



Business School Research and Knowledge Exchange News

University
of Dundee



December 2020

Message from the Editors

Welcome to the second Business School Research and Knowledge Exchange Newsletter from Linn McFarlane, Norin Arshed, Theresa Dunne and myself. Dominating our news this quarter are items related to our REF2021 submission, conference organising, public engagement and impact-related research featuring staff and PhD students from UDSB.

We are pleased to report completion of our REF2021 submission, which we believe will stand us in good stead for the forthcoming REF2021 exercise and for the future AACSB accreditation submission. For readers less familiar with academic life in research-intensive universities such as Dundee, the Research Excellence Framework (REF) is a large-scale assessment of how well Schools in UK Universities perform in producing high quality research outputs, impact cases and research support. Because the REF takes place only once every 5 to 6 years, the results are highly-influential in determining our long-term reputation rankings in the leading university 'league tables'. So, getting a good REF score is absolutely critical to our future success, especially in attracting high quality students and staff.

We are unwilling to anticipate what 'score' will be achieved in REF2021, but we have done everything we can to improve our submission compared to REF2014 and to mitigate any potential risks. These mitigations include having all outputs, impact cases and the research strategy externally assessed by ex-REF panel members. These assessments, alongside the University's own internal review process, provide us with a good level of assurance of substantial progress compared to REF2014. One concrete example of such improvement and the Business School's enhanced research and knowledge exchange reputation is the appointment of Dr Norin Arshed, our impact and public engagement champion, as a REF2021-appointed assessor for impact cases in business and management. Her appointment is a first for the School, and will help us enormously in future REF exercises to have first-hand insight how research impact is assessed in business and management. She is also one of only a small number of University staff to be invited to be a REF assessor so her appointment should give the University a broader understanding of impact assessment across a range of disciplines.

Strong journal outputs, impact-related research and public engagement also continue to feature in this edition of the newsletter (see Good News Stories). Outputs in recent months are listed in the newsletter and we wish to congratulate everyone who has contributed. One member of staff with a long history of producing high quality outputs is Professor David Power, who received a lifetime achievement award from the British Accounting and Finance Association. We also have good news on the conference front, with Dr Omar Feraboli and Dr Carlo Morelli organizing an online interdisciplinary conference hosted by the Business School on 'Post Crash Economics in a Post-Covid World', while Dr Sudhu Paramati and Professor Bill Russell have been active in organizing a research conference with our partner institutions in late November. These are significant developments for UDSB. We should also thank Stavros Kourtzidis, who has continued to run the staff-PhD student online research seminars, with an excellent programme proposed for the rest of this year and into the New Year. This programme will include the first joint seminar between UDSB and staff at the Business School at the University of Gothenburg. The presentation will be by Stefan Tengblad, Professor of HRM, and his colleagues on the Swedish concept of co-workership on January 20th, 2021.

Staff were also actively engaged with the lots of organizations and people beyond academia. Some notable examples are as follows. Dr Carlo Morelli was interviewed by the BBC Disclosure programme on Covid-19 in universities and his comments on the universities moves to blended learning appeared on the front page of the Scottish edition of the Times, while Professor Morris Altman had a Comments article on the handling of COVID 19 published in the Times. Dr Norin Arshed was appointed to as a Scottish Parliamentary Fellow to research into women's' entrepreneurship in Scotland, while Katie Sinclair and Graeme Martin have been doing a lot of work with various Swedish organizations.

On the doctoral front, Dr Theresa Dunne, our Director of the UDSB PhD programme, has begun developing a new Doctorate in Business Administration. One of her first steps was to involve Professor Emma Parry from Cranfield University as a 'critical friend'. Emma is a leading light in the development and running of DBA programmes, is President of the Executive DBA Council and is advising the British Academy of Management on DBAs. It's also really pleasing to see two PhD completions in Accounting & Finance and Economics, Nadeem Zia and Majid Moayyed, and a thesis submitted this quarter by Bob Young in Management and Marketing.

Finally, we are also really pleased to have five colleagues, old and new, tell us a little about their research in a series of short 'pen-picture' interviews conducted by Linn. In times when it is difficult to meet socially, these shared insights are even more important in a School that is growing rapidly, but increasingly acting virtually.

