

# ***'ResearchToday!' in the Business School***

## **London Centre for Business and Entrepreneurship Research**

### **Research Seminar Programme Summer 2019, Thursdays, 12-1pm (LRC Building, 3<sup>rd</sup> floor)**

'ResearchToday!' is a research seminar series that shows the width of research in the Business School, and a forum to foster the collaboration and exchange among interested colleagues. We meet weekly during teaching term times.

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 just send us an email to let us know you will be joining us, and we will inform our reception desk to expect you. Contact and further information: Andy Curzon, Research Manager for the School of Business, email: [busresearch@lsbu.ac.uk](mailto:busresearch@lsbu.ac.uk)

### **2<sup>nd</sup> May 2019: 12pm-2pm, Internal Writing Workshop (Moderator: Cherry Cheung)**

#### **GUEST WORKSHOP: Dr Dermot Breslin (Senior Lecturer in Organisational Behaviour, Uni of Sheffield): Making a Conceptual Contribution: Are you a Miner or Prospector?**

Making a conceptual contribution is increasingly important given the growing voices of journal editors in organization and management studies (OMS), who bemoan a lack of variance and diversity in published articles. Drawing on the metaphor of mining and prospecting, in this seminar I set out two broad approaches taken by scholars in the development of conceptual contributions. Whilst miners seek to position their contributions alongside other researchers within a bounded and established domain of study, prospectors seek to step outside existing disciplinary boundaries, bridging across knowledge silos and beyond. I explore each of these paths in terms of choices made, strategies followed and risks borne by both miners and prospectors. I then identify the roles to be played by different stakeholders, from institutions to editors, in nurturing and developing researchers to follow these paths. I argue that OMS needs more game changing and less game playing practices, and that in the absence of collective efforts towards prospecting, OMS research will fail to tackle the complex challenges facing organizations and society today.

#### **Short biography:**

He has acted as guest editor for the International Journal of Organizational Analysis, Journal of Management & Governance, Associate Editor with the International Journal of Management Reviews (IJMR), and Co-Editor-in-Chief with IJMR from Jan 2017. Dermot is also on the editorial boards for the International Journal of Entrepreneurial Behaviour and Research, and the Journal of Management Studies, and is currently a member of the BAM Council. He has acted as guest editor for the International Journal of Organizational Analysis, and Journal of Management & Governance, is currently an associate editor with the International Journal of Management Reviews.

### **9<sup>th</sup> May 2019 (Moderator: Prof Karin Moser)**

#### **Dr Vijak Haddadi (Lecturer in Business and Enterprise, LSBU): Is Big Data Transforming the Way we Do Science?**

In recent years it has started to become clear that the exponentially growing amount of data and our unprecedented ability to process, analyse and utilise this data in various contexts, ranging from business analytics to digital biology, is beginning to seriously challenge the foundations of how we do science, and even putting fundamental assumptions about scientific method, as currently conceived, into question. I will outline how exactly this shift is occurring, will describe aspects of established scientific assumptions that are being challenged (specifically Gaussian distributions and notions of causation and correlation) and will end by outlining how a paradigm shift towards a method of science chiefly informed by complexity and systems sciences will be necessary to adequately respond to the challenge posed by Big Data.



London South Bank  
University

### **16<sup>th</sup> May 2019 (Moderator: Dr Gurjeet Dhesi)**

**Thamila Madji (PhD Student, LSBU):**

#### **Measuring and forecasting Value at Risk of one step ahead daily returns distribution**

A new approach to optimizing or hedging a portfolio of financial instruments to reduce risk is presented and evaluated. It focuses on measuring/forecasting daily Value at Risk (VaR), a measure of the worst expected loss that a firm may suffer over a period of time that has been specified by the user, under market conditions and at a specified level of confidence. Central to the new approach is a technique that uses a novel model to forecast financial returns series. Additional parameters were estimated and added to the traditional Brownian motion model to better capture the returns on the tails of the distribution. The novelty of the paper resides in its ability to go beyond the limitations of traditional VaR where the latter is coherent only when it is based on the dispersion of exogenous distributions.

