

[Institutional Web Profile](#)

Dept. of Management, School of Business Education and Law, University of Huddersfield, HD1 3DH

RESEARCH SPECIALISMS

My research focuses on global value chains and international entrepreneurship as mechanisms that may help address societal grand challenges and several of the UN Sustainable Development Goals. The research can be categorised into three broad areas: 1) Development of sustainable non-timber forest global value chains (GVCs); 2) Sustainable business model innovations within the setting of social enterprises; and 3) Design of community-led initiatives aimed at supporting victims of human rights violations. Between them, these research interests are directly linked to SDGs 1, 5, 7, 8, 9, 10, 11, 13, 15 and 16.

Most of my work is delivered through action research projects. For instance, I am Principal Investigator on a 42-month externally funded project (Forest conservation through traceable global supply chain development for wild coffee and forest honey) worth £993,000. I also serve as Co-Investigator on several other sustainability-focused initiatives that focus on the emerging markets.

My research articles (both published and under review) reflect my three research specialisms. I currently have CABS 4 and 3 articles under review from my PhD research, CABS 3 and 2 published from the environmental and social upgrading in global value chain projects, as well as a forthcoming guest edit of a Special Issue.

In 2021, I contributed as a Co-Investigator on three high ranking REF impact case studies for the University of Huddersfield, and I aim to expand on this impactful work during the REF 2029 period.

QUALIFICATIONS & PROFESSIONAL MEMBERSHIPS

University of Huddersfield	PhD. Business & Management	2023
University of Huddersfield	Postgraduate Certificate in Higher Education (Distinction)	2022
	Fellow of the Higher Education Authority (FHEA # PR250087)	2022
University of Cranfield	MSc. Infrastructure Engineering	1999
University of Wales	BSc. (Hons) Biological Sciences (with French) (2:1)	1997

ACADEMIC EXPERIENCE

SUMMARY

Senior Lecturer and Principal Enterprise Fellow
School of Business, Education & Law, The University of Huddersfield

2015-to date

Responsibilities include:

- Principal Investigator on externally funded 42-month action research project focused on the development of sustainable and traceable global value chains in emerging markets (2023 to 2026).
- Co-Investigator on three REF 2021 impact case studies.
- Co-Investigator on internally funded projects in Ethiopia, Kenya, Malawi, Uganda and Zambia.
- Module Leader and Module Tutor on various MA level postgraduate taught courses and various BA (Hons) level taught courses (including International Business and Business Management).
- Final Year Undergraduate Tutor.
- Supervision and co-supervision of dissertation students at MSc. and PhD levels.
- Deputy Director of Centre for Sustainability, Resilience, Governance and Ethics.
- Co-organiser of network and workshops focused on reimagining reparations for victims of human rights violations.
- Production of project briefing notes, journal articles and annual plans.
- Participation in internal activities linked to research centres, Department and School.

RESEARCH – GRANT INCOME, IMPACT, PUBLICATIONS & SUPERVISION

KEY GRANT INCOME – EXTERNAL RESEARCH GRANTS

Jersey Overseas Aid. Forest Conservation through Traceable Global Supply Chain Development for Coffee Production (Ethiopia). June 2023 to December 2026. **Value: £993,000.** Principal Investigator. Collaborating with Dr. Byongjun (Phil) Hwang (Co-I), Emeritus Professor Adrian Wood, Bees for Development (NGO), Ethio-Wetlands and Natural Resources Association (EWNRA, NGO) and Jimma University, Ethiopia.

Darwin Initiative. NTFP micro-enterprises for competitive forests and livelihoods in Ethiopia. Ref: 19-025. July 2018 – June 2021. **Value: £374,420.** Co-Investigator and project manager. PI: Prof. (now Emeritus) Adrian Wood. Collaborating with EWNRA (NGO) and ecopia (social enterprise).

Waterloo Foundation. Community Conservation of Wild Coffee and Natural Forest (Ethiopia). 2016-19. **Value: £150,000.** Co-Investigator and project manager. PI Adrian Wood. Collaboration with EWNRA.