Graeme Martin, Associate Dean Research



Good New Stories

Elaborating on our introduction, we have a number of good news stories this quarter, especially related to our conference organizations and growing public engagement and impact.

Congratulations to Dr Omar Feraboli, Dr Carlo Morelli and Dr Abdullah Yusuf

who were the organisers of a highly successful online interdisciplinary conference hosted by the Business School on 'Post Crash Economics in a Post-Covid World' during October 1st-2nd. This conference, which is a follow up to a book edited by Omar and Carlo on Post-Crash Economics, featured a number of speakers from the School, including the organisers, Professor Morris Altman and Dr Martin Jones.

Congratulations to Dr Sudhu Paramati and Professor Bill Russell

who are organizing the School's first inaugural research conference during 24-26 November 2020. The main aim of this research conference is to build strong research network with our international partner institutes from Canada, China, India, Malaysia, Pakistan, Saudi Arabia and Vietnam. The Scientific Committee has received a large number of submissions from the partner institutes, with 60 papers selected for the presentations in the conference. The conference committee is organizing a keynote Ronald Coase Lecture, which will be delivered by Professor Orley Ashenfelter from Princeton University.

Congratulations to Professor Morris Altmann

for having [an article published in the Times](#) on lessons for public policy makers on how to handle Covid-19 and similar crises. This article is based on his recent paper in the Journal of Behavioural Economics for Policy on '[Smart thinking, lockdown and Covid-19: Implications for public policy](#)'.

Congratulations to Professor David Power

who received his lifetime achievement award from the British Accounting and Finance Association, in [an online ceremony in October](#) and [online ceremony on Youtube](#).

Congratulations to Dr Carlo Morelli

who has, as part of his role of UCU Scotland President, been interviewed by the BBC Disclosure programme on Covid in Universities and on the front page of the Times (Scottish edition) on Universities movement to blended learning.

Congratulations to Dr Norin Arshed for two major successes:

→ REF 2021 Impact Assessor

As we highlighted in the introduction, Norin has been appointed by the REF2021 Director Kim Hackett to the Sub-panel 17: Business and Management Studies in the assessment phase (2021-22) of the Research Excellence Framework (REF) 2021, in the role of Impact assessor.

→ Scottish Parliament Fellowship

Norin has also been appointed to a highly competitive Scottish Parliament Fellowship for the next ten months on a two-day a week basis, during which she is seconded to Parliament to generate an evidence-base for use by women entrepreneurs, economic development agencies and policymakers. Her research will provide an in-depth understanding of the state of women-led businesses during the COVID-19 crisis and their needs in its aftermath in Scotland. The project will potentially inform two current Scottish Parliamentary Committees: Equalities and Human Rights Committee and the Economy, Energy and Fair Work Committee, and thus lead to a further impact case for the next REF exercise.

The research comprises more than thirty in depth enterprise agency interviews, twelve focus groups with women entrepreneurs (Scotland-wide) and 10 case studies of women entrepreneurs by regularly interviewing them over a 5-month period to build insights into their business given the pandemic. This research will produce regular policy briefs, published on the SPiCE (Scottish Parliament Information Centre) website and a final report with a toolkit to be presented to Parliament.

Dr Renzo Cordina and Professor Graeme Martin

presented online research seminars to staff and students of Gift University, one of our key partner institutions in Pakistan. Renzo presented an in-depth **Introduction to Environmental Accounting**, while Graeme discussed his research on employee engagement, organizational trust and corporate reputations

Public Engagement Activities during November and December involving Graeme Martin

As part of his visiting professorship at the [University of Gothenburg's Centre for Global HR](#), Graeme Martin is presenting three online seminars in November and December in Sweden. The first of these involves him leading a workshop for **Writing for Publication and Meet the Editors of three leading HRM journals** for academics and practitioners in Sweden (with Professor Emma Parry and Prof Anthony McDonnell). The second is an invited online seminar for medical directors and senior HR staff at Västra Götaland Regional Council on the development of his medical identity toolkit to **assess medical leadership and medical engagement**. The third is an invited seminar for the HR directors of the Partner Organizations of the Centre for Global HR at Gothenburg University, including Volvo, Astra Zeneca, IKEA, etc, on **employer branding and reputation management**.

