

# CBS ENDOWED PROFESSORSHIP PROGRAMME

## **Strengthening cooperation and developing insights into new knowledge**

Access to knowledge and innovation is key for economic growth and job creation. In a globalized and competitive world, companies have to be on the edge of innovation and to be able to create new products and services, which will give them the necessary advantage towards their international competitors in order to be economically successful.

CBS' Endowed Professorship programme builds on CBS' long tradition of cooperation with business life and industry and offers a new way to provide funders with even more direct access to new knowledge and help to turn knowledge into innovation.

## **Excellent study programmes and highly qualified job candidates**

Through the new endowed professorships, CBS extends the research base of existing study programmes with a focus on the specific needs of business life and industry. This way students will experience excellent research combined with applied knowledge which will be an inspiration for students and increase the quality of CBS candidates and future business leaders.

## **Endowed Professorships are designated professorships funded and supported by companies, private sponsors and foundations**

CBS' Endowed Professorship Programme offers funders a unique opportunity to directly engage with relevant researchers at CBS and so to help develop state-of-the-art knowledge and excellent research.

The purpose of the programme is to identify and strengthen research areas that funders find relevant in collaboration with CBS. Through such co-creation CBS establishes new professorships with connecting research group financed by the funder. Through the programme, funders thus contribute to the attraction of new talent and the establishment of research environments. Through this access to CBS' researchers and the newest research, the level of knowledge and innovation is increased.

## Copenhagen Business School is unique

Copenhagen Business School is a world-leading business university with teaching and research excellence in classical management disciplines and in disciplines that place business in a wider social, political and cultural context. CBS plays a significant role in the development of innovative business models, sustainable organisational forms and economic practices and has a particular responsibility to bring knowledge and new ideas to companies and business organisations, to the next generation of business leaders, and to society as a whole. To foster innovation and entrepreneurship both in research and education is at the top of CBS' agenda.

## Five good reasons, why you should support the CBS Professorship Programme

### The CBS Endowed Professorship Programme will:

- create closer relationships and dialogue between the funder and CBS' professors, researchers and students and give companies access to new knowledge and innovation
- ensure new knowledge and creative ideas will be transferred into innovative solutions for companies and business life
- secure quality of CBS' study programmes with a focus on the needs of companies and business life
- foster the entrepreneurial spirit and activities of CBS' students and graduates
- open the possibility to attract world-leading researchers in relevant research areas

### How to fund an Endowed Professorship at CBS

Private donors can either provide funds for the overall improvement of CBS or to designated areas within the lines of their own interest or strategy. There are different options for private donors to fund the CBS Endowed Professorship Programme:

#### Endowed Permanent Professorship

##### Above 40m DKK

Establishment of a named professorship with research group incl. PhDs and PostDocs

Lifetime: permanent

#### Endowed Professorship

##### 20-40m DKK

Establishment of a named professorship with research group incl. PhDs and PostDocs

Lifetime: 5-10 years

#### Sponsored Professorship

##### 10-20m DKK

Establishment of a named professorship with a small research group

Lifetime: 5 years

The Endowed Professorship can be named in accordance with the funder's wishes in dialogue with CBS.

Recent examples of Endowed Professorships at CBS are the Mærsk McKinney Møller Endowed Chair of Entrepreneurship (established in 2013) and the VELUX Professorship in Corporate Sustainability (established in 2014).

For more information about CBS' Endowed Professorship Programme, please contact CBS' president Per Holten-Andersen, [pha.ls@cbs.dk](mailto:pha.ls@cbs.dk)