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The University of Manchester  
Alliance Manchester Business School

# Doctoral Research Conference 2022

Monday 23<sup>rd</sup> May 2022 – Friday 27<sup>th</sup> May 2022



# Alliance Manchester Business School

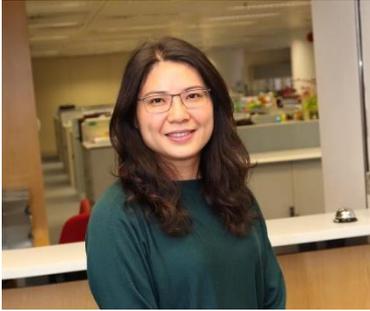
## *Doctoral Research Conference 2021-22*

### *Monday 23<sup>rd</sup> May – Friday 27<sup>th</sup> May 2022*

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# Welcome



We are delighted to welcome you to **the Alliance Manchester Business School Doctoral Research Conference**. After two years of adapting to the COVID-19 pandemic, and hosting the conference online, we are happy to be able to resume holding the conference in-person on campus this year, which is important for



cohort cohesion.

We are very pleased to once again welcome PGR colleagues from **Lancaster University Management School** and **University of Liverpool Management School**. We are taking the opportunity to provide significant external content with specialists and alumni. The opening keynote address will be given by Professor Lauren Maines (Conrad Prebys Chair and Associate Dean for Research at the Kelley School of Business, Indiana University-Bloomington). During the Doctoral Research Conference we will have keynotes from academics within AMBS featuring **Professor Kevin Aretz, Professor Jonatan Pinkse, Prof Antony Potter, Dr Matt Alford, Professor Paolo Quattrone** and a plenary and workshop from **Dr Saleema Kauser**. Our closing Keynote address is given by Professor Ruth Aguilera (Distinguished Darla and Frederick Brodsky Trustee Professor in Global Business at the D'Amore-McKim School of Business at Northeastern University and a Visiting Professor at ESADE Business School).

We have also scheduled a plenary panel of former PhD and DBA graduates featuring **Dr Dawn Holmes, Dr Brian Vera, Dr Gordon Mayze and Dr Rotimi Ogunsakin** talking about what their programme meant to them.

The PGR presentations will be similar to typical conference presentations and will be of three types. First, we have **Year 1 PhD presentations** organised by Division. Second, we are holding **roundtable discussion sessions** where DBAs in all years of study and Year 2+ PhDs can interact and comment on short discussions of each other's research. These are organised mainly by topic and have an academic chair. Third, we have **plenary sessions** that feature the best four papers selected from entrants to the Best Doctoral Paper Competition. All together these sessions will:

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

We know that everyone is incredibly busy and will have to pick and choose what sessions of the Doctoral Research Conference they can attend, so we invite you to look through this programme and identify those sessions that you will be wishing to attend. AMBS intranet users can access the full timetable [here](#).

We look forward to seeing you at the conference.

All the best,

**Professor Wing Lam**  
Doctoral Programmes Director

**Professor Timothy M. Devinney**  
Director of the DBA Programme

# Opening Address

Monday 23rd May – 10:45 – 11:00

Room 2.008

**Professor Nikolay Mehandjiev**  
**Director of Research**



Due to the success last year of uniting both the PhD and DBA conferences together, we will continue to do this moving forward. In doing this, it offers a wealth of sessions: 1st year PhD presentations, renowned keynote speakers, roundtable opportunities for everyone to present their research and Best Paper Competition presentations. We are providing everyone with the opportunity to participate and sit-in on a range of sessions with our PhD and DBA researchers and attend thought-provoking sessions.

This will be the first time we have been able to hold the conference on campus, and in person, since May 2019 due to the pandemic. We are excited to welcome you back to attend the Doctoral Research Conference at Alliance Manchester Business School.

## Last Year...

The Best PhD Divisional Abstracts Winners of 2020/21 were:

Name	Division	Abstract Title
Alexander Ntiri-Ampomah	MSM	Productivity and efficiency of firms: a paradigm shift towards a wider perspective of performance measurement
Daniel Naqvi	IMP	What is the role of urban governance in integrating sustainability and digital platforms in cities?
Minjia Zhang	A&F	Social media and corporate debt financing
Kashfia Ameen	PMO	Codes of conduct and labour agency among femal workers in the garment global production network: evidence from the Bangladeshi garment industry

The Best PhD School Abstract Winner of 2020/21 was:

Name	Division	Abstract Title
Miri Kim	A&F	Comparability of principle-based accounting standards and accounting enforcement

The Best Doctoral Paper Competition Winners for 2020/21 were:

Name	Programme	Division	Title of Manuscript
<b>Joint Winners</b>			
Lijie Yu	PhD	A&F	The Volker Rule and the hedge fund liquidity circle
Tausif Bordoloi	PhD	A&F	Does geographical proximity matter for technology adoption? A digital manufacturing case study in North West England
Scott Wagstaff	DBA	MSM	Trust, distrust and the servitization paradox

The Runners up of the Best Doctoral Paper Competition 2020/21 was:

Name	Programme	Division	Title of Manuscript
Ghadeer Alsaeed	PhD	MSM	Influencer marketing: the paradox of sponsorship disclosure

## Supporting and Technical Information

### Etiquette

Please ensure that you arrive at the sessions promptly before the specified start times so not to interrupt the sessions once commenced.

**To locate a PGR's name, presentation session, or abstract with ease, press CTRL F, type in the name, and then every mention will be listed.**

# Monday 23<sup>rd</sup> May Schedule

## Schedule of Events

*Abstracts and Presentation Times*

To quickly find the abstract and presentation time of a presenter, search using CTRL F in this document.

Time	Session	Lead By	Location
10:15 – 10:45	Registration and Refreshments		The Hive Event Space (Floor 3)
10:45 – 11:00	Opening Address	Prof Nikolay Mehandjiev – Director of Research	Room 2.008
11:00 – 12:15	Behavioral Research in Corporate Reporting: Past, Present and Future	Prof Lauren Maines (Kelley Business School, Indiana University)	Room 2.008
12:15 – 13:15	<b>Lunch</b>		The Mill Restaurant
13:15 – 14:30	Alumni Panel: Featuring PhD & DBA Graduates	Dr Dawn Holmes Dr Brian Vera Dr Gordon Mayze Dr Rotimi Ogunsakin	Room 3.015 A&B
14:30 – 14:45	<b>Break</b>		The Hive Event Space (Floor 3)
14:45 – 17:15	Enhancing the Social Impact of Your Research  <i>(Workshop: linking your own research: 16:15-17:15)</i>	Dr Saleema Kauser  <i>with Prof Marie Dutordoir Dr Oliver Laasch Dr Jenny Rodriguez Dr Pedro Sampaio</i>	Room 3.014 A&B

**Keynote Address: Behavioral Research in Corporate Reporting: Past, Present and Future  
by Professor Laureen Maines  
Chair: Prof Wing Lam**

**Monday 23<sup>rd</sup> May 11:00 – 12:15  
Room 2.008**

**Biography:**

Laureen A. Maines is the Conrad Prebys Chair and Associate Dean for Research at the Kelley School of Business, Indiana University-Bloomington. She previously served as the Executive Associate Dean for Faculty & Research from 2013-2021 and as Chair of the Accounting Department from 2010-2013. Professor Maines received a Ph.D. and M.B.A. in accounting from the University of Chicago and a B.S. in accounting and M.B.A. in finance from Indiana University-Bloomington.



Professor Maines' research uses experiments to study issues related to judgment and decision-making in both financial and managerial accounting. Her research focuses on the implications of financial reporting standards for investors' and preparers' judgments and decisions, as well as managers' use of accounting information to facilitate and evaluate employee performance. She has published articles in *The Accounting Review*, *Journal of Accounting Research*, *Auditing: A Journal of Practice and Theory*, *Behavioral Accounting Research*, and *Accounting Horizons*. Professor Maines was an editor for *The Accounting Review* from 2008-2011, associate editor for *Contemporary Accounting Research* from 2004-2006, and has served on several editorial boards.

Professor Maines has taught courses in financial and managerial accounting at both the undergraduate and graduate levels, as well as a doctoral seminar on experimental accounting research. She also has taught in financial management executive education programs. She is active in the American Accounting Association, having chaired both the Financial Accounting Standards Committee and the Doctoral Consortium Committee.

**Synopsis:**

Many individuals participate in the reporting, analysis and use of corporate information, including standard setters, regulators, corporate managers, financial analysts, and investors. Behavioral research has long recognized the importance of these individuals to the reporting process and associated outcomes. This research has studied characteristics of individuals, as well as the impact of task and environmental features on individuals' behavior. Research in this area traditionally has used experiments and surveys, although the recent increase in publicly available archival data at the individual level has served as a catalyst for an archival stream of behavioral research. The presentation will highlight the historical contributions of this literature, focusing on the behavioral accounting literature on financial reporting. The presentation also will discuss the comparative advantages and synergies of different research approaches, as well as fruitful paths for future research given innovations and new directions in corporate reporting.

## Alumni Panel

Chair: Eleni Chiarapini  
Monday 23<sup>rd</sup> May – 13:15 – 14:30  
Room 3.015 A&B

PhD and DBA alumni have been invited to the Doctoral Research Conference as part of our commitment to more post-graduation learning. You will hear what their programme meant to them and how it helped shape their career after completing the doctoral programme.

**Dr Dawn Holmes**  
Lecturer in Marketing  
Alliance Manchester Business School

**Year of DBA programme completion:** 2022

**Division:** Management Sciences and Marketing (MSM)

**Supervised by:** Professor Jamie Burton and Professor Judy Zolkiewski



Dawn is part of the 2015 DBA intake and has recently completed her DBA (March 2022). Dawn's research focuses on the management perspective of data projects, specifically in B2B contexts, and used an abductive, qualitative case methodology.

Adopting a second career, moving from the corporate and consulting world into education, was perhaps not the most sensible thing to do part way through a DBA, but sensible choices aren't always the best thing to do. Dawn is now a lecturer in marketing at AMBS, having joined the teaching team on an informal basis in 2016. She teaches across a range of programmes including Undergraduate, Postgraduate, Global and Executive Education. Her DBA research has been helped by, and informs, much of her Exec Ed teaching.

**Name: Dr Brian Vera**  
Teaching Associate  
Alliance Manchester Business School

**Year of PhD programme completion:** 2022

**Division:** People, Management and Organisation (PMO)

**Supervised by:** Professor Stefan Zagelmeyer and Professor Ken McPhail



Brian is a Teaching Associate in the People, Management and Organisations division. Within his role he is responsible for supporting the teaching staff by delivering lectures and tutorials, supervising MSc dissertations, marking assessments and providing administrative support to the group. While Brian is new to the role, what he has enjoyed the most so far has been learning about new subject areas within the division to which he had previous little exposure. Additionally, Brian has enjoyed advising students through their MSc dissertations and seeing their research interests come to fruition. Overall, this role has benefited him as an early career academic by providing the opportunity to balance the development of his teaching proficiencies with his research goals.

**Dr Gordon Mazye**

Lecturer (Assistant Professor) in Accounting, Finance & Banking  
Manchester Metropolitan University

**Year of DBA programme completion:** 2021

**Division:** People, Management and Organisation (PMO)

**Supervised by:** Dr Julie Froud and Mr Ismail Ertürk



Gordon completed his DBA at AMBS in 2021, and transitioned from industry into an academic role at Manchester Metropolitan University (MMU) in September 2021 as a lecturer (assistant professor). His research interests focus on financialization, shareholder value, and bank regulation, and he is currently in the process of submitting 3 articles for publication from his doctoral thesis. Prior to joining MMU, Gordon qualified as a Chartered Accountant with the Institute of Chartered Accountants of Scotland (ICAS) with KPMG, and spent nearly two decades in senior finance and strategy roles. This included four years in small business advisory and the audit of global companies, and nearly a decade at Lloyds Banking Group as a Senior Manager. This included working at a group level on post

crisis strategy and planning, financial reporting to the London Stock Exchange, and implementing post-crisis reforms including Basel III, Ring-fencing. Gordon continues to teach at AMBS on the Global MBA, and also taught on Executive Education programmes during his DBA. Gordon lives in Edinburgh, and in his spare time is either on his bike in the middle of nowhere, reading a book about financial crises, or being a taxi service for his two children.

**Dr Rotimi Ogunsakin**

Lecturer in Marketing  
Alliance Manchester Business School

**Year of PhD programme completion:** 2019

**Division:** Management Sciences and Marketing (MSM)

**Supervised by:** Prof Nikolay Mehandjiev, Dr Cesar Marin Pitalua



Rotimi is a lecturer in Management Science at the Alliance Manchester Business School. He has a BSc in Computer Science from the University of Port Harcourt, an MSc in Advanced Computing and IT Management from The University of Manchester, and a PhD from the Alliance Manchester Business School. His career has been in research and innovation at the intersection of artificial intelligence and business. Before joining AMBS, he was a lecturer in Computer Science at the University of Port Harcourt, and an ICT consultant for private and public establishments, such as the Nigerian Navy. Presently, he teaches in the MSc Data Science and BSc Information Technology Management for Business programmes. He

also consults for startups in the UK and Nigeria.

**Enhancing the Social Impact of Your Research  
by Dr Saleema Kauser**

**Monday 23<sup>rd</sup> May 14:45 – 17:15  
Room 3.014 A&B**

**Biography:**

Dr Saleema Kauser is a Senior Lecturer in the PMO division. Her research interests include gender inequality and feminism to increase the visibility of women from diverse and underrepresented societies to help redefine workplaces and business ethics, religion and spirituality and its impact on business and society. Saleema is the Associate Head of Social Responsibility and Civic Engagement for the PMO division. Saleema also serves as a Board member for the Pankhurst Trust and Manchester Women's Aid. She is a member of the LEAP - PRME working group on the sustainability mindset.



**Plenary – 14:45 – 16:00**

In this plenary session, you will join Dr Saleema Kauser (Associate Head of Social Responsibility, PMO Division AMBS) who chairs this session, and three distinguished speakers: Professor Marie Dutordoir, Dr Oliver Laasch, and Dr Jenny Rodriguez (Chair of AMBS EDI Committee) to discuss the importance of social impact for PGR. It will cover the topics of Responsible Research in Business and Management, Sustainable Development Goals (SDGs), and how business and management research can help tackle societal grand challenges through the lens of SDGs.

**Workshop on linking your own research to SDGs: 16:15 – 17:15**

In this workshop session, you will work as a group of five or six to work on how to link your own PGR research to the SDGs. You will assess what SDGs are most relevant to your own research, and how can you enhance the linkage and enhance its social impact. This workshop will be facilitated by Dr Saleema Kauser (Associate Head of Social Responsibility, PMO Division AMBS), Dr Jenny Rodriguez (Chair of AMBS EDI Committee), and Dr Pedro Sampaio (Associate Head of Social Responsibility, MSM Division AMBS).

# Tuesday 24<sup>th</sup> May Schedule

## Schedule of Events

*Abstracts and Presentation Times*

*To quickly find the abstract and presentation time of a presenter, search using CTRL F in this document.*

Time	Session	Lead By	Location
08:45 – 09:15	<b>Registration</b> <i>(for anyone that did not attend on Monday)</i>		The Hive Event Space (Floor 3)
09:15 – 10:45	Year 1 PhD Presentations <b>A&amp;F Session 1</b>	Prof Maria Marchica	Room 3.006A
	Year 1 PhD Presentations <b>MSM Session 1</b>	Prof Yu-wang Chen	Room 3.013A
	Year 1 PhD Presentations <b>IMP Session 1</b>	Prof Kieron Flanagan	Room 3.008
	Year 1 PhD Presentations <b>PMO Session 1</b>	Dr Anita Greenhill	Room 3.009
10:45 – 11:00	<b>Break</b>		The Hive Event Space (Floor 3)
11:00 – 12:15	<b>A&amp;F Divisional Talk</b> Technological Progress, Managerial Learning, and the Investment-to-Stock Price Sensitivity	Prof Kevin Aretz	Room 2.008
12:15 – 13:15	<b>Lunch</b>		The Hive Event Space (Floor 3)
13:15 – 14:30	Best Doctoral Paper Competition: Plenary 1	Chien (Claude) Hung Liu (DBA)  Nikolai Kazantsev (PhD)	Room 2.008
14:30 – 14:45	<b>Break</b>		The Hive Event Space (Floor 3)
14:45 – 16:15	Roundtable Discussion <b>A&amp;F Session 1</b>	Dr George Voulgaris	Room 3.006A
	Roundtable Discussion <b>IMP Session 1</b>	Dr Elvira Uyarra	Room 3.009
	Roundtable Discussion <b>PMO Session 1</b>	Prof Xiaoke Zhang	Via Zoom only
16:15 – 17:30	Best Social Responsibility Paper Plenary	Kashfia Ameen  Fernanda Bispo Martins Teixeira	Room 2.008

## Year 1 PhD Presentations: Accounting & Finance - Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>9:15 – 10:45</b> <b>Room Number: 3.006A</b>	
<b>Chair: Prof Maria Marchica</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
09:15	<b>Tian Gao</b> - Human Capital Constraints and SMEs': Evidence from a Digitalisation Programme <b>Supervisory Team:</b> Prof Maria Marchica, Dr Stefan Petry
09:35	<b>Lingxiao (Lynn) Liu</b> - Shareholder wealth effects of policy changes for gig economy worker status <b>Supervisory Team:</b> Dr Amedeo De Cesari, Prof Marie Dutordoir, Prof Joao Quariguasi
09:55	<b>Yue Feng</b> - Does labour mobility affect executive pay dispersion? <b>Supervisory Team:</b> Dr Amedeo De Cesari, Prof Konstantinos Stathopoulos

## Year 1 PhD Presentations: Mangement Sciences and Marketing - Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>9:15 – 10:45</b> <b>Room Number: 3.013A</b>	
<b>Chair: Prof Yu-wang Chen</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
09:15	<b>Md Rifayat Islam</b> - No Risk, No Gain: How AI-driven Personalised Health Risk Communication Motivates Individuals towards Healthy Behaviour Adoption <b>Supervisory Team:</b> Dr Nadia Papamichail, Dr Marzena Nieroda, Prof Kenneth Muir
09:35	<b>Ozioma Paul</b> - Challenges in Home to School Transport: Large-Scale School Bus Routing Inclusive of Special Needs Students <b>Supervisory Team:</b> Prof Julia Handl, Dr Manuel Lopez-Ibanez
09:55	<b>Salman Jubran A Alqahtani</b> - Information Security in Higher Education: Threats, Vulnerabilities, and Solutions <b>Supervisory Team:</b> Prof Jian-Bo Yang, Prof Dong-Ling Xu

## Year 1 PhD Presentations: Innovation Management and Policy – Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>9:15 – 10:45</b> <b>Room Number: 3.008</b>	
<b>Chair: Prof Kieron Flanagan</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
09:15	<b>Wen Fang</b> - Vocational calling, responsible career development, and responsible management innovation <b>Supervisory Team:</b> Dr Oliver Laasch, Dr Barbara Ribeiro
09:30	<b>Richmond Ansah</b> - The development of responsible management communication as a constitutive practice of responsible management <b>Supervisory Team:</b> Dr Oliver Laasch, Dr Christine McLean

## Year 1 PhD Presentations: People, Management and Organisation - Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>9:15 – 10:45</b> <b>Room Number: 3.009</b>	
<b>Chair: Dr Anita Greenhill</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
09:15	<b>Ebru Calin</b> (University of Liverpool) – Negotiating Religion, sexuality and the Obedient Body at Work: An Intersectional Approach to Exploring Barriers to Career Among Heterosexual and Lesbian Religious Minority Women Professionals with Children <b>Supervisory Team:</b> Prof Caroline Gatrell, Dr Emma Hughes
09:35	<b>Mennatullah Muhammad Elsayed Abdelsalam</b> – Investigating the Gamfield Training System in the Digital Learning Era <b>Supervisory Team:</b> Dr Anita Greenhill, Dr Matthew McCaffrey
09:55	<b>Galih Sakitri</b> – The Dark Side of Entrepreneurial Proactivity <b>Supervisory Team:</b> Prof Wing Lam, Dr Sara Willis
10:15	<b>Shreya Roy Choudhury</b> – The Impact of Diversity Networks in Attaining Organisational Equality <b>Supervisory Team:</b> Dr Jenny Rodriguez, Dr Stefania Marino

**A&F Divisional Talk**  
**Technological Progress, Managerial Learning, and the Investment-to-Stock Price Sensitivity**  
– by Professor Kevin Aretz  
Chair: Nikolai Kazantsev

**Tuesday 24<sup>th</sup> May 2022 - 11:00 – 12:15**  
**Room Number: 2.008**

**Biography:**

I am a Professor of Finance at **Alliance Manchester Business School**. I hold a PhD degree from Lancaster University. Prior to joining Manchester, I worked at Lancaster University and as part-time academic advisor for Old Mutual Asset Management.



My research interests are in the areas of theoretical and empirical cross-sectional asset pricing, empirical corporate finance, and econometrics.

In my recent work, I use **real options asset pricing** models to explain stock return anomalies. Also, I employ **shock-based inference methods** to study corporate finance phenomena, such as access to debt. I have also started studying the cross-section of returns of non-equity asset classes, such as options or bonds.

I have presented my research at all major global finance conferences, including the European Finance Association (EFA) meetings, the Financial Intermediation Research Society (FIRS) meetings, and the Western Finance Association (WFA) meetings.

I have published in journals such as the **Journal of Finance**, **Management Science**, the Review of Finance, the Journal of Corporate Finance, the Journal of Banking and Finance, and the International Journal of Forecasting.

**Synopsis**

We develop a real options model in which managers learn about the unobservable characteristics of brand new production technologies in their investment decisions from their most recently installed production capacity and their firm's stock price. Critically, the model predicts that managers rely more on the stock price the longer ago the firm last installed capacity. In accordance, the corporate investment-to-stock price sensitivity rises with past capacity overhang, a proxy for the length of time since a firm last acquired capacity. The results hold under various investment, employment, and Tobin's Q proxies and controlling for the private information in stock prices and firm financial constraints. Notably, the disinvestment-to-stock price sensitivity falls with capacity overhang, suggesting managers also learn about liquidation values from stock prices. We shed light on the nature of information managers extract from markets by providing causal evidence that the managerial learning dynamics discovered by us are more pronounced for firms exposed to greater technological progress.

## Best Doctoral Paper - Plenary 1

Tuesday 24<sup>th</sup> May – 13:15 – 14:30

Chair: Spyridon Gkikopoulos

Room Number: 2.008

The Best Doctoral Paper Plenaries are to showcase papers that are completed and/or accepted for publication in conferences and Journals in 2021-22. They are based on research conducted at Alliance Manchester Business School. The papers chosen for presentation in these sessions were selected through a competitive process. The prize winners for the Best PhD Papers and Best DBA Papers will be announced on **Friday 27<sup>th</sup> May** at the prize giving session.



**Chien (Claude) Hung Liu**

**Division:** Management Sciences and Marketing

**Year of study:** Year 5

**Programme:** DBA

**Supervisors:** Prof Nikolay Mehandjiev, Dr Wei Jiang

**Title:** The Effect of Big Data Analytics Capability on Strategic Business Value in China



**Nikolai Kazantsev**

**Division:** Management Sciences and Marketing

**Year of study:** Examination Stage

**Programme:** PhD

**Supervisors:** Prof Nikolay Mehandjiev, Dr Grigory Pishchulov, Dr Pedro Sampaio

**Title:** Investigating Barriers to Demand-driven SME Collaboration in Low-volume High-variability Manufacturing

## Roundtable Discussions

The roundtables are groups of up to four PGRs working in a topic area engaging in a discussion with faculty and interested others. These are non-plenary and more than one session could be scheduled at the same time. The roundtables are designed to be as interactive as possible with short introductions and informal discussions of research before opening up for discussion by all.