### **23<sup>rd</sup> May 2019 (Moderator: Prof Karin Moser)**

**Dr Rana Tajvidi (Lecturer in Digital Marketing, LSBU):**

#### **The effect of social media on firm performance**

This study provides a new perspective on the effect of social media use in SMEs. The purpose of this paper is to investigate the influence of social media on firm performance with mediating role of marketing capabilities in the UK, hotel industry. In this research, a structural equation modelling method has been employed for data analysis. The survey data has been collected by mail survey from a sample of 384 hotels in the UK. Results from the data analysis demonstrate the positive and significant relationship between social media use and firm performance. However, the findings highlighted that marketing capabilities, namely branding and innovation, positively and significantly mediate the association between social media use and firm performance.

### **30<sup>th</sup> May 2019: 12pm-2pm, Internal Writing Workshop (Moderator: Dr Sara Hajikazemi)**

**GUEST WORKSHOP: Dr Tuomas Ahola (Associate Professor, Tampere University of Technology, Finland):**

#### **How to get your manuscript accepted? ...or rejected?**

The workshop will concentrate on drawing lessons from Dr Ahola's experiences (both successes as well as failures) regarding publishing in academic journals. Particular emphasis is placed on the question of why one should review the papers of others.

#### **Short biography:**

Tuomas is an Associate Professor at Tampere University, Finland. He specializes on the renewal of industrial operations in project business. Ahola has published his research in academic journals such as International Journal of Project Management, Research Policy, Industrial Marketing Management, and International Journal Production & Operations Management.

### **30<sup>th</sup> May 2019: 2pm-4pm, Internal Grant Writing Workshop (Moderator: Dr Sara Hajikazemi)**

#### **GUEST WORKSHOP: Dr. Giorgio Locatelli (Associate Professor, University of Leeds):**

##### **UK research grants: lessons learned**

The speech will provide an overview of the different funding opportunities available for the UK academics. Special focus will be given to the identification of success factors and challenges in obtaining the grant and finding suitable candidates to carry on the research. The speech is based on Dr Giorgio Locatelli's personal experience and does not represent the view of University of Leeds, the UK government or any other organisation or institution.

##### **Short biography:**

Giorgio is the Associate professor of Infrastructure Procurement and Management at the University of Leeds. Educated in Politecnico di Milano, the most prestigious Italian technical university has a Bachelor and Master in mechanical engineering and a PhD "Cum Laude" in Industrial engineering, economics, and management (2011). His research is about project management, economics and finance in large infrastructure. He focuses on megaprojects, project benchmarking, cost-benefit analysis, risk management, ethics & corruption, infrastructure end-of-life, project governance and temporary organisations. His main area of application is the energy sector with a focus on the nuclear industry and Small Modular Reactors (SMR). Giorgio also works as a consultant and visiting academic for several institutions, including the IAEA, Argonne National Laboratories, the UK government etc. Giorgio is in the editorial board of the three most prestigious project management journals: "Project Management Journal" (where is senior editor), the "International Journal of Project Management", and "Construction Management and Economics".

### **13<sup>th</sup> June 2019 (Moderator: Prof Alex Murdock)**

#### **GUEST TALK: Dr Maria Anastasiadis (Associate Professor, University of Graz, Austria):**

##### **Social TSOs as Spaces for participation between activation, marketization and creation**

At a time of growing risks of social exclusion (e.g. rising unemployment and poverty) and strained social policy, budgets Social TSOs are currently facing contradictions. The concentration on users' activation (Stelzer-Orthofer 2008), marketization (Diebäcker et al. 2009) and de-centralization (Dahme & Wohlfahrt 2010) goes hand in hand with more responsibility for them to solve growing societal problems. At the same time, restrictive public authority's demands limit their ability to create and deliver quality services for their users (Anastasiadis 2017). Against this background, it is important to investigate if, and how, professionals as lifeworld-oriented stakeholders continue to be able to participate in strategical-policy processes on regional level, where decisions on the service provisions are made. To arrive at this goal the first section of the paper proposes an analytical framework, which was developed to analyse phenomena of participation in Social TSOs (Anastasiadis 2019). This model is based on elements of the structuration theory (Giddens 1997) as well as on the axial coding scheme of the grounded theory (Strauss & Corbin 1996).

