



Business School Research and Knowledge Exchange News

University
of Dundee



April 2022

Introduction

Welcome to the first Business School Research and Knowledge Exchange Newsletter of the year. The newsletter comes from Linn McFarlane, who has taken the lead in producing this news item, along with Professor Graeme Martin and myself.

Yet again we have seen some great Good News Stories from our colleagues that illustrate our growing research, knowledge exchange and impact reputation and culture. Staff continue to publish in quality journals and books, generate research-related income, and help our doctoral students achieve their aims. We are now also seeing conference attendances and our colleagues will be presenting their research face to face all over the world. This newsletter highlights great contributions from our colleagues to a range of industries and organizations including government, other academic institutions and industry. We are also seeing more public engagement through social media and blogs from the School which is a testament to the work we are doing and 'getting it out there' for everyone to see!

We are also delighted to introduce our newly appointed Entrepreneurs in Residence who feature in the newsletter. These highly experienced and successful individuals provide details of their backgrounds and highlight the three key strands of work they are undertaking to help the Business School achieve its goals in research, income, teaching and business engagement.



Professor Norin Arshed
Associate Dean Research and Knowledge Exchange



Good New Stories

Elaborating on our introduction, we have a number of good news stories this quarter:

The Royal United Services Institute (RUSI)

Dr Andrew Ross published a short opinion piece (900 words) with The Royal United Services Institute (RUSI) on the pandemic and the geostrategic implications for China and the West: rusi.org/explore-our-research/publications/commentary/pandemic-has-done-little-check-chinas-geostrategic-ambitions

Scotland's craft brewers can use pandemic lessons to manage cost-of-living crisis

Dr Daniel Clarke had an article published in the Scotsman press: scotsman.com/business/scotlands-craft-brewers-can-use-pandemic-lessons-to-manage-cost-of-living-crisis-3587120

OPINION: Brewdog - can the bad dogs of brewing be tamed?

Another piece in the press from Dr Daniel Clarke: thecourier.co.uk/fp/opinion/3009027/can-brewdog-be-tamed/

Researching Craft Beer: Understanding Production, Community and Culture in an Evolving Sector

A new book publication by Dr Daniel Clarke: books.emeraldinsight.com/page/detail/Researching-Craft-Beer/?k=9781800431850

Discovery Days

Professor Norin Arshed gave her inaugural lecture at the Discovery Days event this year in January. Her presentation was titled: "How academics can influence policy: Shaping women's enterprise policy in Scotland". If you missed it you can see her presentation at the following link, along with the rest of the presentations: Discovery Days 2022 - YouTube youtube.com/watch?v=NxXL8N9zjj0

Innovation and Impact Development Fund Showcase

Professor Norin Arshed showcased her two projects at the event with Ecoanalytes and the Women's Business Station. Both projects were well received and future links and collaborations were made to further work with others. A very worthwhile event and great projects were showcased from across the University.

Parliamentary Committee

Professor Norin Arshed was invited to attend the Equalities, Human Rights & Civil Justice Committee in December to give evidence from her latest Scottish Parliament report titled: "The impact of COVID-19 on Scotland's women entrepreneurs."

Scottish Government (Research Commission)

Professor Norin Arshed and Dr Stephen Knox were awarded a Scottish Government tender in late January to undertake a project on understanding the financial support landscape for SMEs in Scotland since January 2020. The report has been submitted and was presented to the Committee on 1st March. The report is due to be published in May/June of this year.

Scotland's research contribution to UN's Sustainable Development Goal

Professor Norin Arshed's impact case study about understanding women entrepreneurs was chosen (SDG5 - Achieve gender equality and empower all women and girls) to be part of the report. The report will be launched to Scotland's research community, government and policy-makers to celebrate the positive impact that world-leading research, undertaken at Scottish universities, has on progress towards achieving the UN's Strategic Development Goals and the Scottish Government's National Performance Framework, and how this is cementing the reputation of Scottish universities as global centres of research excellence.

