

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

London Centre for Business and Entrepreneurship Research LCBER (pronounce: L-Cyber) Research Seminar Programme Autumn 2021, Thursdays, 12-1 pm, MSTeams

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'*ResearchToday!*' is a research seminar series 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 (pronounce: L-Cyber). It is a forum to foster the collaboration and exchange among interested colleagues, visitors, collaborators and PhD students. We meet weekly during teaching term times (virtually on MSTeams during Covid19). For more details, see the last page of this programme and check our [webpages](#) online.

Interested guests are always welcome, from within or outside of the university! No registration is needed if you are internal; please just request to be added to the MSteam ReseachToday! group for the virtual seminars by sending an email or just join us for the face to face sessions. If you are external to the university, please send us an email to let us know you will be joining us, and we will inform our reception desk to expect you/send you the link for the virtual seminars. Contact email: busresearch@lsbu.ac.uk

14th October 2021 (Chair: Dr Charles Graham)

Kamran Khan, PhD Student, LSBU Business School

Title "Footsteps in the Fog: meaningful patterns in footfall and conversion data"

Abstract: Over the next twelve months or so, Kamran Khan is working with a major international retailer to collect large volumes of comparative footfall and conversion data across a range of brands and location types in the UAE. His work is part of his doctoral study to replicate and strengthen new empirical generalisations in consumer behaviour with managerial relevance for bricks and mortar shopkeepers. In this seminar Kamran will discuss the study design and method, some available alternatives, and the early pitfalls that emerged, alongside some encouraging indicative findings that have already had an impact on store performance.

21st & 22nd October 2021, LCBER Online Conference, 9:55am to 4pm (Organiser: Dr Craig Duckworth)

Online Conference at London Centre for Business and Entrepreneurship Research, LSBU Business School

Title 'Teaching Ethics to Economists: Challenges & Benefits'

Abstract: During the last 30 years, the conversation between economic theory and ethics has been restarted, after a period of interruption, generated by the positivist era in economics. We cannot ignore, in this revival, the role of the financial crisis, gender and racial inequality and now the divisions revealed by the unequal impacts of the pandemic. An important contribution has been the call for a professional economic ethics led by DeMartino (2011) and DeMartino and McCloskey (2016). More recently, Dolfma and Negru (2019) challenge the idea that ethics has no place in economics. Building on their ideas we ask: Is ethics important for the study of the economy and, if so, how should it be taught? This two day conference will be of interest to lecturers and students in economics and business - and anyone with an interest in the future of the economics curriculum.

SIGN UP for FREE: <https://www.eventbrite.co.uk/e/teaching-ethics-to-economists-challenges-benefits-tickets-170298187463>

4th November 2021 (Chair: Prof Karin S. Moser, PhD)

Dr Saranzaya Manalsuren, Senior Lecturer, LSBU Business School

Title “Employee voice from the perspective of female managers in Mongolia”

Abstract: This collaborative research project (with LSBU Business School colleagues) aims to explore employee voice mechanisms in Mongolia, focusing on how gender impacts on the experience women have with voice opportunities and outcomes. The academic studies on employee voice in transitional peripheries have been scarce, and in the case for Mongolia non-existent. A country which is classified as a success story in building democracy amongst other post-socialist economies, and a workforce in the service sector represented by approximately 70% women, Mongolia might appear a great place for gender equality. However, this statistic changes dramatically at executive level, where only 25.7% are women, despite all gendered structures within broader society and in the legal framework. Therefore, this research investigates the level of engagement of women in voice mechanisms by capturing the experiences of Mongolian mid-to-upper-level female managers in order to examine the voice opportunities and outcomes in macro, meso and micro levels.

11th November 2021 (Chair: Dr Barbara Czarnecka)

Prof Alex Murdock, Professor Emeritus, LSBU Business School

Title “Explaining the Era of New Public Populism”

Abstract: Disenchantment, social division and anti-elitism have given rise to simplistic answers and contradictory positions. Since populism is neither inherently logical nor rational, it is difficult to address in a coherent fashion. Public services are asked to tackle the array of social concerns which underpin the growth of populism. New Public Populism is a departure in logic from NPM and NPL. It represents a contradiction for the delivery of public services when the very citizens who need to be satisfied politically are in many cases also the most vulnerable and need to be cared for. We consider this using the concept of ‘public services’ through ‘broad and narrow’ definitions of what constitutes such services. We examine how different theoretical concepts have shaped the views of public services ranging from traditional public administration through to exploring the emerging implications of populism.

