

27-28 JUNE

NARTI

ANNUAL DOCTORAL CONFERENCE

2022

Dream, Plan, Achieve:
Researching to Make a Difference

Organised by



Management
School



LIVERPOOL
BUSINESS
SCHOOL

Sponsored by



North West
Social Science
Doctoral Training
Partnership



Economic
and Social
Research Council

PROGRAMME



Day 1

Monday 27 June

Abstracts



Track 1 Seminar room 2	Entrepreneurship, Strategy & International Business
Track 2 Seminar room 4	HRM & Organisational Behaviour
Track 3 Seminar room 3	Marketing & Operations

Day 1 – Monday 27 June

09.30–9.55	Arrival, coffee, and registration		
10.00–11.00	Welcome & Keynote Address: Professor Joep Cornelissen Seminar room 5		
11.10–12.10	Paper session 1 (SR2) <ol style="list-style-type: none"> Chei Bukari – The effect of corruption on deprivation outcomes at the micro-level Laura Bennett – Ecosystem Development Work and Ecosystem Enablers: Uncovering the Processes and People in Entrepreneurial Ecosystems Emma Bonfiglio – SME innovation in areas of deprivation: A systematic literature review <p>Session Chairs: Aqib Wassy Deepta Prof Dilani Jayawarna</p>	Paper session 1 (SR4) <ol style="list-style-type: none"> Hannah McAleavey – Through sickness and health? A qualitative investigation into the decision to work whilst sick and the consequences for employee well-being Sharon Cooksey – Supporting the ‘Tall Poppy’: Can role-specific emotional intelligence mediate or moderate the demands of being ‘high-achiever’ on professionals’ wellbeing? Lisa Chamberlain – Work quality as a spiral: A multidisciplinary integration of the concepts of job satisfaction, job quality, and quality of working life <p>Session Chairs: Bo Wen Dr Laura Radcliffe</p>	Paper session 1 (SR3) <ol style="list-style-type: none"> Hui Liu – Examining the Globalised Marketing Strategies of Luxury Fashion Retailers in China Matt Mitchell – Stock Market Reaction to Preannouncements and New Product Introduction Delays: Evidence from the S&P 500 Index Dorothy Bird – Experiential Marketing and the Wild Atlantic Way: Developing a Framework for Practitioners <p>Session Chairs: Katie Thompson Dr Daniella Pirani</p>

Day 1 – Monday 27 June

12.15–13.15	Lunch and networking		
13.15–14.45	Paper session 2 (SR2) <ol style="list-style-type: none"> Marieshka Barton – Tracing Processes of Accountability Among Social Entrepreneurs Sinead Johnson – Social Enterprise as Open Politics – an Examination of Social Enterprise Strategies in Close Interaction with Constrained Environments, with a Focus on the Falkland Islands Ling Li – Developing a Web of Relationship: Learning from Indigenous People through their Sustainable Venturing Lee Wainwright – Entrepreneurship, emancipation and the construction of autonomy under extreme constraints <p>Session Chairs: Diana Madibekova Dr Samuel Horner</p>	Paper session 2 (SR4) <ol style="list-style-type: none"> Bethany Edge – Community pharmacy through Covid-19: exploring self-identity and discretionary labour during a pandemic Adrianna Kapek Goodridge – What is the role of animal welfare NGOs in farm animal welfare governance in Poland? Ebru Calin – Negotiating religion, sexuality, and the obedient body at work: An intersectional approach to exploring career barriers among heterosexual and Lesbian religious minority women professionals with children <p>Session Chairs: Dr Leighann Spencer Dr Garance Marechal</p>	Paper session 2 (SR3) <ol style="list-style-type: none"> Jack Davies – How do everyday relations of mutual aid sustain online consumption communities? Excavating the commons in the cracks of platform culture Zainab Atia – Could Algorithmic Pricing Backfire on Retailers? Price Ethicality and Consumers' Fairness Perceptions Masoud Dashtdan – Corporate image in relation to online community communications <p>Session Chairs: Katie Thompson Dr Rachel Ashman</p>
14.45 –15.25	Break and refreshments		

Day 1 – Monday 27 June

15.30–16.30

Workshop 1: Meet the Editors (SR5)

The editors of three prominent business and management journals will introduce their respective journals including the aims, scope, and submission guidelines, before talking more broadly about how to prepare your paper for submission in a top journal and tips on how to avoid desk rejection.

