

## Doctor of Business Administration (DBA) Conference 2020



Alliance Manchester Business School  
University of Manchester

8-21 July 2020



I am very pleased to welcome you to the **2020 DBA Research Conference** broadcast across the web from the Alliance Manchester Business School. This year's conference will be a change from the past, not only in going online but also in terms of structure and content.

Part of the change in format is to hold the conference over a longer period – from 8<sup>th</sup> – 21<sup>st</sup> July 2020. This is done to ease the burden on participants (studies show that video fatigue sets in after 2-3 meetings), allow for those around the globe to be more easily incorporated into live sessions (so we will hold two sessions in the UK morning) and only one in the afternoon.

The other change in format is to provide more external content and more discussions with experts that we believe will enhance the programme and careers the DBA students and alumni. These include sessions from **Art Kleiner**, the former editor of *Strategy+business*, on writing for a business audience, sessions on managing your career, with **Alan Waters** (from EZI in Hong Kong) and **Jocelyn Dehnert** (in London), sessions on career transitions from **Lloyd Wang** (in Shanghai) and **Andreas Schotter** (Ivey) and a session on doing practice-based research with **Karl Moore** (from McGill University). In addition, we will start the conference with a plenary panel of former DBA graduates featuring **Andrew Buckley**, **Stella Mourouzidou Damsa** and **Sigridur Sigurdardottir**.

We will also have a variant of typical conference presentations. There are **plenary sessions** on 13 July to feature some more advanced research by current DBA students. These sessions will feature longer presentations with nothing competing against them at the time. On 14-15 July we will hold a series of smaller and more intimate **roundtable sessions** where all DBA students can interact and comment on short discussions of each other's research. These will be organized mainly by topic and will have a faculty moderator. All together these sessions will

1. to provide detailed feedback on the students' on-going thesis research;
2. to offer inspiration on how to conduct engaged management research; and
3. to build a network of collaboration amongst students and faculty members.

Also, this year's conference will be more open. To enhance engagement, all DBA alumni have been invited to the conference as part of our commitment to more post-graduation learning. The networking aspect of the conference is also not being ignored with a series of **weekend virtual networking activities** being organised by current DBA students. We also expect more faculty involvement given the online nature of the programme and its timing over a longer period of time.

Finally, there will be opportunities post conference, for you to enhance your research skills with three day-long workshops. On 17 July will be a workshop on Case Based Research Methods. On 20 July will be a workshop on Nvivo (text-based analysis). On 21 July there will be a session on Structural Equations Modeling (SEM).

We know that everyone is incredibly busy and will have to pick and choose what parts of the DBA Conference they can attend 'live'. However, all the materials and video of the sessions will be available should you not be able to attend a session that interests you. So, while doing the conference on-line has restricted aspects of what we can do, it has opened up new opportunities from which we can learn.

We look forward to seeing you soon!

All the best,

*Timothy Devlin*

Professor Timothy M. Devlin  
Director of the DBA Programme  
Alliance Manchester Business School

Wednesday 8 July 2020

09:00 – 9:30 Welcome & Introduction

**Speakers:** Professor Fiona Devine, Head of AMBS, Professor Anne McBride, Post Graduate Studies Director, Professor Timothy Devinney, Director of the DBA Programme

9:30 – 11:00 The Personal Meaning of the DBA

**Speakers:** Dr. Andrew Buckley, Dr. Stella Mourouzidou Damsa, Dr. Sigridur Sigurdardottir



**Andrew Buckley** is Executive Vice President for New Payment Platform Products, leads MasterCard's real time infrastructure, real time applications, push-payments (MasterCard Send) and Open Banking products. Previously with MasterCard, Andrew held roles in both London and New York, most recently leading Prepaid; which has grown through innovation to become global market leader.

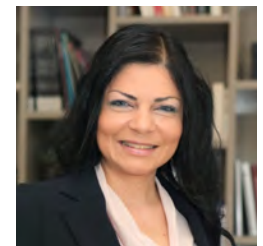
Previously at American Express, Andrew held senior Sales and Technology roles, in both the UK and USA. Prior to this he was a consultant with PWC, and before that held sales and product roles with major Telecoms and IT companies. This experience included the startup of Telco's such as Cegetel in France and BT NIS in Japan.

In addition, Andrew has held Non-Executive roles, for example with Prepay Solutions in UK. He is an Advisory Board member at the IDM (Institute of Direct & Digital Marketing), a published author, holds several patents and a regular conference

speaker. Andrew holds an undergraduate Electronic Engineering degree, MBA and Doctorate.

**Stella Mourouzidou Damsa** is the Regional Manager at the Bank of Cyprus PCL, a European systemic bank. Her academic qualifications include a BSc in Mathematics and Computing (University of Bath, UK), an MBA and an MSc in Financial Economics (University of Cyprus) and a Doctorate in Business Administration (University of Manchester, UK).