##### **Short biography:**

Maria's research focuses on social organisations and their contribution to participation and social innovation. Further topics are processes of change in the welfare state and in the working society, as well as the role of social work in the interdisciplinary context of sustainable development. Recent research: "Update of the Mapping of Social Enterprises and their ECO-systems in Europe" Country Report Austria - on behalf of the European Commission (DG for Employment, Social Affairs and Inclusion).

## **20<sup>th</sup> June 2019 (Moderator: Dr Gurjeet Dhesi)**

**GUEST TALK: Prof Claudiu Herteliu (Vice-Dean of Faculty of Economics, Cybernetics, Statistics and Informatics, Bucharest University of Economic Studies, Romania):**

### **Money's Importance from the Religious Perspective**

People use/exchange almost every day paper “money” or something equivalent, like a check or a card issued by a bank. There are also very different ways of thinking in relation with our faith regarding money administration. The differences between different religious people beliefs relating to money are discussed on the base of intrinsic and extrinsic religious behaviour. The design consists in applying a specific battery of items (e.g.: “Money brings happiness” or “Money is the eye of the devil”) among a large representative sample of Romanian population. Insights after using quantitative methods (contingency tables and logit regression) are provided. Furthermore, this study discusses a sensitive problem: the religious paradigm and its connections to economic concepts in modern societies.

### **Short biography:**

Claudiu Herteliu holds a PhD granted in 2007 by University of Economic Studies, Bucharest, Romania. He started teaching in 2002 as teaching assistant, currently he is full professor at Statistics and Econometrics Department from the same university. He worked with quantitative methods in Education and Research Ministry (2001-2008) and National Institute of Statistics (2008-2011). He had managerial responsibilities as The Dissemination of Romanian Statistical Information Activity or vice-dean of the Faculty of Economic Cybernetics, Statistics and Informatics (2012 – present) and member of University Senate (2012 – present). Main areas of research interests are statistics and econometrics; quantitative methods in religion; scientometrics.

## **27<sup>th</sup> June 2019 (Moderator: Dr Mark Winter)**

**Dr Lekan Aladesanmi (Lecturer in Economics, LSBU):**

### **Stock Market Integration between the UK and the US: Evidence over eight decades**

This study investigates how the impact made on stock market integration by macroeconomic determinants such as various measures of convergence and financial volatility, as well as crisis episodes, varies over the period 1935–2015. We gauge how the level of integration between the UK and US stock markets changes across three monetary regimes during this period: pre-Bretton Woods (BW), the BW fixed exchange rate, and the post-BW flexible rates. Our empirical results suggest that integration was strongest under the post-BW regime and weakest under the BW regime. We further demonstrate that stock market integration between the two markets has been driven largely by macroeconomic convergence and financial volatility as well as by crises, especially since the demise of the BW system.

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## **#ResearchToday @LSBU\_BUS**

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**The new season of *'ResearchToday!'* seminars opens on Thursday, 2<sup>nd</sup> May 2019!**

Season eight of our *'ResearchToday!'* seminars opens on 2<sup>nd</sup> May 2019. If you haven't been to one before, these are short presentations of emerging or new research in the 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, please just join us. If you are external to the University, please just send us an email to let us know you will be joining us, and we will inform our reception desk to expect you. Contact and further information: Andy Curzon, Research Manager for the School of Business, email: [busresearch@lsbu.ac.uk](mailto:busresearch@lsbu.ac.uk)

**Who can present?** Researchers and doctoral students from the 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 collaboration in a collegial and friendly environment. The season six programme is full, but you can still book a spot for season seven in spring, if you contact the Business School Research Manager, Andy Curzon at [busresearch@lsbu.ac.uk](mailto:busresearch@lsbu.ac.uk)

**What's in it for me if I come along?** How long do you have? Find out about the importance of social media for firm performance, the religious side of money, the writing of journal articles and grants, the influence of big data on science, stock market integration, and more. 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?** In the new Business School Building on Borough Road (LRC Building, 3<sup>rd</sup> floor, 'interact' room), every Thursday from 12-1pm. We continue informally until 2pm for those who want to and have the time, or sometimes workshops will run for the full 2 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 programme on what's on:** <http://www.lsbu.ac.uk/whats-on>

**Business School Research pages:** <http://www.lsbu.ac.uk/schools/business/research>

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