**Ning Baines, School of Business (21.06.22)**

Hi, my name is Ning Baines, and I’m Lecturer in Marketing at the School of Business and I’m based at the Brookfield campus, a very beautiful campus; it’s a bit further out from the main campus but it is a very beautiful, lovely building.

The current research project that I’m doing is a study about the skills and competencies required by entrepreneurs with disabilities, and with this research project I’m working with a collaborator who’s also - an external organisation, it is a charity, it’s called Circle Foundation. The highlight is - I think that it is an important topic, in the way that we know about able people and the skills that they use in setting up a firm and running a business, but then with this specific group with unique characteristics, we should look into it and help them, and then develop some kind of training package in order to help them. They don’t want to get support from the government like benefit, they want to make their own living, and then the only route that allows them to do that is through setting up a firm, to become an entrepreneur.

Going forward, we’re probably thinking of including some of the colleagues from the Psychology Department, because from the interviews we’ve discovered that skills and competencies are something that you can train, but then the motivation and then the psychology behind - that really needs assessing. With the School of Business, I think there’s a lot of expertise there, and they’re all very willing to help and collaborate, and we’re very, very willing to collaborate with other schools and other departments.

I like to walk from Brookfield and then cut across the park, Victoria Park, and then go up De Montfort Hall, and then go into the main campus. I think that Victoria Park is really lovely, and I do like to walk there, and Brookfield itself, around the estate, it’s really lovely, because there’s a lot of big trees, and some nice gardens.