GRANT INCOME – INTERNAL RESEARCH GRANTS

QR/GCRF. *Advancing Climate and Socio-economic Resilience in Sub-Saharan Africa through application of Innovative Monitoring, Assessment, and Technological Solutions for Sustainable Community Livelihoods.* 2023-2026. **Value: £246,055.** Co-Investigator. PI: Dr. Byongjun (Phil) Hwang and Co-Investigator Emeritus Professor Adrian Wood. Collaboration with multiple partners in Ethiopia, Malawi and Zambia.

QR/GCRF. *Social upgrading of Wild Coffee and Natural Forest in Global Value Chains (Ethiopia).* 2019-20. URF903-20. **Value: £75,000.** Co-Investigator and project manager. Pls Adrian Wood & Julia Meaton. Collaboration with EWNRA.

IMPACT IN RESEARCH EXCELLENCE FRAMEWORK (REF) 2021

Co-Investigator on two REF Impact Case Studies, Unit of Assessment 17 (Business and Management)

- Impact Case Study title 1: *Enabling the Sustainable Development of Forests in SW Ethiopia Using Innovative Management and Enterprise Techniques.*
- Impact Case Study title 2: *Building Resilience in Wetland Farming Communities in East and Central Africa.*

Co-Investigator on one REF Impact Case Study, Unit of Assessment 5.

- Impact Case Study title: *Empowering communities to maintain biodiversity, protect wild coffee and stimulate sustainable forest use in southwest Ethiopia.*

PUBLICATIONS

Articles submitted and under review

Snell, M., Al-Tabbaa, O., McEachern, M. Integrating Responsible Innovation with Business Model Innovation to Foster Just Energy Transitions by International Enterprises Operating in Emerging Markets, *Journal of Product Innovation Management*. Under R&R. (CABS 4)

Snell, M., McEachern, M., Al-Tabbaa, O. Advancing a remediation approach for entrepreneuring in emerging markets for sustainable development. *Nonprofit and Voluntary Sector Quarterly*. Under review. (CABS 3).

Wood, A., Thawe, P., Snell, M. Analysing wetland enterprise in northern Malawi using a modified community capital framework: the case of garlic farming. *Journal of Rural Studies*. Under R&R. (CABS 3).

Nicholson, J., Johnston, A., Lever, J., Betany, S., Lei, L., Younas, H., Watson, K., Nana, R., Snell, M., Muhammad, N. Towards a theory of transitional entrepreneurship. *International Small Business Journal*. Under R&R. (CABS 3).

Articles in refereed journals

Zhou, Q., Yu, H., Chen, M., Snell, M. & Adams, K. Managing Technological Innovation for Social Good: A Systematic Literature Review. *Strategic Change*. (2025). (CABS 2) (E-pub ahead of print).

<https://doi.org/10.1002/jsc.2651>

Mswaka, W., Snell, M. & Wood, A. Internal governance challenges of young independent coffee cooperatives in South-west Ethiopia. *Journal of International Development*. (2024). (CABS 2).

<https://doi.org/10.1002/jid.3932>

Hwang, B., Wood, A., Snell, M., Fantaye, D., Belayneh, E. & Mekuria, B. Monitoring Wild Coffee Using Ground Survey and Satellite Observation in Community-Managed Forest in Sheko, South-West Ethiopia. *Sustainability* 12, 22 [9409]. (2020). (CiteScore - Q1). <https://doi.org/10.3390/su12229409>

Wood, A., Tolera, M., Snell, M., Ohara, P. & Hailu, A. Community forest management (CFM) in south-west Ethiopia: Maintaining forests, biodiversity and carbon stocks to support wild coffee conservation. *Global Environmental Change*. 59 (2019).

<https://doi.org/10.1016/j.gloenvcha.2019.101980>

Conference papers and presentations

Snell, M., McEachern, M., Al-Tabbaa, O. Responsible Innovation in the African solar energy transition. Presenting at the Centre for African Studies, Edinburgh University. (April 2025.)

Snell, M., McAuley, J. Community management of scarce natural resources in North East Kenya: the role of collective memory, Institute for Small Business and Entrepreneurship, Annual Conference, Birmingham. Presentation. (2018)

Snell, M., Al-Tabbaa, O., Wood, A. How do Social Enterprises navigate through the Paradoxes of Formal-Informal Economies? Best developmental paper award. Entrepreneurship Track. British Academy of Management conference. (2017)

SUPERVISION OF RESEARCH STUDENTS

Active supervision & co-supervision

Miss Adrianna Kapek-Goodridge. (PhD).

