

Sayara Beg  
Hertfordshire Business School  
**Type of address: Postal address.**  
University of Hertfordshire, Hatfield, Hertfordshire  
United Kingdom  
**Email:** s.beg@herts.ac.uk



## Research interests

My research interests encompass a multifaceted exploration of business and cybersecurity intelligence, intertwined with a deep dive into effective project management methodologies and practices. I'm captivated by the dynamic interplay of data analytics and reporting tools in business intelligence. I aim to leverage these tools to extract actionable insights, empower decision-making processes, and strategically drive organisational initiatives forward.

Operational intelligence intrigues me, allowing me to optimise real-time data streams. I aim to uncover how operational intelligence tools can be seamlessly integrated into existing systems, offering enhanced efficiency and agility across diverse industries.

Within cybersecurity intelligence, my interest is piqued by the ever-evolving landscape of digital threats. I'm dedicated to researching advanced threat detection techniques, fostering threat intelligence sharing mechanisms, and crafting robust cybersecurity strategies to mitigate risks and safeguard critical information assets effectively.

Delving deeper, I'm particularly fascinated by suspicious activity monitoring and fraud analytics, exploring innovative methodologies to detect and prevent fraudulent activities. Leveraging machine learning algorithms, anomaly detection techniques, and behavioural analytics, I aim to proactively identify suspicious patterns and behaviours.

Behavioural analytics is an area of significant interest, extending beyond cybersecurity into consumer behaviour and organisational dynamics. By marrying psychology with data analytics, I seek to unlock insights that optimise decision-making processes and enhance organisational performance.

Simultaneously, my research extends into project management methodologies. I'm keen on exploring stakeholder management strategies that foster collaboration and align project objectives with stakeholder expectations. Additionally, I aim to delve into risk management techniques, ensuring effective identification, assessment, and mitigation of project risks.

Scope management stands out as another pivotal focus area. I'm intrigued by techniques for defining project scope, managing scope changes, and ensuring project deliverables resonate with stakeholder needs. Moreover, my interest extends to budget and schedule management, aiming to uncover strategies for optimising resource allocation and project timelines.

Lastly, requirements management remains a cornerstone of project success. I'm dedicated to researching methodologies for eliciting, documenting, and validating project requirements, ensuring seamless project execution and successful outcomes. My research interests span a broad spectrum, reflecting my interdisciplinary approach to addressing complex organisational challenges.

## Employment

Senior Lecturer at University of Hertfordshire Business School

## Employment

### Senior Lecturer

Hertfordshire Business School

University of Hertfordshire

1 Dec 2022 → present

## Consultancy and Business Support

### Comdel Ltd

*UK apprenticeship & training provider, 2020-present*

Design and deliver Level 3 Data Professional with Excel and PowerBI, and Level 4 Data Analytics with SQL & Python, an apprenticeship programme. Supporting learners in employment from a wider range of public and private sector industries through monthly workshops & learner 1-2-1s

### Datanut Sciences (London) Limited

*Data Programme Management Consultancy, 2014-present*

Data & Big Data programme and project management, including managing stakeholders, risk, quality, change, budget & schedule.

Clients include Tesco, Shelter UK, HSBC, Deutsche Bank & UBS.

**Operational Research Consultancy**

*Advance Analytics Consultancy, 2006 - 2014*

MIS & Advance Analytics project lead Creating project initiation documents, functional specifications, quality and testing procedures

Clients include ICAP, RBS, Deutsche Bank, Marsh MMC, Principle Insurance, RSA, and Barclays Bank.

**Meritheath Limited**

*Data Warehouse & MIS Consultancy 1996 - 2006*

Business Intelligence engineering projects

Clients include SThree, Wanadoo, AOL, Warner Bros, Time Warner Cable, Reuters, Gearbulk, Hutchinson 3G, Enron, NTL, Racal Defence, British Airways.

## Knowledge and Technology Transfer Projects

**Firefly Ventures Ltd**

Beg, S.

18/10/21 → 23/09/22

Project: Other

**ImmuOne (UH Incubator Start-Up)**

Beg, S.

18/10/21 → 23/09/22

Project: Other

**Unpacked Ltd**

Beg, S.

18/10/21 → 23/09/22

Project: Other

**Zipporah Northstar (UH Incubator Start-Up)**

Beg, S.

18/10/21 → 23/09/22

Project: Other

**Deckers Ltd**

Beg, S.

11/10/21 → 23/09/22

Project: Other

**UDigital Venture Capital**

Beg, S.

11/10/21 → 23/09/22

Project: Other

**AI Corporation**

Beg, S.

12/10/20 → 30/09/22

Project: Other

**Hertfordshire County Council**

Beg, S.

12/10/20 → 30/09/21

Project: Other

**One-Drum Foundation**

Beg, S.

12/10/20 → 22/10/21

Project: Other

**Roots to Grow**

Beg, S.

12/10/20 → 24/09/21

Project: Other

**Smarter Thinking Solutions Ltd**

Beg, S.

12/10/20 → 24/09/21

Project: Other

**Data Product Programme**

Beg, S.

10/02/20 → 30/10/20

Project: Other

**Strategic Data Project**

Beg, S.

11/03/19 → 20/12/19

Project: Other

**HSBC's Credit Risk Data Analytics Programme**

Beg, S.

11/09/17 → 21/09/18

Project: Other

**Big Data Analytics Project (Global Banking Markets)**

Beg, S.

