



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

**London Centre for Business and Entrepreneurship Research
Research Seminar Programme Spring 2020, Thursdays, 12-1pm, Interact Room**

***'ResearchToday!'* is a research seminar series that shows the breadth of research in the Business School, and is 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 the Research Manager for the School of Business and further information email: busresearch@lsbu.ac.uk

6th February 2020 (Chair: Dr Carrie Rutherford)

Dr Heba Younis, Lecturer, LSBU

***'Born Regional'* SMEs within the Muslim World.**

Abstract: This exploratory study responds to calls to include contextual dynamics in the internationalisation literature. It examines a theme that has seemingly escaped research agendas: How does religion affect SMEs' international market selection? The study draws empirical evidence from 10 SMEs internationalising from Muslim economies in the Gulf region and uses an embedded approach to case study research. The findings suggest that common religious affiliation does not supersede perceptions of cultural and institutional distance among Muslim countries in geographically distant Islamic zones. The study supports SMEs' regionalisation; it queries the role of religion on SMEs' routes and the development of intra-Muslim internationalisation.

13th February 2020 (Chair: Dr Barbara Czarnecka)

Mohamed Mehbali, PhD Student, LSBU

Heuristic approach to solve the Solid Assignment Problem.

Abstract: The Solid Assignment Problem (SAP) also known as the 3-dimensional assignment problem, consists in allocating n jobs to n machines in n factories such that exactly one job is allocated to one machine in one factory. The objective function is to minimize the total cost of the allocation. SAP is an extended version of the standard 2-dimensional assignment problem, which aims to assign n tasks to n operators at minimum total cost. This combinatorial optimization problem appears in many applications and has been previously investigated. In this paper, we suggest a heuristic for SAP called the Diagonals Method (DM).



Due to the intractability of SAP, the largest instance solved to date with an exact method is only of size $n=26$. It is therefore, obvious that only approximate solutions are to be expected in reasonable time for larger instances. DM that we suggest here is an approximate solution approach, which relies on the Kuhn & Munkres algorithm, also known as the Hungarian method. DM is presented, discussed, hybridized, and compared with Branch-and-Bound method (B&B). Our numerical experiments for larger instances show that DM finds optimal or near-optimal solutions in competitive computational times.

20th February 2020 (Chair: Dr Charles Graham)

**** Please note: 1pm start ****

Ammarah Marjan, PhD student, LSBU

Do bookmaker loyalty-programmes really cause problem gambling?

Abstract: A popular conception of bookmaker loyalty programmes is that they lock in heavy punters and entice them into ever greater spending. It is implied that they cause problem gambling. Evidence from the retail and travel sectors shows that loyalty schemes do not segment the market in this way, although few if any studies have yet explicitly examined membership loyalty behaviour in the gambling industry. We report on the behavioural outcomes of bookmaker loyalty programmes, extending two empirical generalisations that predict split-loyal, habitual consumer choice behaviour. Drawing on recent, large scale social research datasets we conduct brand-user profiling and duplication of purchase analysis to show that the behaviour of scheme members is already established and therefore predictable – but it isn't loyal. The criticism of loyalty programmes is that they exploit gamblers, but the evidence suggests exactly the reverse. Nevertheless, problem gambling is a serious social harm affecting just under one percent of people aged 16+. The findings suggest most of this behaviour is recorded in bookmaker loyalty data and could be used to trigger interventions.

27th February 2020 (Chair: Prof Karin Moser)

**** Please note: session 12-2pm, lunch provided ****

Guest talk: Dr Wladislaw Rivkin, Senior Lecturer, Aston Business School, Birmingham.

How to prevent the adverse effects of self-control related stressors? An overview of daily diary research.

Abstract: Self-control constitutes a major stressor in modern occupations. Especially in the services sector employees must control impulses and emotions, overcome inner resistances when working on tasks or resist distractions. This talk focuses on the impact of self-control related stressors on employees' psychological health and well-being and will expand upon individual and organisational, resources, which have the potential to protect employees from the adverse consequences of these stressors. Drawing on Muraven and Baumeister's (2000) limited strength model of self-control, which proposes that self-control draws on and depletes limited regulatory resource and that the depletion of this resource manifests in



