



## Social Sciences and Humanities: Economic Impacts and Readiness of Graduates



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# Today's Presentation.

## Two Studies, Two Perspectives

- Top-down (macro-economic)
  - *Economic Role and Influence of the Social Sciences and Humanities: A Conjecture*
- Bottom-up (micro-economic)
  - *Business Perceptions and Use of Research and Talent in the Social Sciences and Humanities*



## Stating the Obvious ...

- SSH have inherent socio-cultural value regardless of (economic) impact
- *Scholarship is a sufficient condition for public support*
- Economic influence/impact is not the sole (or even the most important) metric for measuring impact/value
- *But: Questions about relevance and impact are not going away*



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## Part 1

# Economic Impacts of SSH *the Macroeconomic Angle*



# Hypothesis: Knowledge Shapes Business, Economies

- Codified Knowledge (*Know-What*)
  - Documented knowledge
- Tacit Knowledge (*Know-How*)
  - Intuitive, hard to define knowledge, largely experience based
- Embedded/Embodied Knowledge
  - Knowledge locked in processes, products, culture, routines, artifacts, or structures



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# The World of SSH

Social Sciences (18)	Humanities (11)
Anthropology	Classics, Classical & Dead Languages
Archaeology	History
Archival Science	Fine Art
Communications & Media Studies	Folklore
Criminology	Law
Demography	Linguistics
Economics	Literature, Modern Languages
Education	Mediaeval Studies
Geography	Philosophy
Industrial Relations	Religious Studies
Interdisciplinary Studies	Other
Library and Information Science	
Management, Business, Administrative Studies	
Political Science	
Psychology	
Social Work	
Sociology	
Urban and Regional Studies, Environmental Studies	

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# Economic Influence of Academic SSH: A Thought Experiment

Social Sciences (18)	Influence	Humanities (11)	Influence
Anthropology	I	Classics, Classical & Dead Languages	I
Archaeology	I	History	I
Archival Science	M	Fine Art	M
Communications & Media Studies	S	Folklore	I
Criminology	M	Law	S
Demography	S	Linguistics	M
Economics	S	Literature, Modern Languages	M
Education	S	Mediaeval Studies	I
Geography	S	Philosophy	I
Industrial Relations	S	Religious Studies	I
Interdisciplinary Studies	M	Other	I
Library and Information Science	M		
Management, Business, Administrative Studies	S		
Political Science	M		
Psychology	M		
Social Work	M		
Sociology	M		
Urban and Regional Studies, Environ. Studies	S		
S = Strong, M = Moderate, I = Indirect			

Strong 9  
Moderate 11  
Indirect 9



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# Economic Influence of Applied SSH

Agriculture	D	Productivity	D
Arts & Culture	D	Science & Technology	D
Biotechnology	D	Transportation	D
Communications	D	Children & Youth	I
Economic, Regional, Industrial Development	D	Children	I
Economic & Regional Development	D	Education	I
Employment & Labour	D	Elderly	I
Energy & Natural Resources	D	Family	I
Environment & sustainability	D	Gender Issues	I
Financial & Monetary Systems	D	Global/Climate Change	I
Fisheries	D	Health	I
Forestry, Silviculture	D	Indigenous Peoples	I
Globalization	D	Literacy	I
Housing	D	Mental Health	I
Immigration	D	Multiculturalism & Ethnic Studies	I
Information Technologies	D	Politics & Government	I
Innovation, Industrial, Technological Development	D	Post-Secondary Education, Research	I
International Relations, Development, Trade	D	Poverty	I
Law & Justice	D	Social development and welfare	I
Leisure, Recreation, Tourism	D	Violence	I
Management	D	Women	I
Northern Development	D	Youth	I
Population Studies	D		

D = Directly Relevant; I = Indirectly Relevant

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# The Changing Economy (GDP)

