**How to increase the impact of your FEB research?**

**>> An overview of the various scientific communication channels at the FEB**

*The faculty of Economics and Business Administration wants to make it as easy as possible for researchers to share their research. Our communications officer Lies Vermeesch is responsible for, among other things, science communication at the faculty and gives researchers that extra push to bring their research to the audience. Do you want to distribute your research? Contact* [*lies.vermeesch@ugent.be*](mailto:lies.vermeesch@ugent.be)

**The possibilities at the FEB:**  
  
One pager (only in Dutch)

All researchers at the faculty are allowed to send a one pager to Lies. She will reformulate it into a press release for the general public. In collaboration with the central press office of Ghent University, the research will then be pushed to the written Flemish press.

Every PhD student who submits his / her PhD is also required to write a popularizing one pager about his / her research. Lies will help them with this (see doctoral regulations) so it meets the requirements and the text can be used effectively for distribution. (More info, see manual for one pager: <https://www.ugent.be/eb/en/information-for-phd-students/overview.htm>)

FEB alumni magazine (only in Dutch)

The FEB alumni magazine is sent to FEB staff members, paying members of FEB alumni, alumni with whom we collaborate, members of the FEB advisory council, members of the Board of Directors of Ghent University, alumni who have ever won a prize at the degree ceremonies from the faculty (years 2014-2020), PhD alumni, alumni who had a top sport status, alumni of the year (distinction from the FEB alumni association), alumni who are CEO, alumni with a company, alumni with a political career or high profile in the public sector ...

These target groups are important in the context of the faculty's alumni activities, but we also want to keep our FEB alumni informed about research from their (former) faculties in order to demonstrate the social relevance of FEB research. For example, every issue of the FEB alumni magazine provides sufficient space for research. At least one research by a doctoral student or professor is extensively discussed, in addition, in each issue there is also room for short research news and broader research projects such as “UGent @ work” (a research consortium of which Prof. Stijn Baert is the initiator and also many other FEB -professors are involved).

FEB research day

The FEB research day is organized annually at the Faculty of Economics and Business Administration. This is organized for OAP and by OAP (researchers). They learn from each other through this learning network. In the context of the FEB research day, workshops are also organized to teach researchers how to spread their research. To this end, we collaborate with external professionals.

Collaborations with Flemish media channels and research videos

1. Universiteit Van Vlaanderen (Dutch initiative)

Universiteit Van Vlaanderen consists of short, playful (TEDx-like) talks / videos that briefly shed light on a scientific topic.

2. Science Figured Out

"Science Figured Out" is a format of research videos. There are regular calls for researchers to participate in the project. The faculty communication office, together with the OAP board, ensures that the FEB researchers are represented in a large number and motivates them to submit research. In return, they receive a professional video about their research. We distribute the videos via social media.

3. Experts in TV or radio programs

Flemish television or radio stations regularly look for experts or panel members for their talk show. The faculty often provides FEB experts for these programs, such as De Afspraak, De Markt, De Ochtend ... We distribute the available (video) material via social media.

4. Doctoral video

In addition to the mandatory one pager, every doctoral student must also record a mandatory doctoral video about his / her research: an elevator pitch. The faculty communication officer assists the doctoral student in this regard before submitting the PhD. (More info, see the manual for doctoral video: <https://www.ugent.be/eb/en/information-for-phd-students/overview.htm>)

5. Research videos per department

The Scientific Research Committee released a one-off budget in the context of talent development at the faculty to have one researcher per department record a professional research video. The faculty communication office was responsible for this. These videos were subsequently distributed via the faculty social media channels.

6. Social media

We should not underestimate the importance of social media for distributing FEB research. We share research that was reported in the Flemish press and of which an online link is available via the faculty Facebook and LinkedIn channel. Some FEB researchers also share their research in their own name on Twitter, for example.

7. Clickboards

(In non-corona times, this is of course more relevant.) On Campus Tweekerken (in the long corridor that connects the Hoveniersberg building with the Tweekerken building), A1 posters per department have been included in the available clickboards. Those posters give a “summary” of the research topics covered by each department.

8. Television screens

(In non-corona times, this is of course more relevant.) On the TV screens of Campus Tweekerken you can see a slideshow with FEB research. In this way, visitors / colleagues / students and other people present in the building are kept informed about FEB research. In this way we want to increase the social impact of the research. In addition, the viewer can now also link a “face” to the research or researcher in question. We notice that students are also inspired by this for master's thesis topics.

9. Research corner

A small, cozy “research corner” has been installed in the faculty library. When a FEB researcher appears in the press he / she can hang up the FEB research there. In the library you will also find the PhD’s of the past year as viewing copies, with the exception of the confidential ones.

10. Maintaining research lists

The Faculty of Economics and Business Administration keeps up-to-date lists of research conducted at the FEB. All this data can also be extracted from the tool “Biblio”.

In addition, sporadic initiatives are taken to maintain niche lists. For example, all FEB research on diversity is bundled in a list. This was an initiative of the Diversity and Gender committee.

Another example: following a faculty event on Women's Day to put female researchers / experts more in the spotlight, we created profiles / lists of female researchers and their field of expertise. During the event in itself, the female FEB researchers and a few Flemish media contacts exchanged tips, tricks and contact details with the ultimate goal of putting FEB research (by female FEB researchers) more in the spotlight.

Do you need help to spread your research?

[lies.vermeesch@ugent.be](mailto:lies.vermeesch@ugent.be)

You can find manuals to write a one pager or record a research video via this link:  
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