**Winfred Onyas, School of Business (23.06.22)**

I’m Winnie Onyas, and I’m an Associate Professor in Marketing at the School of Business. I am based at the Brookfield Campus – I research on market shaping, and my particular focus is on developing contexts.

The most recent project that I did, in 2020/2021, was one that was funded by the Global Challenges Research Fund, and this was on Gender, Innovation, Digitalisation… our project was on bridging the digital gender divide in Africa. Our countries of focus were Uganda and Ghana and the UK, and again, looking at connections, really, between what is happening – what are the challenges that are happening globally, in developing economies, and seeing if – are there connections that can actually be enacted between what’s happening in businesses and its challenges, and what’s happening in the UK. So we have brought together different stakeholders, people in Africa, businesses, those interested in digital inclusion; the organisation we’re working with for the project is called Africa Technology Business Network, and they are champions for digital inclusion and transformation in Africa.

So, we have a network of various organisations we’re working with; we also have an online presence in social media. We each have our specialism, we each have our area of expertise, and you can rely on that – when you look at the reality, even when you go to an organisation, you find that it’s a group of people from different disciplines that get to work together. So, what can I bring from a market studies angle, and what can my colleagues bring from an entrepreneurship angle?

So, for instance, in our project, we had to work with people in gender studies, entrepreneurship, market studies, or marketing in my area, and we brought together our different skills to be able to work together. The onus on us as researchers is to be able to identify, ‘Who do I know in this area?’, or, ‘Who in my network can I contact?’. I would say that it’s a more complete project – so if you’re researching on a particular context, what different lenses can you use to understand what the problem is, and what can everybody bring in so that we create more impact?

The place I like to go out to is actually the Brookfield Campus, it’s very beautiful – it’s nice and green, and it’s so lovely, we’ve got a pond there. I like to go out there because you get to get away from everything, you get refreshed, time to really enjoy and appreciate nature – it’s relaxing.