

***ResearchToday!* at LSBU Business School**

London Centre for Business and Entrepreneurship Research LCBER (pronounce: L-Cyber) Research Seminar & Events Programme Autumn 2022, Thursdays, 12- 2 pm, hybrid

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'*ResearchToday!*' is a research seminar series and events programme that shows the breadth of research at LSBU Business School and is organised and hosted by the London Centre for Business and Entrepreneurship Research LCBER (pronounced: L-Cyber). It is a forum to foster collaboration and exchange among interested colleagues, visitors, collaborators, and Ph.D. students. We meet weekly during teaching term times, now in a hybrid format, virtually on MTeams and simultaneously onsite in the Interact Seminar room, 3rd floor, LSBU Business School. For full details of the format, check the last page of this programme.

Interested guests are always welcome to the seminar talks from within or outside the university! No registration is needed if you are from LSBU; please request to be added to the MTeams ResearchToday group to join virtually by sending an email or roll up for face-to-face attendance. Workshops and retreat days are reserved for LSBU Business School academics and doctoral students. If you are external to the university, please email us to let us know you will be joining us, and we will inform our reception desk to expect you or send you the link for the virtual seminars. Contact email: busresearch@lsbu.ac.uk

6th October 2022 (Chair: Dr Valerio Ficcadenti), 12 pm – 2 pm

Ms. Cassie Bowman, Open Access Officer, Library & Learning Resources, London South Bank University.

STAFF WORKSHOP - Open Access at LSBU: Sharing Your Research

Abstract: Come to a session on what Open Access is and why it's essential for you and LSBU. Join us for a guided tour of LSBU Open Research and find out how to upload your work in Research & Enterprise Manager (Haplo) to make your research available. You will also learn what to do to ensure compliance with Open Access policies (including the REF), how to add your ORCID, and how to make your work Open Access for free. Bring your questions, specific or general – this will be useful as an introduction or as an update.

13th October 2022 (Chair: Prof Karin Moser), 12pm

Dr Meda Burghilea, Lecturer in Marketing, LSBU Business School

Rethinking Store Atmosphere Variables in the New Post Pandemic Scene in the Context of Fashion Stores

Abstract: The ongoing digitalization of fashion retail stores began years ago, and the Covid-19 pandemic has accelerated the necessity and opportunity to reflect upon what to expect from physical fashion stores. A systematic overview of the literature and the field research will be given through this presentation for a better understanding of how Covid-19 impacted fashion retail stores. Traditional store atmospheric variables need to be reconsidered and redefined to attract consumers to the physical fashion stores. Digital screens and digital signage, sensory technologies, new layouts and points, omnichannel, sustainability and the whole retail experience are transforming the way consumers make decisions about purchasing fashion products. All these new atmospheric variables add value to physical retail stores and have a more significant impact on shopping behaviour. Fashion brands need to rethink their point of sales strategies as a brick to mortar stores are no longer just a place of doing business; they become a place where consumers and brands connect, and the focus is on offering an unforgettable shopping experience.

20th October 2022 – No ResearchToday! Seminar due to LSBU BUSINESS SCHOOL graduation.

27th October 2022 – (Chair: Dr Valerio Ficcadenti), 12pm

**Dr Ioannis Korkos, Lecturer in Economics and Finance, LSBU Business School &
Dr Christina Anderl, Senior Lecturer in Economics, LSBU Business School**

Time-Varying Granger Causality Tests of Covered and Uncovered Interest Rate Parity

Abstract: This paper investigates the UIP relation by considering time variation in the causal relationship between spot exchange and interest rates. The analysis is conducted using monthly data until August 2022 for G10 currencies by applying three types of time-varying Granger causality tests, specifically a forward recursive, a rolling window and a recursive rolling window test. Both short-term and long-term interest rates are taken into account. Our findings suggest that major economic events, including Brexit, the Covid-19 pandemic and the Russian Invasion of Ukraine, have disrupted the causal relationships between spot exchange rates and short- and long-term interest rates.

3rd November 2022 – (Chair: Dr Yehia Nawar), 12pm

Dr Vy Ngoc Khanh Tran, Lecturer in Accounting, LSBU Business School

Do SEC reviews effectively address earnings quality? Evidence from IPO registration statements

Abstract: Our paper examines the effectiveness of SEC reviews of IPO registration statements (i.e., S-1 filings) for firms going public in U.S. capital markets using a Naïve Bayesian machine learning algorithm. This investigation is important because market participants rely on the information conveyed by S-1 filings and SEC comment letters when making formative investment decisions. High information asymmetry around an IPO motivates a going-public firm to disclose misleading information opportunistically. Therefore, assessing the effectiveness of SEC reviews in monitoring the quality of IPO disclosures is of utmost importance. The findings show that IPO firms with greater accruals-based earnings management (AEM) are likely to experience more extensive SEC reviews, suggesting they are effective at addressing poor earnings quality. Weak evidence on the effectiveness of the SEC review in addressing discretionary-expense-based real earnings management (REM) is also identified. We also identify that IPO firms engage more in both AEM and REM after the JOBS Act enactment. The effectiveness of SEC reviews in uncovering the aforementioned forms of earnings management is more clearly evident under the JOBS Act. On the contrary, we find no evidence supporting that SEC reviewers are effective in detecting sales-based REM, either before or after the enactment of the JOBS Act, though this situation is somewhat improved under the Act.