18th November 2021, 12 to 2pm (Chair: Dr Rea Prouska)

**** Please note this workshop runs from 12-2pm ****

Fang Lu, Business Development Manager, LSBU

WORKSHOP - “The benefits of Knowledge Transfer Partnership (KTP) participation”

Abstract: This session will introduce, explain and cover the benefits of KTP participation, collaboration and grants. It will also provide information on the application process, identification of the potential partners, and the assessment criteria by presenting examples of case studies.

The workshop is open to all LSBU Business School staff and students interested in KTPs.

25th November 2021 (Chair: Dr Weiou Wu)

Dr Christina Anderl, Senior Lecturer, LSBU Business School

Title “Central Bank Credibility and the Exchange Rate”

Abstract: Central bank credibility is considered to be of utmost importance for the success of the inflation targeting regime. The increasing popularity of inflation targeting as a monetary policy framework requires an evaluation of its wider implications on the economy compared to alternative monetary regimes. Using three different measures of central bank credibility I study their influence on the exchange rate parities for five inflation targeting countries, and comparatively for three non-targeting countries. It is found that the exchange rate is quicker to adjust to international goods and asset market equilibria when central bank credibility is high and when the central bank is expected to implement policies which adhere closer to the inflation target. This effect is more pronounced in inflation targeting countries than in non-targeting countries, therefore lending support to the importance of central bank credibility for the wider success of the inflation targeting regime.

2nd December 2021 (Chair: Angela Ellermeier)

Dr Jack Moore, Post Doctoral Researcher, LSBU Business School

Title “Developing a framework for creating inclusive and sustainable non-digital educational games”

Abstract: In this talk we will discuss the progress of an Erasmus+ plus funded project to increase the use and effectiveness of educational games in higher education. Game based learning is becoming more common in higher education. Simultaneously, there have been many attempts to make universities of inclusive of minorities such as BAME, LGBTQ+, neural and motor diverse students. These barriers are often not considered when educational games are designed. The TEGA project is building a framework to facilitate University Lecturers to design their own games. To achieve this goal, focus groups asking what makes a game enjoyable, inclusive and sustainable have recently been run with educators, students, and game designers. The preliminary results of these focus groups, and a literature review on building inclusive educational games will be presented.

The ResearchToday Seminars: What is it all about?

The following season of 'ResearchToday!' seminars will start in February 2022!

If you haven't been to one of our seminars before, these are short presentations of current research at LSBU Business School, followed by an informal discussion. The formal part lasts an hour, with space for informal chats and networking after, and they are happening every week during term times. Again, this season has great talks that cover a variety of interesting topics!

Who can attend? Anyone interested can attend! As long we run the seminars virtually during the Covid19 pandemic, you need to email busresearch@lsbu.ac.uk to be added to the ResearchToday! MStems group. Once the seminars run again as face to face event, you can just roll up if you are from LSBU, no registration is needed. If you are external to the university, please send us an email to let us know you will be joining us, and we will inform our reception desk to expect you/send you the link for the virtual seminars during Covid19. Contact and further information: Research Manager for LSBU Business School, email: 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. The current programme is full, but you can still book a spot for the next season via email to busresearch@lsbu.ac.uk.

What's in it for me if I come along? How long do you have? Pop in (virtually) to see new ways of presenting persuasively. Get up to date on the latest research over a cup of coffee or a brown bag lunch. Attend workshops and conferences on current topics. 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? Currently running as virtual seminars on MStems, every Thursday from 12-1 pm for the formal part. We continue informally until 2 pm for those who want to network, or sometimes workshops will run for the full 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:

<https://www.lsbu.ac.uk/research/centres-groups/london-centre-business-entrepreneurship-research>

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