Stella's research focuses on European bank risk, deposit levels, profitability and the national culture influences on these dimensions. She presented her work at academic conferences (IFABS, IMAEF and DBA in Spain, Greece, UK and Portugal). She was presented with the best paper award at the DBA conference in 2017. Her research, National Culture and Bank Risk Taking was published in the *Journal of Financial Stability* in 2019.



**Sigridur Sigurdardottir** is Chief Customer Officer and an Executive Committee Member of Tesco Bank. Additionally, she is a Non-Executive Director of Autotrader, UK and Ireland's largest digital automotive marketplace.

She has worked in the financial services industry for 19 years at American Express and Santander UK. In addition to her DBA, she holds an MBA from IESE Business School as well as a BS degree in Marketing from the University of South Carolina.

Sigga has served on numerous industry bodies, including City UK Fintech Delivery Panel, the Financial Services Trade and Investment Board Fintech Senior Steering Committee, and the Business in the Community Race Equality Board.

A strong advocate of diversity and inclusion, Sigga has previously been named on the top 50 Customer Experience Professionals by Marketing Week, ranked number four on the Empower Ethnic Minority Advocates, as well as recognised by FT & HERoes as one of the top 100 Champions for Women in Business in 2018.

14:00 – 15:30 Writing for a Business Audience

Speaker: Art Kleiner



**Art Kleiner** is an editorial consultant for influential thought leaders and those seeking a distinctive content strategy.

Writer and commentator, currently publishing on Medium.

Former editor-in-chief of the award-winning management magazine *Strategy+Business*, published originally by Booz & Co. and now part of PWC Strategy &

Editorial director of the Fifth Discipline Fieldbook series; co-innovator of "learning histories" (MIT Center for Organizational Learning)

Co-author of *The Wise Advocate*; Author of *The Age of Heretics* and *Who Really Matters* (The Core Group)



Thursday 9 July 2020

09:00 – 12:00 Research Ethics: Its Importance and the Process at University of Manchester

Speakers: Professor Timothy Devinney & Professor Julie Froud

**Julie Froud** is Professor of Financial Innovation at Alliance Manchester Business School where her teaching interests include the relationship between capital markets and business models.

Current research interests include developing an understanding of financialisation as financial innovation, London as a city state and the role of financial and other elites. Recent ongoing work covers rebalancing the economy and rethinking industrial policy for the foundational economy.

Julie is an associate of the ESRC-funded Centre for Research in Socio-Cultural Change (CRESC) and works as part of a research team with colleagues at Alliance MBS.



14:00 – 15:30 Doing Research with Practical Impact

Speaker: Professor Karl Moore



**Karl Moore** is Associate Professor, Desautels Faculty of Management, McGill University. Prior to his academic career he worked for eleven years in sales and marketing management positions with IBM, and Hitachi. Before McGill he taught at Oxford University for five years.

He has taught extensively in executive education programs including at Oxford, Cambridge, IMD, LBS, INSEAD, Duke, McGill, Bangalore, Renmin (Beijing), and Darden.

His publications include +150 articles, and 10 books, with +3,500 Google Scholar citations. His next book is next for Stanford University Press, *Introverted/Ambiverted/Extroverted Leaders*.

For 8 years Karl has blogged for Forbes. He hosts a weekly program, the CEO Series on CJAD where he does interviews one-on-one for an hour, some of the people interviewed have included: Justin Trudeau, Nobel Prize Winner Muhammed Yunus, and Eileen Murry, Co-CEO, Bridgewater. It is turned into a weekly column for the Globe and Mail and translated into French for *Les Affaires*.

Karl was nominated for aThinkers50 Distinguished Achievement Awards in the Leadership Category for his work on introverts/extroverts in the C-Suite & Millennials/Generation Z.



**Friday 10 July 2020**

**8:00 – 9:30 The DBA in China**

**Speaker: Lloyd (Luo) Wang**



**Lloyd Wang** is a professor in game theory, negotiation and leadership at Antai Business School of Shanghai Jiao Tong University. He is also a certified international trainer of NEVI Asia Pacific. He is a guest professor in negotiation at Concordia University of Wisconsin and EU Business School.

Lloyd started his professional consulting career with IBM Australia, and later Deloitte. He had provided services to many multinational clients across the regions. He was the general manager of Ariba China.

Over the years, Lloyd has developed a great interest in training and coaching. He is a columnist for a top management magazine in China and the author of the bestseller *Win in Negotiation* and his new book titled *Decision Making in Uncertainty* is planned to launch in late 2020.

Lloyd has Doctor Degree in Management from EU Business School in Switzerland and MBA from the Australian Graduate School of Management.

