RALP clinical trial

| [DOI](#)

Authors: Nikhil Vasdev - University of Hertfordshire

Date of publication: May, 2026

Department: Computer Information Systems

This clinical study investigates pain outcomes in robotic prostatectomy using an artificial-intelligence-based device under low-pressure pneumoperitoneum. The direct SDG contribution is to healthcare quality and medical innovation.



Flooding and the Risk of PTSD, Depression, and Anxiety: A Systematic Review and Meta-Analysis

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: April, 2026

Department: Computer Information Systems

This PRISMA-based systematic review and meta-analysis synthesises evidence on PTSD, depression and anxiety following flooding and associated risk factors. It explicitly frames flooding as a climate-intensified hazard with substantial mental-health consequences.



Decolonising water resource allocations: towards a typology of experiences in small island developing states

| [DOI](#)

Authors: Maria Aleksandra Peeroo - University of Hertfordshire

Date of publication: March, 2026

Department: Economics

The paper investigates how colonial legacies continue to shape water-resource allocation in Small Island Developing States. Comparing Mauritius, Papua New Guinea and Cabo Verde, it argues for context-specific approaches to decolonising water governance rather than universal models.



Circular Economy in Polyisocyanurate-based Insulation: Lifecycle Cost and Glycolysis Recycling Modelling

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: February, 2026

Department: Economics

The study evaluates the economics of recycling polyisocyanurate building insulation through glycolysis using agent-based modelling and lifecycle cost analysis. It identifies major cost drivers in recovered-polyol production and assesses the feasibility of circular-economy approaches for a difficult-to-recycle construction material.



Robust data envelopment analysis models for efficiency evaluation with new uncertainty sets

| [DOI](#)

Authors: Aliasghar Arabmalidar - University of Hertfordshire

Date of publication: January, 2026

Department: Economics

The paper develops robust DEA models using variable-budgeted and order-statistic uncertainty sets to improve efficiency measurement under uncertain data. An empirical application to European banking demonstrates the models' usefulness for robust decision-making; sustainability relevance is indirect and methodological.



Landlords with Class | [DOI](#)

Authors: Jiayi Balasuriya - University of Hertfordshire

Date of publication: May, 2026

Department: Economics

Using the British Wealth and Assets Survey, the article examines rental-property ownership, rental income and class. It finds the sharpest divide between the traditional working class and other groups and concludes that property ownership reinforces social stratification more than it enables widespread movement into rentier class positions.



Sustainable development for urban sprawl and its containment: A Hybrid Framework Formulation

| [DOI](#)

Authors: Amin Far Hosseini - University of Hertfordshire

Date of publication: January, 2026

Department: Economics

The chapter develops an Urban Development Hybrid Framework for managing urban sprawl using sustainability principles and approaches such as new urbanism, smart growth and proximity cities. It draws on examples of cities pursuing sustainable urban development and frames the solution around environmental, social and economic pillars.



Deep Probabilistic Surrogate Modelling for Uncertainty Quantification in Mangrove Hydro-morphodynamics

| [DOI](#)

Authors: Amin Far Hosseinian - University of Hertfordshire

Date of publication: January, 2026

Department: Business Administration

The paper develops a Deep Gaussian Process surrogate framework for uncertainty quantification in computationally intensive mangrove hydro-morphodynamic models. It positions mangroves as nature-based solutions for coastal resilience to sea-level rise and climate-driven extreme events.



Applying Agency Theory in a Complicated Context: A Cynefin-Guided Framework for Cloud Contracting

Authors: Qin Liu - University of Hertfordshire

Date of publication: May, 2026

Department: Business Administration

The paper develops a framework for cloud-contract selection under uncertainty by combining agency theory with the Cynefin framework. Its contribution is mainly to digital governance and contracting rather than to a direct environmental or social SDG outcome.





Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Institutional Partnerships

- ❖ CIM
- ❖ CMI
- ❖ EFMD (European Foundation for Management Development)

Student Organization Partnerships

- ❖ Enactus



Practice

We adopt responsible and accountable management principles in our own governance and operations.

Institutional Policies and Practices

- ❖ Buildings/real estate
- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Ethical data sourcing guides
- ❖ Sustainability strategy or strategic plan (school or university level)



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- ❖ Annual reports
- ❖ Open faculty and student meetings and town halls
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Hertfordshire University communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
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- ❖ Business and industry partners
- ❖ Faculty and staff

SIGNATORY

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