



Department of  
Public and International Affairs

香港城市大學  
City University of Hong Kong



College of Liberal Arts  
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## Scaling Up The Impact of Social Science Research Through Commercialization

Hosted and Sponsored by CLASS and PIA

Speaker: Professor Pablo Munoz, Durham University, UK

Date: 27 August 2024, at 9 AM (till finished) Hong Kong time

Venue: YEUNG Kin Man, G-7603

Participation is free but one should register using the QR code below

In this presentation, Professor Munoz will introduce the work of [Durham University's Social Science Enterprise Lab](#). Unlike other science (i.e., STEM) commercialization activities, Munoz will explain how we bring research impact strategies and business prospection together and early into the research process. In the Lab, Munoz and his team leverage the generative power of social science knowledge and the motivation behind social enterprising. Combined, they can give the research efforts of social scientists the necessary intentionality and direction to produce scalable research impact, as it is embedded into the research process itself and the daily practices of social scientists.

Today, the Lab is supporting a range of social science research project teams, from sociology, education, psychology, social work and business studies, who are working collaboratively with entrepreneurs-in-residence in the development of publishable and actionable research. These teams are receiving training, conducting joint problematization, developing research solutions through prospection, exploring markets for their solutions, and engaging in commercialization activities.

In 2025, the Lab will go global and start supporting research transfer offices, social scientists and stakeholders interested in scaling up the impact of social science research through commercialization.

### Speaker

Professor Pablo Munoz, Professor of Entrepreneurship and Founder and Director of Durham University's Social Science Enterprise Lab. He is also the editor in chief of *Journal of Business Venturing Insights*. Professor Munoz's work explores 1) how individuals and communities use entrepreneurial practices to overcome challenging circumstances and create better futures and 2) the idea of impact-in-process, to bring research impact into the core of social science research. His work has been published in leading management journals, such as *Journal of Business Venturing*, *Entrepreneurship Theory & Practice*, *California Management Review*, *Journal of Management Studies*, *Academy of Management Discoveries* and *Academy of Management Perspectives*; in innovation studies journals such as *Research Policy* and *Technological Forecasting and Social Change*; as well as in regional and environmental studies outlets, e.g., *Business Strategy and the Environment*, *Organization & Environment*, and *Regional Studies*. He has also published several policy reports on social entrepreneurship, entrepreneurship and at-risk groups, impact investing, and enterprise and rural development.

At Durham, Professor Munoz serves a Co-Director of the [Durham Enterprise Centre](#) (Business School) and the Centre for Social justice and Community Action (Sociology). Outside of Durham, he is the co-founder of [Mind Your Business](#), serves as Editor-in-Chief of the [Journal of Business Venturing Insights](#) and holds visiting positions at IE Business School in Spain and Universidad del Desarrollo in Chile.



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