His work in Gothenburg has also led to an invitation to participate in a Swedish-led research project on [Remote Working from Home](#), sponsored by the consulting company Netigate. The research involves him in advising on an international study of remote working based on an earlier one conducted by Netigate associates.

Public Engagement with Medics

Graeme is also presenting an invited online presentation to medical leaders at the [British Medical Journal Leader Conference in the Cloud on Leadership in Healthcare](#). His topic is **Assessing and Developing Medical Leaders**, which is based on extensive research with hospital consultants in Scotland and England.

Congratulations to Katie Sinclair, one of our PhD students

who continues to do sterling work with Graeme Martin for the [Swedish-headquartered multinational Med Tech company, Getinge AB](#), on employer branding and employee identification/ engagement. They were recently invited to participate in an analysis session on employee engagement in the company with senior analysts from the company. This work is sponsored by one of our advisory board members, Professor Magnus Lundback. Katie and Graeme completed an invited 5000-word state-of-the-art review of employer branding and reputation management for [the R&D Fund of the Swedish Tourism and Hospitality Industry](#), who were very pleased with the finished product.

Impact Update

Norin Arshed held an impact session on Wednesday 28th October, during which the following questions were raised:

- **What will facilitate an impact culture being built in the School?**
- **What factors will prohibit the creation of an impact culture in the School?**
- **What steps have you taken to further your impact outside of the academy? For example, contacting stakeholders to discuss research/initiating a relationship etc.**
- **What steps have you taken to publicise your research to the stakeholder community?**
- **Have you any plans for the near future to be involved in public engagement?**
- **Have you thought about any future research projects with impact being part of the aims of the project?**

Excellent discussions followed over the kinds of support needed and the incentives, funding and resources necessary and available for individuals to undertake impact studies. One of the next steps involve building impact workshops, which will provide a step by step guide on how to start and progress with impact. The workshops are being built around the feedback from the discussion, but will also include sessions from those in the School already undertaking impact cases, external impact experts and colleagues from industry/government and the School Advisory Board who will help steer academics to areas where impact is required (as well as supporting with networking for academics). A draft programme will be sent around to colleagues for feedback before finalising.



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Published Outputs: August - October 2020

October 2020

Contributors	Title
Sudharshan Reddy Paramati	Sharma, C & Paramati, SR 2021, 'Does economic policy uncertainty dampen imports? Commodity-level evidence from India', Economic Modelling, vol. 94, pp. 139-149.
Sudharshan Reddy Paramati	Paramati, SR, Mo, D & Huang, R 2020, 'The role of financial deepening and green technology on carbon emissions: Evidence from major OECD economies', Finance Research Letters.
Abhishek Pathak	Park, J, Motoki, K, Pathak, A & Spence, C 2020, 'A sound brand name: The role of voiced consonants in pharmaceutical branding', Food Quality and Preference.
Mohammad Yaaqbeh (PhD)	Alia, MA, Abdeljawad, I & Yaaqbeh, M 2020, 'Depressing earnings management in Palestinian corporations: The role of audit quality, audit committee, and accounting conservatism', International Journal of Revenue Management, vol. 11, no. 3, pp. 213-236.
Yang Wang	Wang, Y & Zhang, Y 2020, 'Do state subsidies increase corporate environmental spending?', International Review of Financial Analysis, pp. 101592.

September 2020

Contributors	Title
Stephen Knox	Makenzie, N, Knox, S & Hannon, M 2020, 'Fast breeder reactor technology and the entrepreneurial state in the UK', Business History.
Ariel Bergmann, Bruce Burton, Matthias Klaes	Bergmann, A, Burton, B & Klaes, M 2021, 'European Perceptions on Crowdfunding for Renewables: Positivity and Pragmatism', Ecological Economics, vol. 179, 106852.
Abhishek Pathak	Almiron-Chamadoira, P, Barbosa Escoba, FJ, Pathak, A, Spence, C & Velasco, C 2020, 'Searching for the sound of premium beer', Food Quality and Preference.
I-Shuo Chen	Chen, I-S 2020, 'Turning Home Boredom during the Outbreak of COVID-19 into Thriving at Home and Career Self-Management: The Role of Online Leisure Crafting', International Journal of Contemporary Hospitality Management.
Renzo Cordina, Gwen Hannah, David Power	Cordina, R, Feng, J, Hannah, G & Power, D 2020, 'The IPO of Uber: A Classroom Case', International Journal of Teaching and Case Studies.
Qian Li	Elias, SRSTA, Chile, TH, Li, Q & D'Andrea, FAMC 2020, 'Austrian Economics and Organizational Entrepreneurship: A Typology' Quarterly Journal of Austrian Economics.