Following a brief presentation from each of the editors, the rest of the session will be dedicated to audience Q&A, so have your questions ready!

- **Professor Caroline Gatrell** – Editor of the Journal of Management Studies
- **Professor Dilani Jayawarna** – Associate Editor of Entrepreneurship and Regional Development
- **Professor Rosalind Jones** – Associate Editor of the Journal of Research in Marketing & Entrepreneurship
- **Professor Joep Cornelissen** – Editor-in-Chief of Organization Theory

16.30–17.30

Free time

17.30–17.45

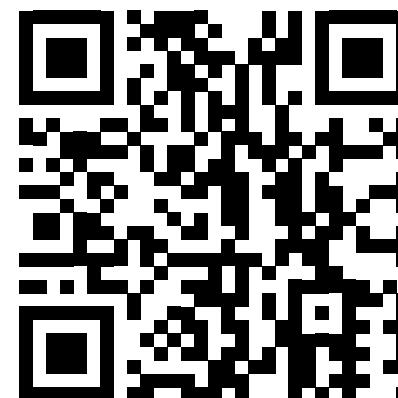
Meet our NARTI Conference guides @ the ULMS Reception for guided walk to the dinner

18.00–20.00

Dinner @ The Refinery

Address:

Josephine Butler Building
Hope St
Liverpool
L1 9BQ





Abstracts



Day 2

Tuesday 28 June

Track 1

Seminar room 2

Entrepreneurship,
Strategy & International
Business

Track 2

Seminar room 4

HRM & Organisational
Behaviour

Track 3

Seminar room 3

Marketing & Operations

Day 2 – Tuesday 28 June

09.30–9.55	Registration and coffee		
10.00–11.00	Paper session 3 (SR2) <ol style="list-style-type: none"> Mollie Bryde – “Stronger together”: an ethical and integrative response to the global threat of (un) sustainability and disasters Fabian Hoeft – I trust you if you believe what I believe: sustainability narrative framing across stakeholders Diana Madibekova – Understanding the connection and casual mechanism between Business and Peace <p>Session Chairs: Dr Andrew Wilson Dr Sam Horner</p>	Paper session 3 (SR4) <ol style="list-style-type: none"> Ijeoma Ukeni – Servant Leadership in UK Organisations; a Quantitative Investigation of Moral Reasoning Orientation Bo Wen – Exploring the Reason for Tacit Knowledge Sharing and Knowledge Hiding of Skilled employees at a Small Family Firm in China Kai Zhao – Student volunteer management – A strategic human resource management approach <p>Session Chairs: Chunyu Xiu Prof Yves Guillaume</p>	Paper session 3 (SR3) <ol style="list-style-type: none"> Sheli Smith – Defence against the dark art of marketing: exploring socio-contextual influences on children’s marketing literacy in the contemporary media environment Lina Khattab – Using Social Marketing to promote water conservation: A moral perspective <p>Session Chairs: Dr Daniela Pirani</p>
11.00–12.00	Workshop 2: Making a contribution to theory (SR5) <p>In this workshop Professor Joep Cornelissen What will discuss how to make a theoretical contribution to knowledge; often the key element in having a paper accepted for publication in a high-ranking journal.</p> <p>Prof Cornelissen will discuss what constitutes theory, what makes a theoretical contribution, and how you can strengthen your theorising and writing to make a strong contribution in your future papers.</p> <p>There will also be time for interactive discussion.</p>		