Awarded 2025. Topic: *International NGOs and sustainable development*. [Primary Supervisor].

Mr. Stephen Walker. (PhD).

Awarded 2025. Topic: *Social practice and sustainable development*. [Second Supervisor]

EXTERNAL ENGAGEMENT – Key events

June 2025. Co-hosting and co-organising third of the two-day international workshops at York University. Conference entitled: *'Reimagining victims' reparation: building new perspectives on empathy, dignity, and justice for victims of serious human rights violations in the Global South'*.

May 2024. Co-hosted and co-organised two-day international workshop at University College Roosevelt in Middelburg, The Netherlands. Conference entitled: *'Reimagining victims' reparation: building new perspectives on empathy, dignity, and justice for victims of serious human rights violations in the Global South'*. Chaired two sessions with external speakers. Participants include academics from the University of Liverpool (UK), Université catholique de Louvain (Belgium), The University of Sydney (Australia), Utrecht University (The Netherlands), and the University of York (UK)

Feb. 2024. Invited speaker to Geographical Association and Huddersfield and Halifax. Presentation entitled: *Meeting Zambia's rural electricity needs with off-grid innovations*.

Aug 2023 – March 2024. Written submission made to the UK's All Party Parliamentary Group for Africa and its inquiry into UK-African Partnerships for Just Energy Transitions in Africa. Submission made in August 2023 and co-authored with Mr. John Keane, CEO of SolarAid. This was followed by invitations to attend the oral evidence sessions of the APPG inquiry, held online in November & December 2023, and in March 2024. Submission is to be included in the publication arising from the APPG consultation.

June 2021. Presentation at Full Circle international coffee conference hosted online by DR Wakefield. Presentation title: *Forest and Coffee in Southwest Ethiopia*. Jointly delivered with Prof. Adrian Wood and Dr. Byongjun Hwang.

2017. Presentation of working paper at British Academy of Management Conference: Re-Connecting Management Research with the Disciplines: Shaping the Research with the Social Sciences. Paper:

How do Social Enterprises navigate the Paradoxes of Formal-Informal Economies? Co-authored with Omar Al-Tabbaa. Secured award for best developmental paper in Entrepreneurship track.

Action research projects have also led to sustained engagement with multiple external audiences in Ethiopia and to a lesser extent in Kenya and Zambia. These include government departments, companies, NGOs and academic institutions.

TEACHING & LEARNING

- Module Leader, MSc. Level Humanitarian Challenges. Topics include humanitarianism, the UN Sustainable Development Goals, climate change, war & armed conflict, migration. Redesigned and overhauled Humanitarian Challenges module and have witnessed sixfold increase in student numbers from circa 10 in 2021 to 62 students in 2024.
- Module Leader, MSc. Level Global Business & Human Rights. Topics include the UN Global Compact, the UN Guiding Principles on Business and Human Rights, and the International Covenant on Economic, Social and Cultural Rights.
- Supervisor, MSc. Level, Group Consultancy Projects. These projects require students to act as a team of consultants, undertaking assignments that have been requested by local businesses.
- Supervisor, MSc. Level, Individual Research Projects (dissertation).
- Module Tutor, MSc. Level, Fundamentals of Leadership.
- Final Year Undergraduate Tutor and Module Tutor for BA International Business (Hons), Business and Management (Hons), Business Management with Finance (Hons). Modules taught include Responsible Business, ASPIRE 1 (preparing first year students to enter university), ASPIRE 3 (preparing final year students to enter world of work. ASPIRE 3 has a pass rate of 99% and student satisfaction score of 4.4/5.
- Internal moderator for Strategic Management, Strategic Communication, Business and Society, ASPIRE 2 modules.
- Personal academic tutor.

Module design, delivery, and development have been adapted to accommodate both online and on-campus sessions. This transition has allowed the integration of various interactive approaches, including peer assessment, peer review, online questionnaires and voting, as well as group work and group presentations.

