



International University in Geneva

Research Policy

Introduction

Research activities are important components of any university or business school. Business Week and the Financial Times now include “intellectual capital” elements in their ranking formulas for business schools. The mission statement must include, “the production of intellectual contributions that advance the knowledge and practice of business”. Research is an area that can differentiate academic institutions from those focused solely on other teaching instead adding value and granting prestige.

Research Model

The International University in Geneva’s research model centres the production of useful knowledge and tools to fulfill its Mission Statement to “provide the highest quality education for student success in business and related careers”. Within a knowledge-based economy, the research model is action oriented and problem solving in nature.

Research Policy Directions

- IUG will develop and support, as an integral and key component of the University’s strategic development plan, a programme of applied research activities within and across each of the teaching courses.
- The research programme will embrace and integrate the core pillars of IUG – education in business administration, communication, international relations, and management information technology.
- The research activities will support the University’s curricular themes with focus on teaching excellence and use of innovative instructional models and technologies.
- Interdisciplinary research across programmes will be actively promoted.
- Alliances with outside partners will be sought.
- Research will complement IUG’s international education goals.
- IUG will provide a sound research climate and enhance the opportunities for students to engage in research.

Research Principles

- The majority of research of IUG will focus on real world problem-solving.
- Interdisciplinary research will complement IUG’s flexible approach to education.
- Funds to support research will be sought from private industry, foundations, and international sources.
- Research innovation will be encouraged, and where feasible, commercialisation of research will be encouraged.
- Recognising the tremendous value of the “intellectual capital” of our research projects, links between partner’s organisations and the University will be fostered.
- Industry, inter-institutional, and community-based research that is dependent on effective alliances and collaborative networks within industry, the business community, corporations, government, communities, and the public will be encouraged.

Research Areas

There are four areas of research identified at IUG thus far, namely:

1. Marketing of new innovative services in developed and developing countries
Leader: Professor Patrice Anne NUQ
2. Communication & Evaluation: NGO, International Organisation
Leader: Professor Glenn O'Neil
3. Globalisation, Geopolitics, International Security
Leader: Professor, Dr. Goran Jovanovic
4. Telecommunications and information technologies in health care (eHealth)
Leader: Dr. Leonid Androuchko

To maintain and support research programmes at the beginning of the study, the University provides seed funds to help achieve their goals. Travel support also provides to the opportunity to present results and findings of research projects and activities at international conferences.

One of the most powerful learning experiences for students is working side-by-side with a faculty member on a research project. The International University in Geneva is strongly committed to promoting opportunities for students to work with professors engaged in research. Working on research projects helps students develop skills in problem-solving, communication, team work, and technology. Research in this context is understood very broadly as any opportunity to approach a problem in a critical and open-ended way, ranging from the study with the help of Internet, to the design projects for their home country.

Students will be better prepared for their careers by developing an understanding of research methodology. Students who complete research projects have opportunities to present their work at professional meetings and international conferences as well as send it for publication in professional journals and alike. Scholarly work of this caliber positions students well for employment, further professional education, and graduate school. Fundamentally, research is an important component for a student's intellectual development and growth.

Student research activities have taken place over the past year. For example, IUG faculty and students have been active in the area of eHealth services in developing countries. A recent publication in the field of eHealth services marketing was published in the Journal of eHealth Technology and Application, Volume 7, Number 2, December 2009. Current research in the area of eHealth includes: consumer behaviour models, motivation factors, hypothesis testing, and new services introduction and management. Further examples include, Mr. Vusal Rustamov's Master's Thesis on "Introduction of the telecardiology monitoring service in Azerbaijan" and Mr. Mohammad Zameer Takun Jauhan's feasibility study for the introduction of innovative information services in developing countries.

International Research Network

The University has signed many cooperative agreements in the research field with several organisations and universities located in different countries such as Japan, Russia, Sri Lanka, Mongolia, and Malaysia respectively. One of the agreements is with Tokai University in Japan. As the result of this agreement, a joint study was made by faculty at both institutions. The paper is entitled, "Avian Influenza and Expected Satellite Technology" and has been published in the journal "Transactions of the Japanese Society for Aeronautical and Space Sciences", vol.1, 2009. These prestigious cooperative agreements are enabling IUG to further develop its research activities whilst enriching the knowledge of its students and beyond.

For further information on IUG's research activities, please contact Dr. Androuchko: landrouchko@iun.ch