10/10/16 → 21/07/17

Project: Other

**Data Quality & Analytics Transformation Project**

Beg, S.

11/04/16 → 24/06/16

Project: Other

**Wealth Management Data Warehouse FCA Remediation Project**

Beg, S.

13/07/15 → 18/12/15

Project: Other

**Strategic Level 1 Lines of Defence Programme**

Beg, S.

14/10/13 → 27/03/15

Project: Other

**Transaction Banking, Treasury, and Compliance Analytics Capability Programme**

Beg, S.

4/03/13 → 20/09/13

Project: Other

**Global KYC Transformation Programme**

Beg, S.

5/03/12 → 8/03/13

Project: Other

**Basel 3 LCR Reporting & Analytics Data Transformation**

Beg. S.

11/07/11 → 27/01/12

Project: Other

**Compliance & Risk S26: Transformation Programme**

Beg. S.

8/11/10 → 24/06/11

Project: Other

**Global Banking Markets Regulatory Risk MIS Project**

Beg. S.

9/08/10 → 22/10/10

Project: Other

**OTC Derivatives Regulatory Transaction Reporting Project**

Beg. S.

8/06/09 → 24/09/10

Project: Other

**Capita TUPE Data Transformation Programme**

Beg. S.

2/06/08 → 31/03/09

Project: Other

**RSA's Management Information System (MIS) feasibility programme**

Beg. S.

1/03/08 → 31/05/08

Project: Other

**Shariah-compliant Takaful Retail Insurance MIS Dashboard Project**

Beg. S.

12/11/07 → 28/03/08

Project: Other

**Operational Risk & Financial Control MIS Project**

Beg. S.

9/04/07 → 26/10/07

Project: Other

**SThree Client Candidate MIS Dashboard Project**

Beg. S.

11/09/06 → 23/03/07

Project: Other

**Wanadoo Clickstream Data Warehouse Project**

Beg. S.

6/03/06 → 26/05/06

Project: Other

**AOL's Local Loop Unbundling (LLU) MIS Project**

Beg. S.

14/11/05 → 24/02/06

Project: Other

**Warner Brothers Film Distribution System (FDS) MIS and Data Warehousing Project**

Beg. S.

10/01/05 → 21/10/05

Project: Other

**National Programme for IT (NPfIT) NHS MIS Programme**

Beg. S.

9/08/04 → 17/12/04

Project: Other

**Reuters MIS Data Cube**

Beg. S.

12/04/04 → 23/07/04

Project: Other

**Gearbulk's Shipping Simulation MIS Dashboard**

Beg. S.

10/11/03 → 28/05/04

Project: Other

**Hutchinsons 3G Data Warehouse and MIS Reporting Programme**

Beg. S.

8/10/01 → 25/10/02

Project: Other

**Enron's Commodity Trading Portfolio Data Warehouse & MIS Reporting Programme**

Beg. S.

9/04/01 → 26/10/01

Project: Other

**NTL 'Business.com' Project**

Beg. S.

10/07/00 → 30/03/01

Project: Other

**Publishing Data Warehouse Blueprint Design**

Beg. S.

6/03/00 → 28/07/00

Project: Other

**TFL Connect Project**

Beg. S.

8/03/99 → 24/03/00

Project: Other

**British Airways OPERA Project**

Beg. S.

8/06/98 → 28/05/99

Project: Other

**Gentia Billing Systems MIS Project**

Beg. S.

5/05/97 → 29/05/98

Project: Other

## External Roles

### UH Learning & Teaching Conference

Sayara Beg (Invited speaker)  
8 Jul 2023

### Society for Storytelling (External organisation)

Sayara Beg (Chair)  
May 2021

### Grand Union Orchestra (External organisation)

Sayara Beg (Validator)  
2020

### One-Drum Foundation (External organisation)

Sayara Beg (Chair)  
Sept 2019

### Operational Research Society Annual Conference 2014

Sayara Beg (Invited speaker)  
13 Sept 2014

### OR Society (External organisation)

Sayara Beg (Reviewer)  
Jan 2014 → Feb 2019

### Young OR Conference 2013

Sayara Beg (Invited speaker)  
15 Jun 2013

### Young OR Conference 2013

Sayara Beg (Invited speaker)  
14 Jun 2013

### Preparing your data for Advanced Analytics

Sayara Beg (Invited speaker)  
14 Sept 2012

## Qualifications

Bar, BVC, The Bar Standards Board  
Award Date: 30 Nov 2000

Law, Diploma, City, University of London  
Award Date: 31 Oct 1996

Information Systems Design, Master of Science, The University of Westminster  
Award Date: 31 Oct 1996

Decision Sciences, Bachelor of Science, University of Hertfordshire  
Award Date: 31 Jul 1992

## Subject Matter Expertise and Leadership

### Certified Data Ethics Facilitator

Beg, Sayara (Recipient), Oct 2021

**Certified Data Privacy Solutions Engineer**  
Beg, Sayara (Recipient), 29 Jun 2020

**Chartered Project Professional**  
Beg, Sayara (Recipient), 24 Feb 2024

**Chartered Scientist**  
Beg, Sayara (Recipient), 24 May 2018

**Fellow of Institute of Consulting**  
Beg, Sayara (Recipient), 22 Mar 2024

**Fellow of the OR Society**  
Beg, Sayara (Recipient), 28 Apr 2014

## **Employer and Academic Engagement**

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