**10:00-11:00 Methods@Manchester**

**Speaker(s): Dr. Admos Chimhowu & Dr. Ian Fairweather**

This session will cover available methods courses and resources available through the university. The session will be particularly valuable to students earlier in the programme. The session will cover available courses and workshops available to DBA students

**14:00 – 15:30 Doing Research in Emerging Markets**

**Speaker: Professor Tamer Cavusgil**



**S. Tamer Cavusgil** is Fuller E. Callaway Professorial Chair and Executive Director, CIBER, Robinson College of Business, Georgia State University. A trustee of Sabanci University in Istanbul, Turkey, Tamer is also a visiting professor at Leeds University Business School, U.K., and The University of South Australia Business School.

Tamer authored more than several dozen books and some 200 refereed journal articles. He mentored over 35 doctoral students at Michigan State and Georgia State who have become accomplished educators around the world.

Tamer holds an honorary doctorate from **The University of Hasselt** and the **University of Southern Denmark**, in addition to being named as an **Honorary Professor by Atılım University** in Ankara, Turkey. He is an elected **Fellow of the Academy of International Business**.

Tamer holds a BSc from the Middle East Technical University in Ankara, Turkey. He earned his MBA and PhD from the University of Wisconsin.

**Saturday/Sunday 11-12 July 2020**

Over the weekend, there will be a series of student organised networking and conversational sessions. For privacy and security, more information will be sent directly to you if you express an interest in learning more.

**Monday 13 July 2020**

**8:30 – 10:00 Student Plenary Presentations I (Chair: Prof Jonatan Pinkse)**

**Andrew Lo (2015): Methods of Inquiry on Trust in Wealth Management**

The aim of the paper is to propose multiple paradigms as a method of inquiry to study trust in wealth management. The multiple paradigms framework of Burrell and Morgan is used for analysis. Findings from empirical research assuming functionalist, interpretive and radical structuralist paradigms are summarized and discussed. A different research method is used for each paradigm inquiry with quantitative statistical method used for functionalist, qualitative interpretive method for interpretive and longitudinal multi-method for radical structuralist. The paper contributes to new knowledge by proposing multiple paradigms to study trust and adds to the multiple paradigm literature by developing an “essence” – an integrative conclusion drawing from findings from different paradigms. Implications in management practice for the private banking industry and for the private banker practitioner are discussed.

**Richard Cai (2015): Understanding Strategic Outcomes of e-HRM**

By revealing the interrelationship between e-HRM and business strategy, this research is expected to provide reference for organizations that are still undecided about their e-HRM choices and those that are seeking better understanding of e-HRM practices. It depicts the interaction between e-HRM and strategic outcomes and how the process should be understood with reference to contextual factors. It's two-way approach also adds value to organizational perceptions of e-HRM. On the one hand, this research provides ideas on proper management of organizational resources towards strategic goals. On the other hand, its discussion of strategy fit sheds light on the content, process and implementation of e-HRM as a whole. It is expected to add knowledge for the better utilization of e-HRM.

**Yue Sun (2016): Knitwear Design Collaboration in the Fashion Industry – Co-design between Chinese Manufacturers and Overseas Retailers**

This study is motivated by real-world observation of a gap between (1) the increasing knitwear design collaboration activities in the fashion industry, and (2) the insufficient academic research status ascribed to this sector. In order to address this gap and provide a better understanding of the knitwear design collaboration between the Chinese manufacturers and the overseas retailers, two research questions were asked: (1) How the different teams collaborate in the knitwear design process? (2) How to improve the performance of the knitwear design collaboration? To address the first research question, the relevant literature from design collaboration are reviewed. 30 initial survey questionnaires are received and two main design collaboration approaches are classified. The trading company model and knitwear factory model are two main approaches. Both two approaches are highly dependent on the computer design system, while the different approach has the different design collaboration process framework. The second research question is still ongoing.

**10:30 – 12:00 Student Plenary Presentations II**

**Alessandro Ortalani (2015): When is the Right Moment to Transform Your Business?**

In a rapidly evolving environment, leaders of established organizations are asked to detect the weak signals of the “inflection points” representing major changes in the fundamental aspects of their business (McGrath, 2019). Organizations able to detect early enough these shifts are better positioned to take timely and appropriate decisions to reinvent their business model and thrive (Bertolini et al., 2015). The purpose of this study is to shed light on business model assessment within an established organization active in the healthcare space. The organization selected, here called MDM, represents a unique case for understanding how, in the period 2012-2014, the traditional “treatment driven” business model was transformed toward a “knowledge based” business model. Considering the limited knowledge on this topic, I have selected an inductive investigation taking the grounded theory approach based on a qualitative interpretative perspective. Drawing from the literature on system theory and business model assessment, the study shows that three dimensions played a critical role allowing the organization to detect the emerging inflection points: 1) market signals, 2) business model assessment, and 3) changing perspective.