	\$ million	%
<b>All industries</b>	<b>1,193,905</b>	<b>100.0%</b>
<b>Business sector industries</b>	<b>1,005,146</b>	<b>84.2%</b>
Business sector, goods	373,048	31.2%
Business sector, services	632,638	53.0%
<b>Non-business sector industries</b>	<b>188,687</b>	<b>15.8%</b>
Non-business sector, goods	2,437	0.2%
Non-business sector, services	186,248	15.6%
<b>Total Industries</b>	<b>1,194,351</b>	<b>100.0%</b>
Goods-producing industries	375,489	31.5%
Service-producing industries	818,862	68.6%
<b>Specific Industries</b>	<b>1,194,782</b>	<b>100.0%</b>
<b>Goods</b>		
Agriculture, forestry, fishing and hunting	27,847	2.3%
Mining and oil and gas extraction	57,174	4.8%
Utilities	30,128	2.5%
Construction	74,087	6.2%
Manufacturing	186,631	15.6%
<b>Services</b>		
Wholesale trade	68,383	5.7%
Retail trade	69,015	5.8%
Transportation and warehousing	55,501	4.6%
Information and cultural industries	43,147	3.6%
Finance, insurance, real estate, rental, leasing, management of companies/enterprises	230,362	19.3%
Professional, scientific and technical services	55,577	4.6%
Administrative and support, waste management and remediation services	30,524	2.6%
Educational services	56,221	4.7%
Health care and social assistance	74,780	6.3%
Arts, entertainment and recreation	11,410	1.0%
Accommodation and food services	27,365	2.3%
Public administration	66,758	5.6%
Other services (except public administration)	30,072	2.5%

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# The Changing Economy (Employment)

**Table 6. Employment by industry, 2007 ('000)**

	No.	%
<b>Goods-producing sector</b>	<b>3,993</b>	<b>23.7%</b>
Agriculture	337	2.0%
Forestry, fishing, mining, oil and gas	339	2.0%
Utilities	138	0.8%
Construction	1,134	6.7%
Manufacturing	2,045	12.1%
<b>Services-producing sector</b>	<b>12,874</b>	<b>76.3%</b>
Trade	2,682	15.9%
Transportation and warehousing	823	4.9%
Finance, insurance, real estate and leasing	1,060	6.3%
Professional, scientific and technical services	1,137	6.7%
Business, building and other support services	702	4.2%
Educational services	1,183	7.0%
Health care and social assistance	1,846	10.9%
Information, culture and recreation	782	4.6%
Accommodation and food services	1,069	6.3%
Other services	724	4.3%
Public administration	865	5.1%
<b>ALL INDUSTRIES</b>	<b>16,866</b>	<b>100.0%</b>

Source: Statistics Canada, Catalogue no. 71F0004XCB



# Notional Level of Knowledge Influence

**Table 8. Economic Influence of SSH and STEM**

Specific Industries	Notional Level of Influence	
	STEM	SSH
<b>Goods</b>		
1. Agriculture, forestry, fishing and hunting	H	L
2. Mining and oil and gas extraction	H	L
3. Utilities	H	L
4. Construction	H	L
5. Manufacturing	H	M
<b>Services</b>		
6. Wholesale trade	L	L
7. Retail trade	L	M
8. Transportation and warehousing	M	L
9. Information and cultural industries	M	H
10. Finance, insurance, real estate, rental, leasing, etc.	M	H
11. Professional, scientific and technical services	M	H
12. Administrative and support, waste management, remediation	H	H
13. Educational services	L	H
14. Health care and social assistance	H	M
15. Arts, entertainment and recreation	L	H
16. Accommodation and food services	L	L
17. Public administration	M	H
18. Other services (except public administration)	M	M

SSH  
Influence

H = 7

M = 4

L = 7



# Economic Influence of Applied SSH

**Table 7. Gross Influence of SSH and STEM Knowledge Inputs (\$ million)**

Industry	Primary Inputs		Financial Outputs (GDP)	
	STEM	SSH	STEM	SSH
Agriculture, forestry, fishing and hunting	✓		27,847	
Mining and oil and gas extraction	✓		57,174	
Utilities	✓		30,128	
Construction	✓		74,087	
Manufacturing	✓		186,631	
Wholesale trade		✓		68,383
Retail trade		✓		69,015
Transportation and warehousing	✓		55,501	
Information and cultural industries		✓		43,147
Finance, insurance, real estate, rental, leasing, etc.		✓		230,362
Professional, scientific and technical services		✓		55,377
Administrative and support, waste management, etc.		✓		30,524
Educational services		✓		56,221
Health care and social assistance		✓		74,780
Arts, entertainment and recreation		✓		11,410
Accommodation and food services		✓		27,365
Other services (except public administration)		✓		30,072
Public administration		✓		66,758
<b>TOTAL</b>			<b>431,368</b>	<b>696,656</b>

