

The Lincoln Economics, Accountancy & Finance Research Group (LEAF) presents:

# Professor Sanlie Middelberg

Hosted by Dr. Nadia Gulko

*Talk Title - Commissioned research projects:  
The case of proposing a bio-fertiliser financing model*



**Sanlie Middelberg** is a Professor in the School of Accounting Sciences, Management Accountancy programme at the North-West University (Potchefstroom Campus) in South Africa. She holds a PhD in Management Accounting and is a Fellow Chartered Management Accountant (FCMA) and Chartered Global Management Accountant (CGMA) with the Chartered Institute of Management Accountants (CIMA). Sanlie's corporate experience includes 18 months in the investment banking sector in the United Kingdom and five years in the petroleum industry in South Africa.

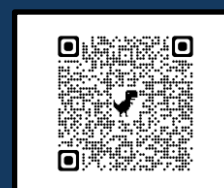
Sanlie chairs the CIMA Centre of Excellence's research panel. Her research domain is focused on management accounting and finance with a specific focus on the agricultural industry. She has more than 17 years of academic experience in teaching risk management, financial strategy, financial management and management accounting. Sanlie is married to Conrad and has three beautiful daughters.

## **Commissioned research projects: The case of proposing a bio-fertiliser financing model**

Increasingly there is pressure on academics to contribute third-party funding in the form of commissioned research projects. The latter can create unease when it is unfamiliar territory. Additionally, finding a balance between conducting 'good research' with scientific rigour and writing business language for practice can be problematic (Richter & Hostettler, 2015). This session aims to present the process followed to recruit such a project, and design and execute it. The case of a South African agribusiness commissioning a research project will be presented. A risk-adjusted, multi-stakeholder financing model for bio-fertiliser was developed and presented to the agribusiness.

Tuesday 15 November 2022  
Arrivals 09:00-9:30 / Talk 9:30-10:30  
David Chiddick Building  
Harvard Lecture Theatre

**Book your place**



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