impairments of well-being he will present research findings, which suggest that stressors and indicators of well-being fluctuate from day-to-day and thus expand upon inter-individual (cross-sectional and longitudinal) research on self-control related stressors. Moreover, he will focus on his research findings on resources, which have the potential to buffer the adverse consequences of day-specific self-control related stressors. In line with the effort-recovery model (Meijman & Mulder, 1998), he will elaborate on psychological detachment from work as a buffering resource (Gombert, Rivkin, & Schmidt, in press). Consistent with the broaden and build theory of positive emotions (Frederickson, 2001), he will present how affective commitment and associated positive prevent impaired well-being resulting from self-control demands (Rivkin, Diestel, & Schmidt, 2015). Integrating the self-determination theory (Deci & Ryan, 2000) and the limited strength model of self-control, he will present how flow experiences as a form of autonomous regulation prevent the adverse consequences of self-control demands (Rivkin, Diestel, & Schmidt, 2018). Furthermore, he will elaborate on how theories about will power theories about willpower (Konze, Rivkin, & Schmidt, 2019), Sleep quality and self-control capacity (Diestel, Rivkin, & Schmidt, 2015) and adverse commuting experiences (Gerpott, Rivkin, & Unger, submitted for publication) influence the relation between self-control at work and employee well-being. On the basis of these findings not only theoretical and empirical contributions but also practical implications in regard to how to improve employee well-being in the workplace will be discussed.

Short Biography

Dr Wladislaw Rivkin is a Senior Lecturer in the Work and Organisations Department at Aston Business School. His research focuses on the interplay of stressors, leadership and other resources in predicting employees' health, well-being and performance in organisations, which has been published in high impact academic journals (i.e., Journal of Applied Psychology, Journal of Occupational Health Psychology, Journal of Vocational Behaviour). Wladislaw works as a practitioner with businesses and organisations in these areas, which involves training and coaching programs for employees and leaders. Recently, he has been awarded H2020 EU funding for a project to evaluate a Diversity Innovation Support Scheme, which involves training entrepreneurs and employees on SMEs.

5th March 2020 (Chair: Dr Barbara Czarnecka)

Dr Sara Hajikazemi, Lecturer, LSBU

Normalization of Deviance in the Construction Industry; a Roadmap to Disaster.

Abstract: Organizational factors such as weakness in organizational design and capabilities, optimism bias or strategic misinterpretation play a key role where conflicts, mistakes or disasters occur. Regardless of the reasons behind it, it is the specific problem of teams normalizing unacceptable behaviour which creates potential damages. This phenomenon which is referred to as "Normalization of Deviance" can be defined as the gradual process through which unacceptable practices or standards become acceptable. In these situations, individuals and teams often accommodate, explain away or normalize discrepant cues of problems, because they become part of a system, routine or culture which unintentionally



reduces awareness of the potential consequences. This will all together prevent the organization from anticipating a wide range of crises. By performing a qualitative analysis on the collapse of construction giant Carillion, we explore the most common deviances and sources of normalization of deviance in construction organizations. Our study suggests that normalization of deviance can lie not only internally but also in the external environment within which construction organizations operate in. This calls for the need for structural changes in the construction industry and construction organizations to avoid the negative effects of normalized deviances.

12th March 2020 (Chair: Dr Rea Prouska)

Dr Charles Graham, Senior Lecturer, LSBU

Long-Term Erosion of Repeat-Purchase Loyalty.

Abstract: The study investigates the long-term erosion of repeat-purchase loyalty among consumers who purchased brands in a one-year base period. The study utilises a five-year consumer panel of continuous reporters. We identify brand buyers in a base year, then calculate the proportion that fail to buy the brand in later years. We analyse the top 20 brands in 10 consumer goods categories. We find pronounced erosion in repeat buying over the long-term. The proportion of buyers in a base year that fail to buy the brand again in a later year falls steadily over time, from 57% in year 2 to 71.5% by year 5. Moreover, we identify brand and marketing mix factors linked to this over-time customer loss, or erosion. The study provides evidence that consumers' propensity to buy particular brands changes over a period of years, even though those brands continue to exhibit stable market share. This evidence provides a different interpretation than has been seen in the literature to date, which has viewed purchase propensities as fixed. The study finds a broad product range, and tentatively, price promotion incidence, to be linked to lower customer loss or erosion. Store brands and niche brands are also found to exhibit lower levels of erosion in their buyer base. Loyalty erosion has been reported before (Ehrenberg, 1988; East & Hammond 1996) but only over short periods. This study examines the phenomenon over five years, confirms that the rate of erosion does diminish over time and is related to brand characteristics and marketing mix decisions.

