

ResearchToday! at LSBU Business School

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

Director: Prof Karin S. Moser, PhD, Professor of Organisational Behaviour, email: moserk@lsbu.ac.uk

Deputy Director: Dr Barbara Czarnecka, Associate Professor of Marketing, email: czarnecb@lsbu.ac.uk

'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

6th May 2021 (Chair: Prof. Karin Moser)

Dr John Opute, Associate Professor, LSBU Business School

Title "Understanding Voice Mechanism in Developing Economies: Voice as a Collective Dialogue"

Abstract:

Voice as a concept in many African labour settings is viewed as a Western concept or variation that is aimed at promoting individualism (in the absence of trade union representation) and hardly consistent with the collectivist cultural settings in Africa. So beyond employee representation through the trade unions, the concept of voice attracts very limited discussion or debate in literature of labour relations in Africa. The paper contributes to this debate using Nigeria as an example of an emerging economy in Africa by widening the discussion on employee participation (traditionally through the trade unions) and contrasting it with other forms of employee participation in the workplace. Specifically, the study investigates the employee participation forms which have developed in Nigeria. The research methodology is an adapted case study approach of 11 companies with international affiliations in Nigeria, and supported with a focused group interview, involving key stake holders in the industrial relations framework, expanding the research to the broader socio-economic context in Nigeria.

Despite the constraints of the research methodology the conclusion points at a rich variety of employee participation structures, which in some instances compare with current literature on employee voice.

13th May 2021 (Chair: Dr Grace O'Rourke)

Nashwa Sadek, PhD Student, LSBU Business School

Title "Is it time for consumer brands to capitalize on the benefits of CSR communication in the Middle East?"

Abstract:

Marketing strategies changed tremendously in the past decade reflecting changes in consumers' lifestyles. One major change was that consumers now are more aware of sly traditional marketing tactics and they became more socially concerned. For that reason, companies turn to other strategies such as CSR to build brand reputation and gain consumer loyalty. This study will shed light on marketing CSR initiatives in a way that will not only benefit the company; but, will also benefit society and leave a longer-lasting impact in the minds of consumers. By proposing experimental research methods, this paper is set out to investigate the results (or effects) of advertising CSR projects on

consumer's brand likeability, brand retention, purchase intention, and perceived brand functionality. The paper will also focus on examining the effects of media types (is it more effective to promote CSR projects on traditional media or social media) and effects of brand types (what happens when known versus unknown brand promotes CSR initiatives).

20th May 2021 (Chair: Dr Charles Graham)

Dr Mika Khanh, Senior Lecturer, LSBU Business School

Title "Auratic consumption: Classical music in the age of technology"

Abstract:

While technological reproduction has largely been viewed as a barrier to the experience of aura (Benjamin, 1936), technological advances have the potential to offer modern consumers various ways of engaging with the arts. Recognising that aura is not necessarily inherent in art itself but must be attained by the consumers, my research looks at how audiences gain auratic experiences with the aid of technology. My study is grounded in a real-life project in which young consumers interacted with music and technology in order to develop a technological platform that would help young audiences engage with classical music. Data were collected from participants in a collaborative project between IBM, the City of Birmingham Symphony Orchestra, and students of the University of Birmingham. This ethnographic study proposes a creative process that can offer an interlocking sphere that unites two contrasting elements: technology and classical music. In order to reach this point, the learning process of auratic qualities and the "technological-journey" into classical music is examined. In so doing, it extends and expands our understanding of the concept of aura in the technological age.

27th May 2021, Virtual Conference, 1 to 5pm, on
'Intercultural Challenges of Remote Work: Practice and Research Today'

**** Please note the conference runs from 1-5pm ****

A virtual conference jointly organised by the [London Centre for Business and Entrepreneurship Research \(LCBER\)](#), [LSBU Business School](#) and the [Society for Intercultural Education, Training, and Research \(SIETAR, UK\)](#)

What are the core issues today when an increasing number of the workforce are working remotely in a globalised, multicultural environment?