STEM = Science, Technology, Engineering Medicine; SSH - Social Sciences & Humanities



# Economic Influence - Refined

**Table 10. Estimated Calculation of Economic Influence of SSH and STEM**

Specific Industries	GDP (\$M)	\$ Value of Influence on GDP			
		STEM		SSH	
<b>Goods</b>					
Agriculture, forestry, fishing and hunting	27,847	H	13,924	L	2,785
Mining and oil and gas extraction	57,174	H	28,587	L	5,717
Utilities	30,128	H	15,064	L	3,013
Construction	74,087	H	37,044	L	7,409
Manufacturing	186,631	H	93,316	M	55,989
Sub-Total	375,867		187,934		74,913
<b>Services</b>					
Wholesale trade	68,383	L	6,838	L	6,838
Retail trade	69,015	L	6,902	M	20,705
Transportation and warehousing	55,501	M	16,650	L	5,550
Information and cultural industries	43,147	M	4,315	H	21,574
Finance, insurance, real estate, rental, leasing, etc.	230,362	M	69,109	H	115,181
Professional, scientific and technical services	55,377	M	16,613	H	27,689
Administrative and support, waste management, etc.	30,524	H	15,262	H	15,262
Educational services	56,221	L	5,622	H	28,111
Health care and social assistance	74,780	H	37,390	M	22,434
Arts, entertainment and recreation	11,410	L	1,141	H	5,705
Accommodation and food services	27,365	L	2,737	L	2,737
Public administration	66,758	M	20,027	H	33,379
Other services (except public administration)	30,072	M	9,022	M	9,022
Sub-Total	818,915		211,627		314,185
<b>TOTAL</b>	<b>1,194,782</b>		<b>399,561</b>		<b>389,097</b>

H=50% influence; M=30% influence; L=10% influence



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# SSH in the “Real World”

## Thomson-Reuters

- **Business**

- Provides integrated information solutions to business and professional customers in the fields of law, tax, accounting, financial services, scientific research and healthcare.

- **Annual Revenues**

- \$13 billion+ (2008, combined)

- **Typical Jobs**

- Accounting and Finance, Administration, Business Development, Customer Service/Support, Financial Market Research, General Manager, Human Resources, Legal, Marketing and Communications, Procurement and Contract Administration, Product/Technical Training, Professional/Consulting Services, Publishing/Editorial, Research, Sales



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# SSH in the “Real World”

## Torstar Corporation

- **Business**

- A broadly based media group and a publisher of the Toronto Star. Its businesses include CityMedia Group, publishers of daily and community newspapers in Southwestern Ontario, Metroland Printing, Publishing and Distributing, and Harlequin Enterprises

- **Annual Revenues**

- \$1.5 billion (2007)

- **Typical Jobs**

- Writer, Editor, Marketing, Advertising Sales, Publisher, Producer/director, Copy Checker, Lawyer, Accountant, Strategic Planner, Programmer/Analyst, Production Operator



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# SSH in the “Real World”

## Cirque du Soleil

- **Business**

- Cirque du Soleil is a major Quebec-based organization providing high-quality artistic entertainment. The company has almost 4,000 employees from over 40 different countries, including 1,000 artists. Also, Cirque creates original and innovative content for television and DVD

- **Annual Revenues**

- \$600 million +

- **Typical Jobs**

- Artist, Set Designers, Costume Designer, Marketer, Talent Coordinator, Musician, Composer, Writer, Publicist





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# SSH in the “Real World”

## Stratford Festival

- **Business**

- A repertory theatre festival, permanently located in Stratford, Ontario, Canada. It produces works of theatre in the classical and contemporary repertoire, with special emphasis on the works of William Shakespeare. The festival provides direct employment for 1,773 individuals.

- **Annual Revenues**

- \$53.9 million

- **Typical Jobs**

- Audience Development Representative, Business Systems Analyst, Director, Producer, Writer, Dialogue Coach, Choreographer, Dancer, Lighting Designer, Publicist, Actor, Costume Designer.



