

Curriculum Vitae

Richard Pettinger

Personal Details

Name: Richard Pettinger
Department: Management Science and Innovation, UCL
Present appointment: Principal Teaching Fellow (Reader) in Management Education
Date of appointment: 1 September 2009

Education/Qualifications

<u>Dates</u>	<u>Detail of degree; diploma; other qualification</u>	<u>Institution</u>
1975	BA General Arts (English, History)	University of Manchester
1981	Diploma in Personnel Management	Harrow College of HE
1981	Diploma in Training and Development	Polytechnic of Central London (now Westminster University)
1985	Diploma in Management Studies	Mid Kent College of HE
1986	Diploma of the Chartered Institute of Marketing	Mid Kent College of HE
1989	Master of Business Administration	City University (now Cass Business School)
2009	Association for Project Management qualification	UCL/APM

Professional History (in chronological order)

<u>Dates</u>	<u>Detail of position held</u>	<u>Institution</u>
1975 - 78	Representative	Manpower Ltd Nottingham
1978 – 81	Project Officer, Training Officer and Training Adviser	Manpower Services Commission/Ceramics Glass and Mineral Products Industry Training Board
1981 – 82	Personnel and Employee Relations Officer	Edmund Nuttall Ltd
1982 – 92	Senior Lecturer in Business and Management	Kent County Council – South Kent College (1982 – 86); and Mid Kent College of HE (1986 – 92)
1991	Kent County Council/Nord-pas-de-Calais Euro region Project Officer	Kent County Council
1990 – 97	Sessional lecturer and college teacher	University College London Bartlett School
1997 – 2007	Lecturer in management	University College London Management Studies Centre
2005 – to date	Visiting Professor of Management	Jagiellonian University Business School, Krakow, Poland
2006 – 2009	Lecturer in management and programme director, BSc Information Management for Business (IMB)	University College London Department of Management Science and Innovation
2009 – to date	Principal Teaching Fellow (Reader) in Management Education	University College London, Department of Management Science and Innovation

Other Appointments and Affiliations

1981 Member of the Chartered Institute of Personnel and Development (MCIPD)

1985 Member of the Chartered Management Institute (MCMI)

1990 MENSA

1994 – 1998: external examiner, MBA programme, London Guildhall University

1997: member, validation panel, University of the Highlands and Islands Business School

2000 – 2010 : HR Director and Adviser/Consultant: the Catholic Childrens Society

2002 Membership of the Institution of Teaching and Learning in Higher Education (now Higher Education Academy)

2003: member, validation panel, Canterbury Christ Church University Business School

2003 – 2010 external examiner, access widening programme and Centre for Enterprise and Business Development, Canterbury Christ Church University

2007 – to date: e-skills/Learning and Skills Council: member, IT/technology/IMB strategy forum

2007 – to date: e-skills/Learning and Skills Council: member, IT 14-19 diploma development forum

2009 Membership of Association for Project Management

2010 – to date: member, Education and Employers Task Force

2012 – to date: member, SAP Universities Consortium

2013 – to date: member, editorial and advisory board, University Journals, Economics University of Krakow, Krakow, Poland

University Grants

2000 – 2007: Travel Grants from SOCRATES/ERASMUS

2007: e-skills/Learning and Skills Council: £296,000 for BSc IMB programme

2007: e-skills/HEFCE: development grant and fund management for involvement in 14-19 diploma and for development in the delivery of computer science and information technology syllabi at university level; funds totalling £3million

2010 – UCL small grants to total of £5000 for course and facility development.

Invited talks

<u>Date</u>	<u>Details</u>
2002	Central Banking Publications: strategic human resource development conference: conference chair; presented papers on performance, OD, and HR leadership (4 days)
2003	Central banking Publications: leadership conference: conference chair, presented papers on the qualities of leadership and the development of effective leaders (4 days)
2004	Central Banking Publications: leadership, direction and performance in central banks and agencies: chair, presented papers on leadership, strategy and performance (4 days)
2004	Central Banking Publications: strategic planning: chair, presented papers on environmental analyses, performance and planning processes
2005	Central Banking Publications: Leading Directing and Implementing Change (1 day)
2005	HAN University, Arnhem, Holland: marketing project management and specialist services in the construction industry
2006	HAN University, Arnhem, Holland: developing effective marketing mixes for the construction industry
2009	CIPD: legal developments in employment practice
2010	Education and Employers Task Force: competency based approaches to the work-school interface
2011	Education and Employers Task Force: creating work for those with limited qualifications
2012	University of the Algarve: Management conference: keynote address: strategy, performance and managerial behaviour
2013	Economics University, Krakow: key issues in the privatisation of public services