**Scott Wagstaff (2016): Servitization as a Game Changer in the Oil Industry**

There is an abundance of literature supporting the position that organisations who cooperate achieve greater rewards than those that act in opposition or isolation. It is, therefore, puzzling why the oil industry remains resistant to the mutual benefits of servitization. Game theory was selected as a method to examine the types of business relationships in the oil industry and investigate if the development of servitization could influence the nature of these relationships. The statistical results and interviews find that all parties use adversarial strategies despite the publicised intent to work cooperatively. The interviews indicate that increasing servitization could increase cooperation and, in turn, value co-creation and vice versa.

**Stephen L. Jeffels (2016): Universal Basic Income – Are we at a Tipping Point?**

The 2020 Coronavirus crisis has resulted in significant interest in the concept of a Universal Basic Income globally, as a way of supporting those in financial hardship due to lockdowns and the resulting slowdown of national economies. Arguments in favour of UBI have prospered in recent years and yet no country has enacted a meaningful implementation. Whilst the current crisis may appear to be a “tipping point” for the introduction of UBI, this paper argues that two key prerequisites are missing from the contemporary debate. A full UBI requires significant taxation revenues – it is therefore of fundamental importance to understand what a fair tax system is and to understand the effect of UBI on this. This requires the construction of new models that integrate the tax and benefits system and the full range of incomes, sources of income and types of taxation.

**14:00 – 15:30 Student Plenary Presentations III (Chair: Prof Anne McBride)**

**Dawn Holmes (2015): Towards a Capability View of Data Driven Customer Experience Projects**

By understanding what is currently happening as Business to Business (B2B) organisations strive to improve customer experience using data, researchers will be better placed to develop customer experience frameworks of practical use to companies in this specific situation and offer solutions to the business issues being faced. This paper explores current business practices in a B2B context and determine whether current capabilities theories might be helpful in understanding and dealing with the challenges faced by businesses, specifically those implementing data driven projects to improve Customer Experience (CX). Semi-structured interviews were conducted with twenty-one interviewees from three case study companies. We find that although the extant literature on capabilities is widespread, it is not sufficiently targeted or detailed to provide prescriptive assistance to practitioners engaged in specific projects such as data driven CX. A new grouping of detailed capabilities should be developed based on empirical findings in order to support firms.

**Nikolaus Eichman (2018): Exploring the Profiles and Market Channel Decision-Making of Small, Indoor Farmers**

In this paper, I outline findings from a literature review related to the profiles and market channel decision-making of small, indoor farmers. This distinct type of farmer has emerged in the United States as a key market actor in urban food systems. Though localized production is still a niche that is difficult for the global food regime to enter, there are inefficiencies related to direct-to-consumer sales strategies that make it hard for small farmers to realize the full potential of their participation in urban markets. In this paper, I attempt to provide a better understanding of the knowledge gaps related to their profiles and market channel decision-making, which is important for targeting support programs and services. My literature review has revealed a gap in the literature on this specific topic. Other important findings include a lack of understanding of what makes a small, indoor farmer distinct (if anything); business model innovations related to their production, their potential roles in transitions to urban sustainability, and how they are being engaged through farmer support programs.

**Dimitri Shuster (2019): The Fed Put’s Effects on Historical Volatility Trends and Equity / Volatility Dynamics**

Market professionals, academic practitioners and researchers identified the phenomenon of the Fed put (known also as Greenspan put, Bernanke put, Yellen put, and Powell put) as an asymmetric response of the Federal Reserve to equity returns since mid 1990’s to present time. The Fed tends to decrease Federal Funds target rates (FF) in response to negative equity returns and does not increase FF at the same rate if at all when equity returns are positive. This paper establishes that the Fed put likely contributed to a substantial negative trend in historical volatility of equity indices since 1990’s relative to lack of trend in the historical volatility in the previous 25 years. The paper also sheds a new light on the strength of relationship between longer-term equity returns and historical volatility, potentially contrary to the underlying assumptions of the CAPM and CAPM-successor models indicating, at the very least, a strong shift in risk/return relationships during the Fed put era. Finally, the paper examines relationship between historical volatility and volatility of volatility of equity indices from 1995 to 2020.

**Tuesday 14 July 2020**

The roundtables are groups of 4 students working on a topic area engaging in a discussion with faculty and interested others. These are non-plenary, meaning that more than one group will be scheduled at the same time. The roundtables will follow the AOM “interactive” style of presentation.

Groupings and times are being allocated now and more information will be forthcoming. Email Invitations with Zoom details will be sent out in due course.

