

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

### **London Centre for Business and Entrepreneurship Research LCBER (pronounce: L-Cyber) Research Seminar Programme Spring 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).

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](mailto:busresearch@lsbu.ac.uk)

#### **4<sup>th</sup> February 2021 (Chair: Prof. Karin S. Moser)**

\*\* Please note this presentation as an exception will take place from 12:45-1:45pm \*\*

#### **Dr Aidan McKearney, Senior Lecturer, LSBU Business School**

**Title "HRM in a Global Context? A BRIC Case Study: Russian Federation HR Perceptions, Policy and Practice"**

Abstract: Over the last two decades, the terms 'diversity' and 'diversity management' have travelled globally as transnational organisations and institutions have sought to introduce them in a range of settings. However, Calas Holgersson and Smircich. (2009, p.349) remind us that what is meant by these terms in different national and cultural contexts may vary greatly. This presentation considers 'diversity management' in the Russian Federation. Russia's size, unique history, diverse population, fast growing economy and increasing penetration by MNCS over the last two decades (Zavyalova, Kosheleva and Ardichvilil, 2011) make it a fascinating example of a transitional economy. Research on HRM in Russia has primarily focused on the consequences of economic liberalisation and the diffusion of 'western-style' HRM via multinational companies (MNCs) (Zavyalova et. al. 2011). However, little attention has been paid to DM. This presentation talk will first provide a brief background to Russia then move on to consider employment equality legislation and recent diversity issues and initiatives. The talk will introduce findings from a previous and ongoing study of HRM managers working in large indigenous Russian companies and foreign MNCs legislative context and the diffusion and application of DM in Russian organisations.

#### **11<sup>th</sup> February 2021 (Chair: Dr Rea Prouska)**

#### **Dr Sara Hasani, Senior Lecturer, LSBU Business School**

**Title "Training the educators to facilitate the teaching and assessment of abstract syllabus by the use of serious games"**

Abstract: Training the educators to facilitate the teaching and assessment of abstract syllabus by the use of serious games' (TEGA) project aims to develop and implement innovative game-based teaching practices to capacitate Higher Education (HE) professionals in the enhancement of their students learning process and ease the acquisition

of crucial skills (e.g. decision-making, problem-solving, conflict resolution, or stakeholder management skills). Such pedagogical approach aims not only to enhance the learning process but also to support the assessment process, by strongly linking the recent research outcomes in the field and the daily practices of HE facilitators, through the development of evidence-based and best practices methodological guidance. Therefore, and through the promotion of systematic platforms and collaborative processes among professionals, in an open and non-commercial manner, TEGA intends to foster innovation and excellence in the HE fields. The ambitious goal of her project is building inclusive HE systems and is aimed to be achieved by supporting and upskilling the educators of HE to facilitate game-based teaching/assessment in abstract concepts. The facilitators in HE institutions are trained to design and deliver the material related to abstract syllabus using an inclusive methodology where the level 4-7 students with learning disabilities (dyslexia, autism), non-native language speakers or students with a humble command of language can be accommodated. The methodology can be used in classes with varying types of learners (Visual, Audio, Reading and Kinaesthetic), as well as introverted personalities and the youth with troubled behavioural and social backgrounds could be trained.

**25<sup>th</sup> February 2021 (Chair: Dr Craig Duckworth)**

**Dr Heba Younis, Senior Lecturer, LSBU Business School**

**Title “An Evidence-Based Review on Nationalization of Human Resources in the GCC Countries”**

Abstract: One of the main work streams of the grant obtained from the Qatar National Research Fund – National Priority Program titled: The implementation of Qatarization strategy: The status quo, challenges and remedies is to review the literature of workforce nationalization in general and in GCC countries in particular with special emphasis on Qatarization strategy found in the management, strategy, and human capital literatures. The study adopts a pre-designed coding frame and through a quantitative review identifies key themes. In the second stage, through thematic analysis the study describes the current research landscape and develop a future research agenda on the workforce nationalization concerning unanswered research questions for both public and private organizations in the GCC region.

**4<sup>th</sup> March 2021 (Chair: Prof. Karin S. Moser)**

**Ademola Ajeyomi, PhD Student, LSBU Business School**

**Title “Multicultural identities and contextual salience: situations when “I” becomes “we” “**

Abstract: Studies show a rising thinning of the cultural divide between and among societies in today’s world. Individuals are, thus, becoming significantly exposed to and integrated with multiple cultural worldviews, irrespective of their presiding location. With this, individuals acquire cognitive competencies that make them multicultural in identities, which tend to influence their behavioural outcomes in multiple ways – including social identification. This presentation aims at conceptually contextualising instances when individuals with multicultural identities reflect their multiculturality and socially identify with (or against) others. It seeks to develop a framework for drawing insights for predicting the behavioural outcome(s) of individuals with multicultural identities, using a contextual lens of categorisation, especially when identifying with people from diverse groups that reflect the individual. This conceptualisation shall form the basis for future empirical investigation towards drawing situational/contextual instances when these multicultural identities become salient in groups.

**11<sup>th</sup> March 2021 (Chair: Dr Barbara Czarnecka)**

**Prof Karin Moser, Dr Rea Prouska & Dr May Tungtakanpoung, LSBU Business School**

**Title “Intercultural Skills that University Graduates and Businesses in Europe Need Today”**

Abstract: Learning several languages, being open-minded, expressing an understanding for other cultures while demonstrating a willingness to network and collaborate, are essential intercultural skills for graduates seeking employment with European businesses and employers, says new research by academics at London South Bank University (LSBU), conducted jointly with three European and one other UK university. In this session, we report on the results from our two graduate and employer surveys and interviews. The research is part of our Erasmus+ grant on ‘Developing the cross-cultural skills of graduates in response to the needs of European enterprise’ (2019 – 2022). The comparative research was conducted in Belgium, Sweden, Turkey and the UK and is a collaboration between the University of Worcester (Project lead, UK), London South Bank University (UK), UC Leuven-Limburg (Belgium), Halmstad University (Sweden) and Bursa Uludağ University (Turkey).

**18<sup>th</sup> March 2021**

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

**Prof Karin Moser, PhD, Director London Centre for Business and Entrepreneurship Research, LSBU Business School**  
**WORKSHOP - How to line up a journal paper: A cookbook instruction**

Abstract: This two hour journal publication workshop provides a simple and straight forward methodology on how to create the structure and narrative for a new journal publication in peer reviewed journals. The method has worked for myself and many others, both newcomers to academic paper writing and ‘old hands’. It also gives insight into the publication process as a whole and I am sharing some further tips and dos and don’ts based on my experience as both author and member of editorial boards.

This workshop is open to all academic staff (permanent and associate) and all PhD students from LSBU Business School. Please note that we cannot open this workshop to visitors or staff or students outside of the Business School.

**Seminar Programme Summer 2021, Thursdays, 12-1 pm, MSTeams**  
**The next season of 'ResearchToday!' seminars opens on Thursday, 6<sup>th</sup> May 2021!**

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! As long we run the seminars virtually during the Covid19 pandemic, you need to email [busresearch@lsbu.ac.uk](mailto:busresearch@lsbu.ac.uk) to be added to the ResearchToday! MSTeams 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](mailto: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](mailto: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](mailto: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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