Conference Programme
& Professional Development Workshops
Annual Research Conference 2018
20-21 March, Leeds University Business School

Introduction

Research conducted by UK business schools’ tackles important, real-world challenges and benefits a wide spectrum of stakeholders. It pushes the boundaries of knowledge; it helps institutions engage with industry and government in the UK and overseas; it assists with staff and student recruitment and it provides a foundation for innovative & enriching undergraduate and postgraduate programmes.

Management scholars publish in top international journals and are actively engaged in a diverse range of activities which cross disciplinary, departmental and institutional boundaries. This interdisciplinarity boosts the academic and socioeconomic creativity and impact of business school research.

Yet, in today’s uncertain environment there are many challenges facing those responsible for setting and implementing business schools’ research strategy. Uncertain funding, the demands of REF2021, performance management issues, a changing regulatory landscape, the complexities of KE and the implications of Brexit are just some of the competing demands on Research Directors’ time and resources.

Taking place on 21 March at Leeds University Business School the Chartered ABS’ Annual Research Conference brings together business schools, interdisciplinary collaborators, research funders and policymakers.

Key themes include:

• The impact on business schools of the Industrial Strategy, the establishment of UKRI and Brexit.
• The role of business schools in boosting the UK’s productivity
• The impact of the KEF on research and KE communities in business schools
• The changing nature of research funding
• How business schools can demonstrate impact by connecting with today’s grand challenges
• The challenges associated with managing and developing research faculty.
• The extent to which UK management scholars are punching their weight in the international research community
• The latest news and developments about REF 2021

Join us for the Gala Dinner, Malmaison Leeds
Taking place at Malmaison Leeds on the evening of Tuesday 20th March, the pre-conference Drinks Reception and Gala Dinner is an ideal opportunity to meet up with colleagues ahead of the main event.

Professional Development Workshops, Tuesday 20 March

To assist our community of research directors, associate deans and senior management scholars we are pleased to announce the inaugural series of Professional Development Workshops (PDWs) at this year’s conference.

Taking place on Tuesday 20th March, the day before the main conference, these workshops will offer practical learning for those involved in setting and implementing their institutions research strategy.
Tuesday 20th March
Professional Development Workshops

13:30 Registration for Professional Development Workshops
Participants can attend two of the four 90min PDW’s or the one 180min PDW.

14:00-15:30
PDW 1: Managing your research career (90min)
PDW 2: Working with a sector to deliver real world impact: the case of UK retail (90min)

15:45-17:15
PDW 3: Internationalisation & research (90min)
PDW 4: A toolkit for research impact (90min)

14:00-17:00
PDW 5: Becoming an established researcher (180min)

Workshops outlined below

PDW 1: Managing your research career
14:00-15:30

Workshop led by:
Professor Caroline Gatrell, Associate Dean, Research, Professor of Organization Studies, University of Liverpool Management School
Professor Rory Donnelly, Professor of HRM and Organisational Behaviour, REF Director, University of Liverpool Management School

Outline
Building an academic career has never been more challenging. Early career scholars must balance the motivation to undertake research in a university setting with an often uncertain career trajectory. Working in an increasingly marketised sector, where contracts and political situations (such as Brexit) may feel precarious, means that guidance on how to manage a research career and build a research narrative is often requested by doctoral students and early career scholars.

This workshop offers early career scholars and doctoral students an ‘inside view’ on how two management professors developed their professional careers. Drawing upon personal experience, as well as research evidence, Rory and Caroline discuss how to approach promotion, and how early career scholars might gain entry to influential ‘space’ within their field.

