



'research today!' in the Business School

London Centre for Business and Entrepreneurship Research

Research Seminar Programme Summer 2018, Thursdays, 12-1pm, room LR391

'research today!' is a research seminar series that shows the width 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, please just join us. Contact and further information: Prof Karin Moser, Director of Research and Enterprise, email: moserk@lsbu.ac.uk

3rd May 2018 (moderator: Karin Moser)

Barbara Czarnecka: What is 'global consumer culture'? An 'uncomfortable euphemism' and 'chasing America': perspectives from Polish consumers in Poland and the UK.

Abstract

This presentation/working paper gives an overview of the analysis of responses to open-ended questions about consumers' understanding of consumer culture and global consumer culture. Data was collected from 353 Polish respondents residing in Poland and 71 Polish respondents residing in the UK via an online survey. Thematic and sentiment analysis of the collected data was carried out. Unsurprisingly, initial data analysis reveals a variety of understandings of the studied concepts. The findings may benefit global brand managers who plan strategic campaigns; positioning and communications strategies may be informed by these insights. Societal and cultural implications of the findings are also discussed.

10th May 2018 (moderator: Charles Graham)

Cathy Henfrey: Do Corporate Brands Matter?

Abstract

Most FMCG markets are highly competitive and firms spend substantial sums investing in brand performance particularly market share. In established markets where there are no new users or uses for the product brand growth can only come at the expense of rivals and so managers begin to focus on brand loyalty which nevertheless remains largely polygamous. Over time in most markets shares then remain in competitive equilibrium. A second route to growth is therefore to develop a brand portfolio but managers must then decide on the most effective brand architecture to adopt that communicates the relationships between brands in the total market offer. The relative prominence given to the corporate brand in the packaging and communication is thought to influence consumer brand choice. In this seminar we present findings to demonstrate how effective.

17th May 2018 (moderator: Karin Moser)

WRITING WORKSHOP for staff and PhD students in BUS (12-3pm) by Prof Ute Stephan, Aston University: 'How to get published (in leading journals)'

Abstract

Academic writing and publishing is a skill that can be learned. In this presentation, I share reflections from my work as an editor, reviewer and author on how to get published. I give insights into the editorial and review process, common reasons for (desk) rejects, the role of theory and contribution, and the writing of a successful introduction. There are also 'tips' on how to annoy reviewers – and importantly on how to avoid doing that!

Short Bio

Ute Stephan is Professor of Entrepreneurship at Aston University, Birmingham (UK), Director of the Aston Centre for Research into International Entrepreneurship and Business (ACRIEB), and Editor-in-Chief of Applied Psychology: An International Review. Ute holds a PhD in Psychology from the University of Marburg (Germany) and was previously at

the University of Sheffield (UK), the London School of Economics (UK), KU Leuven (Belgium), and TU Dresden (Germany).

Her research interests are (1) culture and entrepreneurship, (2) social entrepreneurship and (3) entrepreneurial motivation and well-being. Ute published in leading journals such as the Journal of Management, Journal of International Business Studies (JIBS), Management Science, Journal of Business Venturing (JBV), Academy of Management Perspectives among others, and serves on the editorial boards of JIBS, JBV and Entrepreneurship Theory & Practice. Her research has been featured in the media including the Financial Times and Bloomberg, has won multiple international awards, and has attracted over 3 Mio GBP of funding from the European Commission, the UK Government, UK Research councils, Charities, German Government Institutions, and the German Research Council. Ute is a member of the Global Entrepreneurship Monitor project and an elected board member of the GLOBE (Global Leadership and Organizational Behavior Effectiveness) project.

24th May 2018 (moderator: May Tung)

GUEST TALK: Cultural Dimensions in Cross Cultural Empirical Research: loving it and hating it by Mikael Søndergaard, Department of Management, Aarhus BSS, Aarhus University, Denmark.

Abstract

The debate among scholars regarding dimensions of cultural differences between countries boils down to “loving it and hating it.” Recently the momentum of the debate has tilted towards the “hating it” position with calls for research that, in fact, goes more than three decades back in time. Should we abandon the research use of the dimensions and use something else? What are the possibilities to use cultural dimension in research? In respect to empirical cross-cultural research, what are the strengths and weaknesses of the available sets of dimensions of cultural differences among countries?

Short Bio:

Mikael Søndergaard (PhD, Aarhus) is an Associate Professor, Department of Management and associated with Tuborg Research Centre for Globalisation and Firms at the School of Business and Social Science, Aarhus University, Denmark.

His research interests are cross-cultural and international management. He has published in management, international business, diplomacy, and case analysis journals. He has co-authored, edited, or translated four books. For the past 15 years, he has coordinated and been faculty in a PhD and Post Doc Seminar on Cross Cultural Research, in Aarhus, Istanbul and Maastricht

31st May 2018 (moderator: Christina Anderl)

Dr Weiou Wu: Does Corporate Social Responsibility Drive or Impede Corporate Financial Performance

Abstract

Previous literature shows corporate social responsibilities has mixed impact on company's financial performance. By categorising social responsibility into five elements, and selecting the Shanghai and Shenzhen listed companies from 2011 to 2016, we test the impact of corporate social responsibility on corporate financial performance. Our findings indicate that, (1) when the enterprise fulfills social responsibility of maintaining shareholders' interests; it has a positive impact on the company's financial performance, which is consistent with goal of maximizing shareholders' interests. (2) Social responsibility of employee Dimension will have a negative impact on performance. It shows that maintaining employees' interests not only puts in additional resources, but also doesn't motivate them to work. (3) The social responsibility of enterprises to fulfill the external stakeholder dimension will have a negative impact on corporate performance, and for heavy pollution industries, this negative influence is stronger than other. But for state-owned enterprises, the reputation effect will weaken the negative impact relationship. Therefore, we need government legislation to push this dimension of social responsibility, and integrate the resource advantages of suppliers, enterprises and consumers to offset the cost of social responsibility.

