



L-R Lucy Winskell OBE, Caroline Theobald CBE, Chloe Stephenson, Kevan Carrick

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Good business boosted on Graduation Day

Northumbria University, Newcastle, has signed a Memorandum of Understanding (MoU) agreement with the North East Initiative on Business Ethics (NIBE).

Northumbria has worked in partnership with NIBE for a number of years, collaborating recently on a series of 'Responsible Business Seminars' exploring how Newcastle can remain an open, tolerant and compassionate city while still competing in an increasingly global economy.

The signing of the MoU was also an opportunity for NIBE to present its first prize award for Best Dissertation in Ethical Business. Newcastle Business School graduating student Chloe Stephenson received the award for her dissertation entitled: 'The positive use of social media screening in the recruitment process to highlight employability'

Lucy Winskell OBE, Pro Vice-Chancellor (Employability and Partnerships) at Northumbria, said: "We have established a strong relationship with NIBE, particularly through our practice-based research on responsible and ethical business, and the actions which follow from the greater cooperation will enable us to support great businesses behaviour in the North East.

"Businesses tell us they are looking for graduates who share their ethical values. It is a clear message, and one we will continue to promote to our students to enhance their employability and career prospects. NIBE's recognition of Chloe's impressive dissertation is an excellent example of this."

Kevan Carrick, Chairman of JK Property Consultants and NIBE founder member, added: "Northumbria is the perfect partner to help us promote and drive the principles, and benefits, of acting ethically and responsibly - values that we know can deliver business success. These values also play an important role in helping to attract more businesses to come to the region and invest in jobs. Signing the MoU also meant we could meet Chloe, and congratulate her on superb and highly insightful dissertation."

Chloe said: "It was an extremely interesting dissertation to work on. My aim was to help overcome some of the negative perceptions around social media, not just from businesses but from elsewhere in society as well, and to highlight how this can impact employment. I was thrilled to have received the award from NIBE - especially on the day of my graduation from Newcastle Business School.

NIBE was established in May 2013 by Kevan Carrick, Canon Reverend Glyn Evans and Caroline Theobald CBE. It is an independent regional resource with an aspiration to become a focal point for good business behaviour, NIBE's vision is a business community that acts ethically, treats its stakeholders fairly and delivers on its promises.

For more information on NIBE please visit: www.nibe.org.uk

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