While the session does not offer ‘answers’ to career challenges, it does reflect upon how to:
- Recognise (and create) opportunities
- Manage disappointment
- Build a research narrative

Register for the workshop on the Annual Research Conference website.
Workshop led by:

**Professor Kim Cassidy**, Professor of Services Marketing, Edge Hill University; External Academic Director, National Retail Research Knowledge Exchange Centre (NRRKEC), Nottingham Trent University  
**Bill Grimsey**, Ex Retail CEO and Retail Director, National Retail Research Knowledge Exchange Centre (NRRKEC), Nottingham Trent University  
**Malcolm Sullivan**, Internal Academic Director, National Retail Research Knowledge Exchange Centre (NRRKEC), Nottingham Trent University  
**Nelson Blackley**, Research Associate, National Retail Research Knowledge Exchange Centre (NRRKEC), Nottingham Trent University

Outline

At a time when the retail sector faces an unprecedented rate of social and technological change, close links might be expected between academics and retail practitioners and policy makers. Unfortunately, this picture appears to be more aspirational than realistic.

In 2008, ESRC-commissioned research found that although much academic research ‘confronts issues which are of potential interest to retailers’ in practice ‘retailers rarely pick up an academic journal, and do not have the time to search around for potentially relevant information’. In 2013, the ESRC’s broader Retail Knowledge Navigator (RKN) project repeated the 2008 study. Their 2013 report documented many of the same barriers to research collaboration, dissemination and acceptance but crucially, also identified significant additional factors. These stem from academic attitudes and behaviour, compounded by continuing retailer ambivalence towards academic research.

Since 2013, Professor Cassidy and her team have had the opportunity to work closely with academics, practitioners and policy makers to strengthen these research relationships and ultimately enhance the impact of academic research on the real world of retailing.

The aim of this workshop is to share the learning from this experience. Presentations and interactive discussion will focus on the benefits (or otherwise) of developing strategies which are tailored to the needs of a particular sector.

Participants will take away:

- An understanding of common barriers to effective knowledge exchange with real world sectors (such as retail)
- A list of examples of effective knowledge exchange strategies currently being used to ensure real world impact
- An understanding of the value differences which impede effective knowledge exchange with retail stakeholders
- An understanding of the importance of understanding ‘values’ held by individuals in a particular sector

This workshop will be valuable for all those involved in knowledge exchange initiatives within all HE institutions. It will be particularly useful for those involved in developing impact case studies and preparing KEF submissions.

Register for the workshop on the [Annual Research Conference website](https://www.annualresearchconference.org).
PDW 3: Internationalisation & research
15:45-17:15

Workshop led by:
Professor Kiran Fernandes, Associate Dean and Professor, Durham University Business School
Professor Tyrone Pitsis, Pro-Dean – International, Leeds University Business School
Professor Andrew Simpson, Associate Dean for External Business Advancement, Sheffield University Management School
Professor Jill MacBryde, Deputy Dean, Head of Operations Management Group, The York Management School

Outline
Common to the strategic rhetoric of almost all universities in the UK is the idea that the institution will be “world class”. As such British universities chase the leading national and global rankings and accreditations systems to signal to the market their global reputation. Business schools have been beneficiaries of globalization as the global demand for managers and leaders with the knowledge, skills and competencies to manage in a global environment.

Several business schools have developed global engagement strategies that ensures that internationalisation is a core part of teaching and research endeavours, rather than a separate, additional strand of activity. There is an urgent need to understand how business schools can operate in domains where international spread and increased dominance of business organizations has implications for systems of innovation, organizations, operations and growth.

This workshop focuses on two critical issues:
• Disseminating best practices on internationalisation strategies from three leading triple crown Business Schools (Durham University, Leeds University and Sheffield University)
• Discussing in an interactive fashion how business schools in the UK can engage in competitive marketplace and respond to critical societal needs with new knowledge and learning opportunities.

Register for the workshop on the Annual Research Conference website.

PDW 4: A toolkit for research impact
15:45-17:15

Workshop led by:
Professor Geoffrey Wood, Dean, Essex Business School

Outline
The nature of research impact is a complex and multi-dimension phenomena. In the UK the REF2014 placed strong emphasis on impact and sparked much debate on the nature of research impact across many disciplines. The coming REF places even stronger impact on it.

However, there remains much uncertainty on what really constitutes impact and on how it is secured. In this presentation, we present work sponsored by the Chartered Association of Business Schools, publishers of the Academic Journal Guide (2015). The authors have adopted a mixed methods approach to assessing the current views of research impact to develop a research Impact Toolkit. This toolkit can be used by authors to self-assess the broad reach of their research, looking beyond the narrow measures of citations. In this presentation we introduce our approach and the initial version of this toolkit.