### Roundtable Discussion Accounting & Finance Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>14:45 – 16:15</b> <b>Room Number: 3.006a</b>		
<b>Roundtable Discussion</b> <b>Session 1: A&amp;F</b>		
<b>Session Chair</b>	<b>Dr George Voulgaris</b>	
<b>Name of PGR</b>	<b>Programme</b>	<b>Title of Abstract</b>
Dmitri Shuster	DBA	The Fed put effects on naïve diversification portfolio
Leonid Sokolovskyy	PhD	Constructing Corporate Accountability for Human Rights: A Governmentality Perspective

# Roundtable Discussion Innovation Management and Policy Session 1

<b>Tuesday 24<sup>th</sup> May 2022</b> <b>14:45 – 16:00</b> <b>Room Number: 3.009</b>		
<b>Roundtable Discussion</b> <b>Session 1: IMP</b>		
<b>Session Chair</b>	<b>Dr Elvira Uyarra</b>	
<b>Name of PGR</b>	<b>Programme</b>	<b>Title of Abstract</b>
Brian Gregory	PhD - Lancaster University	Entrepreneurial Fear: What is There to be Afraid of?
Rasheed Dauda	DBA	Attracting Investment in Ghana's Energy Sector: The Case of Power Transmission and Distribution Network
Sandra Hamilton	PhD	Priceless Procurement: Stimulating Responsible Management Through Public Procurement

# Roundtable Discussion

## People, Management and Organisation

### Session 1

<p><b>Tuesday 24<sup>th</sup> May 2022</b>  <b>14:45 – 16:15</b>  <a href="https://zoom.us/j/97198331124">https://zoom.us/j/97198331124</a>  <b>Passcode: PGR</b></p>		
<p><b>Roundtable Discussion</b>  <b>Session 1: PMO</b></p>		
<b>Session Chair</b>	<b>Prof Xiaoke Zhang</b>	
<b>Name of PGR</b>	<b>Programme</b>	<b>Title of Abstract</b>
Mei Ling Chung	DBA	Comparative Study of Corporate Governance Difference Between Traditional Banks and Fintech Firms
Mingfei Yu	DBA	Access Complementary Assets to Commercialize Technology Innovation, a PFI Research on FinTechcompanies
Suprit Bhattacharya	DBA	Responses by Global Chemical Companies to Disruptions in their Priority Supply Chain Processes
Xiaofan Zhang	DBA	Industry Associations and High-tech Industrial Development in Shanghai

## Best Social Responsibility Paper – Plenary

Tuesday 24<sup>th</sup> May 16:15 – 17:30

Chair: Alaa Abed

Room Number: 2.008

Social responsibility is one of the three core goals of The University of Manchester and the Alliance Manchester Business School. We aim to embed Social Responsibility fully in our research, including research conducted by our PGR students. One way to make our research socially responsible is to follow the basic [principles](#) of RRBM (Responsible Research in Business and Management).

The Best Social Responsibility Paper award is to celebrate and encourage socially responsible research that follows the principles of RRBM and has the potential to deliver the highest societal impact. We will hear from the PGRs who submitted the Top three papers selected for presentation. The prize winner will be announced on **Friday 27<sup>th</sup> May** at the prize giving session.

### Fernanda Bispo Martins Teixeira



**Division:** People, Management and Organisation

**Year of study:** Year 3

**Programme:** PhD

**Supervisors:** Prof Debra Howcroft, Prof Tony Dundon

**Title:** Online domestic work: How experiences of domestic workers are being (re)shaped by digital labour platforms

### Kashfia Ameen



**Division:** People, Management and Organisation

**Year of study:** Year 2

**Programme:** PhD

**Supervisors:** Dr Arjan Keizer, Dr Matthew Alford

**Title:** Labour Agency among Female Workers in the Garment Global Production Network: Evidence from the Bangladeshi Garment Industry

### Ozioma Paul



**Division:** Management Sciences and Marketing

**Year of study:** Year 1

**Programme:** PhD

**Supervisors:** Prof Julia Handl, Dr Manuel Lopez-Ibanez

**Title:** Challenges in Home to School Transport: Large-Scale School Bus Routing Inclusive of Special Needs Students

Ozioma Paul will present her paper during the Year 1 PhD Presentation session on Tuesday 24<sup>th</sup> May, 09:15-10:45, in room 3.013A.

## Wednesday 25<sup>th</sup> May Schedule

### Schedule of Events

*Abstracts and Presentation Times*

*To quickly find the abstract and presentation time of a presenter, **search using CTRL F in this document.***

Time	Session	Lead By	Location
<b>08:45 – 09:15</b>	<b>Registration</b> <i>(for anyone that did not attend earlier this week)</i>		The Hive Event Space (Floor 3)
<b>09:15 – 10:45</b>	Year 1 PhD Presentations <b>A&amp;F Session 2</b>	Prof Arif Khurshed	Room 3.006A
	Year 1 PhD Presentations <b>IMP Session 3</b>	Dr Khaleel Malik	Room 3.009
	Year 1 PhD Presentations <b>PMO Session 2</b>	Mr Ismail Erturk	Room 3.013A
<b>10:45 – 11:00</b>	<b>Break</b>		The Hive Event Space (Floor 3)
<b>11:00 – 12:15</b>	Interdisciplinary Research on the Visual: Insights from Rhetoric and the Art of Memory	Prof Paolo Quattrone	Room 2.008
<b>12:15 – 13:15</b>	<b>Lunch</b>		The Hive Event Space (Floor 3)
<b>13:15 – 14:30</b>	Best Doctoral Paper Competition Plenary 2	Sandra Hamilton (PhD)  Rakhi Chand (PhD)	Room 2.008
<b>14:30 – 14:45</b>	<b>Break</b>		The Hive Event Space (Floor 3)
<b>14:45 – 16:00</b>	IMP Divisional Talk How to Publish Qualitative Research in Top Journals	Prof Jonatan Pinkse	Room 2.008
<b>14:45 – 16:00</b>	MSM Divisional Talk The electric future: Unravelling how automakers collaborate with suppliers to co-develop electric, hybrid, and hydrogen fuel cell technologies	Prof Antony Potter	Room 3.015 A&B

## Year 1 PhD Presentations: Accounting & Finance - Session 2

Wednesday 25 <sup>th</sup> May 09:15- 10:45 Room 3.006A	
Chair: Prof Arif Khurshed	
Time	Presenter, title and supervisory team
09:15	<b>Hongge Lin</b> - Corporate Decisions under Climate Uncertainty <b>Supervisory Team:</b> Prof Viet Anh Dang, Dr Ning Gao
09:35	<b>Yusra Noorwali</b> - The structure of Venture Capital (VC) Firms and the Finance of Sustainable Ventures <b>Supervisory Team:</b> Prof Arif Khurshed, Prof Abdul Mohamed
09:55	<b>Georgios Zygiannis</b> - Exploring the Effects of Strategy and Business Model Reporting on Executive compensation <b>Supervisory Team:</b> Dr Georgios Voulgaris, Prof Konstantinos Stathopoulos

## Year 1 PhD Presentations: Innovation Management and Policy - Session 2

Wednesday 25 <sup>th</sup> May 09:15- 10:45 Room 3.009	
Chair: Dr Khaleel Malik	
Time	Presenter, title and supervisory team
09:15	<b>Thanaporn Chutichoodet</b> - Management capability of university science parks: Case studies of Thailand <b>Supervisory Team:</b> Dr Khaleel Malik, Prof Elvira Uyarra
09:35	<b>Taeje Park</b> - Changes of Key Factors in Entrepreneurial Ecosystems affecting Vibrant Innovation of Start-ups: A Study based on Different Stages of Growth <b>Supervisory Team:</b> Prof Elvira Uyarra, Dr Ronnie Ramlogan
09:55	<b>Sebastian Alonso Arriagada Mujica</b> – Technology Entrepreneurship Ecosystems Research: Emerging Trends and Future Research <b>Supervisory Team:</b> Dr Cornelia Lawson, Dr Mercedes Bleda

## Year 1 PhD Presentations: People, Management and Organisation - Session 2

<b>Wednesday 25<sup>th</sup> May</b> <b>09:15- 10:45</b> <b>Room 3.013A</b>	
<b>Chair: Mr Ismail Ertürk</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
<b>09:15</b>	<b>Rezza Frisma Prisandy</b> – Climate Related Risk and Financial Instability <b>Supervisory Team:</b> Mr Ismail Erturk, Prof John Hassard
<b>09:35</b>	<b>Yao Qin</b> – Bliss or Curse? Investigating the Role of the State for Firms’ Innovation & Performance in China <b>Supervisory Team:</b> Prof Mario Kafouros, Prof Pei Sun, Dr Renfei Gao
<b>09:55</b>	<b>Angel Martin Caballero</b> – Understanding Institutional Change on the Regulation of Digital Labour Platforms: A Framework-based Critical Literature Review <b>Supervisory Team:</b> Prof Miguel Martinez Lucio, Dr Stephen Mustchin

**Interdisciplinary Research on the Visual Insights from Rhetoric and the Art of Memory  
with Professor Paolo Quattrone  
Chair: Leonid Sokolovskyy**

**Wednesday 25<sup>th</sup> May – 11:00 – 12:15  
Room Number: 2.008**

**Biography:**

Professor Paolo Quattrone is Professor of Accounting, Governance and Society at the Alliance Manchester Business School, where he also leads the Centre for the Analysis of Investment Risk, and Associate Fellow at Saïd Business School, Oxford. His research spans from the role of visualisation in decision making, strategising, and governance in ambiguous and uncertain environments to the need to rethink corporate reporting to include environmental and social issues in the calculation of value production and distribution. He is Editor-in-Chief of *Organization Studies*.



**Synopsis**

Most business visualization is used today, from dashboards to strategy maps, have a long and often forgotten history. The talk will give you a hint on how to research these material visual artefacts in an interdisciplinary way that links rhetoric, art of memory, aesthetics and closer accounting, management organization studies.

## Best Doctoral Paper - Plenary 2

Wednesday 25<sup>th</sup> May – 13:15 – 14:30  
Chair: Zainab Atia - Year 2 PhD (MSM)

Room Number: 2.008

The Best Doctoral Paper Plenaries are to showcase papers that are completed and/or accepted for publication in conferences and Journals in 2021-22. They are based on research conducted at Alliance Manchester Business School. The papers chosen for presentation in these sessions were selected through a competitive process. The prize winners for the Best PhD Papers and Best DBA Papers will be announced on **Friday 27<sup>th</sup> May** at the prize giving session.

### Sandra Hamilton



**Division:** Innovation Management and Policy

**Year of study:** Year 3

**Programme:** PhD

**Supervisors:** Prof Elvira Uyarra, Dr Barbara Ribeiro

**Title:** [Moving to Mandatory](#) a research paper on Sustainable Public Procurement policy in Canada.

(For clarity: This paper translates, and provides a Canadian policy context, to Hamilton's broader academic research into the changing role of public procurement in society (Hamilton, 2022) Hamilton, S (2022) Public Procurement: Price-Taker or Market-Shaper?)

CPOIB - Critical Perspectives on International Business - Special SDG Issue <https://doi.org/10.1108/cpoib-08-2020-0116>  
CBSR: [https://cbsr.ca/wp-content/uploads/2022/03/CBSR\\_Moving-to-Mandatory.pdf](https://cbsr.ca/wp-content/uploads/2022/03/CBSR_Moving-to-Mandatory.pdf))

### Rakhi Chand



**Division:** Innovation Management and Policy

**Year of study:** Year 2

**Programme:** PhD

**Supervisors:** Prof Ann Mahon, Dr Dharmi Kapadia

**Title:** Problems and Opportunities in Increasing the Diversity of Healthcare Leaders: A Narrative Review of Factors Affecting Promotion and Retention for Racially Minoritised Women

**IMP Divisional Talk**  
**How to Publish Qualitative Research in Top Journals**  
**with Professor Jonatan Pinkse**  
**Chair: Alaa Abed**

**Wednesday 25<sup>th</sup> May – 14:45 – 16:00**  
**Room Number: 2.008**

**Biography:**

Jonatan Pinkse is Professor of strategy, innovation, and entrepreneurship and the Executive Director of the



Manchester Institute of Innovation Research (MIOIR), Alliance Manchester Business School, The University of Manchester. His passion is innovation and sustainability. He is a regular speaker on topics related to strategy and innovation for net-zero and sustainability, business model innovation for disruption, managing the green transition, and sharing platforms. In his research, Jonatan analyses how firms make strategic decisions to create a sustainable economy and deal with tensions between issues and actors. He investigates opportunities and barriers for firm adoption of disruptive and sustainable technologies from cognitive, organizational, and institutional perspectives. Jonatan has authored more than 60 scholarly and practitioner articles in journals such as the *Academy of Management Review*, *Journal of Management Studies*,

*Research Policy*, *Journal of International Business Studies*, *Organization Studies*, *California Management Review*, *Journal of Business Venturing* and *Entrepreneurship Theory and Practice*. In 2020, he was included in the prestigious Highly Cited Researcher list. Before moving to Manchester, he held positions at the Universiteit van Amsterdam and Grenoble Ecole de Management. He is also deputy/associate editor for the journals *Organization & Environment* and *Business & Society* and has edited numerous special issues.

**Synopsis**

This talk will provide a hands-on guidance on how to write a high-level publication based on qualitative research. We will discuss different ways to present your research findings. The various topics addressed will include: How to write an effective introduction; the use of theory in a qualitative paper; how to present and structure your methods and findings; what should be the main deliverable/contribution of a qualitative paper; and how to choose your publication outlet? After the session, you should have a better grasp of the different options you have in terms of writing and publishing a qualitative paper.

**MSM Divisional Talk**  
**The electric future:**  
**Unravelling how automakers collaborate with suppliers to co-develop**  
**electric, hybrid, and hydrogen fuel cell technologies**  
**with Prof Antony Potter**  
**Chair: Kashfia Ameen**

**Wednesday 25<sup>th</sup> May: 14:45 – 16:00**  
**Room Number: 3.015 A&B**

**Biography:**



Professor Antony Potter is the Professor of Operations and Supply Chain Management at the Alliance Manchester Business School (University of Manchester). His research interests focus on Operations Management, Supply Chain Management, and Innovation & NPD. In particular, his research investigates how different operations and SCM practices enable firms to co-develop innovations within global supply networks, especially for electric, hybrid, and fuel cell vehicles. In addition, he undertakes interdisciplinary research into supply chain risk management, supplier disruptions, lean manufacturing (the Toyota Production System), and the evolution of clusters and supply networks. His published articles have appeared in leading international journals including the Journal of Operations Management (a Financial Times top 50 journal), Research Policy (a Financial Times top 50 journal), Journal of Product Innovation

Management (Grade 4 journal, ABS list), International Journal of Operations and Production Management (Grade 4 journal, ABS list), Journal of Economic Geography (Grade 4 journal, ABS list), International Journal of Production Economics (Grade 3 journal, ABS list), Regional Studies (Grade 3 journal, ABS list), Production Planning & Control (Grade 3, ABS List), Journal of Cleaner Production, and Trends in Food Science and Technology. He has won a number of international awards for his research, such as the Emerald Literati Award for Excellence: Highly Commended Award (2020), Runner up for IJOPM's 2019 Best Paper Award, the Chris Voss Highly Commended Award (EUROMA, 2013), Chris Voss Best Paper Award (EUROMA, 2012), and the Chan Hahn Best Paper Award Finalist (Academy of Management, 2012). In addition, he won the 2019 Runner Up Prize for the 'Teacher of the Year Award' and the 2022 'Researcher of the Year Award' at Alliance Manchester Business School.

**Synopsis**

Over the past ten years automakers have invested heavily in the development of new electric, hybrid, and hydrogen fuel cell vehicles. Although a large amount of attention has been given to the policy implications of this paradigm shift in the automotive industry, comparatively little research has studied how automakers work collaboratively with their suppliers to co-develop these eco-innovations. Using patent data from the Toyota supply network together with econometric techniques and endogeneity analysis we investigate how the automaker co-develops innovations with different suppliers. Our findings unravel the unique way in which the automaker collaborates with external suppliers to develop buyer-supplier innovations, supplier-supplier innovations, supplier innovation triads, and inter-firm knowledge spill overs. Finally we discuss the managerial and policy implications of our findings considering the transition to net zero in the automotive industry.

# Thursday 26<sup>th</sup> May Schedule

## Schedule of Events

*Abstracts and Presentation Times*

*To quickly find the abstract and presentation time of a presenter, search using CTRL F in this document.*

Time	Session	Lead By	Location
08:45 – 09:15	<b>Registration</b> <i>(for anyone that did not attend earlier this week)</i>		The Hive Event Space (Floor 3)
09:15 – 10:45	Year 1 PhD Presentations <b>MSM Session 2</b>	Prof Heiner Evanschitzky	Room 3.009
	Year 1 PhD Presentations <b>IMP Session 3</b>	Prof Silvia Massini	Room 3.008
10:45 – 11:00	<b>Break</b>		The Hive Event Space (Floor 3)
11:00 – 12:30	Roundtable Discussion <b>MSM Session 1</b>	Prof Joao Quariguasi Frota Neto	Room 3.014A
	Roundtable Discussion <b>PMO Session 2</b>	Dr Stephen Mustchin	Room 3.008
12:30 – 13:30	<b>Lunch</b>		The Hive Event Space (Floor 3)
13:30 – 14:45	<b>PMO Divisional Talk</b> Regional Value Chains and Governance of Decent Work in Sub Saharan Africa	Dr Matt Alford	Room 2.008
14:45 – 15:00	<b>Break</b>		The Hive Event Space (Floor 3)
15:00 – 15:30	Research Ethics Drop-In Surgery	Dr Julie Froud	Room 3.015A
15:30 – 17:00	Year 1 PhD Presentation <b>MSM Session 3</b>	Dr Grigory Pishchulov	Room 3.009
17:00	<b>AMBS Postgraduate Researcher Spring Social</b> Hot buffet and drinks will be served, with vegan and halal options offered. This is open to everyone attending the Doctoral Research Conference. We look forward to seeing you.		The Mill Restaurant

## Year 1 PhD Presentations: Management Sciences and Marketing - Session 2

Thursday 26 <sup>th</sup> May 09:15- 10:45 Room 3.009	
Chair: Professor Heiner Evanschitzky	
Time	Presenter, title and supervisory team
09:15	<b>Shiyu Zhou</b> - How Brand Activism Influence Employee Behaviour <b>Supervisory Team:</b> Professor Hongwei He, Professor Wing Lam
09:35	<b>Zainab Atia</b> - Ethicality of Algorithmic Pricing: What do we know so far? <b>Supervisory Team:</b> Professor Hongwei He, Dr Panagiotis Sarantopoulos
09:55	<b>Nazifa Nisha</b> - Capabilities for services: A circular economy perspective <b>Supervisory Team:</b> Professor Jamie Burton, Professor Judith Zolkiewski
10:15	<b>Zisis Nikoloudis</b> - Corporate Sustainability in the 21st Century: A Systematic Literature Review <b>Supervisory Team:</b> Professor Hongwei He, Dr Simos Chari

## Year 1 PhD Presentations: Innovation Management and Policy - Session 3

Thursday 26 <sup>th</sup> May 09:15- 10:45 Room 3.008	
Chair: Prof Silvia Massini	
Time	Presenter, title and supervisory team
09:15	<b>An Yu Chen</b> – Incentive activities of environmental technology: the degree of cross-field integration and technological impact <b>Supervisory Team:</b> Dr Cornelia Lawson, Prof Silvia Massini
09:35	<b>Mohammad Tariqul Islam</b> – Investigating Commuters’ Adoption Intention of Telecommunicating for Sustainable Development of Developing Countries: Evidence from Bangladesh <b>Supervisory Team:</b> Prof Bruce Tether, Dr Mabel Sanchez Barrioluengo
09:55	<b>Priscila Ferri de Oliveira</b> – How is Artificial Inteligence Changing the Way We Collaborate in Science? <b>Supervisory Team:</b> Prof Philip Shapira, Dr Barbara Ribeiro
10:15	<b>Xinger Wei</b> - Analysing AI technology diffusion based on patent citation network – The case of the Chinese manufacturing sector <b>Supervisory Team:</b> Prof Silvia Massini, Dr Cornelia Lawson

## Roundtable Discussions

The roundtables are groups of up to four PGRs working in a topic area engaging in a discussion with faculty and interested others. These are non-plenary and more than one session could be scheduled at the same time. The roundtables are designed to be as interactive as possible with short introductions and informal discussions of research before opening up for discussion by all.

# Roundtable Discussion Management Sciences and Marketing Session 1

Thursday 26<sup>th</sup> May 2022

11:00 – 12:30

Room Number: 3.014A

Roundtable Discussion

Session 1: MSM

Session Chair	Prof Joao Quariguasi Frota Neto	
Name of PGR	Programme	Title of Abstract
Karim Derrick	DBA	Belief Rule-Based professional judgement using Evidential Reasoning to assess liability in insurance claims
Shuyu Li	PhD	What drives firms' choice between green and non-green bonds?
Deepak Ram Asokan	PhD	Developing Action Research Methods for Sustainable Supply Chain Management Research

# Roundtable Discussion

## People, Management and Organisation

### Session 2

<b>Thursday 26<sup>th</sup> May 2022</b> <b>11:00 – 12:30</b> <b>Room Number: 3.008</b>		
<b>Roundtable Discussion</b> <b>Session 2: PMO</b>		
<b>Session Chair</b>	Dr Stephen Mustchin	
<b>Name of PGR</b>	<b>Programme</b>	<b>Title of Abstract</b>
Funmilola Asa	DBA	Dynamic System Thinking in Corporate Strategy Development for a Complex Business Environment
Mikel Larburu	DBA	Managing Post-merger Integration: The Role of Process Dynamics and Speed (LATAM Airlines Case Study)
Chunyu Xiu	PhD – University of Liverpool	Exploring the Antecedents of Legal Compliance HR Attribution and The Consequences for Engagement
Denisa-Elena Gogu	PhD	Labour Market Actors and Dynamics in Shaping International Migration and Migrants' Workers Conditions in Comparative Perspective

**PMO Divisional Talk**  
**Regional Value Chains and Governance of Decent Work in Sub Saharan Africa**  
**with Dr Matt Alford**  
**Chair: Eleni Chiarapini**

**Thursday 26<sup>th</sup> May 2022, 13:30 – 14:45**  
**Room Number: 2.008**

**Biography:**



My research interrogates questions of development in the context of globalization, transnational trading networks and labour. More specifically, I focus on the role of nation states in governing labour, and how public regulations interact with lead-firm driven private codes of conduct and civil society initiatives across geographical scales. Another strand of my research explores labour agency, and the evolving strategies adopted by workers in contesting their conditions in global production networks (GPNs). I have investigated these issues in the context of South African fruit farms linked to GPNs. Having secured a large Global Challenges Research Fund (GCRF), Economic and Social Research Council (ESRC) grant with colleagues at The University of Manchester, I will advance this agenda by exploring public-private governance dynamics in regional value chains driven by Southern lead firms across sub-Saharan Africa. I earned my PhD in International Development from the Global Development

Institute (GDI), and am currently employed as Senior Lecturer in International Business and Management at Alliance Manchester Business School (AMBS), University of Manchester.

**Synopsis**

How is garment and horticultural trade changing in sub-Saharan Africa? How important are domestic and regional value chains supplying retailers within Africa? Are product and social standards changing? How will these changes impact suppliers and workers? What are the implications for government policies and company and trade union strategies? This presentation by Matthew Alford (Co-Investigator) reports on findings from the Shifting South research project, which investigated these issues in South Africa, Eswatini, Lesotho and Kenya.

## Research Ethics Drop-In Surgery

Thursday 26<sup>th</sup> May

15:00 – 15:30

Room 3.015A



In this session, you can discuss research ethics issues with Julie Froud, PGR ethics co-ordinator in AMBS. It is an informal session that is focused on addressing any questions or issues that you would like to raise. These could include discussing ethical implications of your planned or ongoing research, preparing a research ethics application or thinking about data management or long term preservation.