**14 July: 8:00 AM**

Session	Name	Title
<b>1.1</b>	<b>Moderator</b>	<b>Anne McBride</b>
1.1	Narvel	Change Management: A critical factor for project success
1.1	Hi Wu	A conceptual framework of analyzing trust and social influence on the continuous use of mobile payment in China and USA
1.1	Jiang	IT Outsourcing in Chinese Private Enterprise
1.1	Sanan	The impact of internet technology on television business: How CEOs adapt and adopt
<b>1.2</b>	<b>Moderator</b>	<b>Stefan Zagelmeyer</b>
1.2	Ringart	The Usability of Crowd Sourcing in Diagnostic Radiology Image Interpretation
1.2	Wong	From Imitation to Innovation: The Disruptive Phenomenon of the Shanghai Economy and Its Ecosystem in the Age of "Made in China 2025"
1.2	Hirschvogel	Disruptive innovation and its implications on automotive supply chain structures: An empirical analysis based on the example of the electrification of powertrains
1.2	Menon	Understanding the drivers and barriers of creativity & innovation: A cultural and context study of countries in south East Asia with respect to creativity and innovation.
<b>1.3</b>	<b>Moderator</b>	<b>Stefania Marino</b>
1.3	Amos	Effective leadership styles in safety critical organisations
1.3	Dunseath	From intelligent client to capable owner: The case of Sellafeld
1.3	Zhu	Feminine leadership and team performance
1.3	Jin	Emotional contagion within leader-follower interactions
<b>1.4</b>	<b>Moderator</b>	<b>Stuart Hyde</b>
1.4	Shi	Market value management and the evaluation system
1.4	Chan	Measuring marketing performance in Hong Kong: Some propositions
1.4	Ge	Individual motivations, commitments and role conflicts in the context of open source software: Challenges for strategic human resource management

**14 July: 10:00 AM**

Session	Name	Title
2.1	Geoffrey	Logistics and behavior: The impact of the bullwhip effect and prospect theory on the stock market
2.1	Gomes	Identifying bias in private equity valuations by triangulating observations in the pricing of private equity stakes over the secondary market with the price movements of listed private equity products
2.1	Khamis	Behavioural finance, private equity, corporate finance, international investments
2.1	Salanga Ile	An optimal approach to mutual fund manager selection
2.2	Guangyu Yang	A case study investigation of the HRM boosting firm performance through employee behavior change by nudge
2.2	Qin	Heterogeneity of an entrepreneurial team and its effects in launch a successful new venture
2.2	Woo	Optimizing a globally integrated workforce during times of landscape change
2.2	Yang	Establishments' use of temporary agency workers: The influence of institutions and establishment employment strategy in economic crisis China
2.3	Szomora	The rising of mobile sports betting & gambling
2.3	Chen	Airline and railway customer lifetime value estimation
2.3	Ma	What determines the success of foreign direct selling companies in China?
<b>2.4</b>	<b>Moderator</b>	<b>Dimitrija Kalanoski</b>
2.4	Alhosani	Organizational and strategy decision-making in dynamic environments
2.4	Guo	SAP china partner ecosystem go-to-market strategy research
2.4	Qiao	How do inexperienced acquirers from emerging economies learn from their first cross-border acquisition
2.4	Aaltonen	Strategy making process and the application of balanced scorecard: A case study approach

14 July: 2:00 PM

Session	Name	Title
3.1	Tipper	Gender bias in the recruitment and selection process of women in the Middle East: An inquiry into it multinational corporations.
3.1	Elrefae	Performance management: A study of how the millennial demographic and developments in technology can be utilized to improve organisational performance
3.1	Marufuji	An investigation on the role of a gender-free feminine style on multicultural team leadership
3.2	Ormandy	The role of field-configuring events in field emergence
3.2	Nouri	The role of digital transformation in building competitive advantage
3.2	Ying Yong Xu	Cancer research and innovation: Conceptualising a persistent anomaly
3.3	D'Amore-Sokolova	Planning mechanisms for marketing services in business-to-business (B2B) environments
3.3	Elmadany	Smart requirements in the era of omni-channel marketing
3.3	Tennis	Character, customers and brands: eExploring the links between identity, authenticity and trust in loyal customer relationships.
3.3	Okuda	Remaining small: To examine the characteristics of micro and small enterprises surviving through creativity and innovation whilst choosing to remain small scale.
<b>3.4</b>	<b>Moderator</b>	<b>Panos Constantinides</b>
3.4	Jiang Jin	Data-centric digital platform strategy for value chain optimizing of discrete manufacturing
3.4	Zhang	Platform organization and its development and practice in business organization
3.4	Siqueira	Future of business model based on collaborative production system in the automotive industry: VW modular consortium case
3.4	White	Hospital facility delivery and operational performance: Empirical relationship analyses in Ontario, Canada