Participants will:
• Understand the methodology through which this tool kit was developed
• Gain fuller insights on the multiple dimensions of impact
• Understand how the toolkit could be used to demonstrate the impact of your own work and that of your institution.

Register for the workshop on the Annual Research Conference website.
**Workshop led by:**

Professor Emmanuella Plakoyiannaki, Professor of International Business, Leeds University Business School  
Dr Kathryn Watson, Research Impact Manager, Leeds University Business School  
Professor Gary Dymski, Professor of Applied Economics, Leeds University Business School  
Professor Matthew Robson, Professor of Marketing and Head of Marketing Division, Leeds University Business School

**Outline**

The next generation of business school leaders will face a testing higher education environment and need to be well prepared for the challenges that lie ahead.

The session will bring together a group of scholars from a range of business & management sub-disciplines to talk about their perspectives on the key challenges facing the ‘rising stars’ in our academic community.

The workshop will take the format of part-panel and part-workshop with plenty of opportunity for discussion, debate and questions.

14.00 Welcome  
14.10 What is interdisciplinary research and why does it matter?  
14.10 Writing for impact: bringing the business and policy worlds to academic research  
15.10 Publishing academic research: key issues and misconceptions  
15.30 Questions and break  
16.00 ‘Serving two masters’ - balancing teaching and research  
16.15 Workshop: developing a career plan by identifying priorities for the next 5-10 years  
16.45 Questions; how NARTI is investing in academic career development  
17.00 Close

The workshop is predominately designed for early and mid-career researchers in the field of business and management. Participants will come away with:

- An understanding of succession planning in UK business schools
- How we (UK business schools) stand with regard to the international academic community
- Insights from people who have faced some of the current pressing challenges

Register for the workshop on the [Annual Research Conference website](#).

19:00 Drinks Reception and Gala Dinner  
Malmaison Leeds  
The pre-conference Drinks Reception and Gala Dinner is an ideal opportunity to meet up with colleagues ahead of the main event.
**Wednesday 21st March**  
**Annual Research Conference**

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| 09:30  | **Welcome**  
Anne Kiem, Chief Executive, Chartered Association of Business Schools  
Professor Peter Moizer, Dean, Leeds University Business School |
| 10:00  | **Keynote Address** The UK's productivity puzzle  
Dr Melissa Carson, Director – Research & Insights, Productivity Leadership Group & Be the Business |
| 10:30  | **Keynote Panel:** The contribution of business schools to research, innovation and productivity  
*Exploring the contribution that business schools can make to the UK’s innovation ecosystem. Particular attention will be paid to the Industrial Strategy and the productivity puzzle.*  
Tim Gardam, Chief Executive, Nuffield Foundation  
Dan Hodges, Head of Economics and Evidence, Innovate UK  
Professor Alan Hughes, Senior Research Associate & Director Emeritus, Cambridge Judge Business School  
Professor Jill MacBryde, Deputy Dean, Head of Operations Management Group, The York Management School  
*Chair Professor Tim Vorley, Associate Dean Impact, Innovation & Engagement, Sheffield University Management School* |
| 11:30  | Break                                                                |
| 12:00  | **Breakout session i.**  
Research funding  
*Exploring the changing nature of research funding and the implications for business & management research*  
**Professor Lisa Roberts**  
Deputy Vice-Chancellor, Research and Innovation, University of Leeds  
*Chair: Professor Simon Collinson*  
Deputy Pro-Vice-Chancellor, University of Birmingham and Chair, Chartered ABS |
| 12:00  | **Breakout session ii.**  
Recruiting & retaining international talent  
*Assessing the impact of Brexit (and other factors) on business schools’ ability to secure international research faculty*  
**Professor Caroline Gatrell**  
Professor of Organisation Studies and Associate Dean, Research, University of Liverpool Management School  
*Chair: Professor Alistair Bruce*  
Professor of Decision and Risk Analysis, Nottingham University Business School and Chair, Chartered ABS Research Committee |
| 12:30  | Break                                                                |
12:00 Breakout session iii.