CONTRIBUTION TO LEADERSHIP & MANAGEMENT, SCHOOL, INSTITUTION

- Deputy Director of the Centre for Sustainability, Resilience, Governance and Ethics (SURGE). Contributions include training members in development of external grant funding applications; sharing of examples of best practice on compliance statements for overseas development countries, gender and inclusion statements, data management plans and other requirements for external funders; sharing of lessons about management of action research projects; participation in seminars with external collaborators.
- Active member of Department of Management; attending and participating in departmental meetings.
- Huddersfield Business School conference 2020. Session chair.
- Huddersfield Business School Impact Day, June 2023: Presenter of two impact studies following REF 2021 success.
- Member of Centre for Climate Resilient Societies.

PRE-ACADEMIC CAREER HISTORY & INTERNATIONAL WORKING EXPERIENCE:

Summary international experience

Through my professional experience I have been fortunate to live and work in the following countries, sometimes for short consultancies of 2-5 weeks, other times for periods of several months or years: Bolivia, Brazil, Burkina Faso, Chad, Côte d'Ivoire, Ethiopia, France, Ghana, Guatemala, Guinea-Conakry, Kenya, Mali, Mauritania, Palestine, Senegal, South Africa, South Sudan, Sudan, Uganda, United Kingdom, Zambia. I have secured a variety of funds and held a number of positions, as outlined in the next section.

Key non-academic funds secured and projects managed before joining University of Huddersfield

Department for International Development, multi country ICS, 2010-'11	£1.7 million / year
Irish Aid, Burkina Faso and Bolivia, 2009-2011	£206,000 / year
Department for International Development, multi country PPA, 2006-'10	£2 million / year
Big Lottery Fund, Brazil, 2008-2010	£144,000 / year
Comic Relief, Mali, 2005-2009	£125,000 / year
European Commission Humanitarian Office, Kenya, 2001-2002	€430,000 / year
UNICEF, water & sanitation, food & nutrition, Kenya, 2001-2002	US\$300,000 / yr
UN World Food Programme, Kenya, 2001-2002	US\$1 million / yr
Norwegian Church Aid, Kenya, 2001-2002	US\$100,000 / yr

Consultant on long and short term assignments, including:

2012-2015

- **ECORYS / PMTC, Zambia, Sept 2012 – Aug 2015.** Several consultancy roles including 1) Design of an organisational capacity assessment tool for the second round of the Civil Society Environment Fund (CSEF), providing grants to social enterprises and community based organisations, 2) conducting the Beneficiary Impact Assessment for the first round of CSEF which supported 85 Zambian community based organisations and social enterprises with 150 grants worth a total of USD3.5 million, 3) Provision of capacity building support to 25 Zambian community based organisations over 2 year period.
 - **Sunny Money, Zambia, Nov 2012 – June 2014.** Roles included support in business planning, financial modelling and mentoring of Operations Director. Sunny Money is social enterprise arm of SolarAid and responsible for sale of solar lights. I developed a trade programme which increased income and profit, initiated and secured partnerships with national and international companies, supermarkets, NGOs and social enterprises.
 - **Sheffield Institute for International Development, The University of Sheffield, Business Development Manager (9 months).** Provision of part-time support to the university's development work and its impact agenda. This involved building partnerships between the university's research bodies, civil society organisations and consultancy companies.
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Chief Executive Officer, International Service, UK.

2006 – '11

Overall management responsibility for the organisation and its work in West Africa, South America, Palestine and the UK and Ireland. Responsibilities included:

- over 80 staff and volunteers in 7 countries;
- an annual budget of £2.5 million;
- networking with government, academic institutions, individuals, community based organisations;
- introduction of new knowledge management, financial management and M&E systems;
- co-development of organisational self-assessment process to improve organisation's provision of capacity building support – subsequent roll-out to over 40 community based organisations.

Previous roles (1999-2006)

Regional Humanitarian Preparedness Adviser Oxfam G.B., Senegal.	2005 – '06
Chief Executive Officer (interim), Restless Development, UK.	2004 – '05
Consultant & Technical Team Leader roles, Oxfam G.B., NE Sudan, Mauritania and Oxford.	2003 – '04
Country Director, Oxfam Québec, Kenya.	2001 – '03
Water & Sanitation Engineer Silsoe Aid For Appropriate Development & Water For People, Guatemala.	2000 – '00
Research Assistant, Cranfield University, DFID-funded Low Cost Shallow Well Drilling Technology Project, Uganda.	1999 – '99

PhD certificate