# Year 1 PhD Presentations: Management Sciences and Marketing - Session 3

<b>Thursday 26<sup>th</sup> May</b> <b>15:30 – 17:00</b> <b>Room Number: 3.009</b> <b>Session 3 (MSM)</b>	
<b>Chair: Dr Grigory Pishchulov</b>	
Time	Presenter, title and supervisory team
<b>15:30</b>	<b>Fran Setiawan (The University of Liverpool)</b> - Advanced Planning Methods for Freight Transportation in Indonesia <b>Supervisory Team:</b> Prof Tolga Bektas, Dr Cagatay Iris
<b>15:50</b>	<b>Nazanin Nami</b> - Closed-Loop Supply Chain Coordination with Contracts: a Literature Review <b>Supervisory Team:</b> Prof Joao Quariguasi Frota Neto, Dr Grigory Pishchulov
<b>16:05</b>	<b>Xiaowei Dong</b> - Antecedents to Original Equipment Manufacturers' Engagements in Take-Back Programs: Evidence from China's Electronics Industry <b>Supervisory Teams:</b> Prof Joao Quariguasi Frota Neto, Prof Antony Potter

# Friday 27<sup>th</sup> May Schedule

## Schedule of Events

*Abstracts and Presentation Times*

*To quickly find the abstract and presentation time of a presenter, search using CTRL F in this document.*

Time	Session	Lead By	Location
08:45 – 09:15	<b>Registration</b> <i>(for anyone that did not attend earlier this week)</i>		The Hive Event Space (Floor 3)
09:15 – 10:30	Research at the Intersection of Corporate Governance and Sustainability: What do we know and what's next?	Prof Ruth Aguilera	Room 2.008
10:30 – 10:45	<b>Break</b>		The Hive Event Space (Floor 3)
10:45 – 12:15	Year 1 PhD Presentations <b>A&amp;F Session 3</b>	Dr Sarah Zhang	Room 3.014A
	Year 1 PhD Presentations <b>IMP Session 4</b>	Dr Ronnie Ramlogan	Room 3.006
12:30	Closing Address and Prize Giving <b>Followed by lunch</b>		The Mill Restaurant

**Keynote Address: Comparative Research at the Intersection of Corporate Governance and Sustainability:**

**What do we know and what's next?  
with Professor Ruth Aguilera  
Introduced by: Prof Mario Kafouros**

**Friday 27<sup>th</sup> May 2022 - 09:15 – 10:30  
Room Number: 2.008**

**Biography:**

[Professor Ruth V. Aguilera](#) (Harvard University, Ph.D.) is the Distinguished Darla and Frederick Brodsky Trustee Professor in Global Business at the D'Amore-McKim School of Business at Northeastern University and a Visiting Professor at ESADE Business School. Her research interests lie at the intersection of strategic organization and global strategy, specializing in international corporate governance and corporate social responsibility/sustainability. She is currently an Associate Editor at *Academy of Management Review* and Consulting Editor at the *Journal of International Business Studies*. She is a Fellow of the *Academy of International Business* and the *Strategic Management Society*.



**Synopsis**

Professor Aguilera will discuss what she sees as the main ideas that have been developed at the Intersection of Corporate Governance and Sustainability and will devote a substantial part of her talk to present what she thinks are important areas of future studies.

## Year 1 PhD Presentations: Accounting & Finance - Session 3

<b>Friday 27<sup>th</sup> May</b> <b>10:45 – 12:15</b> <b>Room: 3.014a</b>	
<b>Chair: Dr Sarah Zhang</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
<b>11:00</b>	<b>Alfonso Silva-Ruiz</b> - Persistent Arbitrage in Foreign Exchange Markets <b>Supervisory Team:</b> Dr Aleksey Kolokolov, Dr Sarah Zhang, Dr Olga Kolokolova
<b>11:15</b>	<b>Bo Huang</b> - Asset pricing model with heterogeneous agents, learning and smooth ambiguity <b>Supervisory Team:</b> Prof Hening Liu, Dr Alex Taylor
<b>11:30</b>	<b>Xiangyu Lin</b> - Are Red or Blue Banks More Likely to Pursue Fintech Innovation? <b>Supervisory Team:</b> Dr Sarah Zhang, Prof Markos Zachariadis

## Year 1 PhD Presentations: Innovation Management and Policy - Session 4

<b>Friday 27<sup>th</sup> May</b> <b>10:45 – 12:15</b> <b>Room: 3.006</b>	
<b>Chair: Dr Ronnie Ramlogan</b>	
<b>Time</b>	<b>Presenter, title and supervisory team</b>
<b>11:00</b>	<b>Jhenelle McIntyre</b> - Business Model Innovation for Traditional SMEs: the Caribbean's Path to Innovation and Economic Growth <b>Supervisory Team:</b> Dr Ronnie Ramlogan, Prof Elvira Uyarra
<b>11:15</b>	<b>Mingwei Zhang</b> - Platformisation in transitions research <b>Supervisory Team:</b> Prof Andrew McMeekin, Prof Michael Hodson
<b>11:30</b>	<b>John Andrews</b> – 'Big Veganism': Corporate co-optation or industrial transition movement? S <b>Supervisory Team:</b> Dr Jo Mylan, Prof Matthew Paterson

**Closing Address and Prize Giving**

**Professor Wing Lam**

**Friday 27<sup>th</sup> May**

**14:30**

By the end of the Doctoral Research Conference, over 60 PGRs will have presented at this conference, including 43 1<sup>st</sup> year PGRs and 12 Year 2+ PGRs. We will have heard contributions and presentations from eight specialists from within and outwith the University, and heard reflections and insights from four of our Alumni. Over 19 of our academic colleagues, and eight PGRs will have chaired sessions (as acknowledged on pages 97-98).

In this session, we will be delighted to make a number of awards:

The **Best Doctoral Paper Competitions** received a large number of submissions, all of superb quality, which are manuscripts that PGRs have had accepted at conferences or in Journals over the past 12 months. The reviewing panel considered all submitted manuscripts and selected the best three to be presented at the Best Doctoral Paper Plenaries during the Doctoral Research Conference.

The **Best Abstract Competition** also received a strong calibre of abstracts from our Year 1 PhD researchers and the winners from the categories below will also be announced at this session:

- Best Abstract – MSM Division
- Best Abstract – IMP Division
- Best Abstract – A&F Division
- Best Abstract – PMO Division
- Best School Abstract

The **Best Social Responsibility Paper Competition** is a new competition added to the proceedings this year with a good response rate, and quality submissions.

The winners of the above competitions will also be announced at the prize giving session closing on the conference on **Friday 27<sup>th</sup> May at 12:30 in The Mill Restaurant**, followed by lunch. We hope as many of you as possible will attend to support your PGR colleagues and congratulate their achievements.

**End of Conference**

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# Appendix

## Year 1 PhD Abstracts (A-Z by surname)

*To quickly find the abstract and presentation time of a presenter, search using **CTRL F** in this document.*

<b>Name of Student</b>	: <b>Mennatullah Muhammad Elsayed Abdelsalam</b>
<b>Division</b>	: <b>People, Management and Organization</b>
<b>Name of Supervisor(s):</b>	: <b>Dr Anita Greenhill, Dr Matthew McCaffrey</b>
<b>Name of Advisor (if applicable)</b>	: <b>Dr David Hughes</b>
<b>Presentation Title</b>	: <b>Investigating the Gamified training system in the digital learning era</b>

“There is a high probability that there will be no return to business- as-usual post-crisis” <sup>1</sup>

The COVID-19 pandemic has brought massive disruption into how people and organizations work, shifting it to the remote working, as well as the emergence of new technological skills. Not only that, but it has also shaped how people learn through forcing companies to rely on online learning<sup>2</sup>. Therefore, for companies to remain competitive in such a fast-changing environment, the continuous upskilling and reskilling of the workforce in the post-Covid economy has become critical <sup>3</sup>. However, a huge amount of money was spent on training pre-pandemic over the world (\$130 billion), and it was found that 87% of the employees were not engaged in these trainings <sup>4</sup>, even if the content is well designed. Therefore, learning engagement techniques should be considered.

According to the literature one of the emerging and most promising approach applied in the corporates’ learning and development systems is Gamification, defined as “the application of game elements to non-game contexts”<sup>5</sup> which was found to offer an engaging and personalized learning experience and better learning outcomes. However, by just adding game elements and not giving a consideration to the organizational context, workforce needs, and instructional methods used, leads to its failure and not reaching the anticipated results. This problem is critical nowadays with all the varieties of technologies available to choose from, which puts the learning and development specialists at the risk of choosing what the technology allows, not what the employees need, as gamification should not be considered as a solution that fits all problems, as just adding game elements with no broader strategy may weaken its effectiveness.

The aim of this research is to get a deeper understanding of gamification as a part of larger system that incorporates internal and external context of the organization. As most studies tend to focus on quantitative analysis of gamifications and its effect on motivation levels and learning outcomes, with no deep understanding and exploration of how the organizational context and employees perception affects this gamified system. Consequently, a case study will be used to investigate through qualitative methods ( Observations, interviews and focus groups) how the organizational factors affect the design and planning of gamified training system and what perceptions do employees have regarding it. By this, it contributes to have a broader picture of the dynamics of the relationship between the gamified system and the external context and its impact on organizational performance.

<sup>1</sup> Crowley, E. and Overton, L. (2021) *Learning and skills at work survey 2021*. London: Chartered Institute of Personnel and Development.

<sup>2</sup> CIPD. (2021) *Digital learning in a post-COVID-19 economy: a literature review*. London: Chartered Institute of Personnel and Development.

<sup>3</sup> Bulińska-Stangrecka, H. and Bagieńska, A. (2020). Intangible resources for an organization’s sustainability potential. *Entrepreneurship and Sustainability Issues*, 8(1), 741-761.

<sup>4</sup> LOUGHREY, K. & O'BROIN, D. 2019. Designing and Evaluating a Gamified Corporate eLearning Course. 13th International European Conference on Games Based Learning (ECGBL), 2019

<sup>5</sup> DETERDING, S., DIXON, D., KHALED, R. & NACKE, L. 2011. From game design elements to gamefulness. *Proceedings of the 15th International Academic MindTrek Conference on Envisioning Future Media Environments - MindTrek '11*.

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<b>Presentation Title</b>	: <b>Information Security in Higher Education: Threats, Vulnerabilities, and Solutions</b>

Higher Education Institutions (HEIs) are uniquely vulnerable to cybersecurity threats due to their role as open, public institutions with connections to wide, global networks and partnerships (UK National Cyber Security Centre, 2019). This has been demonstrated by an increasing number of reports of data breaches and ransomware attacks in the news, for instance, in September 2020 the IT Governance Blog reported that the University of Newcastle has received a couple of data breaches which lead to a huge loss of online teaching materials since the university went virtually due to COVID-19 (*Newcastle University becomes latest ransomware victim as education sector fails to heed warnings - IT Governance UK Blog*, 2020). This example highlights that cyber security incidents have consistently been a problem for HEIs worldwide. Some cyber security incidents often occur due to a lack of communication between IT teams who create guidelines, policies and end-users. For instance, it is often the case that guidelines and policies are developed by third parties and end-users are never consulted in the process (Hernandez-Ramos et al., 2020). This can result in training courses that are ineffective, and end-users may experience stress when trying to complete day-to-day tasks or when dealing with cyber security policies and procedures (Sabillon et al., 2019). To minimize the risk of cyber-attacks to HEIs there needs to be a coordinated effort including an IT management team who can first identify the information security priorities/assets to be protected and then develop both protective strategies and an incident response plan. Alongside this, the end-users play a critical role, they need to be made aware of security threats, the HEIs' regulations and policies, and given the required training to be able to adhere to those policies and guidance. This Ph.D. project, therefore, aims to address the following research question: *What is the role of culture in determining employees' attitudes and behaviors towards Information Security?* More specifically, we will explore universities employees' knowledge, skills, and attitudes in two countries – the United Kingdom and Saudi Arabia. The purpose of this is to identify sector-specific challenges in HEIs and how aspects of local culture might impact how Information Security priorities are communicated to employees and employees' subsequent attitudes and behaviors in response to those communications. To do this, we need to measure quantitatively the end user's security awareness and skills level in universities and evaluate quantitatively the mediations between the universities' vulnerabilities and human factors to get some potential recommendations for the IT security management team by establishing a unique research (conceptual) model as a practical contribution to reduce the risk in this field.

**Keywords:** Higher Education Institutions, Universities, cybersecurity threats, Information Security Culture, Information Security Awareness, Information Security Priorities, Information Security Solutions, Saudi Arabia, United Kingdom

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<b>Presentation Title</b>	: <b>'Big Veganism': Corporate co-optation or industrial transition movement?</b>

Over the last decade, veganism – a long-standing fringe countercultural movement – has begun to permeate mainstream discourse as a potential route to a sustainable food system. Parts of the movement appear to be increasingly well organised, well resourced, and interconnected with large mainstream food companies, particularly through novel meat and dairy substitute products, leading some to declare the arrival of 'Big' or 'Corporate' Veganism (Sexton et al, 2022), and to suggest that the movement risks being 'captured' by corporate interests (White, 2018). Pockets of work in agri-food studies (Clay et al, 2021; Howard et al, 2021), sustainability transitions (Tziva et al, 2020) and social movement studies (Gheihman, 2021) have engaged with elements of these processes, but there remains a need for more systematic empirical work on the shape of contemporary veganism, and for perspectives that better capture the interrelated dynamics of social movement activity, technological innovation, and corporate manoeuvring.

Sustainability transitions frameworks provide a variety of tools for understanding processes of change in socio-technical systems such as food, transport and energy, with transitions seen as complex, multi-actor processes that give rise to radical shifts in dominant ways of operating (Köhler *et al*, 2016). Transitions frameworks recognise the potential power of incumbents to resist change, but also draw attention to the contested nature of transition processes between a multiplicity of actors with varying degrees of agency (Geels *et al*, 2016). David Hess' notion of 'industrial transition movements' (Hess, 2016) draws particular attention to the intersection of social movement activities and sustainability transitions. While all social movements pursue change of some kind (Della Porta and Diani, 2006), industrial transition movements are characterised by a focus on specific technologies, products and industries. Segments of contemporary veganism appear to have many of the characteristics of such a movement, with vegan activists actively seeking to drive a transition away from animal agriculture through the development and diffusion of technologically innovative 'alternative proteins'. Described in social movement theoretical terms, there is *prima facie* evidence that this has involved changes in vegan activists' perceptions of political and industry *opportunity structures*, leading to changes in the *organisational ecology* of the movement, the development of new *collective action frames*, new patterns of *resource mobilisation*, and extensive *coalition building*, including with mainstream food companies. To determine whether this initial assessment holds true, this work will seek to answer the following broad question:

Has vegan food activism developed features of an 'industrial transition movement' centred on alternative protein technologies? If so, to what extent, how and why?

This research will adopt a processual perspective and a qualitative multi-method approach, combining (historical) documentary analysis with interviews. It will explore changes in the mobilising structures of the vegan movement and the networks within which it operates, including its ties with the mainstream food industry. It will also explore the perceptions of vegan food activists regarding opportunity structures and frames, to understand how activists interpret their own actions and how they have sought to exercise their agency to promote particular visions of change.

Challenges facing this developing research design include the determination of the geographic bounds of the empirical work, given the transnational nature of the vegan movement and alternative protein industries. The exact theoretical tools to be used also remains an open issue, given the multitude of theoretical frameworks that have been deployed within transitions research, a number of which could perform similar but subtly different work.

This work aims to make an empirical contribution in relation to vegan food activism and alternative proteins, and a conceptual contribution on the nature of social movement agency in sustainability transitions. It will be of interest to multi-disciplinary agri-food scholars seeking to understand the nature of this emerging phenomenon in the context of broader debates around food system sustainability, and to transitions scholars with an empirical interest in food or theoretical interests in how to account for social movement agency in transition processes.

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<b>Presentation Title</b>	: <b>The development of responsible management communication as a constitutive practice of responsible management</b>

As the human population keeps increasing, society becomes more complex and business activities keep surmounting. Greater pressure keeps mounting on various policy groups, organizations, and researchers to pay attention to ethics, sustainability, and responsibility (ESR). In the scholarly field, the ESR streams of research were developed to address these pressing concerns. Over decades of research, the non-synergic efforts of these research streams have not proved very efficient. The responsible management (RM) field emerged as the synergic integration of the ESR disciplines. RM is an emerging field going through refinery in conceptualization, theoretical positioning, and philosophical reasoning. Although RM is complex, contextual, and multi-faceted, its constitution is not definitively spelled-out. My research focuses on RM communication, which is often misconstrued as a mere transmission medium in ESR literatures. What is more pressing for this study is that the post-humanist approach to studying RM, despite its advancements of RM, still stresses less on RM communication.

Oftentimes, the phrase "talk is cheap" is used in the research field to emphasize how easy and loose communication is, separating communication and actions. In the field of economics for instance, what is considered relevant is what customers are willing and able to pay for, other than what they say they can pay for. This philosophical stance was imputed into ESR literatures. Along that line, studies in the ESR disciplines emphasized on actions of firms and individuals and less of their communicative relations. Unfortunately, RM literatures hold onto this view. The weaknesses of this position are that (1) it does not consider "how" communication is formed (the process), but only stresses "what" (output) is produced through communication, and (2) does not recognize that communication is an action/practice itself.

RM is constitutive of different managerial logics which assemble, stabilize over time, disorder and destabilize, then order and stabilize again in that sequence. In my research work, I present a theoretical positioning that the same sequence of ordering and disordering is valid for responsible management communication. Therefore, I contribute to the elevation of responsible management communication as (1) practice and (2) as a constituent of responsible management practices. I deploy the actor-network theory to explain that RM communication involves ordering and disordering, stability and instability as the elements, actors, and activities formulating it interact, connect, and co-influence one another.

This theoretical positioning will be established by ethnographically studying RM communication in the broadcasting industry in which programs of actions will be disassembled and studied in detail. Thus, my study answers the question: *How do managerial cognition, artefacts, and communication activities interrelate, assemble and translate to responsible management communication practices?*

With a multi-case study design, I will study the pattern of interactions among the communication actors, study how they freely associate with one another, and study how an RM communication practice deliberately and ponderously forms. I will then make sense of the processes and develop a logical interpretation to the phenomenon. From this sense making and interpretation, I will build a theoretical framework explaining how communication constitute RM.

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<b>Presentation Title</b>	: <b>Ethicality of Algorithmic Pricing: What do we know so far?</b>

Over the past few years, firms have witnessed a massive increase of sophisticated algorithmic deployment which has become quite pervasive in today's modern society. With the wide availability of data for retailers, the ability to track consumers using algorithmic pricing has become an integral option in online platforms (Katsov 2018). As more companies are transforming their businesses and relying more on massive technological advancement (Mckinsey 2021), pricing algorithmic systems have brought the attention and given rise to its wide adoption with many accompanied benefits and challenges to be found within its usage (Bertini 2021). With the overall aim of increasing profits by organizations, algorithmic pricing is becoming a sound option through enabling suppliers to cut on costs, allowing better services, improving on efficiency, product availability, and enhancing overall consumer experiences (Chen and Le 2017). The adoption of algorithms in retail has been pioneered and widely used in literature across varied fields including marketing, computer science, engineering, economics, and public policy. However, what is more alarming today is the comprehensive understanding and focus of this technology and its associated ethical influence on consumers' perceptions and behaviours.

Indeed, due to algorithmic ethical concerns consumers are found to be reluctant in some instances from sharing their personal data with retailers, which reduces their retention and lead to negative consumer outcomes in some instances (Victor et al. 2019). This on its turn raises the question of whether firms can still manifest the acceptance of such technologies while minimizing on their accompanied ethical transgressions?

Therefore, the perceived ethicality with its applied principles such as transparency and fairness do pause an important criterion in examining consumers' wellbeing with the deployment of algorithms today. Having said this, in this research a summary of literature around the area of algorithmic pricing will be presented to highlight key pricing models and investigate empirically their influence on consumers' fairness perceptions.

Drawing on the two pricing tools following Seele et al., (2019) identification in literature (*dynamic & personalized pricing*); the paper distinguishes on them where first dynamic pricing refers to the time-based adjusted pricing, while personalized pricing as the consumer-based pricing strategy. This paper will run a set of experiments using online laboratory setting to capture algorithmic pricing significance and its impact on consumers' fairness perceptions.

Further, the research postulates on this distinction to review the ethicality of the technology on consumers 'judgment' of its 'fairness' building from literature, while investigating their behavioural generated outcomes.

As new modest research within the area of marketing and consumer behaviour, the current research advances the literature of algorithmic pricing, pricing ethics, consumers' perceptions, and price fairness literature. With its empirical focus, this paper aims to contribute to literature through applying on the distinction of the two mentioned pricing models while measuring their relative effect on consumers' fairness perceptions, which has not been identified up to date in literature. From a managerial perspective, this research offers significant implications that pertain in providing a better human-machine interactive environment (*whether online or offline*) to improve on both businesses' overall performance and consumers' wellbeing. Therefore, through allowing more transparent pricing systems, businesses can harness on their generated ethical strategies which fosters consumers' loyalty and extends on their post-purchase behaviour. Thus, through defining the correct balance of pricing, whether using dynamic or personalized (or both), managers can hence approach consumers more ethically while taking their expectations and responses at a critical stance.

**Keywords:** "Algorithmic pricing"; "dynamic pricing"; "personalized pricing"; "algorithmic pricing and ethics"; "price ethicality"; "price fairness"; price discrimination.

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<b>Presentation Title</b>	: <b>Understanding Institutional Change on the regulation of Digital Labour Platforms: a framework-based critical literature review</b>

The challenges of regulating Digital Labour Platforms (DLPs) have rekindled a broad debate on the power imbalance in industrial relations and the direction of ongoing institutional change. Some of the critical concerns pick out to the legal scope of states and national labour law, the misclassification of employment, the increasingly active role of courts in mediating labour disputes, the growing contractual regulation exercised by platform companies and the controversial political lobbying of tech giants in the regulatory process (Aloisi and De Stefano, 2020; Cherry, 2017; Hughes, 2021). Recent research seems to have moved away from the idea that the problem is the 'absence of regulation'; instead, there has been a managerial turn in regulation (Cohen, 2019). In other words, there would be a 'colonisation' by managerial actors in the regulatory space of employment (MacKenzie and Martinez Lucio, 2014). Therefore, scholars and policymakers have called for a countermovement to ensure decent labour standards and democratic governance over the platform economy (Grimshaw, 2020; ILO, 2021). However, while it has been recognised that a myriad of actors is shaping regulation, and several actions are being taken to 're-regulate' in this field, there is a lack of understanding of the diverse drivers of institutional change and the forms this change might take.

The paper argues that the socio-legal literature has emphasised the symptoms of the problem but does not explain the dynamics of institutional change on the regulation of DLPs. It proposes a framework for studying these dynamics based on contributions from Economic Sociology (Beckert, 2010; DiMaggio and Zukin, 1990) and Regulatory Theory (Jessop, 2001), which identifies the reciprocal influence of three main forces shaping institutional change: Institutions, Social Networks and Cognitive Frames. It also shows how these three social structures have been studied in the Employment Relations (ER) literature, which, although it has delved into their impact on labour markets, has not established clear interrelationships between these forces. Subsequently, to test the analytical value of this framework, contributions from the literature on regulation and DLPs were analysed. A framework-based critical literature review methodology was employed (e.g., Saunders and Rojon, 2011; Torraco, 2005). A systematic search identified 383 relevant papers and, after applying selection criteria adjusted to the research objectives, selected 67 articles to be reviewed in-depth.