Lifetime achievement award

Congratulations to Professor Morris Altman who was awarded the Thomas F. Divine Award. This Award is presented annually to someone who over a lifetime has made important contributions to social economics and the social economy: socialeconomics.org/awards-grants/thomas-f-divine-award/

International Woman's Day invited presentation at Durham University

Dr Stephanie Schreven was invited to present her work titled: 'Re-reading Frankenstein as a socially progressive tragedy to 'break the bias' at Durham University on 8th March. The theme of this year was 'breaking bias' which referees to stereotypes, prejudice, and such like. The paper argues in favour of practicing 'vulnerable recognition' in practicing solidarity in equality with monsters and freaks. Vulnerable recognition asks us to challenge our internalised, at times wilful ignorance and indifference towards those who are different, by asking difficult questions of ourselves, including among women, in how we are implicated in maintaining oppressive, discriminatory, exclusionary norms and practices as well as unjust social arrangements.

Honorary Professor Appointment

NHS Tayside Chief Executive Grant Archibald has been appointed Honorary Professor in the University of Dundee School of Business. The partnership between NHS Tayside and the University of Dundee is long-established with the organisations jointly pioneering many innovative treatments and approaches to healthcare across the decades. This appointment extends this partnership into the field of management and organisational change and will see Grant serving on the School of Business external Advisory Board, giving guest presentations on management to postgraduate and PhD students, and advising on the growing number of research projects related to healthcare management.

A call to amplify the voices of people complaining against an ad

Dr Kristina Auxtova had a blog post published on LSE Business Review:

blogs.lse.ac.uk/businessreview/2022/02/08/a-call-to-amplify-the-voices-of-people-complaining-against-an-ad/

Drivers for Growth? People, Technology and Regulations- a collaborative approach

Dr Gizella Marton and Dr Seemab Farooqi had their blog published on the Fintech Scotland website: People, Technology and Regulation - FinTech Scotland

London Marathon 2022

Our School Administrative Lead for Research, Linn McFarlane has secured a charity place for running the London Marathon this year. Linn will be running 26.2 miles on 2nd October for a charity named Children with Cancer UK. The Charity Fighting Childhood Cancer | Children with Cancer UK
If you would like to sponsor Linn, her just giving page is [Linn McFarlane is fundraising for Children with Cancer UK \(justgiving.com\)](#). Linn has a target of £1500 to reach, any sponsors would be greatly appreciated.

PhD Successful Awards

Congratulations to Accounting and Finance PhD candidate, Nse Udohaya who successfully defended her PhD thesis titled "Perceptions of financial inclusion: an empirical study of the demand and supply of financial services in Nigeria" supervised by Dr Suzanne Fifeild and Dr Lissa Monk.

Good New Stories cont.

Impact seminar series:

This semester Norin and Graeme will be delivering hands on sessions for staff. All sessions were recorded and can be found in the Impact folder on MS Teams.

Session	Title	Date	Time
Impact seminar 1	Underpinning research: Discussion on what research can create impact and how	Wed 16th Feb	1500-1600
Impact seminar 2	Developing your strategy for impact	Wed 23rd Mar	1400-1500
Impact seminar 3	What resources do you need (and what do we have) to build an impact case study?	Wed 13th Apr	1400-1500

PRME Research Seminar Series:

This semester the PRME Committee organised the second session of the year for staff and PhD students, as follows:

Session	Title	Date	Time
Research seminar 1	Dr. Carlo Morelli "Understanding Society: Poverty, Wealth and Inequality in the UK"	Wed 9th Mar	1500-1600
Research seminar 2	Prof. William Forbes "Sentiment within investment mandates and stock price movements. Does truth dominate noise?"	Wed 30rd Mar	1500-1600
Research seminar 3	Prof. Oliver Mallett "Employment relationships in SMEs"	Tue 3rd May	1400-1500

Published Outputs: November 2021 - February 2022

Session	Title	Date	Time
PRME Research Seminar 2	Prof Jan Bebbington: "Responsible Management Research: how an accountant become embroiled in ocean stewardship research"	Wed 16th Mar	1500-1600

Published Outputs: November 2021 - February 2022

Contributors	Title
Szu-Hsin Wu	Wu, S-H, Coghlan, D, Novara, D, Coughlan, P & McNabola, A 2022, 'Developing Green Process Innovation Through Network Action Learning', Creativity and Innovation Management. doi.org/10.1111/caim.12484
Renzo Cordina	Cordina, R, Maclean, F & Gannon, M 2022, 'Caught in a trap? Financial Fair Play Regulations and the case of Scottish football', Qualitative Research in Financial Markets. doi.org/10.1108/QRFM-02-2021-0031

