

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

London Centre for Business and Entrepreneurship Research LCBER (pronounce: L-Cyber) Research Seminar Programme Autumn 2020, 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).

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 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

8th October 2020 (Chair: Prof. Karin S. Moser)

Sara Altaf, PhD Student, LSBU Business School

Title "Investigating the mechanism behind self-disclosure"

Abstract: With an emergence of increased privacy concerns, internet users are becoming more reluctant to reveal their information. Consumer profiling is less available, and it is a challenging for the companies to motivate the customer for self-disclosure. Ethically nudging consumer by using virtual agents, to self-disclosure is challenging. Anthropomorphizing the virtual agents can be a way to give a sense of social presence and giving the target a closer experience to human. But on the other hand, there is a concept of "uncanny valley" where bots resemble so much to human that people feel creepy. The aim of the current research is to investigate the difference of reaction between virtual agents and human agent and its effect on self-disclosure. MAIN model posits that the interface cues shape the perception of users by triggering cognitive heuristics about the nature and substance of the interaction. Understanding the underlying factors effecting this relationship is an objective of the current study. We will explore these questions by between-subjects experiment in which participants will interact with a chat agent. The study is still at design stage.

15th October 2020 (Chair: Prof. emeritus Ken D'Silva)

Guest talk: Tony Czarnecki, Founder & Managing Partner at Sustensis

Title "Work and life style in the age of Superintelligence"

Abstract: I will cover the future of work and lifestyle in the approaching period of highly developed Artificial General Intelligence, called Superintelligence. It is important for all of us to learn about the impact of AI on work, career development and everyday life. How should you adapt to that new working environment where you may have to change not only your job, but also your profession several times in your lifetime? To put it into perspective, the current estimates for the changes in the work environment in the western Hemisphere predict that by 2030 the number of neurosurgeons, lawyers and accountants, to name just a few 'white collar' professions, will be about 10% of what it is today. Over 100 professions will be gone and only a dozen or two new ones will be created. We may have already been experiencing the first wave of Technological Unemployment, accelerated by the repercussions of Corona virus pandemic.

Short Biography: Tony Czarnecki is an economist, a member of the Chatham House and a futurist. In 1996 he founded Sustensis, a Management Consultancy focused on Business Sustainability. Apart from his management consultancy duties, he was also lecturing on this subject at postgraduate courses at the University of London and universities in Central Europe. Since 2000, he has been mentoring postgraduate students initially at UCL, within its Advance programme, and for the last several years, at the Regent University. He is also a conference speaker and author of many articles.

22nd October 2020 (Chair: Prof. Karin S. Moser)

Dr Barbara Czarnecka, Associate Professor, LSBU Business School

Title “Open Science in business and management research – why should we all support transparency in research and publishing”.

Abstract: Open Science is a movement in academic research that calls for openness and transparency in social science research (and beyond). In this session, I will introduce the Open Science movement and its principles, and propose why we all should follow Open Science in our research.

5th November 2020 (Chair: Dr Sarah Sabbaghan)

Dr Loua Khalil, Lecturer, LSBU Business School

Title “Putting Leadership in its Place: The Place and Practice Dimensions of Leading for Peace in Conflicted Societies”.

Abstract: Academic leadership studies have tended to focus mainly on relatively stable contexts. This paper explores the practice of peace leadership in highly contested and conflicted societies, where public institutions have broken down, and where leadership is often literally a matter of life, injury or death. On the other hand, academic studies of place -from anthropology (Evans-Pritchard), politics (Castells; Mouffe), regional studies (Harvey; Massey), psycho-analysis (Bion; Bowlby; Klein), and sociology (Bourdieu; Habermas; Foucault) have tended to take greater account of contest and conflict, but have given less attention to leadership in those places. This paper takes a multi-disciplinary approach and explores the significance of both structure and agency, and of place, culture and courage, in leading for peace in war-torn societies. It aims to examine the nature of the relationship between leadership and place by investigating the dynamics of the place as seen by the leaders and their practices to engaging with these dynamics. This paper is an actor-focused study based on empirical research into the role of civil society leadership in creating and sustaining peace, established on semi-structured interviews with 32 leaders in 2 countries which have experienced intense conflict: Northern Ireland, and Bosnia Herzegovina.

12th November 2020 (Chair: Dr David Capper)

Sharon Peters, PhD Student, LSBU Business School

Title “Understanding the Mediating Role of Cultural Values in influencing attitudes towards CSR in Toronto. A Focused Exploration on Environmental Sustainability Initiatives of Recycling and Product Packaging.”

