

'ResearchToday!' in the Business School

**London Centre for Business and Entrepreneurship Research
Research Seminar Programme Autumn 2018, Thursdays, 12-1pm, room LR391**

'ResearchToday!' 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 if you are internal, please just join us. If you are external to the University, please just send us an email to let us know you will be joining us, and we will inform our reception desk to expect you. Contact and further information: Serina Fuller, Research Manager for the School of Business, email: busresearch@lsbu.ac.uk

4th October 2018 (12pm-2pm)

Professor Karin Moser - Publication workshop: How to line up a journal paper: A cookbook instruction (the workshop will run from 12pm to 2pm)

Interested in publishing more and perishing less? Then this workshop might be useful for you. It gives tips and tricks on how to get your storyline right, how to start a paper and take the first steps and how to communicate with the editor and handle paper submissions. A simple recipe for paper writing, complete with exercises, and just like in a cookbook: line up the ingredients, follow the instructions and write your paper.

11th October 2018 (moderator: Dr Gurjeet Dhesi)

Dr Sara Hasani - Simulation as a Validation Tool: A Scenario Based Analysis of Disaster Haiyan

The extraordinary conditions of a disaster require the mobilisation of all available resources, inducing the rush of humanitarian partners into the affected area. This phenomenon called the proliferation of actors, causes serious problems during the disaster response phase including the oversupply, duplicated efforts, and lack of planning. In an attempt to reduce the partner proliferation problem a framework called PREDIS (PREdictive model for DISaster response partner selection) is put forward to configure the humanitarian network within early hours after disaster strike when the information is scarce. To verify this model a simulation game is designed using two sets of real decision makers (experts and non-experts) in the disaster Haiyan scenario. The result shows that using the PREDIS framework 100% of the experts could make the same decisions as before under six hours comparing to 72 hours. Also between 71% and 86% of the times experts and non-experts decide similarly using the PREDIS framework.

18th October 2018 (Piers Myers)

Dr Carrie Rutherford – Controllability of Linear Systems

Mathematical control theory has applications in business, especially finance. Controllability is a measure of how much of our system we can control, but is difficult to determine. Centrilinearity is related to controllability of linear systems, and is easier to determine.

In this talk, I intend to define centrilinearity and discuss its links with business. It will not be overly mathematical, but will be conducted in the Maths Study Group tradition. This sees the talk as a learning opportunity for the speaker, and follows a workshop rather than a seminar format.

25th October & 1st November 2018

No sessions

8th November 2018 (moderator: Professor Mike Rigby)

Dr Rohit Talwar - Curiosity in the experiential consumption of the unknown

The study of consumer experiences in marketing relies on people identifying or understanding the object they are consuming. People consume experiences in known settings of retail, cafes, or planned experiential excursions such as skydiving or white-water rafting. Consumers are aware of these settings and engage with known branded or service encounters. However, the contemporary use of fleeting and unforeseen interactive installations in public spaces urges to broaden the study of experiences and interrogate the consumer's agency and willingness to interact with unknown objects. Along with introspective data, this paper draws from three years of periodic ethnographic research in the UK and argues for the recognition of curiosity in experiential consumption. In highlighting this previously unexplored aspect of consumption, this paper develops crucial theoretical insight into research in both experiential consumption and consumer culture by presenting the role played by curiosity at places beyond the initial encounter with an unknown object.

15th November 2018 (moderator: Dr Rohit Talwar)

Mark Winter - Changing the Rules: A two round election study

Of interest in this paper is the two-round system and how it effects the divided majority. A group who make up a majority consensus about a given policy but not party. The standard single round presidential system is bad for this divided majority. This co-ordination problem is solved by the 2 round election. Consider Macron's 66% victory over Le Pen. The majority accepted le Pen to be the wrong choice for France yet with a plurality election this is not sufficient to stop her winning. The two round stops the minority candidate with certainty.

So why all the worry? The fear of Marine Le Pen – will the next political earthquake happen in France' (The Guardian). Why does the theory not match the headlines. We suggest a reason is uncertainty. Specifically being unsure about who is going to vote in the 2nd round. A safe Majority in round 1 might not hold.

At what cost: So far the French system has stop the extreme minority and done so more successfully than the US, the UK and other Plurality systems. This comes at a cost, once you have a second round you seem to use it and elections are expensive.

22nd November 2018 (moderator: Professor Karin Moser)

Dr Kathryn Kissell - A Relational Perspective to Burnout in the Work Place

Rates of stress and burnout continue to rise and while the aetiology of work-related psychological health is complex and multifaceted there is increasing evidence that the quality of interpersonal relationships plays a fundamental role.

Unrealistic expectations and interpersonal conflict can act as significant draining demands while support from management or colleagues can resource and protect from stress.

