We will strengthen collaboration with business, academia, and non-profit, healthcare and government institutions across the globe.

No university can achieve excellence or realise the full benefits of its work by itself.

Collaboration with external partners is positively correlated with academic excellence; many of our most productive academics are also actively involved with external organisations. However, effective collaboration is resource-intensive. We must be rigorous in choosing new opportunities that are distinctive, beneficial to all partners, and characterised by a great working relationship.

**ACTIONS IN DETAIL**

- We will strengthen the support available to our College community to find appropriate partners and establish valuable collaborations, and underpin this through our ethical principles of engagement.
- We will recognise and reward collaboration as an essential part of our activities.
- We will focus on broadening participation in collaboration, particularly among groups in the College community with talent and potential but currently underrepresented in collaborative activities, such as early career academics and students.

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**Advanced Business Analytics collaboration with KPMG**

In 2014, the College launched a major collaboration with KPMG in the field of business analytics. The KPMG Centre for Advanced Business Analytics at Imperial brings together some of the world's leading data scientists and business scholars with KPMG's world-class professional service practitioners.

Business analytics is concerned with developing new methods for solving important problems in business. The Centre builds on the establishment of the Data Science Institute in 2013, which conducts research on the foundations of data science. The Centre has a dual focus on research and impact, developing theories, methods and technologies that have the potential to identify opportunities, risks or social change that affect business. The Centre’s emphasis on fostering engagement with government and industry will ensure that new methods can be subjected to early uses, thereby enhancing the relevance of its research.

Researchers work across five basic disciplines in business: economics, operations, organisation behaviour, marketing and strategy, and health management. Across all five areas, a unifying goal will be to help UK businesses gain a competitive edge in a global marketplace and to provide early indications of disruptive opportunities and threats in organisations and markets. Simon Collins, KPMG UK Chairman, commented, “Our collaboration with Imperial is about developing the people and skills to use that data to drive new industries and new services. It is immensely exciting for the UK economy and we are very proud to be leading in this crucial area.”
Partners