Published Outputs: November 2021 - February 2022

January 2022

Contributors	Title
Abhishek Pathak	Calvert, GA, Evans, G & Pathak, A 2022, 'Race, Gender and the US Presidency: A Comparison of Implicit and Explicit Biases in the Electorate', Behavioral Sciences, vol. 12, no. 1, 17. doi.org/10.3390/bs12010017
Abhishek Pathak	Techawachirakul, M, Pathak, A & Calvert, GA 2022, 'That sounds healthy! Audio and visual frequency differences in brand sound logos modify the perception of food healthfulness', Food Quality and Preference.
Abhishek Pathak	Tazi, R, Calvert, GA & Pathak, A 2022, 'Sparkling or still: It depends on the brand name' WARC Exclusive.
Alistair Watson	Almaqableh, L., Wallace, D., Pereira, V., Ramiah, V., Wood, G., Veron, J. F., Moosa, I., & Watson, A. 2022,). "Is it possible to establish the link between drug busts and the cryptocurrency market? Yes, we can." International Journal of Information Management
Alistair Watson	Zakaria, N., Sehgal, R., Kamaruudin, K., & Watson, A. (2022). "Staying Afloat? Using a Reflective Cycle Approach to Examine the Effects of Crisis on the Business Resilience of SMEs during COVID-19". Journal of General Management.
Suzanne Fifield, David Power	Khan, M, Fifield, SGM, Tantisantiwong, N & Power, DM 2022, 'An Empirical Study on the Short- and Long-Run Relationship Between South Asian Emerging Stock Markets', International Journal of Business & Management Studies, vol. 3, no. 2.
Andrew Ross	Ross, A 2022, 'The Pandemic Has Done Little to Check China's Geostrategic Ambitions' Royal United Services Institute Commentary. rusi.org/explore-our-research/publications/commentary/pandemic-has-done-little-check-chinas-geostrategic-ambitions

Good New Stories cont.

December 2021

Contributors	Title
I-Shuo Chen	Chen, I-S 2021, 'Toward Better Intelligent Learning (iLearning) Performance: What Makes iLearning Work for Students in a University Setting?', Behaviour & Information Technology. doi.org/10.1080/0144929X.2021.2014967
Yu Zhu	Dai, F, Xu, L & Zhu, Y 2021, 'Higher Education Expansion and Supply of Teachers in China', China Economic Review.

November 2021

Contributors	Title
Bruce Burton	Pattnaik, D, Kumar, S, Burton, B & Lim, WM 2021, 'Economic Modelling at thirty-five: A retrospective bibliometric survey', Economic Modelling.
Abhishek Pathak	Pathak, A & Motoki, K 2022, 'Evaluating brand names without vowels', Food Quality and Preference, vol. 97, 104450. doi.org/10.1016/j.foodqual.2021.104450
Renzo Cordina	Cordina, R, Gannon, M, Taheri, B, Lochrie, S & Okumus, F 2021, 'Committed to conservation: Tourism in developed and developing contexts', International Journal of Tourism Research. doi.org/10.1002/jtr.2504
David Power	Alomari, M, Alrababa'a, A, Ur Rehman, M & Power, DM 2022, 'Infectious diseases tracking and sectoral stock market returns: A quantile regression analysis', North American Journal of Economics and Finance, vol. 59, 101584. doi.org/10.1016/j.najef.2021.101584
Xia Shu	Shu, X, Smyth, S & Haslam, J 2021, 'Post-decision project evaluation of UK public-private partnerships: insights from planning practice', Public Money and Management, vol. 41, no. 6, pp. 477-486. doi.org/10.1080/09540962.2021.1909887
Ahmed Bakri Bakri, Suzanne Fifield, David Power	Bakri Bakri, A, Fifield, S & Power, D 2021, 'Capital Budgeting Practices and Political Risk: Evidence from Lebanon', Qualitative Research in Financial Markets.
Sudharshan Reddy Paramati	Paramati, SR, Shahzad, U & Doğan, B 2022, 'The role of environmental technology for energy demand and energy efficiency: Evidence from OECD countries', Renewable and Sustainable Energy Reviews, vol. 153, 111735. doi.org/10.1016/j.rser.2021.111735
Ahmed Hassan Ahmed, David Power	Tahat, YA, Ahmed, AH & Power, D 2021, 'Earnings Quality and Investment Efficiency: The Role of the Institutional Settings', Review of Quantitative Finance and Accounting. doi.org/10.1007/s11156-021-01024-w
Ahmed Hassan Ahmed, David Power	Tahat, YA, Ahmed, AH & Power, D 2021, 'Earnings Quality and Investment Efficiency: The Role of the Institutional Settings', Review of Quantitative Finance and Accounting. doi.org/10.1007/s11156-021-01024-w