Day 2 – Tuesday 28 June

12.00–12.45	Lunch and networking	
12.45–13.45	<p>Workshop 3: Parallel Methods Workshops</p> <p>Qualitative Methods: Professor Emma Bell (SR5)</p> <p><i>Using sensory, affective and embodied methods to make a difference in management and organizational research</i></p> <p>In this session Prof Bell will discuss how we can use sensory, affective, embodied and spatially emplaced relations and practices of inquiry to make a difference through doing organizational research. She will draw on her own experiences of studying organizational change and craft work in to address these issues.</p> <p>Through this, she will reflect on what this means for how we think about the practices and purpose of management and organizational research.</p>	<p>Workshop 3: Parallel Methods Workshops</p> <p>Quantitative Methods: Professor Dilani Jayawarna (SR2)</p> <p><i>The messy ‘realities’ & obstacles associated with quantitative data</i></p> <p>In this workshop Prof Jayawarna will address the messy ‘realities’ and obstacles associated with quantitative data and its collection, tips on publishing quantitative research, as well as cutting-edge methods and current issues/challenges such as publishing using secondary datasets, experimental designs and the demand for longitudinal studies.</p>
13.50–14.50	<p>Paper session 4 (SR2)</p> <ol style="list-style-type: none"> Jingjing Wang – Foreign Institutional Investors and Corporate Carbon Emissions: Evidence from China Christopher Woods – Cultural entrepreneurship in the post-digital music industries Fei Yuan – Healthcare supply chain collaboration: a systematic literature review <p>Session Chairs: Zhe Yang Prof Ian Fillis</p>	<p>Paper Session 4 (SR4)</p> <ol style="list-style-type: none"> Malika Ben Khala – Exploring Experiences of Women in Academia Patrice O’Reilly – Agile talent management in the Irish hospitality industry – closing the skills gap Maha Alabdulwahed – The process of psychological contract development during the first year of organizational socialization <p>Session Chairs: Mollie Bryde Dr Trishna Chauhan</p>
14.50–15.10	Break and refreshments	

Day 2 – Tuesday 28 June

15.10–16.00

Workshop 4 – Employability, career pathways & next steps after PhD (SR5)

This workshop is designed to provide PhD candidates with an opportunity to hear from academic managers, academic scholars and PhD alumni working in the industry to learn about employability prospects and the broader context of post-PhD careers.

In this hour long workshop each speaker will introduce themselves, their career path and offer key pieces of advice/tips they've learnt along the way before opening the floor for discussion, questions and answers.

- **Professor Lisa Anderson** is Professor of Management Development and interim Associate Pro-Vice-Chancellor in the Faculty of Humanities and Social Sciences at the University of Liverpool. She is also the Vice Chair of the British Academy of Management with responsibility for Management Knowledge and Education. Her co-edited book 'A Guide to Professional Doctorates in Business and Management' was nominated for the CMI's Management Book of the Year. Prof Anderson will explore how to become a teaching-focused academic.
- **Dr Sam Horner & Dr Andrew Wilson** are early career researchers, completing their PhDs at UoL and LJMU respectively. Dr Horner is a Lecturer in Innovation Management at the University of Liverpool Management School, having previously worked on a Leverhulme-funded postgraduate project at Liverpool's Leverhulme Centre for Materials Design. Dr Andrew Wilson is a Lecturer in the department of Strategy, Enterprise and Sustainability at The Manchester Metropolitan University, where he is the unit lead of multiple modules across undergraduate level and postgraduate programmes. Dr Horner and Dr Wilson will discuss academic careers from the perspective of ECRs who have recently entered academic careers.
- **Dr Mona Schommer** is the Strategy Manager at Booking.com. Prior to this, she worked as a Consultant in The Boston Consulting Group and in a variety of senior roles across digital and traditional industries. She is also a C-level advisor with experience in product and project management. Her talk will focus on careers in industry post-PhD.

16.00–16.30

Award Ceremony & Close (SR5)

Best paper prizes for each track will be awarded and thanks given to conference contributors and participants

Find out more



#NARTIConference2022 #DreamPlanAchieve

@UoLManSchool @LJMUbusiness @NARTINetwork @NWSSDTP

NARTI ANNUAL DOCTORAL CONFERENCE 2022

***Dream, Plan, Achieve:**
Researching to Make a Difference*

Organised by



Management
School



LIVERPOOL
BUSINESS
SCHOOL

Sponsored by



North West
Social Science
Doctoral Training
Partnership



Economic
and Social
Research Council