



SOLVING REAL BUSINESS CHALLENGES

In a world of disruptive technology and business models, it has never been more critical for established enterprises to engage new thinking and innovation.

At the Knowledge Exchange Hub we are driven by the belief that research can have immense impact on innovation through relevant engagement with business, industry and the community at large.

We partner with private and public organisations to offer a diverse range of world-class expertise in a variety of research areas.

We understand that the challenges faced by most organisations are complex in nature and that solutions require input from different disciplines.

We engage with external parties by:

- Facilitating research partnerships
- Conducting commercial research
- Providing expert knowledge

CONTACT US

Alison Brook, Client Services Manager, Knowledge Exchange Hub (BBus, DipPubl, LLB, PRINCE2)

Phone **09 212 7046**
Mobile **027 585 5561**
Email **a.brook@massey.ac.nz**

Christoph Schumacher, Director Knowledge Exchange Hub, Professor of Economics and Innovation

OUR APPROACH

We first develop an understanding of your organisation. We will always establish timings and expectations right at the beginning, and maintain strong alignment with your specific business problems throughout the project.

WHAT EXPERTISE IS AVAILABLE?

We have strong in-house research expertise available - whatever industry you're from, or solution you're looking for, we have the resources to understand your needs and find the right approach.

Our primary research areas are:

- Accounting and Finance
- Economics
- Food innovation
- Health
- Data Analysis
- Retail Management

OUR CLIENTS

We have successfully partnered with a number of large domestic and global organisations and industry groups including **KPMG, Southern Cross, Farmlands, Queenstown Chamber of Commerce, Toyota Financial Services**, and more.

OUR PROJECTS

Our projects with private and public sector organisations are wide ranging, and have included:

- Turning big data into actionable insights
- Customer/staff business surveys
- Financial and non-financial evaluations of company initiatives
- Market and customer segment analysis
- Economic impact studies
- Long-term forecasting of industry sectors