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Entrepreneurs in Residence

We would like to welcome our Entrepreneurs in Residence (EiR) to the University of Dundee Business School. They have been very busy behind the scenes in exploring the following three strands of work in the Business School:

- Research/research income
- Executive education
- Space/collaboration with industry

We will keep you posted on their work as they are important in the future of the Business School. In the meantime here is an introduction to them:



Gordon Donald

Gordon Donald has more than 35 years' work experience including supporting entrepreneurs to scale and start new businesses. Following a formative army career, roles have included consulting and business development in small to large corporations, focused on delivering sustainable, effective growth. Gordon is a company founder and co-founder with experiences including chair of a charity and director of a social enterprise. More recently Gordon was responsible for innovation, commercialisation, and entrepreneurship at the University of Edinburgh, leading Edinburgh Innovations Ltd in securing new revenues and investment in its start-ups, funding for new centres, design and delivery of programmes and partnerships as well as international business development.



Neil Macleod

Neil Macleod is an internationally experienced Senior Executive with more than 35 years experience in industry as a qualified accountant. He has spent much of that time working in various industries FCMG, logistics, light industrial manufacturing and heavy industrial manufacturing, and printing. He spent the last 16 years working within Private Equity owned companies based in various parts of the world including Australia, Malaysia, Luxembourg and the USA. Neil has extensive experience in strategy development and implementation, M&A and managing several shareholder exits.

During Neil's career he has worked in large global multi-nationals and more recently in SMEs with a particular focus on scale ups and transformational business change. Neil is also a Fellow of the Chartered Institute of Management Accountants, in addition to being a Trustee at Scouts Scotland. When he is not working, Neil can usually be found golfing at Gullane.



Andrew McLauchlan

Lived and worked in the UK, APAC and the US, successfully building multi-million pound company in London and expanded the company to offices in Hong Kong and New York. In addition to running these businesses, Andrew was the sales lead for multiple sell side and buy side clients including, BAML, BNPP, Citi, Franklin Templeton, HSBC, JP Morgan, Macquarie and RBS.

Andrew eventually sold his stake in the business and is now in the corporate world with AWS - Global Financial Services.



Amr Moustafa

Amr is serial entrepreneur, Angel investor, start-ups mentor and entrepreneurial ecosystems researcher and consultant with a clear enthusiasm for innovation and social impact. He has developed several successful ventures in Egypt, Dubai and UK throughout various business sectors such as retail, construction, marketing and advertising, digital marketing and e-commerce. Amr is currently the Co-Founder and CEO of Azolla Travel, an online travel booking platform driven by sustainability and powered by technology. Azolla is aiming at establishing itself as a catalyst to the evolution of the sustainable travel ecosystem through technology and innovation.

Amr received his MBA degree from the University of Glasgow specialising in entrepreneurship, focusing his research on entrepreneurial support organisations and ecosystems. His licensed studies in yoga and clinical hypnotherapy granted him with a better understanding of the human mind and behaviour. This has been a key point in focusing on social entrepreneurship as well as creating and supporting ventures with high social value and impact.

Entrepreneurs in Residence



Lucy-Rose Walker

As a founder coach Lucy supports individuals and teams to create clarity, communication and consistency within their business and life. She is an action oriented and innovative leader with a proven record of delivering significant growth within a fast paced environment. Lucy-Rose is a natural people developer who shows up authentically with empathy and understanding. Through a mixture of coaching and mentoring she builds confidence in leaders to support them to achieve their version of success.

With a degree in psychology and 10 years working with business start-ups Lucy-Rose co-founded Entrepreneurial Spark (ES) in 2012 to support entrepreneurs. She grew the ES network to 12 accelerator Hubs operating across all four nations of the UK, in partnership with Natwest. Lucy-Rose has also published a bestselling book and podcast, Misadventures in Entrepreneurship, highlighting the real truth about how it feels everyday being an entrepreneur and running your own venture.