Bowen family systems theory unpacks the relational systems within the workplace and understands stress as resulting from an interaction between one's position in anxious emotional systems and one's level of differentiation. Differentiation encapsulates one's emotional functioning and interpersonal behaviour when under pressure and Bowen coaching focuses on enhancing these capacities to strengthen resilience.

This talk considers the impact of Bowen coaching through the findings of a quantitative research project conducted with Church of England clergy. Coaching increased participants' levels of differentiation, reduced their experience of work-related demands as stressful and enhanced their capacity to utilise relationships as sources of support. The results indicate the value of Bowen coaching to enhance well-being within the workplace and highlight the importance of considering the relational dimension of burnout.

29th November 2018 (moderator: Mark Winter)

Grace O'Rourke - The Upcycling Movement: Pursuing Hedonistic Sustainability

The planet cannot sustain current levels of resource depletion and waste production. Unsustainable consumption patterns have been identified as contributing to environmental degradation. Consumers do not consume ethically, partially because ethical products offer unattractive, anti-capitalist associations. If sustainable consumption is instead considered amongst the social and cultural functions by which consumers currently consume, there may be a more potent mechanism to encourage widespread sustainable consumption behaviours. Hedonistic pleasure specifically, is often sought through consumption objects, and it is accepted that consumers do not just have a right, but also a duty to seek pleasure. This interpretive study used ethnographic methods to investigate the upcycling movement – a movement which sees individuals actively use disregarded materials to create objects of higher quality or value. Upcycling is found to exist as a form of 'hedonistic sustainability', through which upcyclists enjoy upcycling quirky projects. Identified hedonistic elements of upcycling practices include for example, emotional states brought about by the upcycling process, and fantasies about projects themselves. From a sustainable consumption perspective, this study shows that hedonistic pleasure gained through consumption, can aid with the repositioning of sustainability as symbolically attractive to consumers.

6th December 2018 (moderator: Barbara Czarnecka)

Heba Younis - How SMEs Perceive and Define Environmental Munificence in the Context of Internationalization?

Examining business environments is integral to advance discussion on SMEs' internationalisation (Child et al. 2017). This study posits to explain how SMEs perceive and define munificence within the context of their internationalization. Environmental munificence has been typically examined in terms of market related parameters, i.e. such as organisation's ability to access resources. Recognizing the influence of the formal and informal dimensions of SME's domestic institutional context we shed light on the soft intangible dimensions of munificence and how they affect internationalization. We argue that environmental munificence has also a soft and intangible dimension that can be co-created by the stakeholders of the internationalization decision and which is conditional on the structural and relational dimensions of SME decision-makers' domestic social capital in the home market. The present study establishes that interactions and dynamics between the formal and informal dimension of the home market institutional context as well as founder's domestic social capital in creating conditional munificence in the context of SME's internationalization.



London South Bank
University

13th December 2018 (12-2pm, moderator: Professor Karin Moser)

Adrian Tindall, Tenant Manager & Linsey Cole, Associate Director (Enterprise and Entrepreneurship (Research, Enterprise and Innovation at LSBU), and Stephen Miller, Head of Impact Evaluation at Power to Change - Industry collaboration, and how the Clarence Centre can help

Topics will focus on sharing information about our 3 on campus incubators (Clarence Centre, Blackwell's and Technopark), the resident tenants and the impact they are creating locally, nationally and globally. Learn more about how they're collaborating with LSBU already – through joint research, enterprise activities and supporting curriculum development – and how the tenancy team can support you to engage with them going forward. Hear about the work that Power to Change are doing with community businesses and will be able to explore potential collaborations, evaluations or projects.

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London Centre for Business and Entrepreneurship Research, #researchtoday @LSBU_BUS Seminar Programme Autumn 2018, Thursday, 12-1pm, room LR391

The new season of 'ResearchToday!' seminars opens on Thursday, 4th October 2018!

Season six of our 'ResearchToday!' seminars opens on 4th October 2018. 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, and they are happening every week from now until the end of term. Again, this season has great talks that cover a variety of interesting topics!

Who can attend? Anyone interested can attend! No registration is needed if you are internal, please just join us. If you are external to the University, please just send us an email to let us know you will be joining us, and we will inform our reception desk to expect you. Contact and further information: Serina Fuller, Research Manager for the School of Business, email: busresearch@lsbu.ac.uk

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 six programme is full, but you can still book a spot for season seven in spring, if you contact the Business School Research Manager, Serina Fuller at busresearch@lsbu.ac.uk

What's in it for me if I come along? How long do you have? Find out about burnout in the workplace, writing journal articles, the upcycling movement, environmental munificence in the context of internationalization, and more. 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. We continue informally until 2pm for those who want to and have the time, or sometimes workshops will run for the full 2 hours. Bring your lunch or coffee, and a sharp mind.

Check the programme on what's on: <http://www.lsbu.ac.uk/whats-on>
Business School Research pages: <http://www.lsbu.ac.uk/schools/business/research>
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