Wednesday 15 July 2020

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15 July: 8:00 AM

Session	Name	Title
<b>4.1</b>	<b>Moderator</b>	<b>Torsten Wahle</b>
4.1	Ayesha Alhosani	Dynamic multi-agent systems: A case study in organizational decision making
4.1	Chidambaram	Business decision paradox: intuition vs reflection: A framework for better decision making
4.1	Pan Cong	Disentangling the effect of individual-focused transformational leadership on employee voice
<b>4.2</b>	<b>Moderator</b>	<b>Mario Kafouros</b>
4.2	Chien Hung (Claude) Liu	The effect of big data analytics capability on strategic business value at firms in China
4.2	Guo	Assessment and management of innovation quality for technology ventures in electronics information business
4.2	Yuan	Is the case unique: when and how to turn a "product innovation failure" into a success: A case study
4.2	Lu	Technology commercialization basic barrier cost and monetary valuation effect on an organizational fit: Start-up vs mature company
<b>4.3</b>	<b>Moderator</b>	<b>Judith Zolkiewski</b>
4.3	Chen	A market entry strategy in China: A strategy plan for Saria group
4.3	Jiao	The effect of empowerment from the headquarter on local creativity
4.3	Basiony	How can spms help automotive dealership operating in emerging markets implement their strategies across their different units?
4.3	Xia	A conceptual framework and assessment criteria of strategic supplier selection in industrial sector

15 July: 10:00 AM

Session	Name	Title
5.1	<b>Moderator</b>	<b>Axele Giroud</b>
5.1	Vazquez Monroy	National federations management guidelines
5.1	Zhang	Industry associations and high-tech industrial development in shanghai
5.1	Almarzouqi	The policy implications of business model analysis: deconstructing growth dynamics in UAE SMEs
<b>5.2</b>		
5.2	Carlos Panzo	Public finance, banking performance and financialization in commodity based economies - the case of Angola
5.2	Tatiana Manla	FDI in post conflict countries: Determinants and implications
5.2	Babalola	Role of the private sector in the development of sub-Sahara Africa: A case study of ecobank transnational incorporated (ETI)
5.2	Zhang	Corporate governance and she management: A comparative analysis of Chinese enterprises
<b>5.3</b>	<b>Moderator</b>	<b>Stefania Marino</b>
5.3	Foreman	Supply chain management within capital projects: A practice-based study
5.3	Lee	Building organizational capabilities to execute higher end product design and development in Mexico.
5.3	Yu	How fintech companies build competitive advantage

15 July: 2:00 PM

Session	Name	Title
<b>6.1</b>	<b>Moderator</b>	<b>Ismail Ertürk</b>
6.1	Chung	What corporate governance changes can drive shareholder value for financial institutions in China?
6.1	Elmadany	Term and reversion techniques. Top slice AI hardcore technique. Discount rates, yields, capitalization
6.1	Mayze	An analysis of the expansion of quantitative and qualitative corporate reporting by banks in the UK, Europe and the USA before, during and after the crisis of 2007
6.1	Zhang	Initial back-testing on the industry selection of an empirical study on the industry and stock selection for equity investment in China
<b>6.2</b>	<b>Moderator</b>	<b>Nuruzzaman Nuruzzaman</b>
6.2	Larburu	Management strategies to overcome the integration paradox & merger syndrome in cross border M&As: The case of LATAM airlines
6.2	Ireta Sanchez	The effects of leader attitude on entrepreneurial business models in Chile
6.2	Monehin	The impacts of senior managers' dispositional optimism on the outcome of crisis management
6.2	Camacho De Figueiredo	Presentation self-awareness and professional relationship
<b>6.3</b>	<b>Moderator</b>	<b>Catherine Casson</b>
6.3	Kennedy	Intelligent shopping agents (isas): Opportunities and implications of non-human shoppers
6.3	Wu	The influences of mobile devices on e-consumer's purchasing decision
6.3	Zhao	WOM & social media eco system for global outdoor sports brand china acceleration
6.3	Wan	Study of purchase of family products in Chinese emerging markets based on lifestyle segmentation
<b>6.4</b>	<b>Moderator</b>	<b>Damien O'Doherty</b>
6.4	Krovvidi	Predictive modelling of organization performance
6.4	Yi Qun Liu	The relationship between new technology and employee satisfaction in QSR industry
6.4	Mucheriwa	The efficacy, impact and political dilemmas of macroprudential policy: Bermuda case study



**Thursday 16 July 2020**

**8:00 – 9:30 Managing One's Career**

**Speaker: Neil Waters, Egon Zehnder International**



**Neil Waters** leads the Hong Kong office and the firm's board and CEO succession practice in Hong Kong. He has spent more than 10 years advising global clients on a range of challenging matters related to CEO and board succession. His clients include governments, community organizations, and private sector companies in numerous industries. Neil has also played a senior role in professional development of the firm's consultants globally.

Prior to joining Egon Zehnder, Neil was a Consultant and Engagement Manager with McKinsey & Company. Earlier in his career, he was a Systems Engineer and Marketing Representative with IBM Australia.

Neil has an electrical and electronic engineering degree from the University of Adelaide in South Australia and an MBA from Cornell University in the U.S. He enjoys European handball, chess, reading, sharpening his Latin, and curling. He has also served on the board of the Melbourne International Festival of the Arts, the leading arts festival in the Australia.

