

2022 in business: 10 of the top IB Knowledge articles of the year



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We take a look at some of this year's most-read IB Knowledge articles

Over the past year, Imperial College Business School academics have written about subjects as varied as climate change, AI and digital transformation, healthcare, and the challenges of scaling up a business. **From practical tips for entrepreneurs and business owners to cutting-edge research**, they've covered a lot of ground.

Here's a selection of some of our most popular articles of 2022.

1. [What African tech startups can teach us about digital innovation](#)

During the last decade, the African continent has pushed the frontiers of digital innovation. As the African tech startup landscape undergoes radical change, we take a look at what is helping certain businesses thrive in this new environment.

2. [9 digital transformation mistakes all organisations make – and how to avoid them](#)

When it comes to digital transformation, we tend to focus on the success stories but 87 per cent of digital transformations fail to meet expectations. In this article, three experts reveal how you can avoid some of the most common digital transformation mistakes.

3. [Could engaging in corporate social impact work damage your career?](#)

These days many people are looking for more from their professional roles than the duties listed in their job description, and corporations are increasingly offering employees the chance to engage in social impact work. But is doing social good also good for your career?

4. [Ukraine: what armed conflict means for climate change](#)

The question of the impact of climate change on geopolitical risk has been circulating in research circles for a while. But, until now, few have turned the question around and asked: "How do armed conflicts affect the fight against climate change?"

5. [3 AI trends to look out for in 2022](#)

Artificial intelligence looks set to transform every sector of the global economy. Here, we look at some of the most interesting AI trends for business, including creative AI, the metaverse and cybersecurity.

6. [What is climate risk?](#)

The financial implications of climate risk are increasingly discussed. In this article, an Imperial College Business School researcher explains how he is helping investors, lenders and regulators address the financial implications of climate change.

7. [6 ways to reduce the environmental impact of your business](#)

It is now widely accepted that climate change exists – and that there are ways we can help to stop the worst of its effects. Here, an Imperial College Business School researcher reveals six ways you and your business can help in the fight against climate change.

8. [The pandemic divide: how COVID-19 has increased health inequalities](#)

The pandemic has exacerbated pre-existing inequalities, hitting people on lower incomes and those from ethnic minority backgrounds hardest. But why did these groups experience the most disruption to hospital care from cancelled and delayed hospital appointments?

9. [Phasing out coal would save the world \\$78 trillion](#)

The most common concern voiced with phasing out coal is that it would be too costly. But Imperial College Business School researchers have found the move would save 1.2 per cent of current world GDP every year until the end of the century.

10. [How to scale up in an emerging market](#)

Launching a business is certainly a challenge, but sustaining it and scaling up is something else entirely. Luckily, a new form of entrepreneurial support is here to help.

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Key topics

AI, Artificial Intelligence, Capital, Carbon Emissions, Centre for Climate Finance and Investment, Climate Change, Climate Finance, Coal, COP26, Coronavirus, Corporate Social Responsibility, Corporate Strategy, COVID-19, Cyber Security, Decision Making, Digital Leadership, Digital Transformation, Disruption, Diversity, Energy, entrepreneurs, Entrepreneurship, Finance, Financial markets, Fintech, Green commerce, Health, Health Economics, Healthcare, Inequality, Infrastructure, Innovation, Investment, Leadership, Management, Net Zero; sustainability, NHS, Public Health, renewables, Risk, Risk Management, Startup, startups, Strategy, Sustainability

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