August 2020

Contributors	Title
Evangelia Fragouli	Fragouli, E 2020, 'A critical examination of the interaction of crisis leadership & corporate reputation', Business and Management Review, vol. 11, no. 1, pp. 97-111.
Evangelia Fragouli, Masoud Al Haider	Fragouli, E & Alhaider, M 2020, 'The Influence of responsible leadership on talent retention', Business and Management Review, vol. 11, no. 1, pp. 306-318.
Sudharshan Reddy Paramati	Paramati, SR, Alam, MS, Hammoudeh, S & Hafeez, K 2020, 'Long-run relationship between R&D investment and environmental sustainability: Evidence from the European Union member countries', International Journal of Finance & Economics.
Sudharshan Reddy Paramati	Alam, MS, Apergis, N, Paramati, SR & Fang, J 2020, 'The impacts of R&D investment and stock markets on clean energy consumption and CO2 emissions in OECD economies', International Journal of Finance & Economics.
Evangelia Fragouli	Fragouli, E 2020, 'Reflecting on the HEA Framework for Internationalizing Higher Education & on the 'practical theory' of Handal and Lauvas', International Journal of Higher Education Management, vol. 7, no. 1, pp. 46-56.
Evangelia Fragouli	Fragouli, E 2020, 'A critical examination of influential factors on leadership values when addressing ethical dilemmas', Journal of Business Management and Marketing, vol. 1, no. 1, pp. 001-006.
Martin Jones, Yin Zhang	Jones, MK & Zhang, Y 2020, 'Pathway choices by Chinese students on business Masters degrees', Journal of Education for Business.
Yu Zhu	Huang, B, He, X, Xu, L & Zhu, Y 2020, 'Elite School Designation and Housing Prices - Quasi-experimental Evidence from Beijing, China', Journal of Housing Economics.
Dooruj Rambaccussing, Murat Mazibas	Rambaccussing, D & Mazibas, M 2020, 'True versus Spurious Long Memory in Cryptocurrencies', Journal of Risk and Financial Management, vol. 13, no. 9, 186, pp. 1-11.
Evangelia Fragouli	Fragouli, E 2020, 'Leadership, Change & Employee Emotional Intelligence', Management, vol. 3, no. 5, pp. 16-29.
Norin Arshed	Taheri, B, Chalmers, D, Wilson, J & Arshed, N 2020, 'Would you really recommend it? Antecedents of word-of-mouth in Medical Tourism', Tourism Management.

Conference Presentations

Graeme Martin and Norin Arshed presented a paper to staff and students at the Centre for Global HR, University of Gothenburg on 2nd, November, entitled "A Race to the Top: How Can HRM Contribute to Scale-up Entrepreneurial Organizations?"

Murat Mazibas presented his paper "Are Behavioral Portfolio Construction Methods Optimal?" at the World Finance Conference 2020, Malta, 4-6 September 2020

Dooruj Rambaccussing has been invited as a discussant for a research paper for the following conference: www.iwh-halle.de/en/about-the-iwh/events/detail/detail/virtual-workshop-21st-iwh-cireq-gw-macroeconometric-workshop-forecasting-and-uncertainty



Doctoral News: an update from Dr Theresa Dunne

New Students

We welcomed 8 new PhD researchers to the School in October: 5 in Accounting & Finance and 3 in Management & Marketing. These researchers benefitted from an online induction on October 21st and we look forward to having a pizza party to give them a proper UDSB welcome once it is safe to do so.

Successful Awards

We welcome two new entrants to our successful role call of PhD graduates over the past few months.