Abstract: Remote working and intercultural collaboration are two of the core challenges in a digital and globalised economy for employees, leaders, customers, trainers and students alike. The Covid19 pandemic has only sped up developments that were already well under way, and forecasts show that a majority of the workforce is likely to continue working remotely and adopt so-called 'hybrid' work models. At the same time, both a globalised market and the opportunities of digital media mean that many businesses and organisations have a multicultural workforce and client base.

In this timely conference, we bring together experts from both academia and practice to address the interface of intercultural collaboration and virtual work and to discuss the challenges and opportunities for research, training, and business practice. We want to reap the best of both worlds and support the mutual knowledge transfer across the business and academic communities that both [LCBER](#) and [SIETAR](#) represent.

The virtual conference attendance is FREE and open to anyone interested. For full details and online registration:
<https://www.lsbu.ac.uk/whats-on/intercultural-challenges-remote-work-270521>

10th June 2021 (Chair: Dr Sara Abdalless)

Dr Yehia Nawar, Senior Lecturer, LSBU Business School

Title “An Empirical Study of the Impact of Intellectual Capital on the Financial Performance of FTSE 350 Companies”

Abstract:

The purpose of this paper is to investigate the impact of Intellectual Capital dimensions on FTSE 350 Companies’ financial performance. To examine the underlying causal relationship, the authors developed a conceptual framework to assess the impact of intellectual capital on firm performance namely, ROA, Tobin’s Q, ROE and P/E.

The study adopted an empirical approach to achieve its set of objectives. Osiris database was used to collect a sample of FTSE 350 companies that provide company intellectual capital and financial assets and performance. A value-added intellectual coefficient (VAIC) methodology, that captures the total value creation efficiency of the firm using financial or physical capital (capital employed efficiency), was employed to analyse the intellectual capital of the FTSE 350 companies during the period from 2010 to 2018. Therefore, an examination of the causal relationship between intellectual capital and firm performance was carried out using multiple regression analysis. The study makes a significant contribution to the resource-based view (RBV) theory in a number of ways; the first study of its kind that gives empirical evidence using an IC-inspired financial measurement in investigating a relationship between IC and financial performance for the UK FTSE 350 companies. The study enriches the current literature on IC and financial measures by providing empirical evidence and further provoking the debate on the role of IC in achieving companies’ competitive advantage. In addition, the study results are valuable for investors and practitioners, providing much deeper insight about the intellectual capital and leadership style of companies that could suit particular industry sectors, and expected financial performance. This study has contributed to the body of knowledge as well as leadership and management practice. From a knowledge perspective, since research on IC efficiency is in its early stages, therefore, this study makes a significant contribution to new knowledge. Hence, there is no study as such which focuses on the effects of IC on FTSE 350 companies’ financial performance. Finally, the VAIC methodology which is applied in this study to test the impact of IC has been never used with P/E financial indicators to the best of the author’s knowledge; therefore, it would be a reference for further studies to apply this indicator to test the impact of IC on other companies.

17th June 2021 (Chair: Prof Karin Moser)

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

WORKSHOP on Bid Writing and Generating Impact with the REI Team from the LSBU Research Office

Title “Workshop on Bid Writing Support and on Generating Impact”

Abstract: In this workshop, you will meet colleagues from the LSBU Research Office Team in REI and learn about research bid writing and creating impact. You will learn about the processes of submitting bids, the support you can receive from the LSBU Research Office and have the opportunity to discuss and ask questions. All research active and research interested colleagues in BUS are strongly encouraged to attend. If you joined LSBU fairly recently, then please make this workshop a priority. It is a great opportunity to meet the Research Office team and understand how things work at LSBU and what support you can get.

Seminar Programme Autumn 2021, Thursdays, 12-1 pm, MTeams **The next season of 'ResearchToday!' seminars opens October 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 to be added to the ResearchToday! MTeams 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. 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 MTeams, 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>

Twitter: @LSBU_BUS

LinkedIn: [https://www.linkedin.com/showcase/lsbu-business-school-/](https://www.linkedin.com/showcase/lsbu-business-school/)