

School of Business and Economics

Research Mission and Values



1 | Our research mission and vision

As part of Maastricht University, the European University of the Netherlands, the School of Business and Economics aims to contribute to a better world by addressing societal problems, by co-creating knowledge and developing team players and leaders for the future.

Academic research plays a vital role in achieving this mission. As a research-based university, we produce a combination of high-quality fundamental and applied research to advance scientific knowledge and practice.

Our SBE research community is made up of engaged scholars who value transdisciplinary cooperation and welcome different perspectives to address complex societal problems. To us, cooperation means looking beyond the borders of a single familiar discipline. To make our efforts count in achieving a sustainable future, we actively reach out to societal stakeholders in order to collaborate and co-create.

SBE's research is built on the following three core values:

1. We combine **fundamental and applied research** to advance scientific knowledge and practice.
2. We carry out **transdisciplinary research** to address complex societal problems.
3. We conduct research that is **internationally oriented** with a solid base in the region.

SBE's research mission statement:

“Research without borders”

SBE's research mission is to produce both fundamental and applied research, which is transdisciplinary and internationally oriented, in order to address complex societal problems and contribute to the global knowledge society.

Research value 1:

Fundamental and applied research to advance scientific knowledge and practice.

At SBE, we value both excellent fundamental and applied research. We strongly believe that it is crucial to produce both these types of research in order to effectively advance knowledge and to have a meaningful, long-lasting impact on society.



We believe that it is our responsibility as a university to respond to current and future societal challenges, such as the UN Sustainable Development Goals for 2030. To solve these challenges, we believe that combining different types of research makes us stronger. Thus, we encourage our research community to contribute to both areas of research, with the final goal of creating output that is meaningful to society.

Having a strong fundamental base gives SBE the capacity as a School to absorb and build on new scientific knowledge. This contributes to the infrastructure on which knowledge is built and can thrive, providing the groundwork for applied research to directly address challenges in society. At SBE, we break down the border between fundamental and applied research by providing a research pipeline between these two types of research.



Research value 2:

Transdisciplinary research to address complex societal problems.

At SBE, we believe that a broad range of knowledge and understanding of our society is necessary to address today's complex societal challenges, such as climate change, poverty, biodiversity loss and food insecurity. To this end, we encourage our research community to work on transdisciplinary research. We define transdisciplinary research as societally-engaged research carried out by different disciplines, working together to address a common problem. This often also includes non-academic stakeholders in the process of knowledge production.

Our broad research portfolio and extensive network of external stakeholders offers our research community the ideal environment to foster collaborations and reach across discipline-specific borders. As a School of both business and economics, our areas of expertise range across a broad spectrum of disciplines within the fields of business, economics, societal policy and sustainability. Our research community is thus diverse, made up of academics with different but complementary backgrounds, varied methodological expertise and various areas of interest.

Alongside our research community, we also work with a network of external stakeholders, which includes private companies, policymakers, international organisations and regulators.

One of SBE's vehicles for transdisciplinary research are our research institutes listed in section 2 of this document. Our institutes help facilitate impact activities as well as collaboration between different academic disciplines and external stakeholders.

Research value 3:

Research that is internationally oriented with a solid base in the region.



Internationalisation is embedded in SBE's history and DNA, and is a leading principle in our research. As an open community, we are an active member of the international knowledge society with the aim of creating value at the local, regional, national, European and global level.

We are a community where cultures, perspectives and ideas come together. With open arms, we welcome talented researchers from around the world. SBE reaches across borders by fostering international cooperation via international research collaborations, research programmes and development projects around the globe.

Internationalisation at SBE encompasses different levels of engagement, including regional and local collaboration. Being located at the centre of an EU border region between Aachen, Hasselt, Heerlen, Maastricht and Liège, we also actively collaborate with partner universities nearby.

2 | Research strengths and areas of expertise

SBE's expertise covers a broad range of areas within the fields of business and economics. SBE has several strength areas across several academic disciplines. These include the following:

- Digital innovation, including service and social robots, data analytics and digitalisation
- Education and labour market research
- Entrepreneurship and innovation
- Economics, including macro, micro, behavioural and quantitative
- Governance and public policy
- Leadership and service management
- Sustainability, including sustainable development, circular economics, sustainable finance, responsible business

SBE's institutes and departments

Our institutes and departments provide us with the infrastructure to foster research and impact activities in different focus areas.

Our institutes, which are primarily funded by external sources via contract research, are an important vehicle by which SBE brings knowledge into society.

SBE's departments are responsible for the preparation and implementation of both research and teaching, making them an important vehicle for bringing new research findings to our classrooms and students.

Research institutes	Research departments
<ul style="list-style-type: none"> • Brightlands Institute for Supply Chain Innovation • Business Intelligence and Smart Services • Centre for Entrepreneurship and Innovation • European Centre for Sustainable Finance • Institute for Societal Policy & Innovation Research (INSPIRE) • The Maastricht Accounting, Auditing & Information Management Research Center (MARC) • The Maastricht Center for Robots • Maastricht University Center for Neuroeconomics • Maastricht School of Management (MSM) • Maastricht Sustainability Institute (MSI) • Research Centre for Education and the Labour Market (ROA) • Service Science Factory (SSF) • United Nations University-MERIT 	<ul style="list-style-type: none"> • Accounting and Information Management • Educational Research and Development • Data Analytics and Digitalisation • Finance • Macro, International and Labour Economics • Marketing and Supply Chain Management • Micro and Public Economics • Organisation, Strategy and Entrepreneurship • Quantitative Economics

SBE's Spearhead projects

In 2022, SBE launched three new spearheads research initiatives to foster the co-creation of new knowledge across disciplines and with society. These spearhead focus on three main areas: sustainable development, digitalisation and globalisation.

- UM Behavioural Insights Centre
- Fair and Smart Data
- The Maastricht Observatory on Responsible, Resilient and Sustainable Societies, Economies and Enterprise

www.maastrichtuniversity.nl/sbe