The results are organised around the three dimensions of the framework. The literature with an institutional focus comes mainly from the legal scholarship, and it accounts for the limits of national legal systems to regulate the employment and monopsony power of DLPs, but there is no clear theory on the role of the state. Thus, there is little documentation of its interrelationships with platforms and actors' perceptions of its role in institutional change. In contrast, research with a social network approach is relatively more theoretically robust, allowing us to understand the increasing regulatory power acquired by private actors. However, empirical research that emphasises actors in value chains or networks other than platform companies is scarce. Finally, research focusing on cognitive frames is incipient. However, it has shown that the mobilisation of these workers does not necessarily attribute responsibility for regulation to the state and that entrepreneurial ideologies are strong among these workers, and therefore they adopt a position of mistrust towards the possibility of being considered dependent employees. Less attention has been paid to other actors such as labour inspectors, micro-entrepreneurs, creative workers, and the legal awareness that prevails among them. The paper aims to account for the different levels at which DLPs are socially embedded and the need for a broader approach to ER for future empirical research on regulatory change.

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<b>Presentation Title</b>	: <b>Negotiating religion, sexuality and the obedient body at work: An intersectional approach to exploring barriers to career among heterosexual and Lesbian religious minority women professionals with children</b>

This project contributes to gender and diversity research by exploring how Lesbian and heterosexual Muslim and Jewish mothers navigate tensions between faith, personal values and career progression. This research will extend intersectionality theory by collecting and examining rich empirical evidence to theorize the complex interstices between religion, sexuality, motherhood, and organisational structures.

Existing research on sexuality in organisations usually assumes LGBTQ+ are white (McFadden, 2015). Similarly, scholarship has begun to consider how maternal capacity - women’s potential for pregnancy, menstruation and menopause constrain careers. It is established that women feel pressured to control their ‘maternal bodies’ to conform to standards of professionalism as a form of internalized obedience (Gatrell, 2019). However, diversity and management literature does not yet offer a cohesive understanding of the link between occupational pressures, sexuality, religion, motherhood and internalised obedience. The proposed research begins to address these gaps by illuminating the experiences of Lesbian and heterosexual Muslim and Jewish women professionals.

Intersectional research designs are recognised as valuable approaches to illuminate how multiple dimensions of diversity interact to produce organisational inequalities for ethnoreligious women professionals (Arifeen and Gatrell, 2013). UKRI’s 2020 evidence review on Equality, Diversity and Inclusion (EDI) research highlights how racial harassment and LGBTQ+ discrimination persists, while the influence of religion has received limited attention in organisational research. This echoes scholarly calls (ibid.) to move beyond the intersecting axes of gender and race.

An innovative multi-method qualitative approach will be adopted using digital diaries and semi-structured interviews (Radcliffe, 2013). Qualitative digital diaries will contribute new insights to existing management literature on work, identity, and family by providing rich episodic data that dynamically captures the relationship between work demands, personal and family responsibilities in a way that traditional approaches cannot. Offering the advantage of immediacy, qualitative diaries facilitate participants’ reflexivity – meaning the ability to gain a deeper understanding of the holistic nature of their work-life dynamics, offsetting the problems of retrospective accounts and enabling recent events or daily practices of work-life negotiation to be recalled in detail (ibid.).

Extending intersectionality theory by explaining the complex intersection of motherhood, religion, sexuality and gendered organisational structures will offer diversity and management research new theoretical perspectives. My research will also offer a strategic foundation, enabling policymakers, businesses and external stakeholders to better understand, measure and facilitate sustainable EDI government policies that help improve UK productivity and worker well-being.

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<b>Presentation Title</b>	: <b>Inventive activities of environmental technology: the degree of cross-field integration and technological impact</b>

The growth of inventive activities in the environmental technology field has become an international phenomenon as it is expected to support the sustainable transition and potentially prevent climate calamities globally. Given that such inventive activities are associated with many research domains such as chemistry and engineering, the ambiguity of technological boundaries has become obvious and the emergence of interdisciplinary knowledge has risen. Moreover, the growing relatedness between the different technological fields has led to an increased curiosity in academia as to what extent can such knowledge flows influence emerging technologies and how those cross-field inventions influence technological development. Whilst extant literature has recognised interdisciplinary knowledge as vital for the development of core competences and technologies (see e.g., Su and Moaniba, 2017), little attention is given to the underlying knowledge flows of international inventive activities with the degree of interdisciplinarity in patent inventions. Therefore, the aim of this research is to explore how knowledge flows across different technological fields influence innovative activities in environmental technologies globally.

This research aims at tracking knowledge flows and computing the degree of interdisciplinarity, which will entail exploring the knowledge flows between patent inventions to illustrate their potential interdisciplinary trends. The data collection, therefore, will use patents citations as they are proxies for knowledge flows and technological impact (Jaffe and Rassenfossé, 2017), and the citation flows between different patent categories can represent the potential interdisciplinary orientation. Such datasets will be collected from the EPO PATSTAT patent database. The use of EPO PATSTAT has been supported by many researchers as it has no favouritism with regard to home country compared to other patent databases such as USPTO (Criscuolo, 2006). Furthermore, my analytic method for interdisciplinarity will draw on Su and Moaniba (2017) and Shibayama and Lawson (2021). Specifically, I categorise disciplinary areas using the International Patent Classification (ICP) and measure the interdisciplinary distribution starting with using a Herfindahl index. Moreover, I look at the international aspects of inventive activities by exploring how knowledge flows between developed countries such as the UK, Germany, Japan and latecomer countries such as China, Taiwan, Korea. This will be realised by patent citation network analysis as the flows of citations between different countries represent international dispersion of inventive activities. The contribution of this research will not only advance our understanding of how knowledge flows have influenced inventive activities in the field of environmental technologies but also pave the way for patent-based research on knowledge dispersion and interdisciplinarity. As such, policy makers will be able to better understand how to facilitate knowledge exchange and integration in emerging and environmental technologies.

Keywords: Environmental technology, Interdisciplinary research, Interdisciplinarity, Patent analysis

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<b>Presentation Title</b>	: <u>The impact of diversity networks in attaining organisational equality</u>

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The hierarchical organizational structure is the root of much of the social and economic inequalities that exists in the developed world. In the authoritative piece “Inequality regimes gender, class, and race in organizations”, Joan Acker illustrates how work is disproportionately allocated based on gender, race, class, and ethnicity. Diversity networks are considered one of the key diversity management tools that organizations use to combat these structural inequalities and foster diversity, equality, and inclusion at the workplace.

Even though diversity networks are viewed as a tool to create organizational equality, not much research has focused on how it is achieved. Most research focuses on the employee and management perceptions of the networks but not on their material outcomes of achieving organizational equality. Moreover, even though networks are formed based on a shared identity, there are intersectional identities among the network members which can lead to differential impact of the network among them. For instance, a women’s network may have women who are from ethnic minority groups or have some sort of disability which makes them subject to multiple forms of discrimination. However, due to the single identity focus of the networks, the network activities are centred around the women’s issues only and members with ethnic minority background and/or disability may not benefit much from them. My research project aims to fill this gap by studying the relationship between diversity networks and equality by taking an intersectional approach. The main objective of the study is to understand the internal dynamics of different diversity networks and in turn the impact on equality outcomes for their members with intersecting identities. The broad research question that my study will aim to answer – How do diversity networks impact on attaining organizational equality?

The study will specifically focus on the UK financial sector and data will be gathered by negotiating access to one or two companies for conducting an ethnography for a period of eight to twelve months. The study will adopt an ethnographic approach because it enables to capture and analyse a varied set of social situations which shape or characterise networks, when compared with interviews alone. Primary data will be collected by participating in the network meetings and conducting semi-structured interviews of the network members and the organization as a whole. In addition to the primary data, secondary data will be gathered from the companies’ diversity policy documents and network brochures and leaflets. Thus, one of the perceived challenges of the project is to negotiate access to the organizations and I aim to develop a strategy to gain access by the end of the first year.

The dissertation aims to contribute to the intersectional equalities literature and assess the impact of diversity networks in terms of equality outcomes. Thus, a key contribution of the study will be furthering the study of organizational equality from an intersectional lens and how to assess it. Furthermore, the study will combine organizational ethnography and case study methodology which has not been previously used in studying diversity networks and equality. Therefore, another contribution will be to introduce new methodological approaches in this area of research.

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<b>Presentation Title</b>	: <b>Management capability of university science parks: Case studies of Thailand</b>

The strategy of business incubation has been employed for technology development. Especially in developing countries like Thailand, the national program of university science parks (USP) has been implemented to shape economic development in peripheral areas by integrating science, technology, and innovation with local knowledge (Poonjan et al.,2020).

Thailand has been under competitive pressure from the lower labour-cost countries and the more innovators of newly industrialised countries. During the 1980s, the Thai economy shifted from import substitution to export-oriented industrialisation. The manufacturing export covered various industries, from agricultural products to hard-disk drives and automotive assembling of Japanese joint ventures. However, Thailand's innovation system is likely to be weak and fragmented, resulting in a laggard of technological catching-up (Intarakumnerd et al.,2002). This characteristic makes NIS in Thailand distinguish it from developed and developing countries that are more intensive in technological learning. Neglecting this weakness could obstruct higher value-added industrialisation.

There is a need for industrial upgrading policies through intensified R&D activities from the private sector and public-private institutions (Lauridsen,2009). These could encourage both individual and joint development of new technology. In the past, the Thai firm perceived knowledge from public research organisations being an unimportant source of innovation activities (Intarakumnerd et al.,2002). As a result, the linear innovation model had been predominantly in science and technology policy formulation in Thailand. The Thai government has taken initiative roles by adopting a university-oriented science park model to distribute economic development to peripheral areas. Four research-intensive universities (Chiang Mai University, Khon Kaen University, Prince of Songkla University, and Suranaree University of Technology) have been assigned to embed the regional science parks. To become collaborative spaces and increase R&D efficiency, we propose the conceptual framework that USP management capability is necessary to facilitate the knowledge exchange among university innovation ecosystems.

For research methodology, the primary data is required to investigate the mechanism of knowledge transfer facilitated by university science parks (intermediating process). The qualitative method by semi-structural interview question will conduct to understand the phenomenon and investigate the empirical evidences. We will select three regional university science parks to conduct comparative case studies which are growth-stated parks since they have provided full service of incubation. To understand the management capability of university science parks, we primarily target their directors and key managers. Furthermore, it will involving other strategic actors who involve in tenant firms, university policymaker, university academics, the SPA and MHESI (main source of public funding), and financial institutions. Despite being centralised system, we will have additional interview of regional actors such as provincial government.

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<b>Presentation Title</b>	: <u>Antecedents to Original Equipment Manufacturers' Engagements in Take-Back Programs: Evidence from China's Electronics Industry</u>

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The amount of waste electrical and electronic equipment (WEEE) grows at an alarming rate worldwide. In order to cope with the environmental problems caused by e-waste and try to recapture value from used electronic products, take-back programs as a potential solution receive increasing attention. In detail, original equipment manufacturers (OEMs) may conduct refurbishment, remanufacturing, and recycling activities on returned products. In Europe, the WEEE Directive mandates that OEMs are responsible for handling e-waste and end-of-life electronic products. Under the specific background, the take-back of electronic products by OEMs has become a hot topic.

Developing countries face a severe problem of e-waste, especially in China (the world's second-largest e-waste landfill). In fact, the Chinese government encourages OEMs to recycle e-waste through policies, legislation, and enforcement. In 2017, for example, the implementation plan of the extended producer responsibility system was released by the Chinese government. However, the participation level of Chinese OEMs in take-back initiatives is rarely mentioned in previous studies. In our limited knowledge, we find two studies with conflicting points of view. Liu et al. (2017) point out that qualified companies in China (e.g., Changhong, Haier, and TCL) are actively participating in WEEE take-back due to the influence of policies and governmental subsidies. Conflictingly, Salhofer et al. (2016) argue that only a few manufacturers and recyclers in China use formal channels to recycle e-waste. Therefore, further investigation for the actual level of Chinese OEMs' participation in electronics take-back programs is needed.

Research on the antecedents of the take-back of electronic products in China is still a gap. In fact, most of the research on the antecedents of product take-back is conducted in developed countries. Some scholars explain that reverse logistics is a compulsory part of supply chains in developed countries. In contrast, reverse logistics is still in its infancy in developing countries. Therefore, research on the antecedents that affect product take-back in developing countries is insufficient. This project attempts to fill this gap and broaden our understanding of antecedents to China's electronics industry.

The research question for this project is: How do antecedents influence the OEMs' engagement level in the take-back initiatives in the Chinese electronics industry? In order to answer the research question, two goals are established in this project. The first is to investigate the actual level of Chinese OEMs' participation in electronics take-back programs. The second is to identify the antecedents that impact OEMs' engagement and try to explain how and to what extent they affect the companies.

The project is empirical, and our research scope includes listed companies and SMEs from China's Electronics Industry. Therefore, a survey will be used to collect data (The survey is an essential means of collecting data from SMEs). After completing the data collection, we will use quantitative analysis methods (e.g., descriptive analysis, correlation analysis, and regression analysis) to identify influential antecedents in the three determinant groups (External determinants, Company-specific determinants, and Product-specific determinants).

This project will be contributing. Academically, this study fills the gap regarding the antecedents of the take-back of electronic products in China. Moreover, this project empirically provides evidence from a developing country for the research stream. From a practical perspective, the research attempts to propose recommendations to enhance the OEMs' engagement level in take-back programs, based on the research result. This project also provides a potential solution for China and other developing countries to cope with the growth of WEEE.

**Keywords:** Electronic products, Take-back, Extended producer responsibility, Antecedents, China

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<b>Presentation Title</b>	: <b>Vocational calling, responsible career development, and responsible management innovation</b>

Responsible management innovation (RMI) is an emerging research area at the intersection of innovation management, responsibility, and ethics, which can be considered as an innovation strategy for organizational growth promoted by creativity of managers framed in economic, ethical, and legal issues (Laasch et al., 2020). Based on the literature review, this study found that vocational calling (VC) is a crucial microfoundational level factor that can motivate managers to invent and implement RMI processes, structures, and techniques. VC refers to a generalized form of psychological engagement with the meaning of one's career work (Dobrow & Tosti-Kharas, 2011). It combines an individuals' sense of what they would like to do, should do and actually do in pursuit of prosocial intentions (Elangovan et al., 2010).

This study addresses three questions: What is the mechanism underlying the link between VC and RMI? What role does responsible career development play in the VC-RMI link? And how can we foster RMI in the domain of responsible management learning and education by identifying managers' VC and developing a responsible career?

This study applies a mixture of qualitative methods such as interviews and journaling. The data sources are scripts from individual interviews and focus group interviews with RMI innovators, including CSR managers and sustainability management managers, and reflective journals completed by them. Research epistemology is interpretation rather than testing of sources of data.

Data collection will last about 15 months from June 2022 to August 2023. Planned steps are: 1) conducting semi-structured interviews involving open questions about the VC of five selected managers and their opinions about responsible career development; 2) organizing six focus group interviews in three different organizations with a total number of 30 participants, to discuss how VC increases RMI and the role of responsible career development; 3) inviting five RMI innovators to write reflective journals about the association of VC and RMI. Technically, interview files and reflective journals will be transcribed into NVivo software. Then, content analysis is used to detect and code the constructs, such as VC and managers' responsible career dynamics and other important constructs (moderators and/or mediators in the mechanism of VC that affect RMI). Logical and meaningful categories will be clarified. In addition to that, connections between and among categories will be built, and the significance of responsible career development in management field will be highlighted.

This study aims to find that managers' VC positively relates to RMI. Responsible career development of managers can act as a mediator in the VC-RMI link. Drawing on the insights from interviews and reflective journaling, our findings will not only contribute to the knowledge of how VC affects RMI in organizations but highlight the importance of career development in the field of responsible management.

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<b>Presentation Title</b>	:	<b>Does labour mobility affect executive pay dispersion?</b>

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A firm's ability to attract and retain workers becomes vital in today's booming knowledge economy. When workers are free to leave for competitors, firms will face the threats of losing competitive advantages associated with human capital. In such cases, non-compete agreements (NCAs) are frequently embedded in contracts to limit workers' post-employment options and restrain labour mobility. In the United States, nearly 30 million workers were bound by NCAs (Starr et al., 2021). Among the NCA-signers, senior managers are of particular focus because they generally hold critical positions and are deemed powerful in the firms. Recent studies broadly focus on how could NCAs affect chief executive officers (CEOs), while the corresponding impacts on executives have received comparatively little attention. Although firms can decide whether to include NCAs in employment contracts, the extent of restrictiveness is decided by the state laws. Therefore, we aim to fill the voids by examining the causal impacts of the enforceability of NCAs on executive pay dispersion.

Theories and empirical studies have long indicated that the optimal managerial contracts should consider the external opportunities in the labour market as implicit incentives to supplement the explicit incentives in the forms of pay (e.g., Gibbons and Murphy, 1992). Among the top management team, the best relative performer has the largest possibility of getting the promotion to the CEO associated with more wealth and higher social reputation. The pay dispersion virtually encourages executives to chase and compete for the top position, like a tournament prize (Lazear and Rosen, 1981).

In a mobile labour market, executives are motivated to undertake risky activities because they can be rewarded with better outside job opportunities for superior performance if the projects are successful. The restrained labour mobility could de-incentivise them or even shrink their responsibilities. Moreover, senior managers have to undertake higher unemployment and termination risks (Kini et al., 2021). When they are insulated from the reward to risk-taking due to the limited access to alternative jobs but face increasing termination costs, managers could be reluctant to take on risks. Therefore, we expect firms to adjust compensation contracts through enlarging pay dispersion to incentivise executives and avoid underinvestment effectively.

Our study has potential contributions in two main aspects. First, although existing studies show that labour mobility could affect firm-level financial activities and performance, the theoretical direction remains inconsistent. We add to this line of literature in understanding managerial compensation. Second, we extend the research focus by showing that labour mobility could affect both CEOs and other executives and provide implications for policymakers.

**Keywords:** Non-compete agreements, labour mobility, executive pay dispersion

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<b>Presentation Title</b>	: <b>The Dark Side of Entrepreneurial Proactivity</b>

Organisations are required to embrace fast and innovative responses in the current business environment due to frequent, unpredictable uncertainties. However, the situation is exceedingly complex, particularly for nascent entrepreneurs who run small-scale organisations. Being an entrepreneur has frequently been recognised as the toughest job to perform (Dhingra, 2020). Entrepreneurs are obliged to devote all their abilities to proactively manage and enhance business performance, despite having to deal with financial and team competence problems. Interestingly, since entrepreneurs carry a tremendous amount of responsibility, proactivity may actually turn into an excessive behaviour that may hurt themselves and others. Previous researches indicated that entrepreneurs can exhibit Janus-faced, which might be detrimental to their performance (Miller, 2015). Narcissism, hubris, aggressiveness had been suggested to be the entrepreneurial dark traits, that may bring unfavourable impact on the society (Klotz & Neubaum, 2016). Although current studies have embraced these outcomes, cohesive understanding surrounding this opposite viewpoint remains equivocal. Therefore, this study aims to present conceptual framework of the dark side of entrepreneurial proactivity by postulating its causes and consequences.

The concept of wise proactivity defines task-strategic, social-relational, and self-regulation as the three essential considerations for proactive behaviour (Parker, et al., 2019). Drawing upon the concept, this study proposes that proactive contingency factors, team relational, and entrepreneurial-mindful leisure may play unique role to manage favourable consequences of entrepreneurial proactivity. Proactivity is strongly associated with behaviour that consumes plenteous resources. Individuals with strong resources can properly deal with psychological strain issues (Hobfoll, 1989). In accordance with effort recovery model (Meijman & Mulder, 1998), this study believes that entrepreneurs can help renovate their loss resources through the experience of self-mindful leisure. Furthermore, this study employs proactive motivational (Parker, et al., 2010) and social information processing (Salancik & Pfeffer, 1978) theories to examine how entrepreneurial proactivity may affect team motivation and well-being. Proactive motivational explains that individual's motivation to be proactive are internally driven by can do, reason to, and energized to state. Besides, social information processing theory emphasizes that team's interpretation of leader's trait may provokes their cognitive and affective responses, thus influence their motivational state and positivity.

Based on socioanalytic theory, the study proposes that entrepreneurial dark traits may determine how entrepreneurial proactivity affects team motivation and team proactivity, as this theory describes that individual's needs for acceptance and control of resources may influence their behaviour in getting ahead in achieving outcomes and getting along with others (Hogan & Warrenfeltz, 2003). Moreover, drawing on social learning theory (Bandura, 1977), this study argues that the impact of entrepreneurial proactivity on team motivation and team proactivity can be exacerbated if entrepreneurs are following problematic values of a well-known figure. Ultimately, this study adopts framework and theory development review to develop a conceptual framework. In the subsequent stages, quantitative approach and longitudinal research design will be applied to test the propositions. The unit analysis of this research will comprise young nascent entrepreneurs from various industries based in Indonesia. This study expected to contribute to the body of literature by integrating theories in the field of organisational psychology into entrepreneurial setting.

**Keyword:** entrepreneurial proactivity, wise proactivity, entrepreneurial dark trait, team proactivity, team well-being

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<b>Presentation Title</b>	: <b>Human Capital Constraints and SMEs': Evidence from a Digitalisation Programme</b>

To what extent do human capital constraints affect the productivity of small-and medium-sized enterprises (SMEs)? As the backbone of the economy, SMEs account for more than 99% of the business population and on average 70% of the employment across OECD countries (OECD, 2019). Factors that constrain SMEs' productivities are thus a crucial area to investigate but have been largely overlooked by previous literature mainly due to limited data availability.

Human capital, as represented for example by the skills and knowledge of the employees, is such a factor that is central to firms' productivity (Black and Lynch, 1996 AER) and economic growth more generally (Schultz, 1961 AER), particularly by enabling firms to quickly implement new processes or adopt new technologies. Constraints on human capital, therefore, could be a major barrier to technology adoption, which may delay or even inhibit improvements in productivity (Acemoglu and Zilibotti, 2001 QJE). Given the multi-dimensional nature human capital, little evidence exists in regard to which types of human capital are constraining firms' productivity and how such constraints can be alleviated (Syverson, 2011 JEL).

This study will attempt to answer this question by focusing on a specific dimension of human capital, namely awareness of digital technologies. Using a novel dataset of corporate digital technologies matched with financial data from FAME, we will investigate whether and how the adoption of digital technologies ("digitalisation") will improve companies' productivity.

Our research design will exploit the rollout of the Small Business Digital Capabilities Programme (SBDCP) by the UK Government in 2014. The programme awarded £2 million to 22 Local-Enterprise-Partnerships (LEPs) across England through a competitive bidding process. The fund aims to stimulate innovative, cost-effective, and sustainable localised initiatives that promote digitalisation among SMEs. Examples of such initiatives include workshops, online training, and knowledge hubs that transfer digital skills to SMEs. The fund was awarded in October 2014, and all projects were required to be delivered within the first quarter of 2015 (BIS, 2015).

The identification strategy will rely on the comparison between companies more likely to participate in the programme (Treated) with those not participating in the programme (Control). To identify such companies, we will exploit both size and geographical variations across a large sample of UK firms. We plan to analyse first the effect of the SBDCP programme on the companies' digitalisations. We will then move on to investigate its effect on real outcomes, such as performance, firm boundaries and, ultimately, productivity. We also plan to investigate whether digitalisation helps SMEs catch-up with digitally more advanced rivals, such as larger businesses, both in terms of digitalisation and real outcomes.

Finally, thanks to the richness of our databases, we will explore the heterogeneity of our results, by investigating different levels of digitalisation across industries and firm groups with different financial constraints.

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<b>Presentation Title</b>	: <b>Asset pricing model with heterogeneous agents, learning and smooth ambiguity</b>

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The topic I want to investigate is 'Asset pricing model with heterogeneous agents, learning and smooth ambiguity'. There are three important questions I want to explore:

- 1), If heterogeneous beliefs held by agents can amplify the influence of ambiguity aversion on asset prices?
- 2), If the optimal investing decision of financial intermediary will be influenced by ambiguity aversion and learning?
- 3), Which group of the heterogeneous agents with smooth ambiguity will survive in the long run?

It has been well-known that the classical Consumption-CAPM cannot explain major asset pricing puzzles including high equity premium (Mehra and Prescott,1985), low risk-free rate (Weil,1989) and high equity volatility (Shiller,1981). We want to explore if we can improve the explanatory power of asset pricing models by taking heterogeneous agents or financial intermediaries, learning behaviour of the agents, and ambiguity aversion into consideration.