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# Conclusions

- Large direct and indirect influence of SSH on the economy
- Chief sources of knowledge inputs, methods of some of Canada's best-known companies
  - e.g. Thomson Corporation, Torstar Corporation, Manulife Financial, Stratford Festival, Industry Canada, etc.
- SSH contributes ideas, methods, people, etc. that impact “hard (STEM) industries”



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# Conclusions

- More research needed on economic role and influence of SSH
  - Case studies
  - Occupational analysis
  - Detailed industry sub-sector analysis of knowledge inputs
  - Firm-level industry studies of expenditures on tacit, embodied, codified knowledge



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## Part 2

# Economic Impacts of SSH *The Microeconomic Angle*



## Business SSH Issues

- How business perceives the contribution of SSH-oriented graduates and skills; and,
- The degree to which it values the “embodied knowledge” that SSH graduates bring to it



## Whom We Spoke With

Interviewees by Type	
Type	Number
Association	12
Company	10
Non-Profit	1
Total	23



# Business Sectors

Interviewees by Sector	
Type	Number
Academic (College)	1
Cultural Industries	1
Financial Services	1
General Business	5
Management and Professional Services	2
Media	1
Other (Technology + Financial Services)	1
Printing, Software	1
Resources	4
Technology	5
Utility	1
Total	23



## Key Study Findings

- Most respondents have degrees in a social science or humanities (SSH):
  - English Literature, Economics, Education, Geography, Journalism, Political Science, Psychology, Accounting, Business Administration, Labour studies, History
- Small number trained in a STEM field
  - STEM degrees often supplemented with additional training in SSH (e.g. business administration, commerce)





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# Macroeconomic Challenges

- The economy and trade: **Selling Canadian products** in world markets
- ***Recession-related issues** and demand from the US economy*
- Battling the **effects of a high Canadian dollar** on the **tourism, manufacturing, software and film sectors**
- *Immediate and long-term impact of **regulatory frameworks***



## Macroeconomic Challenges 2

- Globalization and trade, open borders
- *Demographic changes in the economy and workforce*
- Competitiveness, regulatory and fiscal policy challenges
- *Aboriginal economic opportunities*
- “Energy literacy”: Public’s psychological, sociological perception of dirty oil
- *Global warming and fossil fuel utilization*



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# Macroeconomic Opportunities

- **Productivity enhancement** through investment in technology, systems, processes and people
- *Potentially large **world markets**; potential to create over 30,000 jobs*
- **The rise of Asia** (as a market, source of talent, investment)



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# Macroeconomic Opportunities 2

- Globalization
- Ensuring wide *distribution of energy benefits*
- Developing **export markets** in China, India
- Exploiting *new and emerging markets*



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# Macroeconomic Opportunities 3

- Exploiting Canada's 150 years of **hydrocarbon resources**
- *Capturing our **share of an industry** that typically grows at twice the rate of the economy*
- **Generating revenue & minimizing costs**



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# Microeconomic Challenges

- *Dealing with **new business models**, especially outsourcing*
- **Attracting investment**
- **Cost optimization**
- Flat **sales**
- **Declining consumption** of core products



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## Microeconomic Challenges 2

- **Revenue growth**, through increased memberships, report sales, etc.
- Our “*social license to operate*”
- Operating in a **regulated-return environment**
- *Developing new products and services for new media/digital economy*



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# Microeconomic Opportunities

- **Collaboration** with third parties
- Translating *consumer preferences* into enhanced business practices
- **Cross-disciplinary approaches** (to exploiting business opportunities)
- *Turning ubiquitous data into value-added information products*





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# Microeconomic Opportunities 2

- Providing **outsourcing solutions** for customers
- *Driving technology solutions into smaller businesses*
- Organizing, mobilizing our **local membership network**
- *Developing renewable sources of energy*



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# Microeconomic Opportunities 3

- Developing new products from our resources
- Exploiting *upstream and downstream markets* for our products
- Exploiting business opportunities in the service sector (e.g. personal/home care, professional services such as optometry, hospitality, travel)



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# Microeconomic Opportunities 4

- **Working in collaboration** with universities, companies and research institutes
- *Cloud computing*
- Mobile communications, **convergence**, **Internet commerce**
- *Social media*



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# Microeconomic Opportunities 5