- 2013 Moodle Moot, Sousse, Tunisia: keynote address: developing management education via high quality online services (The opposite of MOOCs)
- 2014 SAP/UCL Higher Education Forum
- 2014 SAP CEO Forum: chaired presentation by Bill McDermott, CEO, SAP

Academic supervision

<u>Date</u>	<u>Details</u>
1986 – 92	Course tutor and director, CIPD professional education scheme
1992 – 97	Course tutor, BSc construction management, UCL Bartlett School
1997 – to date	Dissertation supervisions for undergraduate and postgraduate students in the Bartlett School and Department of Management Science and Innovation

Research career activity

1996 – 2000: the behavioural and managerial aspects of investment appraisal; this led to the publication of a monograph: 'Investment Appraisal: a Managerial Approach' by Macmillan (2000)

2000 – to date: leadership, direction and performance management: this arose out of the work on investment appraisal and is ongoing. It led to the work for the central banking sector as above (see invited talks). It led to the publication of 3 editions of 'Managing and Measuring Performance' (see publications list. It is presently leading to the production of a monograph and text on leadership (the proposal is with Macmillan).

2000 – to date: privatisation, restructuring and performance management in public services. This has led to the publication of two articles in Poland; and it produced a chapter for a major text: 'Contemporary Strategic Management'

2000 – to date: organisational politics and influences on management practice and priorities: this has been written up and published in later editions of 'Introduction to Management' and 'mastering Organisational Behaviour'; and it is to be published again in 2008 as a chapter in 'Organisational Behaviour' (Routledge)

2002 – 2004: executive coaching; the work was used on a practitioner basis at Redstone Finances Ltd; and it has informed the work on strategic HR and leadership development.

2004 – 2008: the development of a web based forum and instruments for organisational and occupational stress management.

2006 – to date: CIPD case database: author and editor of substantial case work produced for dissemination to all members and students of the CIPD. These cases have included: strategic HR; cultural fit; employee relations; managing across cultures; international HR; outsourcing; employment practice; employment and corporate governance.

2007 – to date: the use value and effectiveness of competency based approaches in the structuring, foundation and formation of HR strategies, using the Bank of England and the national and commercial banks of Poland as examples and comparators. Working with colleagues in Poland, this has led to the preparation of two papers for editing, submission and review in Poland and the UK.

2010 – to date: development of television series 'The Business of Business'

2013 – to date: comparisons and contrasts on problem solving capacity related to location, culture

and activities

Teaching career activity

Other than UCL

1982 – 1992: Kent County Council, course director, CIPD professional education scheme

1990: British Institute of Management (now Chartered Management Institute); professional management foundation programme open learning scheme

1990 – 94: Open University: residential tutor on residential schools on MBA programme, teaching strategic and operational HR

1996 – 98: Robert Gordon University/University of the Highlands and Islands Project: member of validation board; taught introduction to management; strategic management; including the production of open/distance learning work books and assignment supervisions; diploma in management for the Scottish Prison Service

1999 – 2000: University of Greenwich: MSc Health Science and Management: strategic management; HR; financial management; including the production of open/distance learning work books and assignment supervisions. Taught HR on the internal MSc Management Programme of the Schlumberger company in Paris, France

2000 – 01: University of Edinburgh: centre for life long learning: strategic, operational and financial management

2002: CIPD open distance learning scheme: syllabus design and delivery in employee relations

2002 – to date: Jagiellonian University, Krakow: undergraduate teaching on strategic and project management programmes

2003 – 06: EFREI Technology University, Paris: foundations of management

2003 – 06: MSc telecommunications management: strategic HR; leadership and management; performance; financial management

2004 – 06: CIPD: core employee relations open/distance learning programme; design, delivery, implementation and restructuring of the foundation syllabus.