My research based on several classic papers. Ju and Miao (2012) propose generalized recursive smooth ambiguity preference. Gallant, Jahan-Parvar and Liu (2019) discuss how ambiguity and learning affect asset prices. He and Krishnamurthy (2013) propose an asset pricing model with the financial intermediary. Brunnermeier and Sannikov (2014) show that the financial intermediary with agency problems have effects on asset prices. Pohl, et.al (2021) provide a theoretical framework to analyse the influence of heterogeneous beliefs on asset prices.

Three methodologies will be applied in my research:

- 1), Dynamic general equilibrium analysis. The asset prices can be analysed under the framework of competitive equilibrium, and this method can combine micro-decision of the agents with macro-economy quantities. In the general equilibrium model, the effects of exogenous random shocks on asset prices can also be analysed.
- 2), Projection with interpolation. Asset pricing models always cannot obtain an analytical solution, projection with interpolation is an efficient way to get the numerical solution of the model.
- 3), Deep learning. Asset pricing model may confront with the problem of dimension curse. The neural network has significant advantages in dealing with high-dimensional nonlinear problems, so deep neural network algorithm can be conducted to find the numerical solution of the model.

The most difficult problem we may confront with is that I can't get the numerical solution of the theoretical model so the setup of the model needs to be changed.

My research would have an impact in several aspects. Market selection hypothesis would not be held in the asset pricing model with heterogeneous agents and smooth ambiguity, since both of the agents with heterogeneous beliefs would survive in the long run. Ambiguity aversion may amplify the influence of heterogeneous beliefs on asset prices. Taking learning and ambiguity aversion into consideration would improve the explanatory power of the asset pricing model with financial intermediary.

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<b>Presentation Title</b>	: <b>No Risk, No Gain: How AI-driven Personalised Health Risk Communication Motivates Individuals towards Healthy Behaviour Adoption</b>

“It is health that is real wealth, and not pieces of gold and silver”, this proverb commensurately portrays the ubiquitous significance of maintaining own health and prevent from diseases. Sustainable Development Goal 3 of the 2030 Agenda for Sustainable Development is to “ensure healthy lives and promote well-being for all ages”. The goal also highlights United Nation’s ambition to minimise health inequalities and encourage healthy lifestyle. Healthy behaviour is inextricably intertwined with disease prevention. An underlying assumption is that conveying health risk information would motivate people to engage in health-related behaviour changes to reduce their personalised health-related risk. However, it is unclear to what extent personalised risk communication could drive an individual’s motivation to improve and maintain their health status. Furthermore, the proliferation of revolutionary technologies exposes a new way of experiencing daily life. Advanced intelligent machine technology like artificial intelligence (AI) has demonstrated the potential to meet or exceed human performance on several medical analysis tasks such as health risks assessments with an expert level of accuracy. This research study takes a novel approach to assess empirically how automated AI-driven personalised health risk communication can motivate individuals to change and maintain a healthy lifestyle behaviour.

AI-based solutions are increasingly deployed to solve real-world problems and enhance consumers service experiences (Puntoni et al., 2020). For example, diagnosing heart diseases and certain cancers are now conducted through IBM’s Watson and skincare app, which can diagnose skin cancer with an accepted accuracy (Schmitt, 2019). Recent progression with advanced technologies, particularly in the stream of genomics and epigenomics, scrutinizes functioning and composition of all the genes and DNA sequencing to search for genetic variations and/or mutations that may play a role in the development or progression of a disease. Therefore, the field of epigenomics and genomics have received considerable attention from academic researchers because a person’s healthy life span and future health risks can be predicted using AI considering genetic predisposition, lifestyle, and social factors. This research aims to explore how epigenomics can be utilized to predict individualised health risks and communicated with the help of AI tools. The current stream of knowledge is widely acknowledged and effective in communicating non-personalised risk to change behaviour under an overarching social framing (e.g., smoking is harmful). Despite this good state of knowledge, there is a significant knowledge gap in understanding how personalised risk estimation and communication, hence risk as an intervention, change individual’s health-related behaviours.

Drawing upon the interdisciplinary fields of decision behaviour, marketing and health science, the current research project empirically addresses this gap through a mixed method of studies, including qualitative and quantitative approaches. At the outset, this research aims to conduct focus group discussions and semi-structured interviews to understand individual attitudes and perceptions about personalised health risk communication delivered with the help of AI. This research also plans for several experimental studies and field experiments to shed light on the boundary conditions under which risk communication works as an intervention to motivate individuals to change and maintain healthy behaviours.

Concordantly, this research project seeks to make two distinct and impactful contributions. First, a comprehensive understanding of risk communication mechanisms for initiating behavioural change. Second, an empirical analysis of the personalised risk communication strategies based on epigenomics and conveyed through AI. This research study will also provide a set of recommendations for healthcare service providers to offer cutting edge solutions to minimize health inequalities, reduce burdens from the overall health eco-system, deliver cost-effective healthcare services for everyone and design behavioural change interventions.

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<b>Presentation Title</b>	: <b>Investigating Commuters' Adoption Intention of Telecommuting for Sustainable Development of Developing Countries: Evidence from Bangladesh</b>

### 1. Research Phenomenon

The population explosion is a barrier to achieving the 17 sustainable development goals (SDGs) declared by UN in 2015 especially for developing countries. The populations of countries like Bangladesh are going to double by 2050, and most of the people of Bangladesh will by then live and work at urban areas (World Urbanization Prospects, 2018). Bangladesh is a densely-populated country with 1.26 thousand people per square km and the capital, Dhaka, has 23.2 thousand per square km. According to the World Bank, the average traffic speed of Dhaka has decreased 14 kilometers per hour in the previous 10 years and is expected to drop 3 kmph by 2035 (Haider, 2018). Consequently, traffic congestion accounts 3.8 millions work hours wasted and USD 370 billion every year, which is equivalent to 11% of national budget of Bangladesh (The Financial Express, 2018) or 7% of GDP (Chakraborty, 2016). This traffic congestion and greater number of vehicles also contributes to pollution, Dhaka has become the worst polluted city according to the World Air Quality Index (The Financial Express, 2022). Furthermore, about 18 people lose their lives due to road accidents every day (Bangladesh Passengers Welfare Association, 2021). In this context, telecommuting offers a be possible strategy to develop a more sustainable Bangladesh.

### 2. Significance of the Study

There have been remarkable improvements in information technologies in Bangladesh; which are sufficient catalysts for telecommuting adoption and diffusion. However, still there is no permanent example of telecommuting except some short-term initiatives during the COVID-19 pandemic. The assessment of psychological readiness of commuters and decision makers as well as the readiness of organizations of Bangladesh is needed at this time.

### 3. Research Background

In case of SDGs, there are a few research investigations for developing sustainable assessment frameworks and tools (Sala, Ciuffo, & Nijkamp, 2015). Besides, some scholars identified telecommuting as a way to move toward sustainable cities (Chakrabarti, 2018; Lier, Witte, & Macharis, 2014; Lachapelle, ATanguay, & Gaudet, 2018). However, Kim (2017) found that telecommuting is significantly less beneficial for sustainability than anticipated. Still, particularly during recent COVID-19 pandemic, proponents have suggested telecommuting for sustainability (Loia & Adinolfi, 2021; Campisi, Basbas, Skoufas, & Akgün, 2020). However, none of these studies were conducted considering the specific SDGs of the UN. Now, there is an urgency to explore the suitability of telecommuting for those SDGs achievements. On the other hand, various telecommuting adoption models were developed considering different contexts like the COVID-19 pandemic (Tokarchuk, Gabriele, & Neglia, 2021). An integrated telecommuting model in the context of SDGs accomplishments is yet to be explored, however. Thus, this study is mainly intended to formulate and validate a telecommuting adoption for SDGs model with the aim of unearthing the underlying factors (positive, neutral and negative) accountable for the adoption intention of telecommuting in developing country, in particular, Bangladesh.

### 4. Research Methodology

A mixed two phased research approach focusing on developmental and complementary purposes (Venkatesh, Brown, & Bala, 2013) will be adopted. In the first phase, the developmental or sequential exploratory mixed method lead by qualitative study will be followed in order to develop the constructs and hypotheses of telecommuting adoption (in the context of SDGs), and subsequently the model will be tested and validated through quantitative empirical research which is intended to identify the significant factors. Then, in the second phase, the complementary mixed method with qualitative data will be used to detect neutral and negative factors toward telecommuting adoption.

### 5. Research Limitations and Implications

Although this study will have some limitations such as non-probabilistic sampling errors and country specific biases, this research will offer theoretical and managerial implications. In term of theoretical implications, a holistic understanding about the telecommuting adoption for SDGs will be provided applying comprehensive analytical approach. Meanwhile, for managerial implications, the results of this study will be the directions for both the public and private sector policy makers, and will be supportive to design sustainable digital work environment.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>Corporate Decisions under Climate Uncertainty</b>

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According to the annual CEO survey conducted by PricewaterhouseCoopers (PWC) in 2019, in the face of increasing uncertainties of economic growth and climate challenges, companies have become increasingly reliant on stakeholders and other parties to hedge risks and increase values. In this project, we investigate various company decisions under the climate uncertainties. These uncertainties involve both transition risks and physical risks. We investigate how companies interact with stakeholders such as labour, environment etc., and how such interactions impact their decisions and outcomes. This proposed study will shed light on the impact of climate risks on corporate decisions and outcomes and responds to the United Nations sustainable development goals on 'climate action' and 'industry, innovation and infrastructure'. The research findings will inform institutional investors, company stakeholders and managers, and policy makers on the impact of climate risks on the corporate sector and suggest appropriate responses. It will be a valuable input to the increasingly heated debate regarding the best way forward amongst the uncertainties imposed on economy and society by climate change.

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<b>Name of Advisor (if applicable)</b>	:	<u></u>
<b>Presentation Title</b>	:	<u>Are red or blue banks more likely to pursue fintech innovation?</u>

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The bank's fintech innovation is not only affected by the bank's internal influence, but also by the external political environment. Policy uncertainty has a dampening effect on banks' innovation investments(Gulen, 2016).Meanwhile, Fintech enhances competition in the financial market, providing services that traditional financial institutions do less or not at all at the efficiency level(Navaretti et al. 2018).

The regulatory environment is highly relevant to the development of fintech due to the relative youth of the industry and the lack of proven best practices(Navaretti et al. n.d.); more developed financial markets facilitate a successful match between investors and companies and are particularly important for fast-growing industries such as fintech(Alfonso et al. 2021).

Characteristics of senior management team, such as age and gender, will affect corporate performance and risk taking. The composition of the board of directors has a central role in corporate governance and a number of studies have demonstrated the importance of certain board characteristics for corporate governance (Adams et al. 2010).

Therefore, we would explore whether the fintech innovation of banks will be affected by the political inclination of the board of directors/CEO.

The political contributions of company stakeholders are collected from the ([www.fec.gov](http://www.fec.gov)) Federal Election Commission website, which provides data on contributions to federal candidates and political parties since 1979. We use the partisanship of the company's CEO, independent directors, and founders to contribute to the previous campaign to measure the company's internal political environment.

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<b>Presentation Title</b>	: <b>Shareholder wealth effects of policy changes for gig economy worker status</b>

“Gig economy” refers to an economic system that uses digital, service-based, and on-demand platforms to connect workers with potential consumers (Duggan et al., 2020). One of the most well-known gig economy companies is Uber, with other examples including Lyft, Deliveroo and TaskRabbit. Mastercard estimates that the wage disbursement volumes in the global gig economy will grow to \$298B by 2023 (Mastercard Gig Economy Industry Outlook, 2020).

Gig economy companies’ business model relies heavily on self-employed contractors. This key arrangement enables these companies to rapidly adjust their capacity to demand fluctuations, and to evade responsibilities and costs associated with regular employment contracts, such as the provision of minimum wages, holiday pay and pensions (Schwellnus et al., 2019). However, this feature has been increasingly criticized and challenged. Most notably, in an announcement receiving widespread media attention, the UK Supreme Court ruled in February 2021 that Uber drivers should be classified as workers instead of contractors. In the business press, it was widely acknowledged that this Supreme Court Ruling could have far-reaching consequences for Uber and other gig economy firms.

The objective of our paper is to examine the impact of this Supreme Court Ruling on shareholder wealth. If stock markets are semistrong form efficient, we expect stock price reactions to the Ruling to immediately and accurately reflect its (discounted) cash flow implications (Fama, 1970). Accordingly, we predict negative shareholder wealth effects of the Supreme Court Ruling, to the extent that shareholders expect it to result in higher employment costs that cannot be fully recuperated through higher prices. We examine three related research questions. Firstly, how did Uber’s shares react to the Supreme Court Ruling announcement? Secondly, how did other gig economy firms’ shares react to the Supreme Court Ruling announcement? And thirdly, what is the moderating role of relevant proxy variables for financial health, overall ESG performance (including employee satisfaction measures), percentage of retail ownership, and nature of the platform (capital platform, crowd platform or App platform), on the magnitude of the shareholder wealth effects?

We use standard event study as the main methodology to examine these research questions (McWilliams and Siegel, 1997). There is no generally accepted method for identifying gig economy companies. We therefore construct baskets of gig economy companies using various suitable methods, including textual analysis, semantic similarity analysis, and “bag of words” searches. The sources we rely on include SIC codes, NAICS codes, 10K filings, gig economy exchange-traded fund compositions, company descriptions from Capital IQ, as well as articles from Factiva. We use standard databases available on the WRDS platform to collect balance sheet and stock price data. We carefully gather all relevant announcements related to the Supreme Court Ruling from Factiva. Whilst this ruling was one of the pivotal events affecting the status of gig economy workers, Uber also faced legal controversy in the US in relation to Proposition 22. Proposition 22 was a successful ballot initiative in California, which allows transportation and delivery platforms an exception to existing legislation on employee status by classifying drivers as contractors. The Proposition was ruled as unconstitutional by the state’s Superior Court Judge in August 2021, providing us with another laboratory for studying the effects of changes in legislation regarding employee status. We carefully collect all announcements related to this Proposition from Factiva and include it in an additional analysis. Moreover, the European Commission proposed a draft bill in December 2021 to regulate the status of gig economy workers. We will also study the stock price effects of this draft bill, using a similar methodology as for the UK Supreme Court Ruling. Overall, we are confident that the three sets of announcements considered in our study cover the three key changes in employee status legislation since Uber’s IPO in 2019.

To our knowledge, our paper is the first to provide evidence on the shareholder wealth effects of policy changes regarding the employee status of gig economy companies. Previous studies on the gig economy focus on aspects of organizational behaviour, human resource management and labour law (Ashford et al., 2018; Duggan et al., 2020; Leung, 2018). In the field of finance, Barrios et al. (2022) obtain evidence that the arrival of gig work opportunities could encourage entrepreneurship and new business formation. Our study will provide more insight into investors’ assessment of the cash flow implications of relying on precarious labour. As such, it may be helpful to corporate managers designing employment contracts, policy makers setting up employment status rules, and other stakeholders of gig economy companies, such as their consumers and suppliers.

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<b>Presentation Title</b>	: <u>Business Model Innovation for Traditional SMEs: the Caribbean's Path to Innovation and Economic Growth</u>

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The challenge before firms in a dynamic and complex global economy is to innovate, capture value and continually enhance their competitive positioning. However, not all firms, are similarly equipped to respond to new challenges and tap into new opportunities. Understanding what makes the difference is the logic driving the exponential growth of the business model innovation (BMI) framework among researchers and practitioners alike. However, the expanding body of BMI literature is fragmented; and researchers have identified many gaps. Among these are its relationship with firm performance and the applicability of this thinking to small and medium-sized enterprises (SMEs).

Although SMEs are recognised as the main contributors to economic growth in many countries, the ability of SMEs to innovate and drive growth through business models (BMs) is scarcely acknowledged in the extant BMI literature. Their distinctive attributes (size, resources, processes and capabilities) have made it increasingly difficult, risky and erroneous to try to leverage the findings from large firms or high-technology sectors to influence SME performance. *So how can traditional SMEs use BMI to enhance their competitive positioning? How different is BMI in large firms relative to SMEs generally; and in particular between high-technology SMEs and low-technology/traditional SMEs?* These fundamental questions were recently alluded to in the literature but remains systematically unanswered; and moreover, neglected is the distinction between high-technology SMEs and SMEs primarily focused on revenue from traditional products/services.

Adopting a mixed-methods approach, this research will explore and critically evaluate the issues identified above in a Caribbean setting of small island developing states (SIDs). The research design will allow for knowledge discovery by way of creativity, unpacking unique ideas/deeper dynamics and new theoretical insights. The intention is to draw the research sample from the largest low-technology manufacturing sector in the Caribbean, more specifically the agri-business industry/food sector, to explore how innovation happens in a traditional sector; by analysing the process and the BMs. The foremost methodological challenge will be finding suitable case study firms within the study criteria to evaluate and evidence empirically the relationship with firm performance over time. Despite the challenges, BMI's association with value creation and capture may positively influence SMEs' performance, ability to continue to innovate and efforts to sustain competitive advantage. It is anticipated that the indicative outcome will expand the predictive power of the BMI theory to explain and/or influence SME innovation performance.

However, little is known about SME performance, innovation activity and firm growth in small island economies like those of the Caribbean (with very small markets, scant financial resources and economies of scale barriers). Likewise, the BMI framework is a narrow, but influential body of theory that has not often been used to examine/analyse the experiences of SME innovations in the manufacturing sector and, in particular, in SIDs. The potential role of SMEs to stimulate growth through BMI, as well as the empirical evidence of BMI to support improved performance, whether directly or indirectly, is lacking. This thesis will explore these gaps through a systematic literature review and case study research to develop a better understanding of the emerging BMI construct and provide specific directions for future research. The results will be useful for the academic, business and policy communities that are interested in understanding the role of BMI, as well as the role of SMEs in innovation and economic growth within a novel context.

**Keywords:** business model innovation, SMEs, emerging/small developing economies

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<b>Presentation Title</b>	: <b>Technology Entrepreneurship Ecosystems Research: Emerging Trends and Future Research</b>

In recent years, the study of Entrepreneurship Ecosystems (EEs) in the modern economy is a phenomenon that has aroused the interest of researchers and policymakers, who have studied the different elements that shape an EE and how these factors influence the promotion of entrepreneurship around the world (Audretsch et al., 2017; Cooke, 2001). These ecosystems emerge as catalysts for regional development, stimulating the generation of new companies and directly impacting unemployment levels in countries (Alvedalen and Boschma, 2017; Stam and Spigel, 2017).

According to Mason and Brown (2014), EEs are defined as "a set of interconnected entrepreneurial actors, entrepreneurial organizations, institutions and entrepreneurial processes which formally and informally coalesce to connect, mediate and govern the performance within the local entrepreneurial environment". However, not all EEs are equal in their composition, and they may differ according to their location, industry, or focus (Henrekson and Sanandaji, 2014). Consequently, specialized EEs have emerged, which are a derivation of the original ecosystem described above. In particular, Technology Entrepreneurship Ecosystem (TEE) is a derivative of an EE that has captured the interest of researchers in innovation and entrepreneurship. The concept is defined as "an EE that focuses on the development of new products based on breakthroughs in research; science-based advanced through specific knowledge in an academic field" (Giones, 2017)

Although an EE and TEE have several elements in common, different aspects differentiate them since specific determinants that influence the development of a traditional venture may not be applicable to the reality of a technology-based company (Tripathi et al., 2019). Most high-tech startups present management problems and difficulties of various kinds, observed from a strategic, operational and environmental perspective, due to the inherent risk of developing very novel technological solutions with a high risk of failure (Cabtanessa et al., 2018). In this way, the macro conditions hamper the development of an adequate TEE due to the importance of external factors in the generation of technological solutions. Existing differences concerning determinants of TEEs such as the maturity of the industry, access to financing and level of knowledge, and relevant competencies make companies from a specific TEE face a higher risk, financial problems and thus less profitable when compared to companies that are part from another TEE (Isenberg, 2011; Stam & Spigel, 2016). This is consistent with evidence provided by the Global Entrepreneurship Monitor (2020), showing that TEE from a wealthier countries have better wider conditions for the generation of high-tech companies, which influences the existence of a much higher success rate when compared to TEE where the diffusion of knowledge and economic growth is slower (Sternbergn & Wennekers, 2005).

However, studies on TEEs and the factors that influence the development of new technology companies are limited and existing studies about this matter have focused only on analysing this phenomenon at the individual levels (attitudes, skills and creativity) or organizational levels. How the generation of better conditions in TEE influences the development of technological solutions is of interest to all those who want to study this phenomenon and how public policy affects the development of these ecosystems.

In this research, I use bibliometric techniques to identify connections between existing entrepreneurship studies, to understand the scientific structure of entrepreneurship research and how TEEs are organized. Co-citation data and quantitative approaches are used to identify scientific publications, intellectual structures, and research trends related to theories of technology entrepreneurship. The data will be obtained from the citations and co-citations found in Web of Science.

This study will contribute to the study of TEEs through a bibliometric review that will allow to understand in a better way the relationships between ideas, authors, and research streams and how the field is structured. The results of this research will benefit academics and researchers who wish to understand better the determinants that influence the success of entrepreneurship ecosystems. It will also help to identify future research directions. For policymakers, a better understanding of TEE and emerging trends will allow the design of policies and strategies more aligned with the strategic objectives that each of these ecosystems pursues.

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<b>Presentation Title</b>	: <b>Closed-Loop Supply Chain Coordination with Contracts: a Literature Review</b>

The growing urge for industrial products has triggered environmental resource depletion and the introduction of a huge amount of waste into the environment, endangering the planet and public health. To hedge against these detrimental effects, scholars and industries developed methods to re-enter waste materials into the production line. Closed-loop supply chains (CLSCs) pave the way for reusing/recycling products and are regarded as a key approach to mitigating energy consumption, environmental depletion and pollution (Patne et al., 2018). In the real world, many well-known companies benefit from reusing or recycling used products through CLSCs. For example, Apple, Pepsi, Lenovo, Hewlett-Packard, Kodak, Xerox Corporation, and HP adopt collecting and remanufacturing strategies in their production processes (Wu and Zhou, 2019, Shekarian and Flapper, 2021). Such circular systems require collaboration among several parties (e.g., remanufacturers, manufacturers, retailers, and collectors) with different perspectives and interests that are not always well-aligned. Supply chain (SC) coordination mechanisms offer a tool to consider all CLSC parties' interests and optimise the overall SC performance. Coordination mechanisms persuade all of the SC members to cooperate and adopt the globally optimal solutions (from the entire system's viewpoint) instead of the locally optimal ones (from individual members' perspective) (Shen et al., 2019). Such approaches can neutralise the adverse effects of the uncertain environment, insufficient information, and firms' relative power and improve channel-wide performance (Yan et al., 2017). Hence, coordinating all SC parties by designing appropriate contracts is a practical approach to efficiently managing CLSC systems, ensuring high profits and recovery rates (Sadeghi et al., 2019, Govindan and Popiuc, 2014). Accordingly, a growing body of literature on CLSC coordination has emerged in recent years. This study conducts a framework-development systematic literature review on CLSC coordination with contracts, and the criteria of our proposed framework are CLSC configuration, CLSC modelling, specific issues, and coordination, with ten sub-criteria. Analysis of publications by year illustrates that attention to CLSC coordination has been considerably growing in the last five years. Our review suggests that most of the reviewed papers have considered CLSCs consisting of two players with various roles and assumptions. We find that stochastic remanufacturing capacity, cost, and return rate are considered in a significant proportion of the literature sample. Additionally, analytical models and, more specifically, NLP along with Stackelberg games were frequently proposed in CLSC coordination problems. The financial performance metrics were often prioritised (i.e., cost and profit) over environmental/social aspects. The most common coordination mechanisms were revenue-sharing, two-part tariff, hybrid contracts, cooperative mechanisms, cost-sharing, and profit-sharing contracts, respectively. We particularly focus on addressing the shortcomings in the reviewed studies and providing insights for scholars and future research directions. For instance, the literature lacks CLSCs with complex structures representing the real world, more diverse methods of uncertainty such as fuzzy or robust optimisation, attention to environmental/social objectives, dynamic approaches, evolutionary game settings, comparison between different coordination mechanisms, and so on.