19th March 2020 (Chair: Prof Karin Moser)

**** Please note: session 12-2pm, lunch provided ****

Guest talk: Professor Petru Curseu, Babeş-Bolyai University Cluj-Napoca, Romania

Dynamics of multiparty collaboration: Reflections based on behavioral simulations.

Abstract: Multiparty collaborative systems often deal with complex societal problems. For example, sustainability challenges, often identified as wicked problems, ranging from climate change to energy transitions and urban developments can be addressed by multiparty collaborative systems. Multiparty systems bring together various stakeholder parties or their



representatives and offer a platform for sharing diverse interests, knowledge and expertise in order to develop and realize joint goals. They display complex relational dynamics in which within-party interactions as well as between-party interactions intertwine and impact on collective making. To date the dynamics of such complex systems are still under researched. In this presentation I will discuss the use of behavioural simulations as tools to understand the dynamics of such multiparty systems and present several empirical studies that explore the dynamics of power, conflict and collaboration in such multiparty systems.

Short Biography

Petru L. Curşeu is Professor of Applied Social Psychology (Babeş-Bolyai University Cluj-Napoca, Romania) and Organizational Behaviour (Open University of the Netherlands). His research interests include team dynamics (with a special focus on emergent states and team cognition), social cognition (in particular the study of stereotypes and prejudice in organizational settings), as well as decision-making (with a special focus on group rationality and collective decisions in multiparty systems). He has published papers on related topics in *Journal of Applied Psychology*, *Organization Studies*, *Journal of Information Technology*, *Organizational Behaviour and Human Decision Processes*, *Journal of Managerial Psychology*, *Learning and Individual Differences* and other journals. Currently he serves as the editor of the journal of Team Performance Management.

26th March 2020 (Chair: Dr Aidan McKearney)

Dr Rea Prouska, Associate Professor, LBSU

Voice in context: An internationally comparative study of determinants in small and medium enterprises.

Abstract: The study of employee voice in small and medium enterprises (SMEs) across national contexts remains under-theorised and under-studied. This paper uses Kaufman's integrative model of employee voice, and an exploratory study of 30 interviews with employees in non-unionised SMEs in the United Kingdom, Thailand and Nigeria, to explore the impact of the role of the external environment, organisational configuration, governance structure and internal organisational and employee contingencies on employee voice in SMEs. We study voice from multi-level (institutional, organisational, individual) and internationally comparative perspectives. Findings show that the interaction between the external institutional context and internal SME context (organisational configuration, governance structure and internal contingencies) impacts voice systems and employee voice agency, and ultimately on perceived levels of voice outcome. The paper contributes to employee voice theory by offering an analysis of voice determinants specific to non-unionised SMEs from an internationally comparative perspective, presents these in a framework and explains how context affects employee voice practices in small workplaces.



2nd April 2020 (Chair: Dr Craig Duckworth)

**** Please note: 1pm start ****

Dr Lekan Olasalsamni, Lecturer, LSBU

Modelling Spillover Effects between the UK and US Stock Markets over the Period 1935 - 2020.

Abstract: This study investigates the spill-overs of shocks and volatilities between the UK and US stock markets over the period 1935-2020. The empirical analysis is carried out for the full sample and five subsample periods by applying the GARCH-BEKK and VIRF models. Based on the empirical results, the evidence shows that the US remains an epicentre for shock and volatility transmissions to the UK since 1935. The financial linkages between the two markets have become stronger since the commencement of EMU, which suggest that strong financial linkages could increase the vulnerabilities of domestic markets to any global shocks and reduce the potential benefit of portfolio diversification.



‘ResearchToday!’ in the Business School

London Centre for Business and Entrepreneurship Research, #researchtoday @LSBU_BUS

Seminar Programme Spring 2020, Thursday, 12-1pm, room: Interact, School of Business.

The new season of ‘ResearchToday!’ seminars opens on Thursday, 6th February 2020!

Season ten of our ‘ResearchToday!’ seminars opens on 6th of February 2020. 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: Research Manager for School of Business, email: 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 ten programme is full, but you can still book a spot for season eleven in summer, if you contact the Research Manager for School of Business.

What’s in it for me if I come along? How long do you have! 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? Room: Interact, School of Business, 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

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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