Research commercialisation, knowledge exchange and the KEF
Exploring the role of business schools in research commercialisation and the implications for the academy of the KEF.

Dr Norman Apsley OBE
Chief Executive Officer, Catalyst INC and member, Connecting Capability Fund Steering Group

Dr Phil Clare
Associate Director, Research Services and Head of Knowledge Exchange, University of Oxford

Dr Martin Davies
Director of Business and Innovation Partnerships
UCL Innovation and Enterprise

Dr Hamish McAlpine
Senior Higher Education Policy Adviser, HEFCE

Chair: Professor Lukumon Oyedele
Assistant Vice-Chancellor and Chair Professor of Enterprise and Project Management, UWE, Bristol

13:00 Lunch

14:00 A spotlight on scholarship
A conversation between scholars from the UK and elsewhere explores whether UK business schools are punching their weight in the international research community.

Professor Catherine Cassell, Dean, Birmingham Business School
Professor Colin Eden, Research Professor in Strategic Management and Management Science, Strathclyde Business School
Professor Mike Wright, Professor of Entrepreneurship, Imperial College Business School and Chair, Society for the Advancement of Management Studies

Chair: Professor Ken Starkey, Professor of Management and Organisational Learning, Nottingham University Business School

15:00 Break

12:00 Breakout session iv.

Informing and influencing policymakers
Exploring how management scholars can engage civil servants and politicians.

Dr Sarah Foxen
Social Science Adviser
Parliamentary Office of Science and Technology (POST)

Professor David Lane
Professor of Business Informatics, Henley Business School and member, Home Office Science Advisory Council (HOSAC)

Professor Shamit Saggar CBE
Associate Pro-Vice-Chancellor Research, University of Essex and Chair, Campaign for Social Science

Chair: Dr Nina Seppala
Deputy Director (Academic Affairs), UCL School of Management
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| 15:30    | **Managing research performance**  
The challenges associated with managing and developing research faculty.  
**Professor Sunitha Narendran**  
Head, Department of Business  
College of Professional Services  
University of East London  
**Professor Laura J. Spence**  
Associate Dean (Research), Faculty of Management, Economics and Law, Royal Holloway, University of London  
*Chair: Professor Jonathan Liu*  
Professor of Global Business Management, Faculty Lead on Research and Scholarship, Faculty of Business and Management, Regent’s University London |

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| 15:30    | **Preparing for the REF**  
The latest news and developments about REF 2021  
**Professor Robert Blackburn**  
Associate Dean for Research, Kingston Business School and Chair, UoA 17 sub-panel, REF2021  
**Professor Nigel Driffield**  
Deputy Pro-Vice-Chancellor, Regional Engagement, University of Warwick and Professor of International Business, Warwick Business School  
*Chair: Professor Jonathan Crook*  
Deputy Dean and Director of Research, University of Edinburgh Business School |

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| 15:30    | **Remaining relevant in a changing world**  
How business schools can demonstrate impact and relevance by connecting with today’s key economic and societal issues.  
**Professor James Cunningham**  
Professor of Strategic Management, Newcastle Business School  
**Professor Peter McKiernan**  
Professor of Management, Department of Strategy and Organisation, Strathclyde Business School  
*Chair: Professor Stephen Perkins*  
Professorial Research Fellow, Global Policy Institute London Metropolitan University |

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| 15:30    | **Equality, diversity and inclusion**  
A candid discussion about what is currently being done, and what more can be done, to improve diversity in management research.  
**Professor Simonetta Manfredi**  
Director, Centre for Diversity Policy Research and Practice, Oxford Brookes Business School  
**Professor Emmanuel Ogbonna**  
Chair in Management and Organization  
Cardiff Business School  
*Chair: Professor Nelarine Cornelius*  
Associate Dean, Academic Staff Development, School of Business & Management, Queen Mary University of London |

16:30 Close of conference