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<b>Presentation Title</b>	: <b>Capabilities for Services: A Circular Economy Perspective</b>

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The scarcity of resources resulting in rising costs has led to the consideration of implementing a closed-loop circular economy as the basis for sustainable business strategies. The circular economy is an innovation-driven phenomenon operating on 3R principles of reduce-reuse-recycle to minimise waste production and optimise resources to achieve sustainability. A successful transition towards sustainability-driven circular economy involves servitization (i.e., provision of services alongside physical products) as a practical and essential step. Servitization may be used to extend product life-cycles and reduce environmental influence of product use, thereby enabling firms to achieve competitive advantages and create value. However, the process of servitization, especially to implement circularity and to improve sustainability may require substantial shifts in firms' capabilities (i.e., the ability to perform productive activities or produce market offerings). Capabilities are extremely complex and multi-dimensional in nature, as they may vary largely based on firm heterogeneity. As such, servitizing firms within an emerging circular economy paradigm may require novel capabilities to achieve sustainability. Within the growing body of service research, development of capabilities for successful service provision has received limited attention within the circular economy. To address this gap, the main purpose of this study is to explore capabilities that servitizing firms need to operate within a closed-loop circular economy model to fulfil sustainability goals.

This research will be conducted using an exploratory case study design involving in-depth data collection through semi-structured interviews and document analysis. Case studies are best suited to provide detailed understanding of complex phenomenon and firm strategies in contextual conditions, which is in line with the study aim. The case will focus on a firm that is trying to develop capabilities within a service ecosystem to incorporate circularity in its products and services. Semi-structured interviews will be conducted within the identified case, where managers in relevant roles will be asked to share their experience and perspectives as they work towards providing circular offerings and achieving firm sustainability goals. This will help in gaining comprehensive knowledge about activities and decision-making within firms and efforts employed in developing capabilities. Even though interviews are the most effective data source in case studies, they can be time consuming and ethically demanding. In order to overcome these challenges, the interview process will be mapped clearly, including timely planning for appropriate ethical approvals, designing interview guides, scheduling times with respondents and transcribing interviews in order to make data collection seamless and transparent. Furthermore, document analysis of sources like company websites, annual reports and meeting minutes will also be used as a means of triangulation and contextualizing data obtained from interviews.

The main contribution of this study lies in understanding the nuances of capabilities that are required to deliver services within the novel concept of circular economy. Circular practices are rapidly gaining importance as an innovative means of achieving sustainability. Firms must therefore be able to incorporate some degree of circularity in their current business operations to gain economic and sustainable competitive advantages. This, in turn, may reduce conflicts between competitive and environmental priorities of firms and achieve better balance between economy, environment and society.

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<b>Presentation Title</b>	: <b>The structure of Venture Capital (VC) firms and the finance of sustainable ventures</b>

There is strong evidence suggesting that venture capital (VC) plays a crucial role in developing innovative entrepreneurial companies. In addition, to finance, they bring additional benefits such as expertise and networks to improve the success of their portfolio companies (Hellmann and Puri, 2000). The last decade has seen a rapid growth of VC-backed companies that focus on sustainable innovation. Cleantech start-up companies have increasingly attracted venture capital firms (Hegeman and Sorheim, 2021). Moreover, VC became viable contributors to sustainable investments (Barber, Morse and Yasuda, 2021).

VC firms have a different organizational structure, experience, and focus (Rin, Hellmann and Puri, 2013). For instance, Corporate VCs have strategic goals in line with the financial benefits. They seek insights about new innovations, markets, and technologies to support their products (Hellmann, 2002). Government VCs have different objectives as well, with the focus on regional social and environmental impacts along with the financial benefits. Traditional independent VCs are mainly oriented by the financial returns from their investments. Applying environmental and social principles can sometimes be costly and may not translate into higher returns. This fact may discourage independent VCs from investing in sustainable ventures. However, there is recent evidence that investors are willing to accept lower financial returns for nonpecuniary benefits through impact investing (Barber, Morse and Yasuda, 2021).

Previous research studied the roles of different types of VCs and their investment outcomes. However, empirical studies examining which types of VCs are likely to finance sustainable companies and how would they perform remained unexplored. Hence, this research aims to address the following questions. Does government and corporate VCs are more likely to invest in sustainable ventures? Do VCs invested in sustainable companies attract more future investors and receive higher capital commitments for their new funds? Do sustainable investments have a higher or lower likelihood of successful exit? Which stage of VC financing impacts the likelihood of successful exit for sustainable investments?

The study will address the research questions using logit/probit models, multiple regressions, and propensity score matching. Gaining access to accurate, detailed data about VC investments is challenging because these investments are made in private start-up firms that are not required to disclose information. Moreover, sustainability measures and concepts may vary between different databases.

This research contributes to the literature by offering an in-depth understanding of the different roles VC firms play in supporting sustainable companies. It also provides insights to entrepreneurs on the importance of sustainable ventures that would help them make suitable financing decisions.

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<b>Presentation Title</b>	: <u>How is artificial intelligence changing the way we collaborate in science?</u>

Researchers have increasingly claimed that the digitalisation of scientific processes made possible by the use of advanced branches of artificial intelligence (AI) (e.g., deep learning) might radically transform the future of science (Rotman, 2019). Despite that, previous studies have largely focused on the consequences of AI for services, industry, and society, while the effects in research remain little understood and lack empirical evidence (Chubb et al., 2021). This study addresses this gap by investigating the impact of AI on research collaboration practices. We assume AI as a set of technologies (the learning systems, the big data they depend on, and the physical machines that operate them), a social practice (the individuals, collectives, and institutions that use it and shape it), and a set of mythologies (the rhetoric and cultural narratives that determine the perceptions of it) (Keyes et al., 2021). As scientific collaboration we consider the interactions taking place within a larger social context among individuals who differ in expertise, profession, institutional affiliation, organisational level, disciplinary and geographical foci, etc, sharing competences and resources towards a particular research goal (Sonnenwald, 2007).

Whilst collaboration has been central for the practice of science in the 21<sup>st</sup> century regardless of digitalisation (Silas & Allison, 2018), understanding the relationship between AI and research collaboration becomes relevant because with the widespread use of AI, the way researchers collaborate might be changing. Therefore, reflecting on these potential changes might contribute to anticipating implications for research and innovation management and policy. We seek to answer the following questions: (1) what changes does AI bring about for scientific collaboration practices? (2) What are the implications of the use of AI in the research workplace?

The first part of this study comprises a systematic literature review which aims to unfold scholarly claims on the potential consequences of AI in science. This will also examine what is meant by collaboration in science, including within and across disciplines and institutions. The second part involves an empirical analysis of the practices of research teams working on the intersection of AI and engineering biology within the UK. An ethnographic approach combining interviews, observation, and analysis of secondary data should help us understand how claims and practices relate. Grounded theory will be used for data interpretation in which emergent themes and social processes will be inductively identified and incorporated into a theoretical framework.

This study seeks to advance the scholarly literature by underlining how collaboration research practices might be changing by the diffusion of digital technologies, and the potential negative and unintended consequences that emerge from this. Specifically, we will contribute by developing a theoretical framework that explains the effects of AI in collaboration practices, highlighting the drivers and barriers. The study will also offer managerial implications for researchers to achieve better governance and management of AI in research, and policy implications for policymakers to design policies that can steer science towards a desirable future.

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<b>Presentation Title</b>	: <u>Changes of key factors in entrepreneurial ecosystems affecting vibrant innovation of start-ups: A study based on different stages of growth</u>

This doctoral study aims to analyse the correlation of how key factors of entrepreneurial ecosystems affect the innovation of startups based on the life cycle perspective. First of all, this research focuses on the innovation indicators of catalyzing and accelerating startups such as economic and combinatorics, social, and economic efficiency (Ekaterina, 2020). Second of all it dynamically measures how the key factors of the entrepreneurial ecosystem have influenced these indicators for startup innovation. Therefore, this study was designed from a dynamic analysis perspective. Specifically, it compares and analyzes the innovation indicators of startups between the embryonic stage and scale-up stage in order to find out how the priorities of key ecosystem factors change according to the life cycle of a firm. Furthermore, this study consists of case analysis in South Korea which is the most representative case of nurturing an entrepreneurial a gradual ecosystem in terms of an empirical study.

Entrepreneurial ecosystems account for entrepreneurial phenomena in a context that encompasses spatial, social, organizational and market-level innovative behavior (Zahra et al., 2014). Also, Spigel (2017) describes the entrepreneurial ecosystem as a cohesive and systematic concept of tangible and intangible competencies that support new innovative firms. Furthermore, Mason and Ross (2017) explain that entrepreneurial ecosystems are multi-actors and multi-scalar phenomenon because of their ability to support innovative firms, such as startups and SMEs in terms of public policy.

However, Amezcua et al. (2013) show that since the key success factors of startups are very diverse and complex depending on the country, region, and environment, entrepreneurial ecosystems are difficult to define partially. Also, while seductive, Stam (2018) argues that studies on entrepreneurial ecosystems are problematic in answering conceptual, theoretical, and empirical questions due to the lack of research on representative phenomena. In addition, Mason and Ross (2017) explain that related studies have a problem of focusing on 'one size fits all' through a single approach, rather than presenting insights by considering various variables and times comprehensively.

Therefore, this study intends to design a theoretical and comprehensive analysis, starting with a systematic review of the key factors and impacts of the entrepreneurial ecosystem. Also, it designs a multilevel perspective analysis of the key relationships between entrepreneurial ecosystems and startup innovation in order to derive a flexible conceptualization model that can be widely applied. Last but not least, this study will aim at empirical research to define the dynamics according to various key factors and growth stages of the ecosystem through case analysis in Korea.

This study will analyze the influence of key factors of entrepreneurial ecosystems affecting innovations of startups. Also, the method of this study is planning to examine related policy reports and documents such as financial records in order to collect variables relevant to innovation indicators such as economic and combinatorics, social, and economic efficiency according to the theoretical backgrounds. Not only that, the survey or interview method can be adopted to collect a wider range of data that secondary dat analysis does not cover.

When it comes to implications, this study will contribute to innovation and related policy making for practitioners in the entrepreneurial ecosystem. First, analysis of ecosystem and startup innovation will provide policy drivers with insights for policy design and analysis in order to build a gradual entrepreneurial environment. Also, managerial implications can be utilized by the purposes of practitioners.

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<b>Presentation Title</b>	: <b>Challenges in Home to School Transport: Large-Scale School Bus Routing Inclusive of Special Needs Students</b>

In 2019, over 1.3 million pupils in England, 14.9% of the total pupil population have been identified as having special educational needs, recording an increase for the third consecutive year (Department for Education, 2019). In England, there is a growing population of Special Educational Needs and Disabilities pupils and increasing awareness about the importance of inclusion in education. Consequently, more attempts are being made to ensure SEND pupils have equal access to quality education. A significant part of this inclusion is to provide safe transportation to and from school. While school bus routing for general-education pupils has received considerable research attention, not much has been done for SEND pupils. My research seeks to fill this important gap and further drive accessibility of quality education for SEND pupils.

The School Bus Routing Problem (SBRP) is an optimization problem, which involves identifying the best possible way to efficiently transport school students within a given area. It has four major sub-problems: Bus Stop Selection (BSS), Bus Route Generation (BRG), School Bell Time Adjustment (SBTA), and Bus Route Scheduling (BRS). Existing academic literature on SBRP has focused on solving one or more of these sub-problems for general-education pupils (Park & Kim, 2010). However, because of the fundamental differences between general-education and special-needs pupils, there exists a gap that needs to be filled especially in defining constraints. To fill this gap, we study the transportation needs and constraints of SEND pupils, different from the general-education pupils. These constraints will be primarily identified from discussions with relevant stakeholders, and then systematically juxtaposed with related literature to derive improved and optimized models, better suited and tailored for SEND pupils.

Particularly, we will be focused on two main sub-problems: BSS and BRG, as these are not easily adaptable to SEND pupils from existing SBRP studies. BSS entails deciding where a stop is suited based on the geographical location of the pupils and their mobility constraints. It also involves assigning the pupils to the most favourable stops for them. For this sub-problem, we would be exploring machine learning techniques such as cluster analysis to decide where best to situate the bus stops. The second sub-problem we would focus on is BRG, which is the actual construction of the bus routes from the selected stops to the schools, with the aim of not only satisfying the outlined constraints but also optimizing cost and time. To tackle this, we would be developing and evaluating optimization models using real-world datasets on SEND pupils within England. Finally, results will be discussed and where possible, published to provide pointers for researchers interested in solving school bus routing within the context of SEND pupils and better inform decision-making by relevant policymakers.

Keywords: Bus Route Generation (BRG), Bus Stop Selection (BSS), School Bus Routing Problem (SBRP), Special Educational Needs and Disabilities (SEND)

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<b>Presentation Title</b>	: <u>Climate-Related Risk and Financial Instability</u>

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The 2007 financial crisis necessitated a Kuhnian paradigm change in economics to explain financial instability and financial crises. The endogenous instability hypothesis mentioned by Minsky (1986), a post-Keynesian monetary economist, has gained acceptance amongst both academics and regulators to explain why the financial crises happened. Financialization studies also recognized the cause of financial instability through three channels: wholesale and retail innovation (Erturk, 2008), marketisation of risk (Erturk, 2008; Dimsky, 2009), and shareholder primacy (Erturk, 2020; Sen, 2020). On the other side, as the impact of climate change has been real in our life, the correlation between financial instability and climate change events (climate-related risk) also becomes a critical and strategic discussion. The Bank for International Settlement-BIS (2020) has introduced the concept of “Green Swan” risk, that could be the potential cause of the next systematic financial instability as caused by climate-related risk. The Green Swan is inspired by the famous concept called “Black Swan” developed by Taleb (2007) after the 2007 financial crisis and has gained popularity among academics and regulators. Popper (1959), a science historian, introduced the concept of Black Swan in studying the nature of scientific truths. The Black Swan explained the concept of risk with three characteristics. First, it is an outlier or outside the regular expectations. Second, it has an extreme impact. Third, it can be explained after the event or facts happen.

The concept of Green Swan, where climate-related risk acts as the source of risk, presents many features of the typical Black Swan. The Green Swan is characterized by deep uncertainty and nonlinearity, potentially creating an extreme and huge impact, and those occurrences cannot reflect by historical data. Those characteristics made the Green Swan risk cannot be measured and predicted by the traditional risk management approaches (BIS, 2020). It is in line with the concept of Kuhn (2012), who claims that when the anomalies appear in real world that cannot be explained by the existing theories, what he calls “normal science”, new theoretical models, “paradigms” are needed to explain new phenomena. That is why the academic studies on the correlation of financial instability and climate-related risk need new paradigms, theories to guide the regulatory practice on financial instability and climate-related risk.

Referred to the background above, this research has major twofold objectives that are expected to respond to the significant limitations of existing theoretical models and empirical studies on the correlation between climate risk and financial instability. The first objective is to perform a theoretical investigation on how climate-related risk can cause financial instability. The analysis will focus on the post-Keynesian theoretical framework of financial instability, especially in the view of the Minskian approach and Financialization studies. The second objective is to analyze what the central bank, financial regulators, and financial institutions in the developing country are doing to face climate-related risk.

The investigation will use a qualitative method to reach research objectives. In terms of the philosophical approach, Interpretivism focusing on Hermeneutics work will be used to answer the research questions. The argument on using this approach and methodology is that the context of correlation between climate risk and financial instability will be interpreted using archival studies underpinning the methodology, focusing on previous literature and archived documents regarding financial instability. The Archival study will cover the archival sources on the development of a new paradigm of financial stability and climate-related risk from the central banks and international organizations such as Bank for International Settlement, International Monetary Fund, Financial Stability Board, and Network of Central Banks and Supervisors for Greening the Financial System. In additions, the case study in Indonesia will be used to reach the second objective of the research through elite interview with Central Bank, Indonesia Financial Services Authority, and Financial Institutions such as Banks, Investment Manager, and Insurance Companies.

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<b>Presentation Title</b>	:	<b>Bliss or curse? Investigating the role of the state for firms' innovation &amp; performance in China</b>

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Innovation as a crucial source of firms' competitive advantages has long been regarded as a game that is only suitable for private players fostered in free-market capitalism. State involvement and interference, on the contrary, was conventionally perceived as an impediment to innovation. However, China has been the world largest patent generator since 2014 while the state still maintains dominance in the country's capital market and the government is actively involved in various critical economic activities, especially in promoting the innovativeness of the Chinese firms and the nation as a whole.

There exist divergences in the current literature regarding whether state involvement in innovation has a positive or negative influence. Because on the one hand, the agency perspective suggests state-owned enterprises (SOEs) lack both incentives and efficiency in engaging in innovative activities that help boost the firms' economic performance compared with privately-owned enterprises (POEs). On the other hand, the integrated perspective of both the institutional theory and the resource-based view (RBV) indicates the opposite as SOEs get more institutional and resource support, which put them in an advantageous position in conducting innovation and improving firm performance. The converse theoretical implications have led to controversial empirical results in investigating the innovation performance of different types of firms. Although various previous research has discussed the relationship between state involvement and firms' innovation in the Chinese context, especially in terms of state ownership, the dyadic role of the state, in which the state acts as both investors and policymakers in innovation, has not been systematically explored and analysed. Moreover, most past research mainly focused on the quantitative respect of innovation such as the number of patents generated, but not enough attention was paid to the trade-off between quantity and quality, which is also an indispensable consideration in the firms' innovative activities.

Therefore, by adopting quantitative analyses using firm-level data from the Annual Census of Chinese Industrial Firms (ACCIF), the China Stock Market and Accounting Research (CSMAR) Database and the patent data provided by the State Intellectual Property Office of China (SIPO), this thesis aims to shed light on the following questions. First, how does state ownership complemented by certain policy tools that promote and support innovation impact firms' innovation performance regarding patent generation quantity and quality? Second, how does the development of various pro-market institutions such as the law of intellectual property right (IPR) separately influence different types of firms' innovative preferences, i.e., quantity over quality or the other way round and how do they interact to shape different types of firms' innovation behaviour? Third, how do the afore-mentioned innovative preferences influence different types of firms' overall performance?

By addressing the above-mentioned questions, this thesis offers a more comprehensive understanding in Chinese firms' innovation performance and the driving forces behind it. Meanwhile, it provides a more holistic view of the different roles played by the state in China's innovation by digging into both the positive and negative sides of state involvement. Eventually, this study offers both policy and managerial implications by indicating to what extent the agency problems inherited in the ownership structure of SOEs can be countered by policy tools and how firms of different types should react to institutional changes to achieve better innovation and overall firm performance.

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<b>Name of Advisor (if applicable)</b>	:
<b>Presentation Title</b>	: <b>Advanced Planning Methods for Freight Transportation in Indonesia</b>

Indonesia is a large archipelagic country, consisting of more than 17,000 islands scattered along 1/8th of the equator. The geographical position of the country introduces challenges to the distribution of freight, resulting in high logistics cost. The Indonesian government has an aim to integrate land and sea transport through the use of a multimodal freight network and consequently launched the Sea Toll project in 2015. The concept is to provide scheduled container shipping lines that call at several major ports on the big islands. The project requires significant capital commitment and a lengthy execution process. In addition to operational costs, freight transportation has detrimental effects on environment. Accurate and efficient tools are required to support decision-making in the planning of freight transport (Crainic and Laporte, 1997) so as to minimise economic and environmental costs.

Previous research on liner shipping is mainly on the operators but has not entirely focused on the strategic decisions around locating hub or feeder ports. Liner shipping operators serve large ports intercontinentally, and the ports are already in existence in each country or region. In the case of liner shipping, the network generally does not require a specific network structure such as hub-and-spoke, but would need to allow container transshipment between connecting routes (Brouer et al., 2014; Thun et al., 2017; Brouer et al., 2018; Koza et al., 2020). However, in planning for national or regional freight, some ports would be required to serve as a hub port, and some ports as a feeder, so as to balance the demand between different regions. Therefore, decisions need to be made concerning building or upgrading the ports. There are only few papers which incorporate the selection of hub ports (Gelareh and Pisinger, 2011; Zheng, Meng and Sun, 2015) in forming a hub-and-spoke network. However, these papers do not incorporate the fixed cost to build or upgrading ports and, to our knowledge, there exists no previous research on hierarchical hub location using special topologies.

This research will present mathematical models and algorithms to solve the strategic and tactical planning problems arising in the design of a freight transportation network in Indonesia. The strategic decisions involve the selection of international, main, and feeder ports, and the assignment of sub-feeder ports to feeders and feeders to main hubs, and the design of the liner shipping network and fleet deployment. Tactical decisions concern developing a reliable schedule for liner shipping in Sea Toll. Given the large-scale nature of the problem consisting of many origin-destination points and ports, specially tailored solution methods are needed. The objective will be to minimise operational costs and greenhouse gas emissions resulting from freight transportation in Indonesia.

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<b>Presentation Title</b>	:	<b>Persistent Arbitrage in Foreign Exchange Markets</b>

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We propose a novel approach for identifying intraday episodes of mispricing in foreign exchange markets. To this purpose we develop a new econometric methodology of detecting change-points in the mean of a continuous time price process from high frequency observations. The detection utilizes the transaction prices only but allows to precisely estimate the beginning and the time duration of each episode. We highlight the performance of the new methodology by a set of extensive Monte Carlo experiments.

The proposed methodology consists of a two-step procedure. First, we apply a non-parametric test under the drift-burst hypothesis framework to examine if the drift component of a price process explodes and dominates the volatility increase, suggesting the existence of a flash crash. Second, we assess the duration of the crash event by estimating the change-point locations in the mean of such process with a heterogeneous multiscale approach.

Our framework provides a powerful statistical tool to study flash crash events in financial markets, where it can quickly detect such episodes from large amounts of data. Moreover, it contributes to the literature of financial econometrics and market microstructure by addressing how prices are formed in foreign exchange markets under market stressed scenarios.

JEL classification: G1; G10; G14; G15

Keywords: Volume, Liquidity, High-Frequency Trading, Foreign Exchange, Currencies

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<b>Presentation Title</b>	: <b>Analysing AI technology diffusion based on patent citation network – The case of the Chinese manufacturing sector</b>

With the emergence of Industry 4.0, how to use intelligent technology to increase innovation and stimulate economic growth has become a key concern for the manufacturing sector. Artificial intelligence, one of the digital technologies of the Industry 4.0 family, is expected to be a solution. AI can empower enterprises, help them improve production efficiency, innovation capabilities, eliminate biases etc. (Yao et al., 2017). According to Deloitte's (2019) research, 87% of enterprises have started or plan to use AI technology in the next two years. As the largest developing economy and manufacturing country, China's manufacturing companies are eager to utilise AI technology to improve productivity and innovation and seize the opportunities of the Industry 4.0 era. While AI technology continues to make breakthroughs, countries' labour production growth rates are slowing (Brynjolfsson et al, 2017). This is reminiscent of the "Solow Paradox". How to overcome the "Solow Paradox" and promote quality economic development is an issue that needs addressing. Technology diffusion can be a solution. Technology diffusion is essential if innovations in AI technology are to be translated into economic performance. Technology diffusion is the phase of the innovation process that combines technology and economy. Schoitz (1961) argues that without diffusion, innovation cannot have an economic impact.

The aim of the study is to investigate the characteristics of the diffusion of AI technologies in Chinese manufacturing using patent measurements and patent citation networks to find the factors that drive the diffusion process. The research will specifically focus on three objectives:

**Objective 1** - Identify technology frontiers and trends of AI in Chinese manufacturing industry. **Objective 2** - Analyse the characteristics of patent citation networks and investigate the main paths of technology diffusion. **Objective 3** - Explore the drivers of AI technology diffusion in Chinese manufacturing firms based on an evaluation of firms' technology diffusion capabilities.