Dr. Nadeem Zia (Accounting & Finance) passed his viva on September 25th with minor corrections. Nadeem's thesis was titled: 'Corporate Governance Failures in Pakistan - Perceptions, Causes and Implications'. Nadeem's supervisory team comprised Professor Bruce Burton and Dr Lissa Monk. His examination committee was made up of Professor Jill Atkins, from Sheffield University who acted as his External Examiner and Dr Vicky Lambert and Dr Gwen Hannah, who assumed the roles of Internal Examiner and Convenor respectively.

We asked Nadeem to say a few words about his PhD journey:

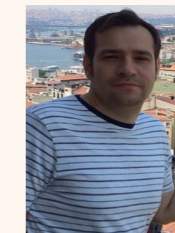


"My experience with School of Business at University of Dundee has been an amazing one and will be a found memory for rest of my life. More than anything else it is the people who I met during my PhD journey - my supervisors, colleagues and supporting management staff. They all have been amazing especially Prof.

Bruce Burton who always has been so helpful and his positive encouraging feedbacks kept me going and helped me improve the quality of my research. I will always remember and miss PhD seminars where I received comments and feedback from senior staff that really shaped my research in right direction during this journey. Thank you everyone for all your support."

Four days later, on September 28th, **Dr. Majid Moayyed** (Economic Studies) successfully defended his thesis. His work focused on: 'The Industrial Production Response to Oil Price Changes: New Evidence for G7 Countries'. He was supervised by Professor Bill Russell and Dr Dooruj Rambaccussing. His viva committee comprised Dr Issam Malki (External Examiner, Westminster University), Professor Paul Allanson (Internal) and Dr Martin Jones (Convenor).

We asked Majid to say a few words about his PhD journey:



"My doctoral experience at University of Dundee was excellent. I received a huge amount of support from my supervisors and the additional benefit of high-quality academic conferences that I was able to attend and contribute to. The PhD programme provided opportunities for me to work with

international, top-level professors and colleagues. The best thing for me about doing my PhD research at University of Dundee was the quality of support, opportunities, and mentoring. Undertaking my PhD at University of Dundee had been one of the most rewarding experiences in my life."

Publishing News

Congratulations to **Mohammad Yaaqbeh** (Accounting & Finance) on the publication of his recent paper 'Depressing earnings management in Palestinian corporations: The role of audit quality, audit committee, and accounting conservatism'. This was based on undergraduate work undertaken at the Al-Najah National University in Palestine. Well done, Mohammad!

Staff Pen Pictures

Given the numbers of new staff in the School and the extent of remote working, we thought it a good idea to introduce the new to the old and the old to the new in these newsletters. So Linn has produced a series of pen pictures of four new colleagues, Drs Borbely, Kim, Li and Wang, and two 'old timers', Professor David Power and Dr Dooruj Rambaccussing. She asked them four questions on their backgrounds, research and ambitions. Here's their responses:

Dr Daniel Borbely



- 1. Where are you from? Tell us a little about your background in a few sentences**
 I am originally from Budapest, Hungary, but I have lived in Scotland for the last five years. I did my PhD in Economics at the University of Strathclyde in Glasgow.
- 2. What are your main areas of research interests?**
 I am primarily an applied microeconomist researching policy-relevant topics within public economics. My main areas of interest are in tax, welfare, and education policy.
- 3. What are your most significant research contributions to date? to academics, to policy and/or practice**
 I currently have two academic publications (one in a peer-reviewed journal and one in a periodical) and I also have several promising research papers currently in progress. I also worked on a policy analysis project commissioned by the Scottish Government and contributed to a Nuffield Foundation funded research project on education.
- 4. What are your research and/ or impact aims over the next few years?**
 I would like to conduct policy-relevant research project with real-life policy impact. In my research, I try to work closely with stakeholders and practitioners in order to find impactful research topics.