- Exploiting the **digital economy**
- *Understanding the impact of **self-publishing***
- **Working with diverse cultures and teams**
- *Developing improved **leadership skills***



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# Focus on Labour Force Challenges

- **Managing our workforce** under high work loads
- *Developing new products and services*
- Talent: **competing (with the public sector) for applied social sciences and humanities talent**



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## Labour Force Challenges 2

- Obtaining accurate **labour market information**
- *Workforce demographics/aging/ workforce renewal*
- **Workforce attrition**, demographics
- *Intercultural relations*



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## Labour Force Challenges 3

- **Skills shortages**, workforce retention, and career promotion
- *Labour cyclical requirements; competition with other sectors for talent*
- **Access to financing** for entrepreneurs
- *Entrepreneurship skills training*



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## Labour Force Challenges 4

- *Availability of talent; especially technical talent (due to declining IT enrolments)*
- *Recruitment; attracting talent – 80% of our jobs are entry-level front line customer service positions*





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## Labour Force Challenges 5

- Human resources: **critical shortage of people with advanced skills**
- *Immigration policy* issues (as they affect labour availability)
- Enhanced **recruitment/utilization of women** in the industry
- *Workforce diversity*



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# Industry Use of SSH Tools & Resources

- We rely on research “to some degree”
- *Academic research is missing in our sector*
- We’re not short of ideas; the issue is implementation
- *We tend to rely on the trade literature rather than the academic literature*
- We utilize multi-stakeholder networks



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## Industry Uses These Tools & Resources 2

- We have **internal subject experts**
- *All of the above; we're very open-minded; **we don't have a monopoly on good ideas***
- We hired **university researchers to do a study of non-compliance** (concerning an unwanted odour problem), but this was part of a court-ordered settlement.



# Industry Uses These Tools & Resources 3

- We put **universities and colleges** at the **bottom end** (of the solutions spectrum)
- We use *all sources*
- We rely to a large extent on our **industry research network**
- We *generally hire consultants* rather than *university or college faculty*; *university research not seen as applied*



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# Industry Uses These Tools & Resources 4

- We look all over; **we're getting better at leveraging external talent**
- We might look to the academic sector for **non-immediate solutions**



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# Industry Uses These Tools & Resources 5

- Our company (a foreign multinational) spends \$1 billion a year on training and development; we have our own management development institute and we're talking about hiring a Chief Learning Officer



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# SSH Graduates – Employers Want Knowledge Related to...

- Environmental science
- Customer service
- Consensus-building
- Diversity
- Interdisciplinary skills
- Digital technology skills – content and capabilities



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## Employers want ...

- Economists, criminologists, security experts
- Generalists – the “spongy brain”
- Content – college or university grads with writing skills
- Creative design, design, software design





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## Employers want ...

- Salespeople
- Lobbyists; generalists with synthesis and media relations skills
- Trade, finance, people who can develop into executives in 7-8 years
- Legislative; economics, political science, MBAs, econometrics



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## Employers want ...

- Manufacturing-related: distribution, logistics, marketing, sales, health and safety
- Project managements skills, not content experts
- Labour market analysis



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## Employers want ...

- Mostly looking for generalists (service sector respondent)
- Market research
- Legal, patenting
- Technology, senior management



# Relevance to Business: Social Sciences

Table 1. Relevance of SSHRC Disciplines to Business Respondents

Social Science Disciplines	Relevance		
	High	Medium	Low
Anthropology		5	15
Archaeology		4	15
Archival Science	4	11	5
Communications and Media Studies	16	3	2
Criminology	1	3	16
Demography	9	6	5
Economics	16	5	1
Education	9	7	3
Geography	5	5	11
Industrial Relations	12	7	2
Interdisciplinary Studies	6	6	5
Library and Information Science	5	8	9
Management, Business, Administrative Studies	14	4	2
Political Science	8	7	5
Psychology	1	12	8
Social Work	2	6	13
Sociology		11	9
Urban and Regional Studies, Environmental Studies	10	7	2



# Relevance to Business: Humanities

Table 2. Relevance of SSHRC Disciplines to Business Respondents

Humanities Disciplines	Relevance		
	High	Medium	Low
Classics, Classical and Dead Languages	1	1	19
History	1	3	17
Fine Arts	4	3	14
Folklore		4	17
Law	11	8	2
Linguistics		4	17
Literature, Modern Languages	2	6	13
Mediaeval Studies		2	19
Philosophy	1	2	18
Religious Studies		2	19