Abstract: This study seeks to understand consumer attitudes towards CSR initiatives that are pro-environmental in a multicultural market. Research abounds in understanding values in inter-national markets and by making a comparison between two or more countries. Rarely has the focus been channeled towards looking into national multicultural settings which has left a huge gap. While not discounting the significance of international studies, the lack of balance and adaptability in ever-changing markets should be addressed. This study sets out to build theories that can be tested in any domestic multicultural market. Through in-depth interviews, it further seeks to provide a potential valuation on the influence of cultural values on behaviour within the environmental sustainability discourse. One of the major

concerns of marketers in a multicultural setting revolve around determining market segmentation of consumers (minority or otherwise) based on their attitudes and behaviours towards their host or home culture. Firms and marketers can employ the right marketing strategies to avoid missing out on opportunities for favourable market attitudes. As far as the researcher is aware, this is the first study of its kind in Canada or any multicultural city as previous studies have compared cultural attitudes between two or more countries/cultures.

19th November 2020 (Chair: Dr Carrie Rutherford)

Dr Sara Abdalless, Senior Lecturer, LSBU Business School

Title “Budgeting seen through a Strong Structuration Theory lens”

Abstract: There has been a considerable interest in the literature in understanding how budgeting is influenced by the institutional environment and how it is used as a result of these pressures. This study explores how budgeting evolves, influences and is being influenced, during times of strategic change using strong Structuration Theory to guide the process. The theory enables an in-depth understanding of the multiple facets of budgeting considering its institutional environment and demonstrates that budgeting is a social system that produces and reproduces through interaction between the agents and its structural properties. The role of agency in the change process becomes evident and is captured alongside the change to the primacy of budgeting’s structural properties (Domination, Legitimation and communication). This study also sheds light on the inter-organisational and intra-organisational legitimacy aspects of budgeting. The data used in this study is qualitative and based on interviews conducted in the context of a single embedded case study.

26th November 2020 (Chair: Dr Gurjeet Dhesi)

Ammarah Marjan, PhD Student, LSBU Business School and Brandmovers Institute of Digital and Creative Economy

Title “Which customers sign up to a new B2B loyalty programme?”

Abstract: Digital loyalty programmes are an increasingly common tool for business-to-business marketers hoping to increase repeat sales through deeper customer engagement. In consumer markets characterised by habitual brand switching, such programmes do little to influence behavioural loyalty, and disproportionately attract the firm’s *existing* heavy buyers. Industrial buying, however, relies on direct sales channels and features negotiation and reciprocity. Loyalty effects may therefore differ from earlier B2C findings, and although no clear picture yet exists, such knowledge is important as B2C digital loyalty programmes grow in popularity. In this study, we describe the evolving characteristics of programme membership over two years in a B2B scheme that was first trialled and then launched in the customer base of US toolmaker. We benchmark four loyalty-measures using an established model of buyer heterogeneity. Findings are consistent with the idea that the scheme recruited the heaviest buyers earliest and had an insignificant effect on total revenue. We discuss managerial implications, particularly about (1) managing the rollout of similar schemes, and (2) refocussing the programme objectives to maintain sales from the lightest rather than the heaviest buyers.

3rd December 2020 (Chair: Prof. Karin S. Moser)

Andreas Scheel, PhD Student, LSBU Business School

Title “Analysing Social Media Network Data to Identify Key Innovation Drivers in Open Innovation Processes”

Abstract: In recent years, Open Innovation (Chesbrough, 2003) activities have become increasingly famous being adopted by a wide range of companies. However, the number of ideas generated by opening up to external sources often leads to information overload resulting in inefficient processes. The identification of innovation drivers can provide one possible solution to tackle this challenge. This approach is not new to the scientific community. Taking as an example, the Lead User Theory, inaugurated by Eric von Hippel in the 1980s, created a vast stream of literature around that specific topic. However, existing methods remain resource-intensive or restricted to theory. The method developed in this PhD project is based on the concept of “weak ties” (Granovetter, 1973) which postulates that people

connecting across groups have a better chance of seeing good ideas as they are familiar with alternative ways of thinking. Taking this into consideration, the current research project seeks to answer the question on how social media network data can be used to identify individuals that are more likely to contribute positively to open innovation processes. For this purpose, the thesis introduces an indicator, the Coefficient of Mutuality (CoM), to measure overlaps in friendship circles of an individual by collecting social media data for its calculation.

Seminar Programme Autumn 2020, Thursdays, 12-1 pm, MSTeams

The next season of 'ResearchToday!' seminars opens on Thursday, 8th October 2020!

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. 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; just roll up (virtually). 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. 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 MSTeams, 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 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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