2006 – 14: University of Kent: external examiner, foundation degree programme

2009 – 14: University of the Creative Arts: external examiner, professional staff development scheme

2010 – to date: Singapore Polytechnic: external examiner, diploma of business information technology.(renewed 2013-17)

UCL

1990 – 2007: ENVS1130/MAST6001: management principles and the foundations of management; growing the programme from 15 students in 1990 to over 300 (including MAST1001) and opening this up as a major elective across UCL

1994 – 2007: ENVS2035: construction marketing

1994 – 2001: MSc Facilities and Environment Management: financial management

1994 – to date: post graduate diploma in architecture: foundations of management

1994 – to date: MAST1001: foundations of management

1996 – to date: ENVS3070/MAST7003 Organisational change/management principles 2

1996 – 99: ENVS3040: financial management

1996 – to date: Language Centre: foundations of management; leadership and management

2005 – to date: Language Centre: external verifier, UPCH programmes

2001 – 2005: MSc Telecommunications Management: strategy, culture and human resource management

2010 – to date: MSc Telecommunications Management: strategy, organisational behaviour and human resource management

All of the above courses involved the design, structuring, implementation, delivery and development of the teaching programmes. Each was delivered on demand from both the Bartlett School and also the Management Studies Centre; and each is now being developed further through the Department of Management Science and Innovation.

2006 – to date: Programme Director: BSc/MSci Information Management for Business. This is a radical restructuring of the existing/outgoing BSc Information Management. The restructured programme was approved in November 2006, and with the approval of the Learning and Skills Council and e-skills, it attracted a grant of £296,000, as above. It involved a major branding and marketing campaign over Christmas period 2006. The result of 4 weeks' work was the Department of Management Science and Innovation had a core undergraduate offering which attracted a field of 280 applicants for 50 places; and following the intake of September 2007, the programme has filled all 50 places (there are 51 students on the programme).

The programme has required substantial development in the teaching and learning activities; and this includes the integration of formally structured broadcast lectures, the constitution of formal positions and input from the employers involved with the programme, and the development of an integrated pre-professional approach.

The programme has been very well received externally, and the result is that UCL now has a major presence in the development of education policy in the integration of business, management and computer science undergraduate provision. UCL is now the major national influence in the delivery of information management for business programmes, and has made a major impression and influence in the development of undergraduate and postgraduate generic and specialist management education. The programme is now ranked first in the UK ITMB venture, and fifth in the Guardian Undergraduate Table for business and management

Knowledge Transfer / Exchange activity:

The knowledge transfer/exchange activity is extensively covered in the work for the CIPD, other universities and professional bodies as above. All of this work has included the UCL by-line; and this continues to be so.

It is also essential to note that the majority of my publications (See lists) are textbooks and knowledge transfer and dissemination offerings. This route was chosen as there was no institutional support for work produced by the Management Studies Centre; and that this support was only available from September 2007 onwards as the result of the creation and constitution of the Department of Management Science and Innovation.

Enabling activity

IMB Programme

2007 – to date: programme director for the BSc Information Management for Business, as above. In terms of enabling activity, this involves and has involved since October 2006, the following activities on a continuous basis:

- employers' liaison meetings
- creating a brand for the IMB programme
- schools liaison and visits
- participation in UCL schools open days
- design and content of marketing materials, course leaflets and other features
- interviews with journalists from the BskyB, FT, Computer Weekly, Daily Express
- attendance at minister's functions
- devising and implementing a marketing, development, e-learning and enhancement strategy
- engaging in marketing ventures with student target journals, UCAS, the British Council
- liaison with the UCL International Office

The overall result is that we are now known and understood to be the University of choice for this programme. We have superseded all of those who were involved in the venture early, and are now recognised as the source of all expertise on this programme.

Other consultancy and writing projects

1991 Eurotunnel: strategic HR in a new/international organisation, advising on the needs of transnational staff and language barriers and opportunities

1991 – 1992 British Institute of Management (now Chartered Management Institute): production and delivery of open and distance learning materials for inaugural BIM/CMI management development programme.

1992 British Airways: staff and career development for cabin crew staff

1993 – 1995 BT: staff development for junior and middle managers in operational roles and functions

1996 – 1997 Schlumberger SA: strategic human resource management and management development programme for geological and oil engineering staff working in the field

1998 – 2012 Catholic Childrens Society: HR Director

1999 – 2000 NHS south east region: management and career development for medical professionals (nurses, GPs, occupational and physio therapists)

1999 – 2003 Connaught Group of Child Care Charities: HR adviser; included restructuring; redundancy and redeployment issues; the management of HR in take overs and mergers; job training, induction and orientation into new roles, functions and locations

2000 – to date UCL Language Centre: production and delivery of course, materials, learning facilities and support for students whose language is not English. This includes syllabi, short programmes, and specific papers. Major impact was with the design and delivery of leadership and HR materials for the ESSEC group of universities, Paris, France, 2003 – 2007.

