

## **London Centre for Business and Entrepreneurship Research**

Research Seminar Programme Autumn 2017, Thursdays, 12-1pm,  
room LR391

'research today!' is a research seminar series that shows the width of research in the Business School, and is a forum to foster the collaboration and exchange among interested colleagues. We meet weekly during teaching term times.

**Interested guests are always welcome, from within or outside of the university! No registration is needed, please just join us.**

**Contact and further information: Prof Karin Moser, Director of Research and Enterprise, email: [moserk@lsbu.ac.uk](mailto:moserk@lsbu.ac.uk)**

### **5th October 2017 (moderator: Karin Moser)**

#### **Research, Enterprise and Innovation Institute (REI): REI research support and services for the Business School.**

Everyone interested in research in the Business School should attend and meet the REI colleagues, learn about new opportunities, recent changes and how to collaborate with REI to get the best support for our research and enterprise activities, for doctoral students, and for research training in the school.

### **12th October 2017 (moderator: Dag Bennett)**

#### **Emily Ngan Luong: Reconciling 30 years of diverse approaches to entrepreneurial marketing research: Empirical evidence from the independent hospitality industry in Vietnam**

##### **Abstract**

The aim of this paper is to reconcile four diverse perspectives to entrepreneurial marketing (EM) research. EM can be viewed as the commonalities between marketing and entrepreneurship, entrepreneurship in marketing, marketing in entrepreneurship, or the unique concepts emerged from both disciplines. These perspectives recognise either the role of business structures or the firms' action in the formation of EM. Informed by the concepts of scripts in structuration theory, we argue that EM reflects the reciprocal relationship between business structure and firm's action. We introduce the concept of EM scripts to represent the extent to which business structures both enable and constrain firms' action. Empirical findings from independent hotels in the Vietnamese hospitality industry illustrate that EM should be viewed as an abstract concept which can apply into all four perspectives. We conclude by drawing implications for EM research and practice.

**19th October 2017, (moderator: Gurjeet Dhesi)**

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**GUEST TALK: Valerio Ficcadenti (Visiting scholar, Macerata University, Italy): Exploring the semantic structure of the US presidential speeches: a rank-size approach**

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**Abstract**

The work is devoted to the exploration of the rhetoric dynamics of a large collection of US Presidents' speeches. In particular, speeches are viewed as complex systems and are analyzed through a rank-size law, by having the words of each speech ranked in terms of their frequencies. To this aim, a best fit procedure with the Zipf-Mandelbrot laws is performed over the 951 talks individually. Due to these estimations, it is possible to reach interesting conclusions on how 45 United States Presidents, from April 30, 1789 till February 28, 2017, delivered political messages. Our analysis shows some remarkable regularities, not only within a given speech, but also between different speeches. We discuss the political and linguistics aspects. The building of the dataset itself represents a relevant step of the study. Using a web scraping routine on the Miller Center website, 978 speeches have been downloaded. After a pre-processing phase the data set was reduced to 951; for each one, the words' frequencies were stored in both relative and absolute terms.

**26th October 2017 (moderator: Rea Prouska)**

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**Alex Murdock: Public provision by the private sector: A four country comparison of emergency ambulance services using the experience of Falck A/S**

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**Abstract**

Private engagement in public services is well established and the practice of contracting out which started with 'blue collar' services has now extended to a broad range of public provision. The 2008 financial crisis which was associated with reduced public service budgets in many countries also highlighted the search for both cost savings and service efficiencies. However emergency services such as police, fire and rescue have generally remained as public provision and are seen as natural monopolies. I draw on research undertaken globally which examined the provision of emergency medical (especially ambulance) response by the private sector in the USA, India, Colombia and in Denmark. The research focused upon the experience of Falck, the largest global company providing this service. The research demonstrates that there are a variety of models of engagement of the private sector in such emergency response. The case studies also illustrate both the tensions for a private company in this sensitive area of public provision and also the potential for synergy in the involvement of a private provider.

**2nd November 2017 (moderator: Charles Graham)**

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**Yan Sun: Does Generation Theory Transfer across Cultural Contexts? A Study of Generation Y**

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**Abstract**

This project is an empirical study to investigate consumer behaviour of Generation Y (aged from 18-33) in a global context. In particular, this study will focus on perceived risks and online purchases through a comparative analysis between developed (UK) and emerging markets (China). Gen Y consumers' online purchase behaviour will be investigated and critical factors relating to online risks will be tackled. The research gap we are targeting is the transferability of Generational Theory across cultural contexts (developed market and emerging market) with a particular interest in perceived risks and online purchases of Gen Y. With cases collected from focus groups in both UK and China, we are exploring five emergent themes: differing perceptions exist of what constitutes risk; sensitivities to sharing personal data are a key issue in online community behaviour; certain internet sites are preferred over others; certain delivery methods are preferred over others; and, importantly, generational differences are emerging in relation to purchase behaviour and perceptions of risk.

**9th November 2017 (moderator: Washad Emambocus)**

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**Weiou Wu: Quantile Dependence between the Stock, Bond and Foreign Exchange Markets - Evidence from the UK**

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**Abstract**

In the wake of Brexit, this paper aims to provide a measure for the quantile dependence amongst different financial assets – bond, stock, and currency – within the UK market and their cross-border linkages with the European equity market. We implement a nonparametric estimation method for both the tail and quantile dependence parameters on weekly data over the period 1989-2016 using copula. Our results suggest that the contagion effect between stock and currency markets is limited, even under extreme fluctuations. We also find weak comovement between currency and bond markets, however, evidence of asymmetry is found in the dependence structure, possibly due to the ‘risk-reward’ scenario of international investors. Finally, our results indicate a weak dependence between stock returns and bond yields, possibly due to the low-yielding gilt and the thirst for income which push investors to diversify more thoroughly into other financial markets.