A mixed methods approach will be used in this research. This is because one research method cannot adequately answer all research questions. Quantitative approach is used to identify technology frontiers and trends of AI in Chinese manufacturing industry to analyse the characteristics of patent citation networks and the main paths of technology diffusion. A qualitative approach is used to explore the drivers of AI technology diffusion in Chinese manufacturing firms. The patent data will come from Orbis Intellectual Property, Worldwide Patent Statistical Database (PATSTAT), and Derwent Innovations Index (DII). Patent data include economic, legal and technical information, and is often richer than other sources of technical information (OECD, 2014). Simple statistics on patent information do not reflect technology diffusion. Technology is only applied and diffused in the context of the citation relationship of patents (Jaffe et al., 1993).

In identifying the frontiers and trends of AI, firstly, I will search the database for AI-related keywords (e.g., artificial intelligence, deep learning, computer vision, machine learning etc.) based on the classification by Venture Scanner, an emerging technology industry research firm. Secondly, I will use patent bibliometric analysis. Ultimately, I will analyse the mapping information to identify technology hotspots and cutting-edge trends in the field. In identifying the characteristics of technology diffusion, firstly, I will analyse knowledge flows at industry level, institution level and patent technology field level to identify patent citation network features from multiple perspectives. The network analysis software Ucinet and Netdraw will be used. Secondly, I will use the intermediary centrality index which based on topological structure parameters to identify core firms in the network of patentees. These core firms are likely to possess key technological resources and have great influence in controlling the diffusion path of patented technologies or playing a mediating role in technology diffusion. In identifying the drivers of diffusion, firstly, I will refer to the concepts of domain diffusion breadth and domain diffusion intensity proposed by Liu and Rousseau (2010) to measure the technology diffusion capacity of a research institution. Diffusion breadth is the number of essential science indicators (ESI) fields in which a group of articles are cited, and diffusion intensity is the number of articles cited in a particular ESI field. Secondly, I will conduct semi-structured interviews with 12-15 companies/organisations from the main diffusion pathways mentioned above.

The key audiences of my research will be academics, policy makers in technology diffusion and adoption, practitioners and intergovernmental organisations.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>Platformisation in transitions research</b>

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The platform-based model and digital technologies enable new types of technological innovations, business models, organisational forms, and innovation ecosystems, which are ‘platformising’ everyday practices, societal values, infrastructures, economic activities, and business environments across societal domains. Such pervasive and rapid societal ‘platformisations’ attracted attention from scholars from diverse disciplines, contributing to the vibrant platform literature. Yet, little empirical or theoretical work has been done to address platformisations in socio-technical transitions, even though the platformisation phenomenon embodies a range of research opportunities valuable to addressing the central aim of the transitions community, which is to understand how major societal shifts from one socio-technical system that fulfils certain societal needs to another system take place (Köhler *et al.*, 2019). Recently, several transitions scholars have called to investigate platformisations in transitions, such as Köhler *et al.* (2019), Kolk and Ciulli (2020), Rosenbloom (2020) and Andersen *et al.* (2021). However, limited progress has been made due to theoretical issues in transitions research.

Early transitions research focused primarily on historic standalone journeys of niche innovations within single socio-technical systems. This analytical focus allowed transitions theoretical foundations to develop, exemplify and stabilise. Consequently, however, theoretical issues related to system dynamics remain, particularly regarding agency, system boundaries and inter-system interactions. These issues constrain transitions approaches’ suitability to handle types of complexities prevalent in real-world transitions. Despite its empirical importance and theoretical relevance, studying platformisations in transitions is scarce due to these theoretical issues, as platformisations comprise highly orchestrated yet distributed and dynamic activities with complex intertwinement of actors, regimes, technologies and systems at different levels of stability and scale and across multiple societal domains. Several research streams and approaches emerged to address these three theoretical issues, including the whole-system approach (McMeekin *et al.*, 2019), multi-system interactions (Rosenbloom, 2020), the multi-actor approach (Avelino and Wittmayer, 2016), and multi-technology interactions (Andersen and Markard, 2020).

This research project aims to develop and demonstrate a theoretical approach suited for studying platformisations in the context of socio-technical transitions. In developing and demonstrating such an approach, the project aims to make two interlinked contributions. 1) A theoretical contribution to the development related to system dynamics issues in transitions research. 2) An empirical contribution to explore and position platformisation in transitions research

To develop a theoretical approach for studying platformisation in transitions, this project first reviews the existent rich and diverse platform literature to preliminarily map and categorise theoretical approaches, technologies, institutions, types of actors and their roles, and possible directions to locate socio-technical regimes in platformisations. Second, it reviews the literature related to the abovementioned emergent approaches in transitions research. Reviewing these two bodies of literature should enable the development of a theoretical approach or parameters of such an approach for platformisation. Third, case studies of platformisations will be conducted to inform the development of such an approach.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>How Brand Activism Influence Employee Behaviour</b>

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The death of George Floyd sparked a ‘Black Lives Matter’ movement worldwide in 2020, arousing brands such as Nike to speak out in support of racial justice (Vredenburg et al., 2020). Such activities undertaken by brands to improve society by taking a public stance on social, political, environmental, and/or economic issues (e.g., gender rights, LGBTQ rights, gun reform, and climate change) are known as brand activism (Moorman, 2020; Sarkar & Kotler, 2018). With consumers, especially millennials, increasingly expecting brands to share social responsibility by making a stand on contested and polarizing issues, brand activism is with remarkable frequency in the modern world and has led to prominent personal, corporate, and even social consequences (Burbano, 2018; Manfredi-Sánchez, 2019). Although brand activism is in the surge among practice, it is a relatively new phenomenon in the academic field (Bhagwat et al., 2020; Hambrick & Wowak, 2019). Notably, brand activism is quite different from traditional corporate social responsibility (hereafter CSR). Due to the partisan nature of the topic it focuses on, brand activism can be risky and may not generate universally positive individual responses (Burbano, 2018; Eilert & Nappier Cherup, 2020). Such difference opens up an uncovered research field calling for a separate investigation (Bhagwat et al., 2020; Hambrick & Wowak, 2019).

Current research on brand activism is surging, focusing on its definition, characteristics, classification, consumer response, and distinction from CSR (Moorman, 2020; Vredenburg et al., 2020). Regarding examining implications of brand activism, researchers focused almost exclusively on consumer-level outcomes, with little investigation on employee-level (Burbano, 2018). However, employees, especially those in the frontline, are equally important since they observe, witness, and are closely involved in the practice (Korschun et al., 2019). Meanwhile, a survey conducted by the CMO in 2018 reports that 69.7% of marketing leaders who engaged in brand activism activities agree that brand activism “bolstered the company’s ability to attract and retain employees”, which calls for research exploring the influence mechanism of brand activism on employee behaviour. This study thus intends to explore the effects of brand activism on employee behaviour by taking a series of experiments. This paper may enrich scant literature on brand activism and contribute to the broader literature on CSR. In practice, it may provide useful insights for corporates that are practicing or want to practice brand activism.

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**Name of Advisor (if applicable)** :  
**Presentation Title** : **Corporate Sustainability in the 21st Century: A Systematic Literature Review**

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This study utilises publications in the fields of marketing, strategy and management to conduct a systematic literature review of the corporate sustainability (CS) domain in the 21<sup>st</sup> century. By considering empirical studies published in top-tier journals which explore the environmental, social or economic facets of business practices, this review aims to answer fundamental research questions around corporate sustainability. Bibliographic characteristics of the reviewed literature are presented along with main definitions, frameworks, theories and research roles of the CS concept. The author identifies gaps in the use of inclusive definitions and discusses additional conceptualisation issues in the literature; whilst the future research directions provided in this essay, should assist in establishing a more comprehensive perspective of CS in the academic world.

Keywords: corporate sustainability, sustainable development, literature review, definition, theory

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>Exploring the effects of strategy and business model reporting on executive compensation</b>

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As the calls for corporate sustainability grow louder across the world, there is an increased demand for value-additive non-financial disclosure. In this context, the inclusion of elements that describe firms' strategic objectives in annual reports has received increased attention from regulators. Focusing on the UK regulatory environment, I intend to research whether and how changes in strategic reporting regulation have an impact on boards' decisions on executive pay. More specifically, I will be examining changes in different aspects of executive compensation after the requirement for disclosure in business model and strategy by the UK Corporate Governance Code. Despite criticism that strategic reports could provide redundant information, recent literature suggests that mandatory strategy disclosure enhances communication with shareholders and stakeholders, generating market benefits. Possible effects on compensation policy would reiterate its meaningfulness and could indicate an improved alignment of compensation structure with business strategy and a long-term perspective on behalf of boards of directors. Specifically, one can predict that regulatory mandate on strategic reporting could result to a lengthening of pay horizons, by enhanced strategic planning leading to an increased focus on long-term performance. Similarly, I expect that an increased strategic and sustainability awareness could induce higher emphasis of non-financial performance measures in compensation contracts, for example as vesting conditions for equity awards. This research could provide a better understanding of the stewardship role of strategy disclosure and its relation with corporate policies, as well as the effectiveness of relevant UK regulation. It could also reveal another driver behind executive compensation decisions and specifically a connection with strategy and sustainability-oriented reporting.

# **Roundtable Discussions Abstracts**

## **(A-Z by surname)**

*To quickly find the abstract and presentation time of a presenter, search using **CTRL F** in this document.*

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<b>Division</b>	: <b>People, Management and Organisation</b>
<b>Name of Supervisor(s):</b>	: <b>Prof Timothy Devinney, Dr Christopher Smith, Dr Rafael Popper</b>
<b>Name of Advisor (if applicable)</b>	:
<b>Presentation Title</b>	: <b>Dynamic System Thinking in Corporate Strategy Development for a Complex Business Environment</b>

This research seeks to evaluate the factors that impact the ability of organizations in complex and dynamic business environments, to identify early and appropriately interpret weak signals of disruptive trends, and the effect of corresponding responses to drive competitive advantage.

Given the rapid changes occurring in many industries, which have been accelerated by technological innovation and other factors, and the resulting increased complexities in the business environments, many organizations need to revisit their strategy development processes to ensure competitiveness in the evolving environment. Thus, the key focus of this research is on complex corporate organizations in Volatile, Uncertain, Complex and Ambiguous (VUCA) dynamic business environments and their ability to develop strategies that allow for sustained competitive performance in such environments through Corporate Foresight. An example of such complex organizations are large multinational corporations (MNCs) who typically have a larger hurdle to overcome in implementing change quickly due to delays in proliferation of strategic changes throughout the organization driven by their size, complexities, and geographical diversification.<sup>67</sup> Hence, the research seeks to develop a framework for amplifying weak signals of major trends to enable these MNCs have ample time to respond to potential impacts of these signals. The result of this research is proposed to be used by corporate executives and strategists who are responsible for setting strategic directions for the organizations.

The energy industry is one that is currently experiencing rapid changes and complexities accelerated by the Energy Transition and Climate change conversations. Hence, the research zooms into the Large Oil and Gas companies within the Energy industry to define the corporate foresight practices and the characteristics that enable successful identification of the weak signals of disruptive change systematically given the complex sociotechnical interactions within the current Energy Transitions. The research leverages fundamental lessons from multinationals across some industries that have experienced rapid disruptions; transferrable to the context of the Large Oil and Gas multinationals within the current Energy Transitions and Net-Zero Carbon commitments.

Corporate foresight has been identified as part of the highest-order dynamic capabilities of organizations that help them leverage opportunities for competitiveness in future business environments<sup>89</sup>. However, some organizations have been observed to still miss critical market change indicators despite active corporate foresight practices highlighting the need to evaluate the focus of existing corporate foresight practices to capture different types and sources of weak signals including those introduced by shifting industry boundaries driven by convergence.

The research is proposed as a 2-part study to test hypotheses around weak signal interpretations and propose a framework that improves the interpretation. The first part analyses the impacts of company characteristics and the nature of the weak signal to be interpreted on the success or otherwise of corporate foresight. The research deductively tests theories of Dynamic capabilities, corporate foresight, weak signal dimensions, industry convergence impacts on signal interpretation, and system theory. Based on the findings of the first part, in the second part of the study, the research develops a framework for a systemic analysis of the organization and its environment to improve its ability to effectively identify weak signals that are critical to the organization's competitive advantage. This is tested in the context of the dynamic impacts of the current Energy Transition on Large Oil and Gas companies.

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<b>Presentation Title</b>	: <b>Developing Action Research Methods for Sustainable Supply Chain Management Research</b>

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Qualitative Studies in sustainable supply chain management (SSCM) often employ the case study methodology to understand “what” is happening in a specific context and report empirical findings (Näslund *et al.*, 2010; Touboulic and Walker, 2016). While these studies offer rich descriptions of the context studied and provide future recommendations, the findings reported are in the past and pick specific best practices employed (Pagell and Shevchenko, 2014). Further, the need to borrow popular theories from other fields due to lack of supply chain theories presents challenges for the field as empirical findings have limited potential to contribute to SSCM practice, as they often focus on the strategic and economic aspects of organisations rather than considering the holistic transformative nature of SSCM (Touboulic and Walker, 2016). Therefore, in order to improve understanding of complex SSCM practices and build and test supply chain theories, scholars have called for action research methods to be employed in SSCM studies, by asking “how”, rather than “what” questions (Pagell and Shevchenko, 2014; Touboulic and Walker, 2016). This means that studies will ask how to contribute to SSCM and drive change in organisations, in contrast to asking what has been done and providing context-specific accounts of best practices.

Despite having numerous benefits and being recognised as a valid methodology in other fields, action research has been underutilised in supply chain research (Touboulic and Walker, 2016), which also implies that it is not well developed in this field. Only a few studies employ action research methods in understanding this phenomenon (e.g. (Benstead *et al.*, 2018, 2021)) which calls for the development of a more systematic application of action research methods in SSCM research. Therefore, the purpose of this paper is to understand how action research methods can be employed to explore SSCM challenges in organisations. Given the complex nature of SSCM relationships, action research is an appropriate method to develop in-depth insights and build theory (Näslund *et al.*, 2010; Touboulic and Walker, 2016).

Action research has been conducted in a firm which develops and implements technology, and its customers to understand the benefits and challenges associated with adoption. The primary engagement was with the technology firm which develops Artificial Intelligence-based solutions to improve sustainability practices in customer outlets. The primary aim of action research in this study is to build theory through intervention consisting of the five-phase action research cycle (Braa and Vidgen, 1999). Data collection methods included interviews, observation and secondary data analysis followed by thematic data analysis to develop findings.

The contributions of this study are threefold. First, we employ action research methods which is an underrepresented, yet appropriate method to investigate complex social issues in supply chain research (Benstead *et al.*, 2018; Touboulic and Walker, 2016), thereby contributing to methodology literature in a supply chain research. Second, we develop a framework for how action research methods can employed in a SSCM-specific context which is a current gap (Näslund *et al.*, 2010; Touboulic and Walker, 2016). Third, we report findings from an action research study to illustrate future potential and research avenues for studies seeking to employ action research methods.

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<b>Name of Advisor (if applicable)</b>	: <b>Prof Timothy Devinney</b>
<b>Presentation Title</b>	: <b>Responses by Global Chemical Companies to Disruptions in their Priority Supply Chain Processes</b>

**Abstract and Objective:** The world operates on Globalization, irrespective of the industry or sector we truly live-in in times where the concept of 'Made in' has been replaced by 'Made on Earth.' Every country in the world is living by this principle of a Global factory operating on agreements between countries operated by various Preferential trade agreements or general agreements of tariff and trade. (WTO) The villain in this fairy tale of the world being 'one' producing for 'Everyone' is called disruption. Disruption can be of any form. It could be Natural disasters, Terrorism attacks, or Technological disasters. It acts as the proverbial Monkeywrench in the Supply Chain process. It comes without warning but still requires all organizations and governments to prepare a backup plan. There is no recognized strategic blueprint for disruptive and geopolitical upheavals for chemical businesses. Demand for many items is declining. Some firms, particularly those with considerable exposure to automobiles, chemicals, and aerospace, are battling to survive the crisis during a disruptive phase. As a result, supply chains and other company processes are being seriously hampered, and a state of disarray is spread across the economy and downstream processes. Hence, the concept of Priority Supply chain comes into the picture. To support disruptions, organizations would need to adapt quickly and flexibly to support various institutions feasibly.

This study aims to analyse the responses of Multinational chemical companies in their Supply chain processes during or a fallout of a Global Disruption. This research will focus on the fundamental changes that are explicitly done in the Chemical industry to enable the seamless switch to a Priority Supply Chain process for specific customers during a disruption. (Example – Medical industry, Transportation, Power, Military, etc.) The research will benefit the Supply Chain Leadership, Order Managers, and Import/Export coordinators to retrospect and create a business continuity plan for future disruptive events and how a Priority Supply Chain can function without any hindrances.

**Key Literature and Gaps:** A good amount of research articles articulate the importance of Supply chains and how disruptions can cause a sizable impact. There are also discussions where the factors such as flexibility in sourcing strategy, organizations restructure, introduction of New Age technologies can be used to predict or mitigate these disruptions. However, there is a gap in the below.

- There is minimal literature on disruptions in the multinational chemical organization, but nothing specific on impact and analysis Priority Supply Chain during a disruptive situation is available.
- There are no studies available where a Correlation of disruptions to a change in a Chemical company's Priority Supply Chain process exists.
- Also, multiple papers suggest mitigation strategies in the disruption of the Supply chain. However, these are very general and do not concentrate on a specific industry or a Priority Supply Chain process.

**Chosen Methodology:** This study will employ a systematic literature review structured in qualitative and quantitative content analysis. In the first step, A string-based search in multiple databases will be done (ProQuest, Web of Science, and Elsevier). Secondly, various transcripts from Company conferences, press interviews, and sessions will be extracted for the chosen companies. Third, the contents will be filtered based on rank and validity. Finally, a coding and mapping tool (Nvivo) will identify patterns between the literature and the transcripts. Based on the above analysis, A Questionnaire survey method will be used to gather relevant data from the respondents to help form a model and semi-structured interviews to understand the trends and patterns recognized during the content analysis phase.

**Motivation of Study:** There is strong evidence that the frequency and severity of global disruptions will continue to rise, which will need an increased capacity to respond from Priority supply chain operators.

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<b>Presentation Title</b>	:	<b>Comparative Study of Corporate Governance Difference Between Traditional Banks and Fintech Firms</b>

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The presentation will aim to provide information on the different corporate governance practices used by traditional banks and fintech companies in Hong Kong. The causes of differences between these practices and how they impact the organisational development strategies and business performance of banks and fintech companies will be explored. The research result may reveal relationships between these differences and the enhancement measurements used in the Hong Kong financial industry that can be used to optimise shareholder value.

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<b>Presentation Title</b>	: <b>Attracting Investment in Ghana's Energy Sector: The Case of Power Transmission and Distribution Network</b>

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Ghana's energy crisis will return unless obsolete electricity transmission and distribution infrastructure are replaced and expanded by 2025. The recent energy crisis between 2012-2016, cost Ghana 2% of GDP including the collapse of companies and small businesses thereby increasing the unemployment to 13.4%. By 2025, if the current power transmission infrastructure does not get the needed investment, another energy crisis will hit Ghana which can spread into Ghana's three neighbouring countries of Cote D'Ivoire, Togo and Burkina Faso that rely on Ghana for part of their energy needs. Recently, a Build-Own-Operate-Transfer (BOOT) model of Public Private Partnerships (PPPs) was successfully used to bridge the power generation gap but private interest not available to fix the transmission and distribution network. The question remains on how can a PPP framework be modelled to address the lack of investment in power transmission infrastructure in Ghana?

In this research, we intend to show the best PPP model that can be adopted to prevent another energy crisis which may affect an estimated population of 87.5 million within the said four countries of West Africa.

According to estimates, over \$526 million is required in 2022 to invest in new power transmission network and much more each year until 2025. Quoting CEO of GRIDCO in-charge of the transmission network, *'the country is in [a] race against time to meet the United Nations Sustainable Development Goals, goal seven – which calls for cheap, clean, and reliable power supply by 2030'*.

According to a report of a world bank group, even Africa lacks transmission capacity and has the least kilometres per capita of transmission lines compared to other continents. Investments in the transmission sector is therefore needed to connect the generation capacity and distribution networks to increase security of supply and the benefit of economies of scale will allow access to available low-cost power generation.

In most African countries like Ghana, all transmission investments are financed by the government through state-owned companies whilst internationally, transmission networks are a natural monopoly and are often under economic regulation of transmission charges. There is limited track record of independent economic regulation in Ghana that helps investors assess risks. Therefore, models that expose investors to regulatory risks must be reviewed.

This study will therefore explore the institutional theory and resource dependency theory to highlight the transactions cost of PPPs to justify a new PPP model for adoption in PPPs for power transmission and distribution infrastructure.

Hence a mixed method approach is adopted for this research where the qualitative part of the approach will formulate hypothesis by induction then quantitative data will be collected to test the hypothesis by deduction.

The research may contribute to institutional reforms towards a PPP policy framework in Ghana.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>Belief Rule-Based professional judgement using Evidential Reasoning to assess liability in insurance claims</b>

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Professionals are skilled, usually accredited experts who have been trained to give assessment or advice according to shared professional standards and principles. Professional assessment impacts many aspects of our lives, at work, at play, in education. Despite accreditation, despite professional standards, inconsistency remains a feature of professional assessment: students receive inconsistent grades, criminals inconsistent sentences, insureds inconsistent claim decisions, patients inconsistent diagnosis.

Classical decision theory assumes professionals to be rational, consistently maximising expected utility. Herbert Simon's Bounded Rationality and Kahneman and Tversky's Prospect theory show conclusively that this is not the case. Subsequently Gigerenzer's fast and frugal theory demonstrated that where data is sparse and attributes uncertain, heuristics can be more accurate than regression models suggesting that bias, giving rise to inconsistency, is an evolutionary response to the need for fast and frugal decision making.

This research studies the applicability of Evidential Reasoning to professional judgement. The contemporary Evidential Reasoning rule, the work of Alliance Manchester Business School Professors Jian-Bo Yang and Ling Xu, determines the correct way to combine qualitative and quantitative evidence whilst simultaneously addressing the issue of uncertainty, consistency, sparse data and even small data sets; all key features of many professional assessment data sets and which consequently are unsuited to conventional neural network or regression approaches. Since the approach provides transparency to the decision model, the fast and frugal positive biases of Gigerenzer's can be preserved whilst the undesirable biases of Kahneman and Tseverky can simply be removed. The Evidential Reasoning rule bridges the approaches of the Expert systems from the 1980s with the associative AI systems of contemporary machine learning approaches, addressing the shortcomings of each.

The research will create an advanced Evidential Reasoning engine designed to test this methodology against both human performance as well as alternative machine assisted approaches with the intention of enterprise-wide deployment thereafter. The study will focus on the 'liability' decision taken by lawyers and insurance professionals in assessing 'slip and trip' insurance claims which account for 29% of all accidents in the UK. A purpose-built system has also been created to deliver under controlled conditions at scale noise 'audits', designed to measure the extent of organisational level 'noise'. This research presentation will demonstrate 'beta' versions of both systems as well as presenting early results from deployment to a global insurer.

Richard Susskind in "[The Future of the Professions: How Technology Will Transform the Work of Human Experts](#)" (2015) says "We are advancing into a post-professional society." AI is already being used to drive cars. To monitor our houses. And AI is beginning to impact the professions. We already use AI to assess scans for tumours. AI is also being used to predict the outcome of legal cases. But whilst algorithms and machine intelligence are heavily impacting many parts of the economy, they have not yet had the same impact on professional services or professional judgement. This is because contemporary AI is well suited to inferences based on observed data; it is less good where imagination and counterfactual thinking are required. The successful application of machine intelligence built on top of Evidential Reasoning may mark the beginning of a new AI paradigm and a substantial step toward the realisation of Susskind's vision.