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# Service Sector – Sources of Knowledge

Source of Information	%
1. Within Firm	80+
2. From Suppliers	70
3. Clients	70
4. Competitors	60+
5. Conferences & Journals	60+
6. Fairs & Exhibitions	60+
7. Customers	60
<b>8. Universities</b>	<b>25</b>
9. Government	20+
Source: OECD. Promoting Innovation in Services. Paris. 14 October 2005	



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# Conclusions

- Large number of business challenges related to labour/workforce issues:
  - Demography, Economics, Education, Industrial Relations, Political Science, Psychology, Social Work and Urban and Regional Studies
- Senior management positions (alternately described as general management) require the ability to fuse knowledge from a broad range of disciplines, non-technical and technical



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# Conclusions

- SSH key to macro-economic challenges:
  - Globalization and trade, Open borders Demographic change, Competitiveness, Regulatory and fiscal policy challenges
- Respondents were generally unable to link their needs to academic SSH research
  - Few had any substantial appreciation of the breadth or depth of academic SSH research
  - Little personal familiarity with SSH research ... even if they were themselves graduates of SSH programs





# Conclusions

- Social sciences and humanities research conducted in universities and colleges is not on business leaders' radar screen
- Four SSH disciplines stood out:
  - Communications and Media Studies
  - Economics
  - Industrial Relations
  - Management, Business, Admin. Studies



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# Business Recommendations

- **Make yourselves known** to the companies; we need messages for the business community about how SSHRC can be helpful
- *Have an active **industrial outreach** program*
- **Mimic the NSERC programs**; establish a joint research program with academics



## Business Recommendations

- *Conceptually, it's possible [to utilize SSH research]; especially in areas related to **HR, recruitment, skills development, dispute resolution, community economic development***
- **Outreach to business**; promote mutual contract, networks, collaborative projects
- Engage with the employer community; **identify skill sets** and talent and **demonstrate the relevance of SSH knowledge**



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# Business Recommendations

- **Fund research** to address **pre-competitive industry challenges**
- *There's a war for talent out there; need a **better focus on preparing students to work with industry**; "you've graduated from Political Science ... what now?"*
- **More dialogue** that would produce skilled and educated people



# Business Recommendations

- *The best thing that SSHRC has going for it is the people who get the research money; we need **more engagement with researchers***
- (Knowing) **Where do I start?**
- ***Facilitate interactions; develop a “marketplace of ideas”***



## Conclusions

- Issue, the **gap between “basic” and “applied” SSH research**
- There is clearly an **awareness barrier** between academic SSH research and the applied research needs of firms



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# Academic SSH and Applied SSH

## Parallel Universes:

*“Business people understand the relevance of **politics**, but not so much of **political science**; **business ethics**, but not **philosophy**; **human factors engineering**, but not **psychology**; **digital content**, but not **literature, folklore or fine arts**; **market segmentation**, but not **sociology or anthropology**; **plain English** in contracts, but not **linguistics**; **content management**, but not **archival science**; **security**, but not **criminology**; **land claims**, but not **archaeology**”*



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# Opportunities for the SSH Community

- Bridge the gap between academic and applied SSH
- Convert potential benefits into actual benefits
  - Activate the potential of SSH by adopting and adapting commercialization approaches used by NSE, Health research communities
- Foster closer working relations between the business sector and the academic SSH sector
  - Work with SSHRC and others to develop a business engagement strategy





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# Opportunities for the SSH Community

- Begin a dialogue with the “parallel universe” of business SSH:
  - Human Resources
  - Digital Media
  - Natural Resources, Agriculture
  - Marketing, Sales
  - Economics
  - Etc., etc.



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# Opportunities for the SSH Community

- Make CFHSS a voice for the economic role and influence of SSH
  - Tell the story of SSH as the life-blood of many industries, companies, government departments, and the non-profit sector
- Commission/encourage additional research, position papers on SSH role, influence
- **Launch a discussion stream at Congress 2016 ... and invite business to participate !**



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- Business Perceptions and Use of Research and Talent in the Social Sciences and Humanities
  - Contact us for details



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# Thank you !

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