2002 – 2006 CIPD: production and delivery of CIPD open/distance learning syllabus, work books and support materials for the professional management development scheme in the subject areas of people management; employee relations; and people and organisations

2002 – to date: BizEd/Learning and Skills Councils/Enterprise Centres: directors' briefings on employment law; wages and salaries; working hours; the management of employee relations

2002 – to date: HR courses and programmes for operational staff in the not for profit sector; subject areas are: recruitment and selection; managing discipline; equality of opportunity and treatment; staff motivation and development; effective employee relations.

2008 – to date: UCL University Foundation Programme for Economics and Humanities: internal verifier for the economics units

2014 – to date: Excel Business: Leadership and Management Development Programme

Books and publications

Organisational behaviour (2nd edition) – Routledge 2015 ISBN to be notified 580 pages

Business Studies for Dummies – Wiley 2013 ISBN 978-1118348117 386 pages

Management: a concise introduction – Palgrave 2012 ISBN 02302-8535X 360 pages

Foundations of Management (2nd edition (ed)) – Pearson 2011 ISBN 1-84479-6634 280 pages

Management for Dummies (portable) – Wiley 2011 ISBN978-1-119-97439-0 240 pages

Management for Dummies – Wiley 2010 ISBN 978-0470977699 386 pages

Organisational Behaviour – Routledge 2010 ISBN978-0415-48142-7 586 pages

Competitive Strategy for Dummies – Wiley 2009 ISBN 978-0-470-77930-9 386 pages

Measuring Business and Managerial Performance – UCL 2008 ISBN 0-952-834903 80 pages

Managing for Dummies - Wiley 2007 ISBN 978-0-470-05689-9 386 pages

The Weekend MBA for Dummies - Wiley 2007 ISBN 978-0-470-06097-1 386 pages

Introduction to Management (4th Edition) - Palgrave 2006 ISBN 978-0-230-00038-4 658 pages

Contemporary Strategic Management - Palgrave 2005 ISBN 978-140391-3272 520 pages

The Foundations of Management (ed) - Pearson 2004 ISBN 1-84479-1254 280 pages

Managing Activities Revision Guide - CIPD 2004 ISBN 1843980207 84 pages

Managing Activities - CIPD 2004 ISBN978-18439-80902 124 pages

Mastering Employee Development - Macmillan Palgrave 2002 ISBN978-00339-73585 240 pages

Introduction to Management (3rd Edition) - Macmillan Palgrave 2002 ISBN 0-333-96807-7

Stress Management - Capstone 2001 ISBN1-84112-319-6 124 pages

Managing Flexible Workers - Capstone 2001 ISBN 1-84112-248-3 124 pages

Learning Organisations - Capstone 2001 ISBN1-84112-354-4 124 pages

Global Organisations - Capstone 2001 ISBN1-84112-332-3 124 pages

Investment Appraisal: A Managerial Approach - Macmillan 2000 ISBN 0-333-80058-3 220 pages

Mastering Organisational Behaviour - Macmillan 2000 ISBN 978-0033792797 256 pages

Measuring Business and Managerial Performance – Pearson 2000 ISBN 18595-30672 76 pages

Employment Tribunals – Pearson 2000 ISBN 18595-30677 76 pages

The Future of Industrial Relations - Cassell 2000 ISBN08264-48348 256 pages

Mastering Management Skills- Macmillan 2001 ISBN 978-00339-29384 272 pages

Effective Employee Relations - Kogan Page 1999 ISBN 0-7494-2693-4 394 pages

Mastering Basic Management - Macmillan 1999 ISBN033377-240-7 324 pages

Construction Marketing: strategies for success– Macmillan 1998 ISBN978-03336-92783 264 pages

Managing the Flexible Workforce – Cassell 1998 ISBN 03047-01092 180 pages

The European Social Charter: A Manager's Guide – Kogan Page 1998 ISBN07494-26926 196 pages

Introduction to Management (2nd Edition) – Macmillan 1997 ISBN 0333-68745-0 386 pages

Measuring Business and Managerial Performance – Pearson 1997 ISBN 18595-35705 80 pages

Staff and Industrial Relations Management – Thomson 1997 ISBN 03047-02005 240 pages