Dr Jihye Kim



- 1. Where are you from? Tell us a little about your background in a few sentences**
 Hello, I am originally from South Korea and joined University of Dundee School of Business in September 2020 as a Baxter Fellow. I hold an MPhil in International Business and PhD in International Business from the University of Manchester, UK.
- 2. What are your main areas of research interests?**
 My research focuses mainly on sustainable development goals, corporate social responsibility, cross-sector partnership, and social value creation by MNEs.
- 3. What are your most significant research contributions to date?**
 My work has been published in Korean Journal of Strategic Management and Korean Business and Economics.
- 4. What are your research and/ or impact aims over the next few years?**
 I hope my research will raise awareness on the sustainable development goals and the role of business in society

Dr Nicolas Li



- 1. Where are you from? Tell us a little about your background in a few sentences**
 I was born in China, but I have spent most of my life in Canada. I also feel very connected to Scotland where I did my postgraduate studies.
- 2. What are your main areas of research interests?**
 International entrepreneurship (international new ventures and born-globals), transnational entrepreneurship (immigrant venturing in a cross-border setting), and other themes of international business in general.
- 3. What are your most significant research contributions to date?**
 Academic-wise, my works have been published on International Marketing Review and International Business Review. Policy-wise, I have produced consultancy documents to the EU (an analysis of survey collected from small businesses in Northern Ireland, Republic of Ireland and Scotland) and the Scottish government (advising of the export readiness literature review). In terms of practice, I'm privileged to have co-developed a case study on the native Scottish firm - Linn Products Limited.
- 4. What are your research and/ or impact aims over the next few years?**
 I'm hoping to work with a few internal and external collaborators to work on grant-winning projects linked with the international business theme

Staff Pen Pictures

Professor David Power



1. Tell us a little about your background in a few sentences

I am from Ireland, went to University in Cork and then the LSE. At the LSE, Prof Martin Walker was moving to Dundee to take up a Chair position and told me about a lectureship; I applied and amazingly got the position. That was 1987 and I haven't left!

2. What are your main areas of research interests?

My main areas of research are the interface between the capital markets and companies. Thus, one area of research looks at how firms communicate to the capital market. Another part looks at different capital markets (both developed and emerging) and examines how they respond to news - especially from firms.

3. What are your most significant research contributions to date?

I have been fortunate to work with academic superstars such as Prof Rob Gray, who died earlier this year and three articles that we wrote on the stock market impact of CSR information are still cited a lot - I think that, in total, they have been cited about 2000 times.

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

I have a number of research projects that I am working on but one of the most interesting involves interviewing the first UK-based female professors of accounting and finance. The first woman to be appointed to a chair of accounting took up her position in 1980 and many are still alive to talk about the barriers they faced when seeking promotion. I believe that this oral history of accounting and finance education is important to gather before such individuals are no longer with us; the research should have an impact in terms of our understanding of where the current academic disciplines of accounting and finance have come from.

Dr Dooruj Rambaccussing



1. Tell us a little about your background in a few sentences

I did my masters and PhD in Exeter, where I wrote part of my thesis half-hiking in Dartmoor. I then moved on to work in the XFI Centre for Finance and Investment as an associate research fellow. I then moved on to establish an executive programme in Canada One Square (yes, the pointy building). I moved in Scotland in 2014.

2. What are your main areas of research interests?

My research interests have varied over time. Although 2008 was obviously not the year to start working on predictability and trading strategies, I have had interest in the field for many years. I switched on theoretical time series - with special emphasis on long memory processes (a pattern noted in the overflowing of the Nile Banks). However recently my interests have shifted to sentometrics, which essentially maps qualitative text data into a quantitative sentiment.

3. What are your most significant research contributions to date?

My most recent paper with my colleague Andrzej Kwiatkowski on improving Bank of England forecasts of inflation and output growth with UK broadsheets provides good competition for my paper on forecasting soccer outcomes and betting odds using Tweets which benefited from worldwide media coverage. My earlier theoretical econometrics papers on testing for long memory has also been well received by the academic community.

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

My main research goals for the next few years is to remain on the research treadmill.

Dr Yang Wang



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

I completed my Ph. D degree at the Bangor University in the field of Accounting and Finance in 2018, Master's degree at the University of Exeter in 2014 and Bachelor's Degree at the Edinburgh Napier University in 2013.

2. What are your main areas of research interests?

My research interests include financial fraud, corporate social responsibility, and corporate governance.

3. What are your most significant research contributions to date?

I have published papers in the academic journals e.g. British Accounting Review, International Review of Financial Analysis etc.

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

My research plan for the next few years is to examine the performance of corporate social responsibility e.g. corporate donation and corporate environmental spending during the COVID-19 pandemic.



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Feedback? Questions?

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