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<b>Presentation Title</b>	: <u>Labour Market Actors and Dynamics in Shaping International Migration and Migrants' Workers Conditions in Comparative Perspective.</u>

**Background:** The intra-European migration in the context of the EU enlargement from 2004 become a widely debated topic which has been analysed based on different dimensions, such as macro, meso and micro. Regarding the macro dimension, Adams and Deakin (2014) suggested that the shift from manufacturing to service sector determined employers to have a segmented demand for low and high skilled labour. As a response to this increasing labour demand, the UK employers' strategy was to hire foreign labour from CEE countries (Ruhs and Anderson, 2010). Even if Roman and Voicu (2010) suggested that the differentials in countries development determined CEE workers to migrate in Western countries, Leschke and Weiss (2020) sustained that at the micro level, they adopted various strategies in relation to recruitment, employment and integration in the host society. In terms of the meso factors which determine migration, several studies (Janta and Ladkin, 2013; Fitzgerald et al., 2012) emphasised that the recruitment agencies, trade unions and other forms of networks used by migrants influence their migratory projects.

**Aims:** In order to address the gaps created by the fragmented literature which analyses migration from different dimensions, this research has two objectives. Firstly, it aims to understand the impact and implications of macro-level changes on Romanian labour migration to the UK, such as: Romania integration in the EU, financial crisis from 2008, Brexit and Covid-19 on migration actors' perspectives, experiences, strategies, and wider policy implications. Secondly, it aims to understand the Romanian labour migration into the UK based on the workers and employers' perspectives, experiences, and strategies from 2007 until nowadays. There will be a stronger focus on two industries which are considered to have different labour's demand, such as: the construction which is mainly including low paid workers and the IT which attracts the high skilled workers.

**Methods:** This thesis is based on comparative case study analysis which according to Goodrick (2014) requires researchers to develop single case studies and to analyse their similarities, differences, and patterns. More precisely, this thesis is analysing the migration of Romanians who work in the IT and construction sectors in the UK. In order to create a cross cases comparative analysis, the researcher will build two cases according to the work sectors, such as: one case for the low skilled/paid sector (construction) and another case for the high skilled/paid sector (IT). Also, for each case study, there will be conducted semi-structured interviews with industrial relations actors from the UK and Romania, such as: employees, employers, trade unions, employers' associations, NGOs and recruitment agencies. The primary data collected through semi-structured interview method will be analysed using the template technique.

**Impact:** Starting from the research gap related to the institutional determinants of migration, the key contribution of this study will be the analysis of the macro and meso factors which influence the migration of Romanian workers in the IT and construction sectors in the UK. Furthermore, it will analyse all these factors' effects for the migrants and employers' experiences and strategies. In this way, there will be created a new theoretical framework which takes into consideration all the above-mentioned dimensions of migration.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>Entrepreneurial Fear: What is there to be afraid of?</b>

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### **What is the Nature of the Problem being Investigated**

Entrepreneurial fear and the fear of failure are well researched with nascent and pre-start-up entrepreneurship, however, less is known about fear and the fear of failure in the experienced entrepreneur. Entrepreneurial fear and the fear of failure is not a new phenomenon, neither is the concept that fear can be a motivator or an inhibitor, what is less well researched is how entrepreneurs combat fear. Using the premise that clarity is the antithesis of fear, my research argues that entrepreneurs use curiosity to seek clarity in order to effectively combat fear, that fear produces recognisable behavioural traits that experienced entrepreneurs utilise.

### **Why is it interesting and worth studying**

Of the eight organisations taking part in my research, all but one has so far managed to successfully navigate their business emerging from Covid-19 stronger. They all faced the same global pandemic, none of them operate in the same sectors, yet seven entrepreneurs were able to face their fears head on, prevent themselves from being overwhelmed and succeed, how and why?

I will argue that the ability to face and overcome fear is not always about the tradition 'lessons learned' from others that we hear so often, but about the lessons learned from their own entrepreneurial experience as individuals. Could entrepreneurial education and learning be transformed from a traditional teaching format to one that focuses on a curious attitude, one that is open, receptive and flexible, about entrepreneurs being consciously aware of their own experiences, and building their resilience to fear from within.

### **Key Pointers from Literature**

Entrepreneurial fear is still a broad subject, with psychology, which is even broader, and coupling both areas with networks and entrepreneurial learning serve to provide a raft of authors that present me with the opportunity to bring their work together under the guise of identifying and combatting entrepreneurial fear, these include but are not limited to Gabriella Cacciotti, James Hayton, Sarah Jack, Jason Cope, Rachel Doern, Smिता Singh, Weick & Sutcliffe, Oscar Mendez, Morrish & Jones, Lerner & Keltnerand, Joshua Susskind and AS De Nisi.

### **The Methodology chosen the reasons for the choice**

When the Covid-19 lockdown commenced in the UK I identified participants using purposeful sampling with the aim of finding participants rich in lived experiences both before and during the phenomena, all of whom were from my personal network. I requested they maintained free form diaries of their experiences during Covid-19 capturing their thoughts and feelings as well as their actions and potentially their non-actions. This is a qualitative, inductive diary-based study that will in the future be supported by phenomenological interviews. The dairies provide me with the participants interpretation of their experiences, understanding that each will have a different reality in how they reacted to, and dealt with those experiences. I will do this using the lens of context and situation to ground those experiences.

### **The problems expected to encounter or am resolving**

The diaries were requested in a rush in March 2020, everyone had enough to cope with, and training them how to complete diaries was not a priority. Therefore, these are free form diaries so the content quality, line of approach and frequency does vary significantly. To help triangulate this I plan to conduct phenomenological interviews with the participants, an anticipate difficulty is if I maintain the phenomenological approach to interviews means I may not get to the information I want in backing up the diaries later.

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<b>Name of Advisor (if applicable)</b>	:
<b>Presentation Title</b>	: <b>Managing Post-merger Integration: The Role of Process Dynamics and Ppeed (LATAM Airlines case study)</b>

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In the present research project, we have the rare opportunity to study two sequential profound and stressful forms of wide-scale organisational change in the same company, LATAM Airlines Group, the largest airline in Latin America, which refer to: i) a prolonged post-merger integration (PMI) followed by ii) the Covid-19 pandemic crisis that led to a bankruptcy restructuring.

Mergers and acquisitions (M&As) continue to be a prevalent business strategy despite its disappointing failure rate. There is general agreement that post-merger integration (PMI) is decisive for acquisition performance. Even though research interest in this field has significantly increased over the past years, many questions about PMI remain unanswered. Most of these studies follow a quantitative approach originating from existing databases, and there is a shortage of research on human factors and temporal dynamics. Drawing on the qualitative case study of LATAM Airlines, this proposal focuses on organisational change research, where human factors are not considered static, and management decisions are examined over time and within their context. Additionally, M&As along with bankruptcy restructuring processes are among the most dramatic organisational changes. The present study allows to investigate the transferability of experience between a merger and a bankruptcy declaration after the Covid-19 pandemic. We argue that this more fine-grained approach adds to the literature by facilitating the understanding of the human side, the temporality and the management of large-scale organisational processes.

Thus, this DBA research proposes two main research questions:

*Research Question 1: How does PMI speed management affect M&A performance over time? What actions are taken over time to manage task and human integration speeds? How do task and human integration speeds impact M&A performance over time?*

The proposed research question 1 addresses this problem from a process research point of view, to understand how PMI speed affects M&A performance over the integration process, which is a research topic not previously investigated in the literature.

*Research Question 2: How do managers transfer PMI experience to a new organisational change context? How do managers accumulate PMI experience during the integration process? How can PMI experience be transformed into organisational change capabilities?*

This case study enables the examination of the relationship between organisational experience, management actions and organisational change performance. It has not been previously studied in the literature how PMI experience may apply to a different organisational change context, which, in this case, is the crisis after the Covid-19 pandemic in the airlines sector.

This project's research is based in a qualitative case study design, which responds to repeated calls for more qualitative designs in international business research, and with an internal focus perspective in which the researcher has close contact to the studied phenomenon. The three main sources of data are: semi-structured interviews, onsite observations and secondary archival data (internal documents and communication materials). The data will be analysed based on qualitative thematic coding, using NVivo software, and an iterative strategy to analyse the dynamic relationships among the main themes and all relevant data to theory connections.

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<b>Name of Advisor (if applicable)</b>	:	
<b>Presentation Title</b>	:	<b>What Drives Firms' Choice Between Green and Non-green Bonds?</b>

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Despite the substantial growth in green bond volumes over the past decade, corporate green bonds still only represent a small fraction of total corporate straight bond issuance, and evidence on the drivers and costs of corporate green bonds issuance is lacking. This paper aims to obtain more insight in the determinants of firms' choice between green and non-green bonds. We empirically test four novel hypotheses on a sample of green bonds and non-green bonds issued by US, Western European, and Chinese firms between 2012 and June 2021: firms that i) have lower proprietary costs of disclosing the use of proceeds information, ii) have harder accessibility to the normal bond market, iii) have more to gain from being green to improve their competitive advantage, iv) and are more innovative are more likely to issue green bonds instead of non-green bonds. We use a rare events logistic regression approach to account for the much smaller number of green bonds, compared with non-green bonds. Consistent with our hypotheses, we find that firms with lower costs of disclosure, a higher competitive advantage from being seen as "green", and a stronger focus on innovation are more likely to issue green instead of non-green bonds. Conversely, firms' borrowing constraints do not affect the trade-off between green and non-green bonds. We uncover significant cross-country differences in issuance motives, and find evidence of an increased willingness of firms to issue green bonds since the start of the Covid-19 pandemic. Our findings survive several robustness tests. Our paper contributes to the literature on green bonds, which so far mostly focuses on green bond yields and stock price effects, by examining what types of firms are more likely to choose green bonds instead of non-green bonds as financing instruments. Our findings are of practical relevance for firms facing a trade-off between green versus non-green straight bonds, as well as for various corporate stakeholders, such as corporate board members and other corporate advisors. Investors may also find our results interesting, as they provide insights into the corporate trade-offs behind green bond issuance, thus enabling them to better evaluate the appropriateness of a green bond issuance decision.

**Keywords:** green bonds, corporate financing choice, disclosure costs, borrowing constraints, environmental performance, innovation

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<b>Presentation Title</b>	: <b>Priceless Procurement: Stimulating Responsible Management Through Public Procurement</b>

**Abstract:** In 2021, the UK became the first nation in the world to mandate the evaluation of Social Value in procurement at the central government level (PPN06/20); a policy further adopted by the NHS – the world’s largest national public health service. This case study examines this clash of economic and social value systems and seeks to explain how public managers respond to policy mandates to evaluate priceless societal values into public contracts.

Amidst rising poverty, inequality and climate change, policymakers in high-income countries are increasingly looking to transform public procurement from *Price-Taker to Market-Shaper* (Hamilton, 2022); from cost saver to value creator; and from an economic industrial policy lever to a more humanistic social policy mechanism. Following the 2017 Grenfell Tower fire disaster that killed 72 people, and the collapse of construction giant Carillion, the UK Government conceded that it had been overly focussed on cost in awarding public contracts, acknowledging that it had lacked “the sophistication internally to do much other than go for price” (UK Gov 2018).

Parallel to these developments a review of the sustainability transitions literature finds a mismatch between traditional innovation policy and the actions needed to address environmental and social sustainability (Edler and Boon, 2018; Ghosh et al., 2021). Innovation Studies (IS) stands accused of being narrowly defined, overly reliant on socio-technical optimism; and failing to keep pace with societal change (Martin, 2016). Purposely advancing wellbeing and inclusive social welfare as a transformative outcome is a new departure for innovation policy (Natera and Castellacci, 2021). Likewise, Transformative Innovation Policy (TIP) is an emergent framework for engaging alternative niche, regime and intermediary actors in the co-creation of experimental policy engagements (EPEs) that focus on addressing wicked real-world problems.

Social Value procurement represents a normative turn in regional innovation policy (Uyarra et al., 2019) and the Greater Manchester (GM) region is recognised as both a catalyst and early adopter. This GM case study sheds light on the political economy, collaborations and public management practices being adopted to address the high levels of poverty and regional inequality through procurement; to improve working conditions for low-wage precarious workers (Johnson et al., 2021) and to reward more responsible management (Laasch et al., 2020).

*Methodology:* A grounded theory case study consisting of 30 key informant interviews from anchor institutions across three sectors in Greater Manchester; (1) NHS – health; (2) Local governments - lead actors with procurement policies requiring 20 to 30% Social Value weightings; and (3) Higher education – Universities pursuing a civic agenda.

*Expected Findings:* Roundtables, menus and new intermediary actors empower regime actors to adopt and diffuse new Social Value procurement practices. Principles of moral philosophy, negative universalism and bounded rationality underpin the development of new routines and processes. Civic empathy and compassionate leadership support the mind shift and cultural change needed. Risk aversion, lack of resources and diverse stakeholder engagement continue to hamper innovation.

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**Name of Advisor (if applicable)** : \_\_\_\_\_  
**Presentation Title** : The Fed Put Effects on Naïve Diversification Portfolio

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Out-of-sample performance of the sample-based mean-variance models fail to consistently outperform naïve diversification in Sharpe-ratio, risk-adjusted returns, or turnover metrics<sup>10</sup>. At the same time, since mid-1990's, the financial markets operated under the policy, known by market practitioners as a "Fed put". 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 analyses the effects of the Fed put and monetary accommodation on naïve portfolio's performance and Sharpe ratio, using novel approaches to classification of monetary accommodation. The paper includes an investigation of unconventional monetary policies, not well presented in the current academic literature. The paper compares these findings with control effects of market ETF flows, individual equity sector performance and Sharpe ratios, as well as changes in the money supply dynamics overall. The paper endeavours to contribute new understanding of the endogenous effects of the Fed put on financial markets and investigation of outperformance strategies.

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<sup>10</sup> DeMiguel et al, *The Review of Financial Studies*, Volume 22, Issue 5, May 2009, Pages 1915–1953, <https://doi.org/10.1093/rfs/hhm075>

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<b>Presentation Title</b>	:	<b>Constructing Corporate Accountability for Human Rights: A Governmentality Perspective</b>

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**Purpose:** The paper explores the historical process of how corporate responsibility and accountability for human rights has been constructed on the global level. The paper provides with an analysis of how human rights were made governable in the context of business through the introduction of various accountability technologies.

**Design/methodology/approach:** The paper is based on archival materials from international organizations and NGOs from the 1970s onwards. The paper also relies on secondary sources to provide historical and social context to the changing human rights responsibilities of governments and corporations. The materials are analysed through the lens of the governmentality theory.

**Findings:** The paper demonstrates how corporations emerged as powerful actors in relation to human rights governance in the context where governments have globally failed in the promotion and protection of human rights. In order to hold corporations accountable for human rights, a governmentality regime has been created which put the emphasis on corporate self-governance through the human rights risk management and reporting. In this process, the notion of human rights had to be transformed so that it could fit within the existing corporate governance structures. The main message of this paper is that within this governmentality regime human rights cannot be entirely fulfilled and protected but only risks can be managed.

**Originality/value:** The majority of accounting for human rights research takes human rights accounting as a pre-given object of study, losing a sense of how it could be that human rights responsibilities of corporations have been derived through management and accounting. The paper is novel in that it seeks to further develop this literature by problematizing the process of how we came to govern human rights in business in this way and open up a debate on the societal consequences of this shift in governance.

**Keywords:** *accountability, business, governmentality, human rights*

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<b>Presentation Title</b>	: <b>Exploring the Antecedents of Legal Compliance HR Attribution and the Consequences for Engagement</b>

HR attributions refer to causal explanations that employees make with regards to HR activities (Nishii, Lepak, & Schneider, 2008). Employees typically make sense of the purpose of the HR practices implemented by their employer in terms of enhancing service quality or trying to reduce costs (internal HR attributions). Or they can also make sense of the HR practices through reference to policies and practices outside their employing organization (external HR attributions). Koys (1988) pointed out that employee external HR attributions are more prevalent than their internal attributions. Surprisingly, employee external HR attributions have received little attention in HR literature, and mostly have been conducted in Western national settings focusing on union influence or external reporting compliance (e.g., Beijer, Van De Voorde, & Tims, 2019). The purpose of this study is to investigate employee external HR attributions in a Chinese context in the form of *Legal Compliance*. In particular, we examine how employee perceptions of organizational justice and the implementation of performance appraisals by their line managers jointly influence employee legal compliance HR attributions and the implications for employee engagement.

In relation to the context of the working environment, previous work (Hewett et al., 2019) has demonstrated employee perception of organizational justice is one of the significant pieces information of work environment to shape employee external HR attribution, in our case, legal compliance HR attribution. As an extension to previous work, we argue that the relationship between organizational justice and (externally oriented) legal compliance HR attributions might be curvilinear rather than linear. We further argue that the implementation of HR practices, in particular, how line managers or team leaders implement performance appraisal, which is one of the most important HR practices, may adjust the curvilinear relationship between organizational justice and legal compliance HR attributions. Performance appraisal includes opportunities for feedback sessions with the employees' manager (Kulik, Kulik, & Perry, 2004). The relevance of the implementation of performance appraisals (IPA) has been documented in HR literature. For example, Pak and Kim (2018) argued the implementation of performance appraisals by managers plays an important role in achieving desired outcomes. Thus, we believe that with the better implementation of performance appraisals, the curvilinear relationship between organizational justice and legal compliance HR attribution will become even more stronger. In contrast, this curvilinear relationship become weaker under the condition of poorly implemented performance appraisals. In addition to the antecedents of legal compliance HR attributions, we also examine the consequence in terms of employee engagement in this study. Further we argue that legal compliance HR attribution may work as a mediator to translate the joint influence of organizational justice and IPA to employee engagement.

Our hypotheses will be tested using quantitative survey from team members and matched team leaders. Our study recruited the multi-level analysis and curvilinear regression. Our study makes three contributions to the literature on HR. First, we add more insights to HR attribution research, which may stimulate future research to study how employee HR attributions are developed under specific cultural contexts. Our study directly responds to this call and contributes to this growing body of research. Second, previous studies have examined the antecedents of HR attributions by focusing on employee perceptions of HR practices (Sanders, Yang, & Li, 2019). Following in their footsteps, we also believe that employee HR attributions are not only shaped by HR practices specifically but also by more broader perceptions of organizational management. We thus highlight the effect of organizational justice in our study. Extending Hewett et al (2019)'s arguments, we suspect that the relationship between organizational justice and legal compliance HR attributions may be curvilinear instead of linear. The curvilinear relationship refines our understanding of how organizational justice effects employee external HR attributions. Third, previous HR attribution research has primarily focused on examining either its antecedents or outcomes respectively (i.e., Dello, Mascia, & Morandi, 2018; Hewett et al., 2019). Our research links antecedents and consequences in one study and presents an overall picture of how employee HR attributions translate into behaviors or outcomes.

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<b>Presentation Title</b>	:	<b>Access Complementary Assets to Commercialize Technology Innovation, a PFI Research on FinTech Companies</b>

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Provisional title of thesis

Access complementary assets to commercialize technology innovation, a case study on Chinese FinTech companies

Relationship to the literature

As an emerging industry, FinTech is a hot topic in academia. FinTech company, as one of the most important in FinTech ecosystem, plays a critical role in technology application and business model innovation in FinTech industry. However, as current research focus on technology progress, new business model and transformation of tradition financial institutions, little study FinTech companies and how they make profit through technology innovation. With David Teece's profit from innovation (PFI) framework, this research discusses how FinTech companies make profit through technology innovation.

Key findings and supporting evidence

Through 5 FinTech company cases in different industry sectors, this research explores following findings,

1. The appropriability regime of FinTech industry is weak, as enabling technologies like big data, AI and blockchain are difficult to be protected by patents and license.
2. Financial complementary assets and capabilities, such as risk management and financial products, are critical for FinTech company success.
3. As FinTech companies are lack of resources and in weak competition position, they may prefer partnership for complementary assets access. However, for specialized assets like risk management, FinTech companies may decide to build internally.
4. Human capital is an important asset for FinTech company. Founders' technology background helps them to identify FinTech opportunities and run their companies in a technology way. To access financial complementary assets, founders may prefer employees with finance background.

The impact of your research

1. Extend PFI framework to FinTech research.
2. Combine human capital theory with PFI framework.
3. Provide guidance for FinTech company to make complementary assets access decision.

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<b>Presentation Title</b>	:	<u>Industry Associations and High-tech industrial Development in Shanghai</u>

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In facilitating the development of high-tech industries, the government, enterprises and industry associations all play their respective roles, but the role of industry associations has always been ignored. Industry associations are "intermediary organizations" between the government and enterprises. For the emergence and existence of industry associations as an organizational force, what is its role in facilitating the development of high-tech industries? This research will take the high-tech industry associations in the Shanghai industry associations as the research object, try to explore how and why industry associations have differed in their innovation-facilitating roles. The preliminary study found that, the policy-making and coordinating roles of industry associations played by industry associations in facilitating the development of high-tech industries, and answered the question that the influencing factors that determine the differences of industry associations are mainly reflected in their internal rather than external. These internal factors play a role and how to play a role in the technological innovation of member companies.

As a developing country and an emerging market country, China's industry associations play an important role in promoting economic development. However, the development of Shanghai industry associations has always been at the forefront of Chinese industry associations. The Industry Associations in Shanghai plays an important role in advancing the development of high-tech industries. In the past year, I have collected information from three channels, including secondary data, empirical judgments, and informal discussions, and used the four-dimensional research and analysis framework of Professor Xiaoke Zhang. To quantify the differences of industry associations, an exploratory study was carried out on some high-tech industry associations in Shanghai.

This dissertation research will analyse the roles of industry associations in promoting innovation governance of high-tech industries in Shanghai, China. The goal is to determine what external and internal strategies these industry associations use to promote their member enterprises in this unique environment and to assess their success in doing so. The three main contributions of this dissertation work are outlined below:

**Contribution 1:** To provide a new knowledge for industry associations research

—Clarification of industry associations' role in promoting innovation governance in high-tech industrial development

**Contribution 2:** To provide a new comparative framework for industry associations research

—Industry associations' internal & external policies and internal & external coordination as analysis means for promoting the technological development of member enterprises

**Contribution 3:** To provide a new research method for industry association research

—Identification of innovation governance external and internal policies and governance strategies of industrial associations — A within industry and within location analysis

This article is to study the facilitating role of industry associations in the development of high-tech industries. **My research question is: Why are there differences in the innovation-facilitating roles in high-tech industry associations in Shanghai?**

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## Acknowledgements

**Thank you to all who contributed to and participated in this year's Doctoral Research Conference**

### Our Speakers

Prof Laureen Maines	Dr Saleema Kauser
Prof Kevin Aretz	Prof Paolo Quattrone
Prof Jonatan Pinkse	Prof Antony Potter
Dr Matt Alford	Dr Julie Froud
Prof Ruth Aguilera	

### Our Alumni Panel

Dr Dawn Holmes	Dr Brian Vera
Dr Gordon Mayze	Dr Rotimi Ogunsakin

### The Session Chairs

Dr Elvira Uyarra	Prof Maria Marchica
Prof Yu-wang Chen	Prof Kieron Flanagan
Dr Anita Greenhill	Nikolai Kazantsev
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Prof Mario Kafouros	Dr Sarah Zhang
Dr Ronnie Ramlogan	

This event unites the PhD and DBA conferences together, and could not have taken place without the invaluable support and efforts of our Divisional PGR PS colleagues, Paul Greenham, Mark Falzon, Kristin Trichler, Rachel McMenemy, and Sandra Bundy-Palmer, Jess Pullan, and the support they received from Lynne Barlow-Cheetham and the PGR community who assisted in chairing sessions.

We also thank all the work of our Divisional PGR Co-ordinators in reading and organising abstracts and conference papers – Ed Lee, Oliver Laasch, Matti Jaakkola, and David Hughes, along with their Divisional Associate Heads of Research – Arif Khurshed and Heiner Evanschitzky.

A huge thanks to you all!

Wing Lam, Timothy Devinney

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