17th November 2022 (Chair: Prof Karin Moser), 12pm

GUEST TALK: Dr Timothy Ballard, Lecturer in Business & Organisational Psychology, University of Queensland, Australia

Dynamic self-regulation across timescales: From milliseconds to decades

Abstract: Dynamic self-regulation is the process by which people manage competing demands on their time while striving to achieve desired and avoid undesired outcomes. In this talk, I present three streams of ongoing research that examine how the dynamics of different self-regulatory processes play out at different timescales. In Part 1 (milliseconds to minutes), I overview our recent efforts to integrate theories of motivation and decision making, which has culminated in a computational model that attempts to explain the dynamics of how people make goal prioritisation decisions in uncertain environments. In Part 2 (hours to weeks), I describe a project that seeks to understand and predict the dynamics of fatigue by extending so-called biomathematical models from the ergonomics literature

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to incorporate psychological factors such as workload. In Part 3 (years to decades), I use 20 years of data from a national longitudinal panel survey to explore the dynamic relationship between hours worked and well-being. I discuss the implications of this analysis for the recent global conversation around the four-day working week.

Short bio: Tim is a Lecturer of Business and Organisational Psychology at The University of Queensland. His research focuses on understanding the dynamics of decision-making, motivation, fatigue, and stress and how these processes affect our performance and mental health. He uses this knowledge to help design work environments that promote happier, healthier, and more effective work. Practical applications of this work so far have included enhancing the capacity and safety of unmanned aerial systems operations, facilitating tactical decision-making in military contexts, providing tools to combat fatigue in submarine operations, and improving climate change communication practices.

24th November 2022 (Chair: Prof Karin Moser), 12pm

Prof Petko Kusev, Professor of Decision Science, LSBU Business School

How Context and Accessibility enhance consistency in people's moral behaviour

Abstract: Over a century of research has focused on the consistency and inconsistency of moral decision preferences. For example, how and why humans shift between utilitarian (maximising the consequences of behaviour) and non-utilitarian moral behaviours. Moreover, many authors contend that non-utilitarian moral choices represent erroneous and irrational behaviour. However, I propose that shifting between moral rules/principles is instead an adaptive strategy; decision-makers' psychological construct of morality is adapting and constantly under construction (on the fly). Furthermore, in contrast to any previous theoretical and methodological accounts, we found that in moral scenarios/tasks with full Perspective-Taking (PT) Accessibility people's moral judgements and moral behaviour are consistently prosocial/utilitarian. I will argue that PT Accessibility (a new type of veil of ignorance with even odds that do not trigger self-interest, risk related preferences or decision biases) is necessary in order to measure humans' prosocial utilitarian behaviour and promote its societal benefits.

1st December 2022 (Chair: Prof Rea Prouska) 12pm – 2pm**STAFF WORKSHOP - Building research impact through networking**

Abstract: This workshop follows on from the last two impact workshops we hosted last year. It will discuss the role of networking in building research impact with a panel of experienced academics. Details about the speakers will be announced shortly and added to the Outlook invite in all staff calendars. The workshop will offer practical advice aimed at helping colleagues consider networks and networking avenues to develop impact from their own research.

Format of the LCBER ResearchToday Seminars & Events Programme

If you haven't attended one of our seminars, these are short presentations of current research at LSBU Business School, followed by an informal discussion. The formal part lasts an hour and happens weekly during teaching term times. For those who can and want, we continue with informal talks and networking for the entire two hours, and workshops usually last two hours. We now run all seminars and events in a hybrid format, virtually on MStTeams and simultaneously onsite in the Interact Seminar room, 3rd floor, LSBU Business School.

Who can attend? Anyone interested can attend! Interested guests are always welcome to the seminar talks from within or outside the university! No registration is needed if you are from LSBU; please request to be added to the MSteam ResearchToday group to join virtually by sending an email or just roll up for face-to-face attendance. If you

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are external to the university, please email us to let us know you will be joining us, and we will inform our reception desk to expect you or send you the link for virtual attendance. Workshops and retreat days are reserved for LSBU Business School academics and doctoral students. Contact and further information: busresearch@lsbu.ac.uk

Who can present? Researchers and doctoral students from LSBU 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 collaborations in a collegial and friendly environment. To book a spot for one of the following terms, please email busresearch@lsbu.ac.uk.

What's in it for me if I come along? How long do you have? Pop in virtually or in-person to 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 further research collaborations.

Great! Just remind me where and when? Now running as hybrid events, virtually on MSTeams and simultaneously onsite in the Interact seminar room, 3rd floor, LSBU Business School, every Thursday from 12-1 pm. We continue informally until 2 pm for those who want to and have the time, or sometimes workshops will run for the entire two hours. Bring your lunch or coffee and a sharp mind.

Any questions? Just send an email to busresearch@lsbu.ac.uk

Check the current programme on What's On: <http://www.lsbu.ac.uk/whats-on>

Find out more about our research, LCBER members, collaborations, publications and events:

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