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 one session in each block. Two PDW’s in total.

Block one: 14:00-1530
PDW 2: Working with a sector to deliver real world impact: the case of UK retail
PDW 3: A toolkit for research impact

Block two: 15:45-17:15*
PDW 4: Internationalisation & research
PDW 6: Becoming an established researcher

*PDW 1 (Managing your research career) and PDW 5 (Accounting for good: How to develop and document real world impact for social well-being through transparency and accountability research) have been withdrawn. The number of registrations were fewer than anticipated and, in agreement with the presenters, we have decided to reschedule these sessions for later in the year.

PDW 1: Managing your research career - WITHDRAWN

Unfortunately, this PDW has been withdrawn from the schedule. The number of registrations were fewer than anticipated and, in agreement with the presenter, we have decided to reschedule the session for later in the year.

We will keep participants informed about the future date.

For enquiries please contact Oliver Lowe oliver.lowe@charteredabs.org

PDW 2: Working with a sector to deliver real world impact: the case of UK retail
14:00-15:30

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

Outline
Over the last few years Professor Cassidy and her team have worked to strengthen the research relationships between academics, practitioners and policymakers so as to 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.
**PDW 3: A toolkit for research impact**  
14:00-15:30

**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.

**PDW 4: 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.
PDW 5: Accounting for good: How to develop and document real world impact for social well-being through transparency and accountability research - WITHDRAWN

Unfortunately, this PDW has been withdrawn from the schedule. The number of registrations were fewer than anticipated and, in agreement with the presenter, we have decided to reschedule the session for later in the year.

We will keep participants informed about the future date.

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PDW 6: Becoming an established researcher
15:45-17:15

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 Matthew Robson, Professor of Marketing and Head of Marketing Division, Leeds University Business School
Professor Gary Dymski, Professor of Applied Economics, 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.

15:45 Welcome and introductions
15:50 What is interdisciplinary research and why does it matter?
16:05 Writing for impact: bringing the business and policy worlds to academic research
16:20 Publishing academic research: key issues and misconceptions
16:40 'Serving two masters' - balancing teaching and research (incorporating workshop)
17:10 Questions; how NARTI is investing in ECR development
17:15 Close

The workshop is predominantly 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

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 21\textsuperscript{st} March
Annual Research Conference

08:40  Registration and refreshments

09:40  \textbf{Welcome}
Anne Kiem, Chief Executive, Chartered Association of Business Schools  
Professor Peter Moizer, Dean, Leeds University Business School

10:00  Keynote Address \textbf{The UK’s productivity puzzle}
Dr Melissa Carson, Director – Research & Insights, Productivity Leadership Group & Be the Business

10:30  \textbf{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.

Dr Melissa Carson, Director – Research & Insights, Productivity Leadership Group & Be the Business  
Dan Hodges, Head of Economics and Performance, Innovate UK  
Professor Alan Hughes, Professor of Innovation, Imperial College Business School; Distinguished Visiting Professor, Lancaster University Management School; Margaret Thatcher Professor Emeritus, Judge Business School, University of Cambridge  
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  \textbf{Breakout session i.}  \textbf{Breakout session ii.}

\textbf{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

Professor Graeme Currie  
Professor of Public Management, Warwick Business School

Sasha Leigh  
Strategic Lead on Economic Performance and Environment, ESRC

Chair: Professor Simon Collinson  
Deputy Pro-Vice-Chancellor, University of Birmingham and Chair, Chartered ABS

\textbf{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

Professor Martin Meyer  
Director, Kent Business School

Chair: Professor Alistair Bruce  
Professor of Decision and Risk Analysis, Nottingham University Business School and Chair, Chartered ABS Research Committee
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<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Panelists</th>
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<td>12:00</td>
<td>Breakout session iii.</td>
<td>Research commercialisation, knowledge exchange and the KEF</td>
<td>Dr Norman Apsley OBE, Chief Executive Officer, Catalyst INC and member, Connecting Capability Fund Steering Group</td>
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<td>Exploring the role of business schools in research commercialisation and the implications for the academy of the KEF.</td>
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<td>Dr Phil Clare, Deputy Director, Research Services (Knowledge Exchange and Engagement), University of Oxford</td>
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<td>Dr Martin Davies, Director of Business and Innovation Partnerships UCL Innovation and Enterprise</td>
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<td>Dr Hamish McAlpine, Senior Higher Education Policy Adviser, HEFCE</td>
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<td>Chair: Professor Lukumon Oyedele, Assistant Vice-Chancellor and Chair, Professor of Enterprise and Project Management, UWE, Bristol</td>
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<td>13:00</td>
<td>Lunch</td>
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<td>14:00</td>
<td>A spotlight on scholarship</td>
<td>A conversation between eminent scholars that explores whether UK business schools are punching their weight in the international research community.</td>
<td>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</td>
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<td>15:00</td>
<td>Break</td>
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15:30 Breakout session i

Managing research performance
The challenges associated with managing and developing research faculty.

Professor Timothy Devinney
Pro Dean of Research & Innovation, Leeds University Business School

Professor Sunitha Narendran
Head, Department of Business
College of Professional Services
University of East 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

15:30 Breakout session iii.

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

15:30 Breakout session ii.

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

15:30 Breakout session iv.

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
Associate Dean for Research and Knowledge Exchange, 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