

THE AWARDS 2020

Business School of the Year

Institution name	Aston Business School, <i>Aston University</i>
Submission title or project name	Driving inclusive growth for the region
Nominee/key personnel	Professor George Feiger, Pro-Vice-Chancellor and Executive Dean, Aston Business School; Paula Whitehouse, Associate Dean for Enterprise, Aston Business School
URL	www.aston.ac.uk/abs
Submission	<p>The achievements of Aston Business School (ABS) in 2018/2019 enhanced its reputation as a champion of regional growth and diversity in enterprise.</p> <p>More than 430 SMEs participated in our business support programmes derived from leading research and tailored to the needs of our business community, providing specialised support at any stage of the entrepreneurial journey.</p> <p>ABS is having a profound impact on inclusive growth in the West Midlands and beyond. Pioneering research is helping minority-led SMEs overcome adversity and bold initiatives have created an inclusive business support ecosystem. This has stimulated entrepreneurship and business performance in marginalised groups.</p> <p>Evidence also shows our programmes having a significant impact on business creation, SME growth, job creation and investment for the region. The scale, scope and diversity of the support provided by ABS – and its demonstrable impact on students, businesses and wider society – is what makes us unique.</p>