Managing the Flexible Workforce - Pitman 1997 ISBN 18595-35775 76 pages

Human Resource Management in Public Services – NCVCCO 1997 ISBN 0-9528349-0-3 62 pages

Introduction to Organisational Behaviour – Macmillan 1996 ISBN 0-333-63919-7 530 pages

Preparing and Handling Industrial Tribunal Cases – Technical Communications Ltd 1996 ISBN 18595-30702
68 pages

Measuring Business and Managerial Performance Technical Communications 1996 ISBN 1-85953-067-2
68 pages

Introduction to Corporate Strategy – Macmillan 1996 ISBN 00336-11047 486 pages

The Management of Discipline and Grievances – NCVCCO 1996 ISBN 0-9528349-0-4 62 pages

Preparing and Handling Industrial Tribunal Cases – Pitman, 1995 ISBN18595-30702 62 pages

Introduction to Management – Macmillan, 1994 ISBN 0-333-59768-0 364 pages

Book chapters and collaborations

Managing Absence - IRS 2003

Working with Employee Representatives - IRS 2003

Managing Activities Textbook and Revision Guide (with Tina Stephens and Michael Armstrong) CIPD 2003 ISBN 18439-8041X

The Lowdown: top tips for wannabe CEOs (with Richard Charkin) Creative Content 2009 ASIN B00315IJNS

Business Strategy: an introduction Palgrave Macmillan (D Campbell, D Edgar and G Stonehouse (2011)) ISBN 978-0-230-21858-1

Outlines and Highlights for Introduction to Management (Cram 101) 2011 ISBN 97802-30000384

Introduction to Management Monash University Press (P Dainty and M Anderson (2012))

Competitive Strategy Palgrave Macmillan (M LMariouh (2015))

The True Meaning of CSR Palgrave Macmillan (ed B Frysel 2015)

Conference presentations prior to 2005

- 2000 Project management in a networked environment (Jagiellonian)
- 2001 Implementing investments: approaches, consequences and results (Jagiellonian)
- 2002 The legal and business case for employee involvement and participation (CIPD)
- 2002 Reducing absence (CIPD)
- 2002 Employee and industrial relations and practical staff management (Central Banking Publications)
- 2002 Culture, values, attitudes and behaviour: a public services perspective (Central Banking Publications)
- 2002 Measuring absence (IRS)
- 2002 Individual and collective development: a strategic approach (Central Banking Publications)
- 2002 Current developments in human resources management and the development of employment policies (Marks and Spencer plc)
- 2002 Quantitative data in a managerial context (University of Salford)
- 2002 Developing performance measures for central banks and agencies (Central Banking Publications)
- 2002 Developing staff performance in central banks and agencies (Central Banking Publications)
- 2003 The strategic management of public services (Chapter of forthcoming book: Contemporary Strategic Management; Jagiellonian)
- 2003 Executive and team coaching (Redstone/CIPD)
- 2003 Leadership and management (Central Banking Publications)
- 2003 Developing leaders, directors and top managers (Central Banking Publications)
- 2004 Strategic Human Resource Management (CIPD)
- 2004 The Use of Case Studies from the West in Transition Economies (Jagiellonian University, Krakow)
- 2004 Leadership and Direction in Central Banks and Agencies (Central Banking Publications)
- 2004 Strategic Management in Central Banks and Agencies (Central Banking Publications)
- 2004 Developing Performance (Central Banking Publications)
- 2005 Leading Directing and Implementing Change in Central Banks and Agencies (Central Banking Publications)
- 2005 A Managerial Context for Organisational Change (Central Banking Publications)
- 2005 Marketing Project Management and Specialist Services in the Construction Industry (HAN University, Arnhem, Netherlands)
- 2005: Using the Outsourcing Phenomenon as a Vehicle for Teaching Management (Jagiellonian University, Krakow)
- 2005: Outsourcing: a General and Organisational Background (Jagiellonian University, Krakow)

Journal Articles

- 2004: The Use of Case Studies from the West in Teaching Management in Transition Economies *Organisation Review, Krakow, Poland, 3 (1), 31-39*
- 2007: Outsourcing in the Public Health Care Sector (*Public Health and Management, Krakow, Poland*)
- 2013 Strategy Investment Behaviour and Results *Tourism and Management Studies, 9 (1), 49-57.*
- 2014 The Use of Competency Based Approaches in the Development of Strategic Human Resource Management *Tourism and Management Studies, 10 (1), 40-47*

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