New staff pen pictures



Mr Paul Caulfield

1. Where are you from? Tell us a little about your background in a few sentences

I am originally from the West of Scotland but moved to England to study Accounting and Finance at the University of Birmingham. I then trained to be a secondary school teacher in London and taught Business Studies and Economics at school level for the remaining years of my twenties. In my thirties I left teaching and trained and qualified as a Management Accountant and worked for the NHS and then the BBC as a Management Accountant. Later in my thirties I emigrated to Australia and worked as a Business Analysis at Sydney Opera House. When I returned to the UK I worked for the RAC as a Financial analysts before returning to teaching in my early forties at Birmingham City University as a Lecturer. Last year 2021, I decide to relocate back to Scotland and accepted the offer of employment at UOD.

2. What are your main areas of research interests?

Based on my combined experiences as a Teacher and a Management Accounting and the varying levels of experience I had with being trained as an Accountant I wanted to investigate the process of developing effective short term focussed management accounting training that meets the training needs of the participants. There is a wide body of literature and studies and significant interest in this field, especially since the rise in popularity of online courses.

3. What are your most significant research contributions to date? to academics, to policy and/or practice

Preliminary results in this study during pilot and early studies undertaken at Birmingham City University during the early stages of my Doctorate work have had an impact with relevant professional bodies and commercial training companies who have been interested in the work I have been doing in building a framework model for effective accounting training as well as other HE Institutions such as BCU as well as European partnership institutions who I have collaborated with in developing the concepts and techniques for this framework. I have also presented my preliminary results to several conferences domestic and international.

4. What are your research and/ or impact aims over the next few years?

The immediate and fundamental aim over the next two years is to formally complete my PhD in relation to this research. I will continue to present findings to conferences and present papers. Other related articles will be developed either solely or in collaboration with other interested parties.

New staff pen pictures cont.



Dr Lee Roberts

1. Where are you from? Tell us a little about your background in a few sentences

I joined the University of Dundee in January 2022 after completing my PhD at Brunel University in London. Before Brunel, I gained a BAcc in Accounting at The University of the West of Scotland.

2. What are your main areas of research interests?

My main research area is Biodiversity and Extinction Accounting. To date, my research focuses on corporate disclosures and accountability for biodiversity and species extinction. I am also interested in research on Circular Economy reporting practices.

3. What are your most significant research contributions to date? to academics, to policy and/or practice

My research on Biodiversity and Extinction Accounting has been published in Business, Strategy and the Environment, Journal of Business Ethics, and Corporate Social Responsibility and Environmental Management.

4. What are your research and/ or impact aims over the next few years?

My research over the next few years is to further develop impactful research on Biodiversity and Extinction Accounting by examining industry, country and firm specific cases. This research aligns to achieving the United Nations Sustainable Development Goals by 2030. I am also currently working on research on Circular Economy reporting practices of companies.



Dr Rongrong Sun

1. Where are you from? Tell us a little about your background in a few sentences

I grew up in China and had all my high education in economics (BSc, MSc and Doctor, with the latter obtained in 2013) in Germany. Prior to joining the University of Dundee School of Business, I worked at the University of Nottingham Ningbo China and Henan University (in China).

2. What are your main areas of research interests?

I am an applied economist, with the main research interests in monetary policy, macroeconomics, and the Chinese economy.

3. What are your most significant research contributions to date? to academics, to policy and/or practice

My main contributions to the literature include two narrative indices (to measure the policy stance of Chinese monetary policy and Chinese macroprudential policy, respectively) and a series of papers to examine the impact of Chinese monetary policy, published in *Journal of Banking & Finance*, *International Journal of Central Banking*, and *Journal of International Money and Finance*. In practice, I worked as a visiting fellow at the central banks' research institute and had projects carried out there (the Hong Kong Institute for Monetary and the Bank of Finland Institute for Economies in Transition).

4. What are your research and/ or impact aims over the next few years?

I have several projects on monetary policy in the pipeline. Also, I am working on the projects on household financing, corporate financing, and the psychological health of left-behind children, using household- and firm-level data



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Feedback? Questions?

Get in touch:

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