07th June 2018 (moderator: Carrie Rutherford)

Christina Anderl: Inflation Targeting and Exchange Rate Disconnect – Do Central Bank Announcements Matter?

Abstract

We assess the long-run cointegrating relationship between exchange rates and interest rate differentials for a set of inflation targeting countries versus non-inflation targeting countries. We use two-step error correction models to measure short-run exchange rate disconnect from Uncovered Interest Rate Parity (UIP) subject to Central Bank announcements regarding interest rate changes, monetary policy and the inflation target. We find that long run UIP holds for all exchange rates, regardless of the inflation targeting regime, while only announcements by inflation-targeting Central Banks lead to temporary departures from UIP.

14th June 2018 (moderator: tba)

Aidan McKearn: Diversity Management in Russia: Perceptions, Policy and Practice?

Abstract

This presentation will consider DM in the Russian Federation (hereinafter referred to as Russia) following the dissolution of the Soviet Union and the creation of the Russian Federation in 1991 (Domsch and Lidokhover, 2007). The talk will highlight some key findings from in-depth semi-structured interviews with 20 HR practitioners in Russia during the period 2012-2014. The interviewees were alumni from a MA Human Resource Strategy (HRS) and MBA course. Both courses were taught in Moscow from the late-1990s to 2015, via a partnership between Moscow International Business School (MIRBIS) and a London university. HRM was an unknown discipline in post-Soviet Russia until the late-1990s but as MNCs have established themselves in the Russian economy, they have been instrumental in introducing HRM and DM. Many of those recruited onto the MA HRS and MBA courses were successful senior professionals working in a mix of both Russian and International companies MNCs. Due to its high reputation in Russia, MIRBIS recruits students not only from the Moscow region, but also from other cities in Russia as well as CIS countries such as Kazakhstan and Uzbekistan. The MIRBIS alumni's familiarity with the HRM and DM debates plus their senior location within Russian-based organisations provided us with a useful avenue to explore their perceptions of the legislative context and the diffusion and application of DM in Russian organisations.

21st June 2018 (moderator: Gurjeet Dhesi)

Prof Karin Moser: Something shared – something gained? The social dilemma of cooperation

Abstract

The reason why managing knowledge is very challenging is that knowledge sharing constitutes a social dilemma. While it is in the collective interest of a company that employees share their knowledge, this is not necessarily in the interest of the individual. If we look at knowledge as the currency in an exchange relationship between employee and employer, we have two stakeholders with very different cost-benefit matrices. Why? Because knowledge is power and acquiring expertise takes a lot of time and effort, and people don't want to just give up this advantage. Another reason is that knowledge sharing is what is called 'extra-role behaviour' in psychology. Experts don't just know 'more', they are able to contextualise problems differently and can make connections faster and at a higher level of complexity, which leads to better quality decisions and higher creativity in thinking. Much of this is very difficult and sometimes impossible to explicate; it is tacit knowledge and simply what highly skilled and experienced people do rather than what they say.

28th June 2018 (moderator: Barbara Czarnecka)

Tano Yah Awa Abdoulaye: An empirical evaluation of the Islamic Sukuk: Evidence of performance from ex-ante and ex-post 2008 financial crisis

Abstract

The unprecedented growth and development of Islamic Finance and Banking has led to the development of several Shariah compliant financial instruments. For instance, one of these instruments known as Sukuk is growing exponentially within the Islamic Banking industry in particular and within the Global Financial Market in general. Importantly, after the Global Financial Crisis (2007-2008), the appetite for Sukuk certificates surge among many Investors worldwide in research for ethical way to invest their money. Thus, Sukuk also known as corporate bonds, are unique and

commonly use in the Islamic Capital Market. The current research focuses on the legitimacy of Sukuk as Islamic financial certificate following the Global financial crisis in 2007/2008.

The main aim of this research is to demonstrate the theoretical legitimacy of Sukuk and to empirically test the financial performance sukuk relative to their traditional western market equivalents ex ante and ex post 2008 financial crisis.



'research today!' in the Business School

London Centre for Business and Entrepreneurship Research, #researchtoday @LSBU_BUS Seminar Programme Summer 2018, Thursday, 12-1pm, room LR391

The new season of “research today!” seminars opens on Thursday, 3rd May 2018!

Season Five of our “research today!” seminars opens on 3rd May 2018. 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, they are happening every week from now until the end of term, and this season again has great talks with some exciting guests.

Who can attend? Anyone interested can attend, no registration is needed. Just join us!

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 Five programme is full, but you can still book a spot for Season Six in autumn if you contact Karin Moser quickly (email: moserk@lsbu.ac.uk).

What's in it for me if I come along? How long do you have? Find out about Corporate Brand Management, Global Consumer Culture, Diversity in a Russian context, all you need to know about publishing in high level journals 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? LR391, every Thursday from 12-1pm. You don't have to book, just roll up. We continue informally until 2pm for those who want to and have the time. Bring your lunch or coffee, and a sharp mind.

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>

Follow us on twitter: @LSBU_BUS @LSBU_REI #researchtoday