**16th November 2017 (moderator: Karin Moser)**

**Andrew Whittaker (LSBU School of Health and Social Care): From the Medicis to the Mali Boys: Changing business models in the London drug economy**

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**Abstract**

Street gangs in London are changing. Traditional ‘turf wars’ are being replaced by professional business models, as gangs move from postcodes to profits. Like the Medicis, the new street gangs eschew the ‘bling’ of expensive cars and clothes that attract unwanted attention and focus upon building alliances based upon shared interests. Like academic research teams, considerable energy is devoted to establishing territory, reputation management, forging alliances and ensuring group loyalty. Whilst trust is important in most business environments, it is particularly valued in the clandestine world of drug dealing. Through investment in the four key resources of violence, territory, secrecy and intelligence, the new street gangs are moving from ‘start ups’ based upon personal friendships to become powerful enterprises with growing market dominance. I explore how, with a growing saturation in the drugs market within London, the new gangs are launching aggressive market penetration strategies across the UK. Within London, new street gangs aim for market penetration by adopting ‘high volume, low value’ business models that force out traditional street gangs. Whilst crack cocaine, heroin and cannabis are dominated by street gangs, there are separate networks for powder cocaine and other ‘party drugs’. However, the growth of Dark Net and crypto markets provides opportunities for the development of a technology-enabled underworld that could revolutionize organised crime.

**23rd November 2017 (moderator: Sheena Murdoch)**

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**Mike Rigby: Institutional resources as a source of collective power in Southern Europe**

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**Abstract**

Institutional resources are one of the sources of power available to trade unions, but recent literature has tended to pay less attention to these than to associational and organizational resources. We examine institutional resources in three Southern European countries, Greece, Portugal and Spain, which share many common characteristics. However, the character of institutional resources in Spanish industrial relations is distinctive. We examine the plasticity of industrial relations institutions in Spain in terms of labour market outcomes but argue that institutional security is an essential platform for unions seeking to develop other sources of power

**30th November 2017 (moderator: Weiou Wu)**

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**Maria Postoyeva: Employability in the knowledge-based economy**

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**Abstract**

In the knowledge-based economy, information, technology and learning play a vital part in economic performance fast changes became inevitably part of everyday life. As a result of this, new skills and abilities are required to stay competitive in the modern economy. Employability increases the ability to secure a job now and in the future and hence it became a focus of attention for workers, employers, education providers and governments alike. This study discusses the determinants and consequences of recent trends. It also looks into the future and tries to understand what the working future will look like and what employability skills will be required in about ten years' time.

**7th December 2017, (moderator: Cherry Cheung)**

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**GUEST TALK: Li Haiping (Associate Professor and Dean of the Accounting Department at School of Business and Management at BIPT, Beijing & Visiting Professor at LSBU): A Study on the Relationship between Corporate Social Responsibility Information Disclosure and Financial Performance of China 's Listed Companies**

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**Abstract**

In recent years, food safety, labor conflicts, environmental pollution and other issues have entered the lives of the public and caused public attention. The lack of corporate social responsibility not only affects the sustainable development of the enterprise itself, but also has a negative impact on the overall development of China's economy and even the construction of a harmonious society. This paper reviews the research, development, connotation and the theoretical divergence of corporate social responsibility, and then reviews the measurement method and the present disclosure status of corporate social responsibility information disclosure. Based on the analysis of the relevant theories we selected panel data of 718 listed companies from 2010 to 2015, and analyzed the correlation between CSR and FP by multi-angle and multi-faceted research.

**14th December 2017 (moderator: Karin Moser)**

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**Research Christmas lunch and round table discussion with all Business School research group leads**

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**London Centre for Business and Entrepreneurship Research,  
#researchtoday @LSBU\_BUS**

**Seminar Programme Autumn 2017, Thursday, 12-1pm, room LR391**

The new season of “research today!” seminars opens on Thursday, 5th October 2017!

Season Three of our “research today!” seminars opens on 5th October 2017. If you haven’t been to one before, these are short presentations of emerging or new research in the Business School, followed by an informal discussion. They last an hour, they are happening every week from now until the end of term, and this season again has great talks with some exciting guests.

**Who can attend?**

Anyone interested can attend, no registration is needed. Just join us!

**Who can present?**

Researchers and doctoral students from the Business School and associated guests, visitors and collaborators. This is a research forum to exchange ideas, get to know each other’s research and foster collaboration in a collegial and friendly environment. The Season Three programme is full, but you can still book a spot for Season Four in the spring if you contact Karin Moser quickly (email: moserk@lsbu.ac.uk).

**What’s in it for me if I come along?**

How long do you have? Find out about Generation Y and what they buy, entrepreneurship in Vietnam, what makes up the rhetoric of US presidents’ speeches, the business models of East London gangs, or the relationship between information disclosure and financial performance in China to name only a few. See new ways of presenting persuasively. Meet new colleagues. Discover things you have in common. Test new ideas and bring your best arguments. It could even lead to new research collaborations.

**Great! Just remind me where and when?**

**LR391, every Thursday from 12-1pm.** You don’t have to book, just roll up. We continue informally until 2pm for those who want to and have the time. Bring your lunch or coffee, and a sharp mind.

**Check the programme on what’s on:** [www.lsbu.ac.uk/whats-on](http://www.lsbu.ac.uk/whats-on)

**Business School Research pages:** [www.lsbu.ac.uk/schools/business/research](http://www.lsbu.ac.uk/schools/business/research)

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