**10:00 – 11:30 Managing One's Career**

**Speaker: Dr Jocelyn Dehnert, Lamarck & Santander**

**Jocelyn Dehnert** has over 15 years of extensive experience in the executive search industry most recently as Managing Partner of Lamarck, an executive search and consulting business focusing on Board, CEO and senior level executive appointments. Prior to setting up Lamarck, Jocelyn was the Regional Market Leader, Board Services EMEA for Korn Ferry International. Jocelyn spent the first 10 years of her search career at Heidrick and Struggles where she served as Regional Managing Partner for both the European and Asian businesses. She was a Vice Chairman of the firm and a member of the Office of the Chairman and the Global Operating Committee.

In her early career Jocelyn worked for both Citibank and Barclays Bank International. She subsequently spent 8 years on the faculty of the Australian Graduate School of Management, Australia's leading graduate business school, where she taught Finance. Jocelyn has an BA in Economics from the University of Sydney and an MBA and PhD in Finance from the University of New South Wales.



**14:00 – 15:30 Transitioning from an Executive Career to Doing Academic Research**

**Speaker: Andrew Schotter**



A dual Canadian and German citizen, Andreas Schotter is an Associate Professor of International Business. He also serves as Ivey's Academic Director of the CEMS Global Alliance Masters in International Management program. Dr. Schotter has lived in Canada, Europe, Asia and the USA and holds permanent resident status in Hong Kong. As an international business expert he helps executives and organizations understand the challenges and opportunities posed by the ever increasing turbulences in the global economy.

He specializes in how to think strategically and drive the agile decision-making that will prevail in today's volatile, uncertain, complex, and ambiguous business world. His current areas of endeavour include the development of strategies for business system disruption and investigations into boundary-spanning leadership capabilities in global organizations.

Dr. Schotter's research has been published in leading academic and practitioner journals including the Academy of Management Journal, the Journal of International Business Studies and the MIT Sloan Management Review amongst others. He has authored numerous book chapters, cases, and a book on strategic management frameworks. In addition to his academic work Dr. Schotter collaborates closely with leading multinational corporations from North America, Europe, Asia, the Middle East and Latin America on emerging market strategies and international leadership development.

**Friday 17 July 2020: Optional Post-Conference Workshop** (limited availability: pre-registration required)

**Post-Conference Workshop: Qualitative Case Research in Business & Management**

**Instructor:** Prof Emmanuella Plakoyiannaki, University of Vienna



Emmanuella Plakoyiannaki is Chair of International Business at the Faculty of Business Economics and Statistics, University of Vienna, Austria. She is also Visiting Professor at Leeds University Business School (LUBS), UK.

She holds a PhD from the University of Strathclyde, Glasgow. She is Associate Editor of the British Journal of Management and Co-Chair of the International Business/ Management SIG of the British Academy of Management (BAM). Her research interests refer to SMEs and FFs internationalisation, philosophy of science, case study methodology and language in international business. She has published in various academic journals including the *Academy of Management Review*, *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of World Business* among others.

**Workshop Description**

This seminar offers doctoral researchers an in-depth understanding of key issues and methodological decisions of qualitative case study research. It seeks a balance between practice and theory, and between action and reflection. Emphasis will be placed on case study practice in Business & Management (B&M) disciplines. This seminar is divided into two main parts focusing on the following topics: (1) *qualitative case study research under different philosophical assumptions* and (2) *the sampling processes in qualitative case study research*.

By the end of the seminar participants are expected to understand the following elements:

1. Case study research and theorising under different philosophical orientations.
2. Case selection as a multi-step and level process

Part 1: Case Study Research Under Different Philosophical Orientations 10:00am-12:00pm	<ul style="list-style-type: none"> <li>Defining Case Study Research</li> <li>The case study methodology as a “pluralistic” research methodology.</li> <li>Case study research and different methodological orientations: positivism, critical realism and interpretivism.</li> <li>The theoretical objectives of case study research; the role of theory in case study research; theory building vs. theory testing.</li> <li>Different Theorizing Styles in Case Study Research</li> </ul>
Lunch	12:00pm – 12:30pm
Part 2: Case Selection 12:30pm-14:30pm	<ul style="list-style-type: none"> <li>Case study sampling: a multi-step &amp; level process:</li> <li><i>What</i> to select, <i>How</i> to select, <i>When</i> to select: temporal and emerging dimensions of case study research, <i>How</i> many cases to select.</li> </ul>

**Readings will be provided to those who register for the workshop**

**Monday 20 July 2020: Optional Post-Conference Workshop** (limited availability: pre-registration required)

**09:30 – 16:30 Post-Conference Workshop: Introduction to NVivo for Windows\*\***

**Instructor:** Elizabeth Wiredu



These courses are designed for a complete beginner, as well as those who have used previous versions of the software or are self-taught and want to upgrade their skill. These courses provide a thorough hands-on overview of NVivo using a sample project. After the overview, participants will create a practice project from scratch. Sample project data is provided. Participants may use their own data after the initial practice.

The aim of this training is for participants to gain confidence in setting up a project framework, importing data, coding, annotating, memoing, linking ideas, exploring, probing, visualising data, and gathering evidence for writing up findings.

**Teaching Methods**

The teaching method is mainly hands-on. It is supported by presentation, demonstration, discussions, questions and answers. The tutor will screen share to examine each participant's project on their coding, node structure, and classification, thereby providing suggestions, corrections, and efficiency tips. This will ensure that your coding and node structure will support in-depth data analysis.

**Training Workbook, Certification of Completion & After Training Support**

- Each participant receives an instructional workbook.
- Each participant receives a certificate of completion and ongoing after training support via phone, email and screen sharing.

**Programme Outline**

09:30 – 12:30 In this session, you will learn to:

1. Explore the functionalities of NVivo using a sample project.
2. Create a practice project and set up folders for your data.
3. Import interview transcripts into the practice project.
4. Learn to code a transcript into both “open-codes” and “thematic coding framework”.
5. Use Mindmap to structure your thematic coding framework.
6. Annotate your coding, attach coding summaries in memos to transcripts and nodes.
7. Create memos for field notes, reflective notes, and supervision meeting records.

12:30 – 13:30 **Break for Lunch**

13:30 – 16:30 In this session, you will learn to:

1. Organise your growing open-codes into thematic coding structure using colour to cluster them.
2. Classify your data by their demographic attributes and values.
3. Use coding and matrix queries to ask questions and gather coded references to report findings and also to initiate further questions.
4. Use the remaining time to work on your own project and receive individual support from the tutor.

**Course Reminders**

Practice interview data files are provided. [Download it here.](#)

If you do not have NVivo installed on your laptop, you can download a 14-days FREE trial copy [from this link.](#)

**\*\* Please Note:** The presenter will present using NVivo 12 for Windows. Mac users of older version will struggle to follow the presentation because NVivo for Mac is very different. I strongly recommend that Mac user [download the newer version of NVivo for the Mac ver. 12.](#)

**Tuesday 21 July 2019: Optional Post-Conference Workshop** *(limited availability: pre-registration required)*

**10:00 – 12:30 Post-Conference Workshop: Structural Equation Modelling**

**Instructor: Dr. Mahmoud Abdulrahman**

Dr. Mahmoud Abdulrahman is a Senior Lecturer of information management and business analytics. He completed his PhD in “Knowledge Management Systems” and his Master degree in “Information Systems, Organisations and Management” at Alliance Manchester Business School, The University of Manchester. Mahmoud is a consultant, an educator and scholar on the “User Acceptance views of New Technologies” and its applications in different businesses. Mahmoud has 20 years of academic experience including journals, book chapters and conference publications research projects, supervising several PhD, DBA, MBA, MSc and UG projects. Mahmoud also engaged in teaching at both undergraduate and postgraduate levels, managerial training, consultation and leading advanced practice programmes at different universities around the world in the UK, Germany and the Middle East. Mahmoud also is a reviewer at different highly ranked journals, member of Association of Information Systems, Academy of Management and is a Fellow of UK Higher Education Academy.



**Workshop Overview**

Managers are often faced with complex inter-related problems; for example, how do information systems tools impact on Decision Making Processes? And how can we translate decisions into organisational effectiveness? To answer these inter-related questions also demands a complex analysis.

Structural Equation Modelling is a technique that allows us to examine a series of these dependence relationships simultaneously; in other words, it allows you to test your whole theory. SEM is a multivariate technique that allows us to test different relationships in one analysis, whereas previously we would have to run several linked (and often long-winded) analyses.

This introductory workshop will look at why we should use SEM, explain the basic steps for completing a full SEM analysis, introduce the software AMOS and summarise some of the more advanced techniques. You will be able to follow along with the techniques, and the emphasis will be on enabling you to gain a good basic knowledge of not only the techniques but how AMOS works as a graphical interface. It will also build on your knowledge of multiple regression techniques and factor analysis. (Please note that the University Licence is for SPSS/AMOS version 23 or 25). Please note that you need to use windows laptop or PC to use this software and the licence available from the university.

Please note that this is an introductory workshop and will cover the basics of SEM – it will not be suitable for those who are advanced users.

If you wish to use your own laptop in the workshop, the AMOS software should be downloaded beforehand. AMOS is part of the SPSS software suite and should be available on the ESD website when requesting to download SPSS: <https://www.software.itservices.manchester.ac.uk/search/>

The workshop will run from 10:00 AM until 5:00 PM with a break at 12:30 – 1:30 PM for lunch.